

UK Midlands SME is seeking technology and research partners to develop an innovation that supports copyright protection and fair remuneration for creatives.

- **SCHEDA**
- **APPROFONDIMENTI**

Identificativo proposta: TRUK20200427001

RICHIEDI MAGGIORI INFORMAZIONI

A UK SME is developing a digital platform and innovation for creatives and their discoverers which tracks and traces their digital content online to minimise plagiarism and losses in remuneration. They are now seeking technical and research cooperation partner/s with skills in blockchain and artificial intelligence (AI) to co-develop the solution, and conduct research in the development to bring together multiple disciplines.

Society is evolving to digital technology with seamless connectivity almost everywhere. The expanses in digital technology with its seamless connectivity have created a problem for both the creator and the discoverer of content; it's often that creatives (and the industry as a whole) find their work plagiarised as well as shared virally across the internet without any protection or attribution. The UK SME has found a way to solve this huge problem. The system is unique and offers a single media solution to support copyright protection, promotion, collaboration and to monetise in a way others don't. Their goal is to oversee the creation of an effective online download and streamlining market of scale, providing content which is affordable and easily and conveniently accessible to consumers. The company are now looking for technical and research cooperation partner/s to co-develop and support the technical implementation of the platform (PaaS) which supports a two-sided (multi-sided) business model, that reconfigures the supply chain and brings together creatives and their discoverers (artists, fans, businesses, and sponsors) into a digital sharing economy.

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