

HOW CUSTOS USES BLOCKCHAIN

Custos uses patented blockchain technology to protect media from illicit distribution. The Custos bounty system creates a global distributed network that detects out-of-license sharing of content, even in the dark web.

Why Blockchain

The key innovation of blockchain technology is the creation of digital scarcity. While it is tempting to think that this 'digital scarcity' can be translated to media sharing, this is fundamentally impossible:

When a media item needs to be viewed by a human, it must be decrypted — this so-called 'analog hole' will always create a vulnerability to DRM and encryption solutions for illicit media sharing.

People will always find a way to leak the content out of a secure environment if they have a strong enough incentive. Over 75% of data breaches originate from the human in the loop, even with the ubiquity of encryption and access control.

An effective solution must manipulate the incentives of the would-be data breacher. A credible threat of detection and prosecution is the most effective way to stop data breaches. Custos does this by giving anyone who finds media where it shouldn't be (like a pirate site) a way to anonymously be rewarded for blowing the whistle on the breach.

Features of Blockchain Tech Used

Blockchain payment network

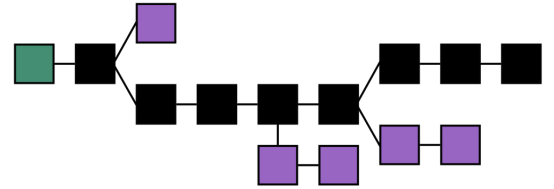
Bitcoin payments were the first killer-app for blockchain technology. Whistleblowers are rewarded with Bitcoin or other cryptocurrencies.

Distributed messaging

Through the blockchain, infringement alerts are sent to Custos while maintaining the anonymity of the whistleblower.

Distributed ledger

A register of all protected content is logged on the blockchain, allowing for immutable proof of ownership and access.



How it Works in Practice

The Custos technology can be applied to everything from documents, to eBooks, to filmed content.

Screenercopy.com is an online platform used by filmmakers all over the world to securely distribute advance copies of their movies to reviewers or potential buyers.

The Custos watermarking and tracking technology is integrated into the platform — every copy that is distributed through the platform receives a unique and imperceptible watermark, containing a Bitcoin bounty.

If a copy is leaked and is found on a pirate site, anyone can take the embedded Bitcoin bounty. Through the blockchain, Custos is automatically notified of the breach and the source of the leaked copy.

To date, over 500 000 movies have been distributed on the platform, without a single case of piracy.

Custos uses Bitcoin bounties to create a credible threat of detection to would-be data breachers or pirates — stopping leaks before they happen.


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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 TV production company, Marche Media, secured its production and film promotion workflows from piracy.

CUSTOS WHITE PAPER ON WATERMARKING

A white paper on the evolution of watermarking and how blockchain incentives can be embedded to enable global infringement detection.

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 and more at custostech.com/resources or see our blog at custostech.com/blogchain.