

# BUYER-SELLER PLATFORM

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

## CUSTOMER NEED

The customer manages the rights for hundreds of video titles and sells them into the local market. They needed a way for potential buyers to view the content and enable them to make an informed choice.

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

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

## THE CUSTOS-POWERED SOLUTION

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

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

Once these 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 for both the customer and their buyers. Having the ability to pinpoint individual infringers meant the customer could deal with piracy in a practical, but measured way.*

*After successfully catching and identifying pirates in their network, their piracy stopped entirely.*

# CONTACT



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## OTHER RESOURCES AVAILABLE

### **CUSTOS FOR FILM PRODUCTION COMPANIES**

A case study that looks at how a South African-based film and T.V. production company, Marche Media, secured its production and film promotion workflows from piracy.

### **CUSTOS FOR CONTENT DELIVERY PLATFORMS**

A case study that looks at how Canadian-based company, LightVAULT, integrated Custos' technology to secure their content delivery workflows.

### **CUSTOS FOR EDUCATIONAL COURSE CONTENT**

A case study that looks at how a large research university integrated Custos' technology with its Moodle learning management system to stop students from selling university IP online.

### **CUSTOS FOR CONFIDENTIAL DOCUMENTS**

A use case that explains how Custos' technology can be integrated to protect businesses from costly data breaches.

Find these resources at [custotech.com/resources](https://custotech.com/resources).