



BLOCKCHAIN COMES TO PUBLISHING



The
Washington
Post

HUFFPOST

+

 po.et

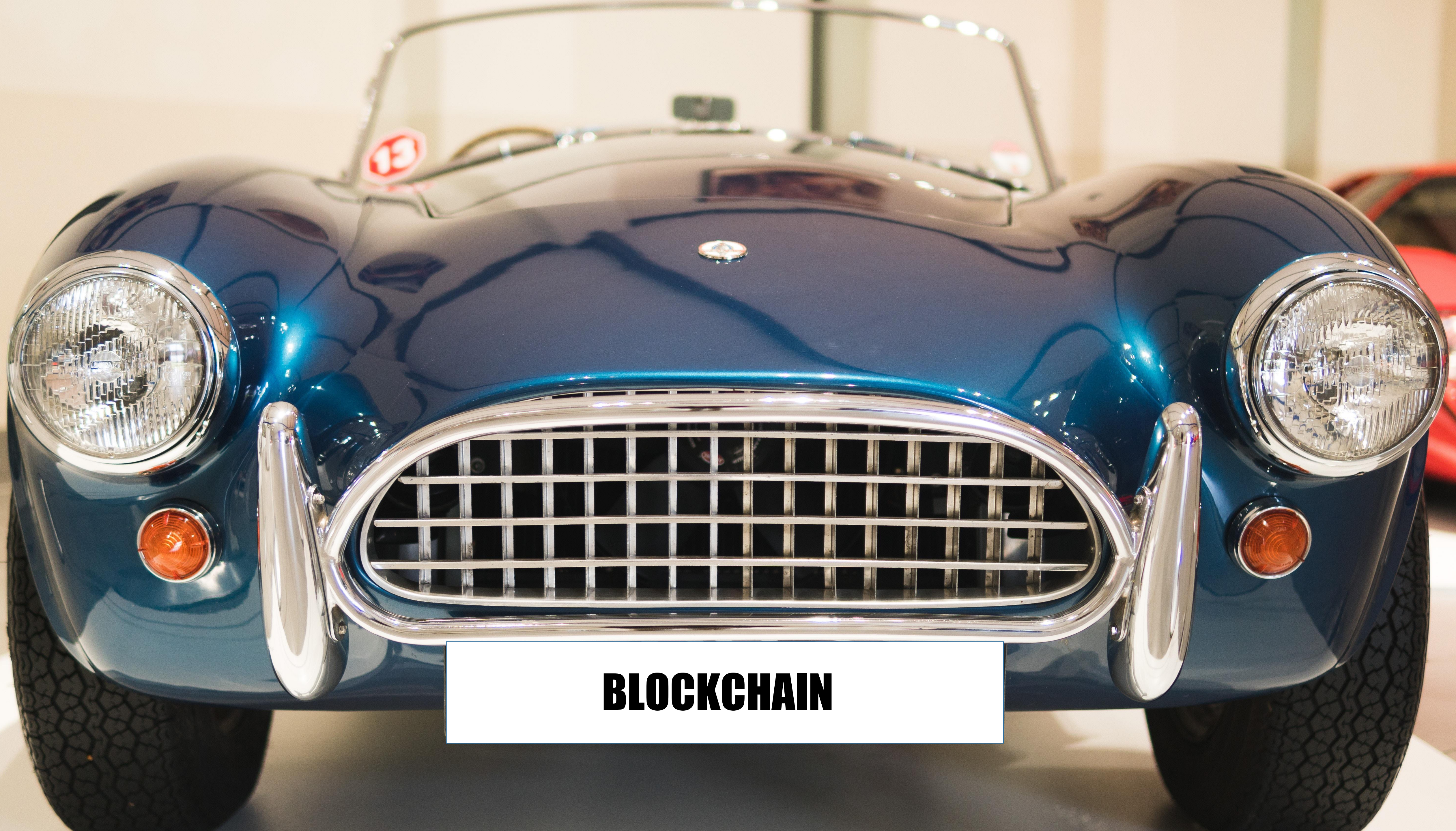
Time Inc.

The publishing business is cyclical

... to change it we must adhere to its values.

What is Blockchain?

Separating blockchain from cryptocurrencies & crypto assets



BLOCKCHAIN

“What if the most important thing the blockchain offers
is a way to build culture?”

— Paul Ford

The first step toward a decentralized media economy

Why?

Content has become
commoditized.

Fraud is everywhere.

We've lost control of how our
digital assets are used.

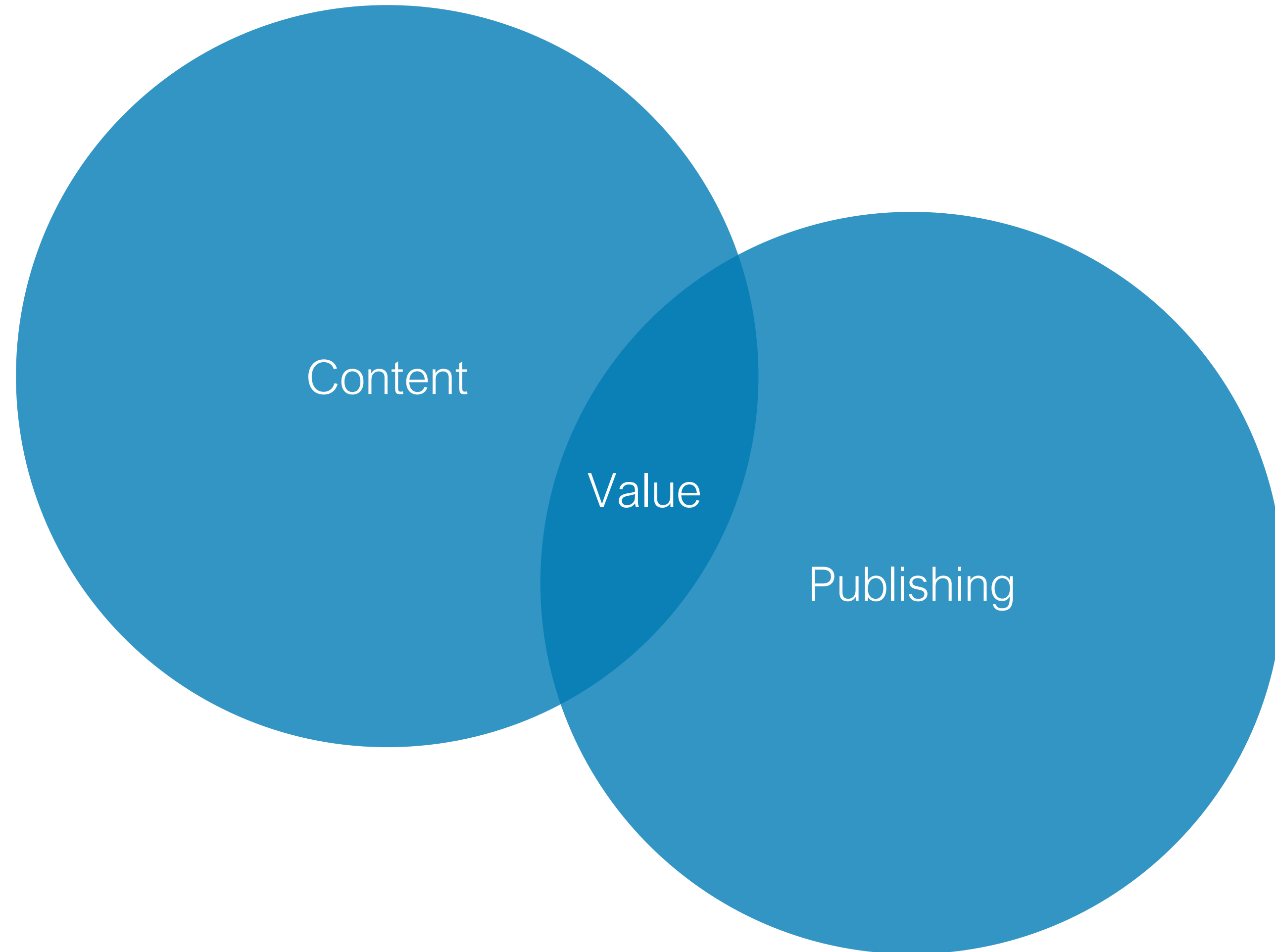
“Bitcoin can be the ‘Napster of digital assets.’ ”

– Brad Garlinghouse



The Publishing Economy

Content is a product. Publishing is a business.





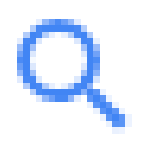
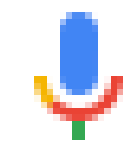
The diagram consists of three circles arranged horizontally. The left circle is dark blue and labeled 'RECENCY'. The middle circle is light blue and labeled 'RELEVANCY'. The right circle is dark blue and labeled 'REPUTATION'. The background is divided into three vertical bands: light blue on the left, dark blue in the center, and light blue on the right. The circles are positioned such that the 'RECENCY' and 'REPUTATION' circles are centered in the light blue bands, while the 'RELEVANCY' circle is centered in the dark blue band.

RECENCY

RELEVANCY

REPUTATION

fake news



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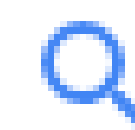
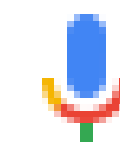
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Tools

About 762,000,000 results (0.44 seconds)



fake news



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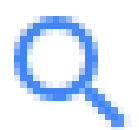
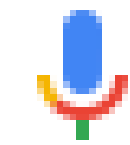
Tools

Any time ▼

All results ▼



fake news



All

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Tools

Any time ▼

All results ▼

All ratings ▼



Everything is built off reputation

Enter Web 3.0

The Semantic Web

Over 20 years ago, Tim Berners-Lee imagined a world where there was well-defined standards that promote common data formats and exchange protocols for interoperability between humans and machines. Web 1.0 was defined by raw, static information; Web 2.0 by sharing that information. Web 3.0 is about defining all of this vast, vague, and inconsistent information and making sense of the chaos together.

“Quality” is personal

The content on the Web will need to be flexible to the context and relevance of the individual’s needs. There is an over-reliance on centralized services to decide what “quality” means without enough ways to influence the outcomes. Every individual deserves to be able to take control of their attention as they see fit.

Fully-integrated smart systems

In Web 3.0, technical systems will be connected through shared data, computational power, and infrastructure instead of disparate components that must be forcibly glued together in order to interact.

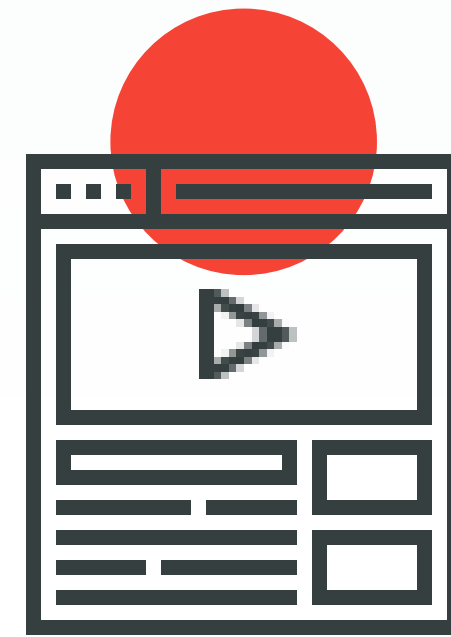


Web 3.0



Attribution

Enable multiple new ways to reference that content by the entire Network to help establish validated claims such as ownership or authorship.



Discovery

Build a set of ubiquitous information based on standard protocols to lower the friction in communicating the value of our content and how it can be unlocked.



Monetization

With the combination of verifiable reputation and on-chain discovery, In a safe, controlled way, both public and private marketplaces can be enabled.



Reputation

Everyone can see the actions taken on the Network and establish a history of certain behaviors by entities. Each piece of new information helps us be sure of who is safe in which to engage.



Sure, but again, why Blockchains?

How does Po.et fit in?

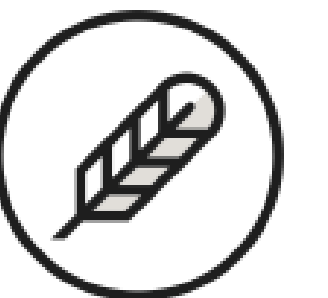
We're building a shared, open,
universal ledger designed to
record metadata information
for create assets in order to
enable Web 3.0

Attribution

Attribution is our foundation

Data becomes cohesive and transparent

Accumulate verifications to layer in new value



Applications

Register a New Work

1 Register

2 Liscense

3 Review

Media Type

Article

Document

Audio

Video

Image

News Article

Report

Scholarly

Technical

Title

Title of the Creative Work

Title of the Creative Work

Primary Button

Content


Paste Content here

Upload

acceptable formats: .txt, .md, .pdf, .rtf

po.et

Search



The Creator Economy: Po.et Development Labs, Inkrypt & the Builder Community

Author

satoshi-nakamoto-15

Timestamp

4-15-18 at 9:30:14 pm

Content

Licenses

Technical

CONTENT HASH

The value of Po.et is an ecosystem for the media world of tomorrow where ownership, reputation and discovery are at its core. This is catalyzed through the use of blockchain as we are giving creators around the world a platform to control their assets so that they can receive market value for their ideas. The value of the internet should be a web of permanence. A web of transparency. A web of reputation. We intend for Po.et to create this web, and this is the opportunity we see on the horizon and our direct mission today.


Po.et is building the protocol for creators. When we talk about creators, we're not just referring to those who will use the many applications built on top of the Po.et protocol for their work. We're also talking about those who are building the applications on top of the protocol itself. Fostering an ecosystem for creators built by creators will enable people to own and value their content beyond anything that has been achieved on the internet. Po.et's success will not only be a technological advancement, but it will also redefine, philosophically, what it means to be a creator. The era of permanence and reputation will transform the processes of building as we know it, in both how creators produce and the tools in which they use to do it.

Po.et is a platform of decentralized custom built for attribution, discovery and monetization.

BADGE INFO

<iframe src="http://po.et/00fj74hbvv0hdvll0471bn"><div class="poet-badge" style="script/poetbadge.css"></div></iframe>

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4-15-17 at 9:30:13 AM

Sections

The Washington Post

Democracy Dies in Darkness

1

Sign In

The Switch

Why the Internet is suddenly protesting on net neutrality all over again

By Brian Fung May 9 at 6:30 AM

Email the author

Licensed on Po.et
4-15-17 at 9:30:13 AM



Most Read Business

1

Why the Internet is suddenly protesting on net neutrality all over again



2

Nordstrom Rack apologizes after calling the police on three black teens who were shopping for prom



3

Analysis
When banks abandoned American Samoa, the islands found a solution nobody had used in a century



4

A woman called 911 about burglars at her neighbor's house. They were black Airbnb guests.



5

A Google program can pass as a human on the phone. Should it be required to tell people it's a machine?





Discovery

Truth should be cheap to ascertain.

Lies should be expensive to maintain and easy to uncover.



Monetization

Distributed: Markets Event to Convene Blockchain Payments, FinServices Innovators in Atlanta

Author

by [Satoshi Nakamoto](#)

published

01-01-16 12:00:00 EST

last modified

01-01-16 12:00:00 EST

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Custom Field

Tags

tag1, tag2, tag3, tag4

Type

News Article

NAME OF LICENSE

This would detail the terms of the license and what goes into it - in case it is a one time.

\$10.00

Onetime

Purchase License

OWNER

Bitcoin Magazine

[View Profile](#)

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01-01-01 4:14 PM

✓

Satoshi **transfered** ownership

01-01-01 4:14 PM

✓

This article was **notarized** by xxx

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✓

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2

Satoshi **added license**

01-01-01 4:14 PM

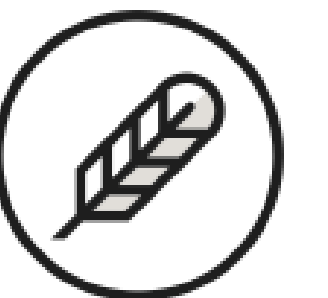


Reputation

Identity + Context + Coordination = Reputation

Reputation is how we've always done business

Reputation systems should be accessible for all





What will YOU search for?

Poet Search

