BUYER-SELLER PLATFORM

Custos built a bespoke secure buyer-seller platform that integrates with the patented blockchain watermarking technology. A live catalogue is secured and maintained for a global network of content buyers.

CUSTOMER NEED

The customer managed the rights for hundreds of titles that needed to be sold into the local market. They needed a way for potential buyers to view the content to enable them to make an informed choice.

At the time, they were processing requests for viewing manually, and using FTP technologies to transfer files individually. This was not only inefficient, but also insecure.

The customer regularly found content that they suspected was leaking from one of their customers on pirate sites. They needed a way to share their catalogue with buyers that was convenient for them and the buyers, and more importantly stopped the piracy.

THE CUSTOS-POWERED SOLUTION

Custos built a bespoke distribution platform for the customer to address these needs. The platform allowed agents to upload new videos, and designate who should be able to view it. Buyers could log on to the platform and see a catalogue of movies from which they could choose. They get notifications on new titles that are released.

The platform integrates with the Custos watermarking and blockchain tracking technology, but initially, the customer chose not to inform the buyers about this fact to catch whoever has been pirating their content.

Once these the individuals were identified and dealt with, all buyers were informed about the tracking technology embedded in their copies.

This customer is the rights-holder to various local and internationally produced titles in their market. They resell distribution rights to everyone from television stations to VOD platforms, to video stores.

IMPACT

The platform has made it significantly more convenient for the customer to expand their buyer-base, as they could onboard new buyers without the fear of piracy. Selling content has become easier and more convenient for both the customer and their buyers. Having the ability to pinpoint individual infringers meant the customer could deal with piracy in an effective but measured way.

After successfully catching and identifying pirates in their network, piracy was completely stopped.