

Může BLOCKCHAIN změnit mediální byznys?



Programmatic.cz

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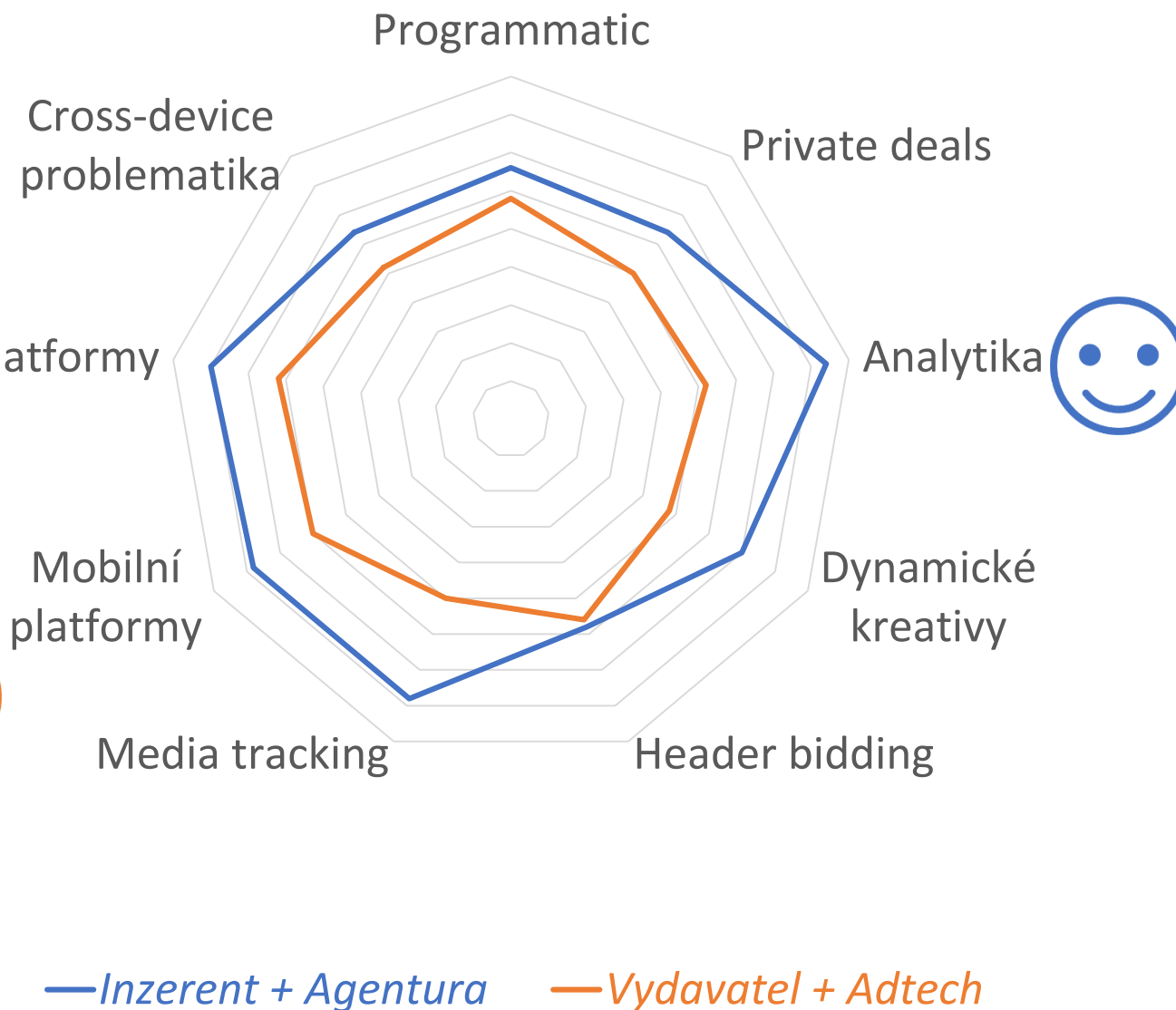
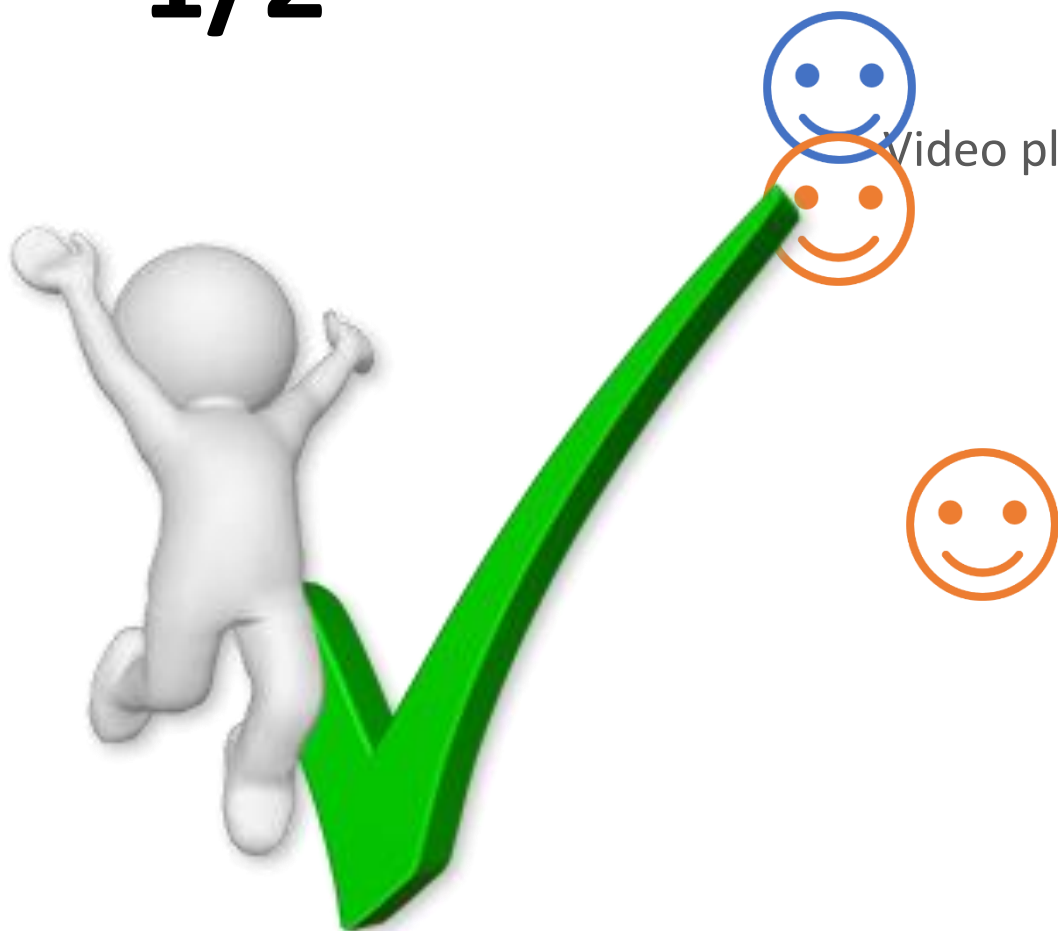
Jiří Malý



Blockchain...
...kryptoměny...

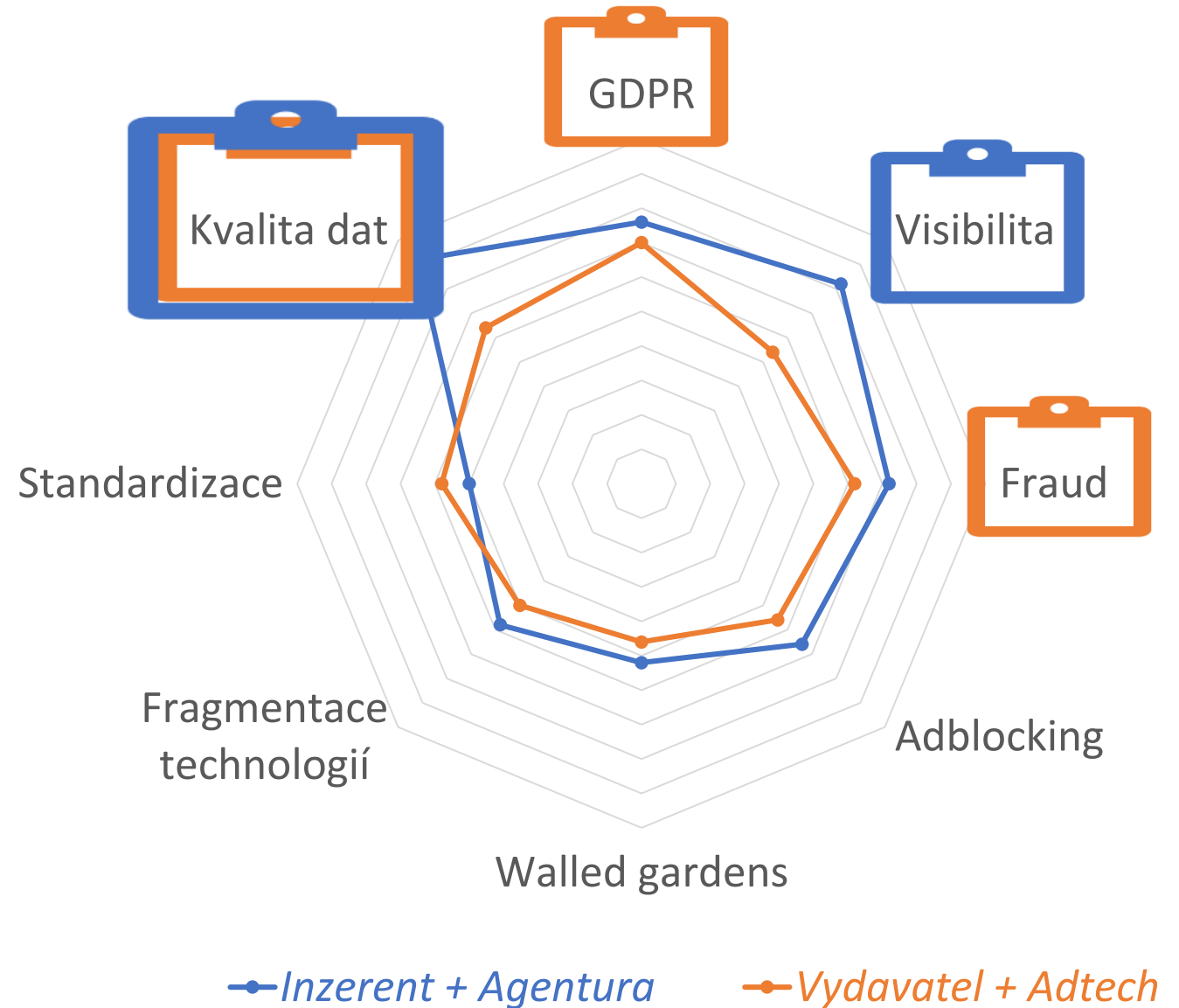
Dotazování expertů

1/2



Dotazování expertů

2/2



Trvalost
Důvěra
Bezpečnost
Distribučnost
Nezměnitelnost
Transparentnost
Anonymita
Pravda
Ověřitelnost
Decentralizace

....**BLOCKCHAIN**

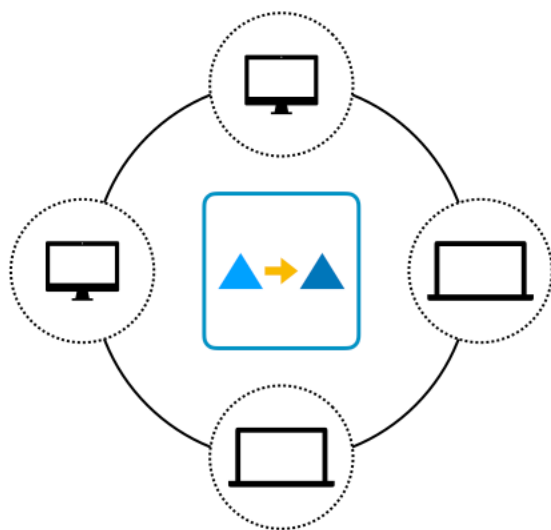
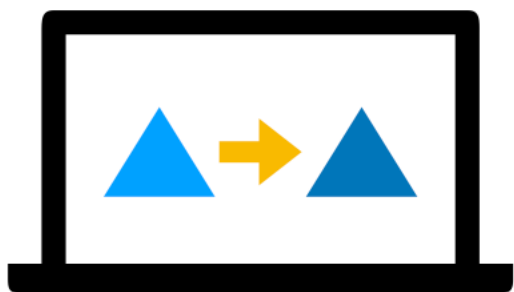
A Technology that enables the peer-to-peer transmission of electronic value, without any intermediary.

SO, WHAT IS THE BLOCKCHAIN?

DISTRIBUTED LEDGER

DISTRIBUOVANÁ ÚČETNÍ KNIHA

A chce provést
transakci
směrem k B



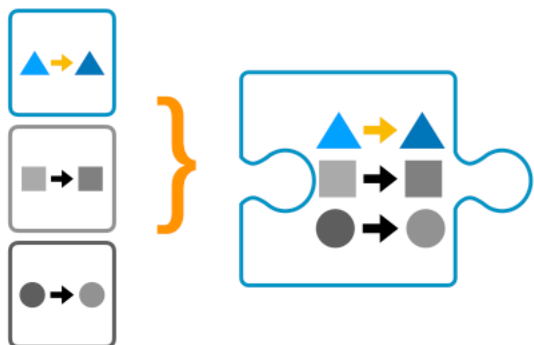
Transakce je vyslána do P2P sítě,
která se skládá z počítačů známých
jako NODE.

VALIDACE

Sít NODE zvaliduje transakci a
status uživatelů
pomocí známého algoritmu.



Podepsaná transakce může
obsahovat
SMLOUVU, ZÁZNAMY nebo jiné
INFORMACE.



Transakce je zkombinována s dalšími
transakcemi.
Vytvoří se nový BLOK s informacemi
do "transakční databáze".



Nový BLOK je přidán do blockchainu tak,
že zůstane TRVALÝ a NEZMĚNITELNÝ.



Transakce je potvrzena

3 projekty

wibson, adxchain, BAT



3 otázky

k čemu, proč a jak



Wibson

GDPR, datamanagement



1

k čemu je to dobrý





Personal data market

=>

Wibson

uživatelé v blockchainu
rozhodují o nakládání s
jejich daty

2

jak to vlastně funguje



Wibson is built on a core set of principles



Transparency

Individuals have complete visibility into how their data is being used.



Anonymity

Identities are never revealed without all relevant parties' consent.



Fairness

Individuals can exchange access to data for value.
Supply and demand dictate market prices.



Control

Individuals maintain control over use of their personal information.

←

Offer Details

✓

This company is interested in your data:
Wibson & UC3M – Global Warming Project ?

Data requested:

f

Facebook

Price: ?

15 WIP

Category:
Social Good & Research ?

☒ I agree with the [Terms and Conditions](#)

Offers

Connectors

History

User

3

kde a jak si to zkusit



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Wibson

for Android 4.1 or later
by Wibson



Description

We designed the Wibson Alpha app to help you control and monetize your personal information. In this initial version, you can connect data sources, such as your Facebook account and mobile device loca...[more](#)

Version Wibson Alpha v0.0.13 (13)

[Download](#)

📅 26 MAR 2018, 20:23

📁 19.92 MB

🔑 916EDF917CC963B0217E6747D6C1ED72

☰ RELEASE NOTES

The developer did not provide any release notes for this version.

Adxchain

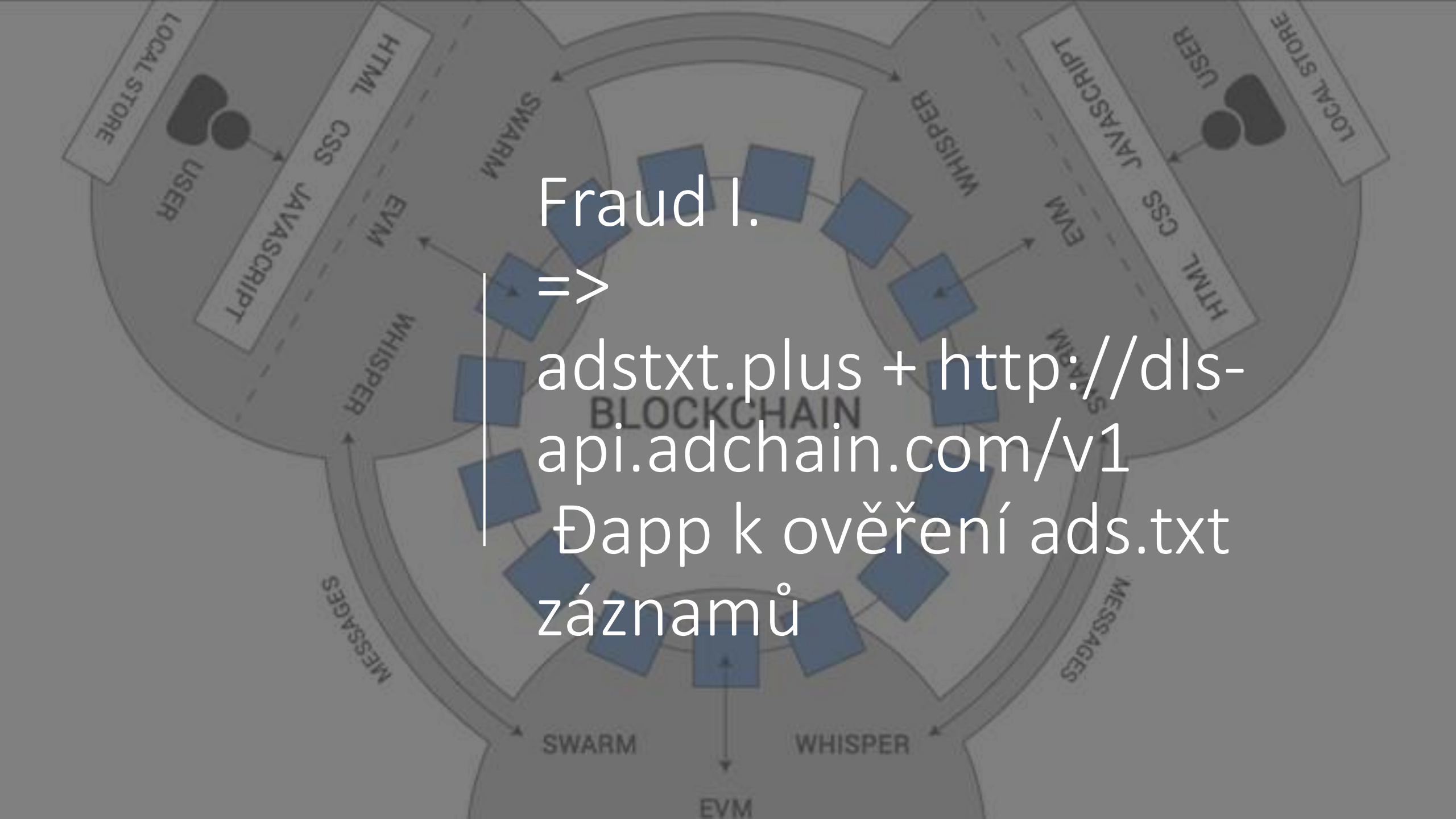
fraud, GDPR, datamanagement



1

k čemu je to dobrý





Fraud I.

=>

adstxt.plus + <http://dls-api.adchain.com/v1>

Dapp k ověření ads.txt
záznamů

Manage sellers for eamunoz.me

Select Seller Domain to Add

Publisher's Account ID

adadyn.com

111

Add Sellers

Remove Sellers

[Looking for other fields?](#)

To Confirm, you will be **ADDING**

adadyn.com

Please Read

Clicking "Sign Transaction" will prompt MetaMask. Please click **SUBMIT** in the MetaMask prompt to **add** the seller to your domain's record on the blockchain.

Once successful, a CSV file will be downloaded for your records with the **added** sellers.

Sign Transaction

Fraud II.

World's first Blockchain enabled programmatic media campaign

=>

Truth.agency a adXchain
Blockchain
v blockchainu uložený
consensus o proběhlém
obchodu

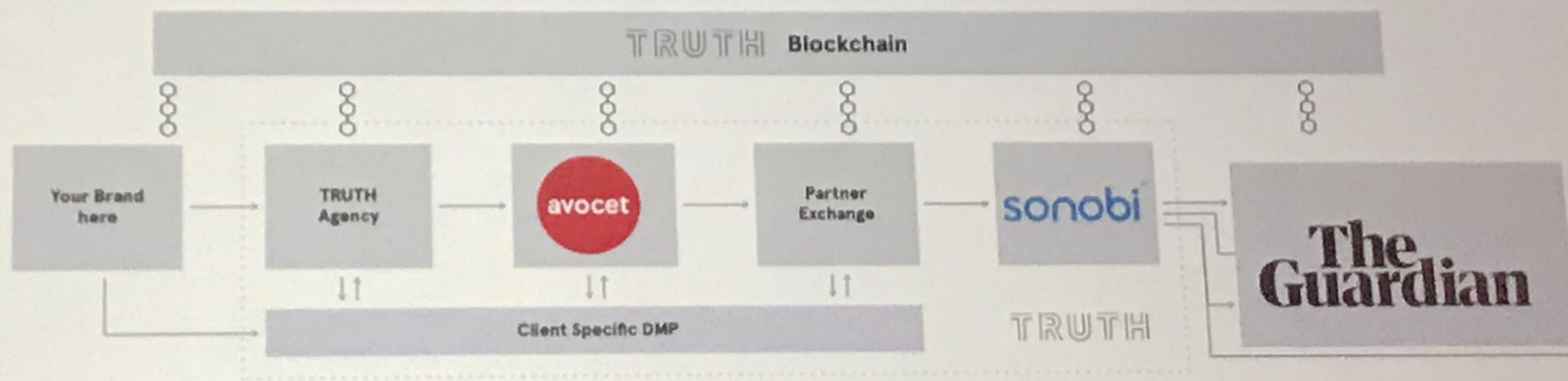


2

jak to vlastně funguje



Worlds first Blockchain enabled programmatic media campaign



3

kde a jak si to zkusit





Apply now

Domains

in registry

in application

in voting commit

in voting reveal

Account Dashboard

Help Desk

Submit Request

adToken



0.001

TOTAL ADT STAKED

9

IN APPLICATION

0

IN VOTING COMMIT

1

IN VOTING REVEAL

9

IN REGISTRY

ETH/USD: \$301.675

100

USD

ADT/ETH: 0.0001E

Amount in ETH: 0E

ADT/USD: \$0.0298186

Amount in ADT: 0

Search Domain

Status

- ☐ In Registry
- ☐ In Application
- ☐ In Voting Commit
- ☐ In Voting Reveal

RESET

Global Trollbox

0x648d33: database is reset
anon: hello world
0xc18195: woof woof!
anon: testing
anon: test
anon: !@# \$!@#
anon: anon means unknown?
0x648d33: yes, no metamask
connected
0x648d33: test
anonymous: test
0xd0be5d: hi everyone

Message (press enter to submit)

Domain

Action

Stage

Stage End

cubs.com

CHALLENGE

Refresh Status

2017-10-10 14:29:30

token.com

APPLY

cnn.com

VIEW

In Registry

foo.me

CHALLENGE

Refresh Status

2017-10-10 13:23:00

test.com

APPLY

yahoo.com

VIEW

In Registry

metax.io

VIEW

In Registry

mrhunter.com

VIEW

In Registry

domain.com

VIEW

In Registry

clickme.com

APPLY

Previous

Page

1

of 3

Next

BAT

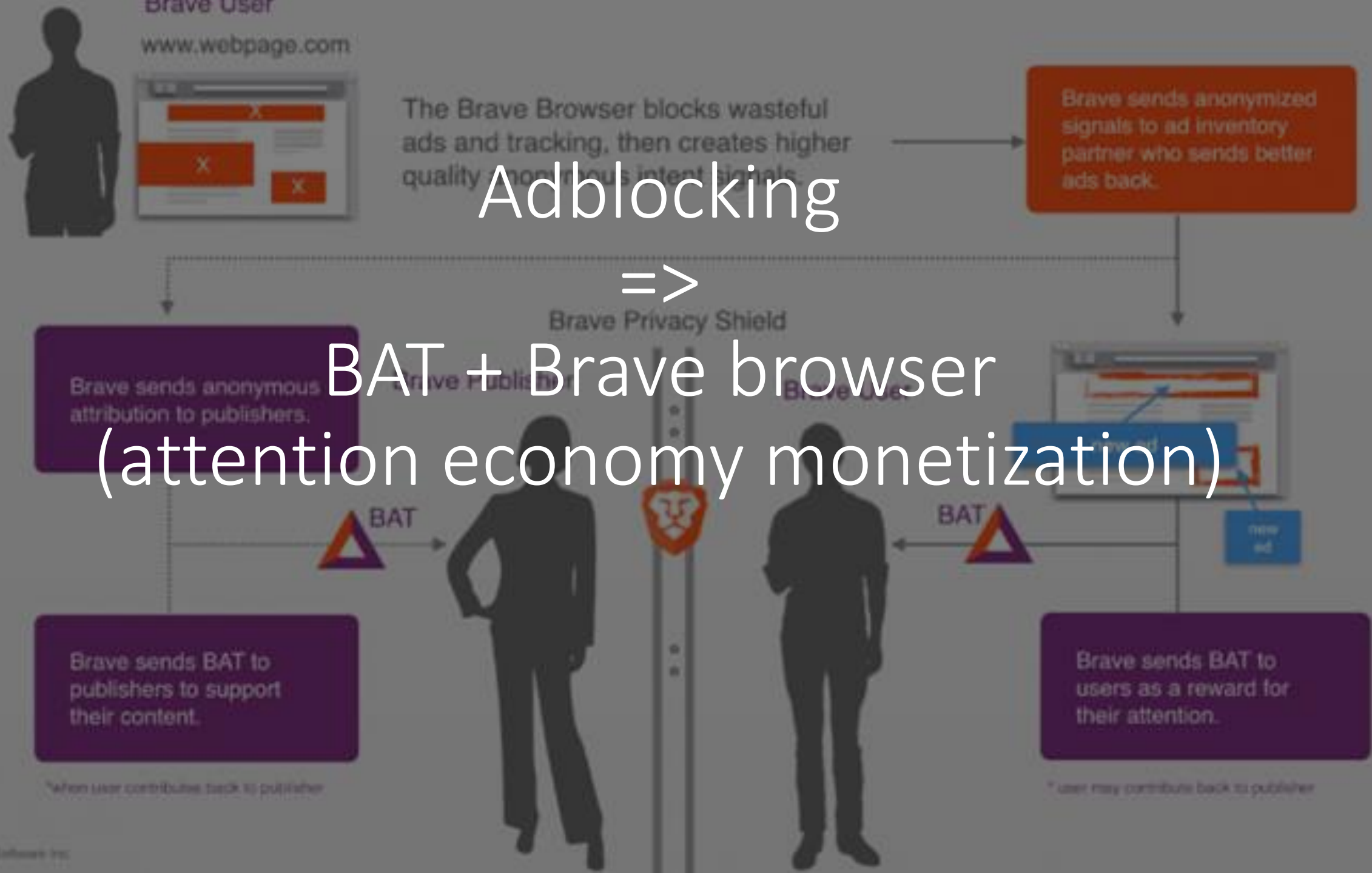
adblocking, media business model



1

k čemu je to dobrý





Adblocking

=>

BAT + Brave browser
(attention economy monetization)



The Brave Browser blocks wasteful ads and tracking, then creates higher quality anonymous intent signals.

Brave sends anonymized signals to ad inventory partner who sends better ads back.

Brave sends anonymous attribution to publishers.

Brave sends BAT to publishers to support their content.

*when user contributes back to publisher

Brave Publisher

Brave Privacy Shield

Brave User



Brave sends BAT to users as a reward for their attention.

* user may contribute back to publisher

2

jak to vlastně funguje



Why Use a Blockchain? - C

Preferences

(10) 10 Grill Gadgets p

0.06312087 DASHBTC - P

New Tab

+

General

Search

Tabs

Security

Sync

Payments

Extensions

Plugins

Shields

Advanced

Brave Payments^{beta}

off ☒ on ?

☒ auto-include

monthly budget

25 BAT (3.63 USD) ▾

Last contribution:
November 14th

account balance

133.07 BAT (19.30 USD) ?

Next contribution:
December 14th

Add funds... ?

Thanks for helping support your
favorite websites!

☐ Show only included sites

Site	Include	Views	Time Spent	%	Actions
TechSmartt on YouTube	☐	3	4m 37s	5	
wikipedia.org	☐	3	1m 54s	10	
bostonglobe.com	☒	11	18h 29m	25	
AlexRamiGaming on YouTube	☒	2	26m 15s	13	
instructables.com	☒	7	14m 20s	4	
cnbc.com	☒	5	16m 14s	4	
CrazyRussianHacker on YouTube	☒	4		3	
coindesk.com	☒	8	3m 2s	3	
TerraFugialInc on YouTube	☒	2	2m 55s	2	
Ultra Music on YouTube	☒	1	2m 34s	1	
theonion.com	☒	3	4m	1	
cryptoreport.com	☒	2	4m 5s	1	
engadget.com	☒	5	2m 5s	1	
cnn.com	☒	4	2m 22s	1	

3

kde a jak si to zkusit



CURRENT CONTRIBUTION BALANCE
 **0.00** BAT
Approximately 0.00

 **Your Uphold**

 You need to
Uphold to re
Brave Payme

[Create Wallet](#)

Add Channel

Let's start with choosing where you're publishing your content.



WEBSITE

I have my own website and have access to the domain directory.



YOUTUBE CHANNEL

I own or manage a YouTube channel.



TWITCH CHANNEL

I'm the primary owner of a twitch channel.

[Generate](#)

[Edit Contact](#)

55

[Terms of Service](#)

aminopay.com

nyiax.com

metax.io

madnetwork.io

bpc.one

adex.network

adledger.org

madhive.com

rebelai.com

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... může;-)



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