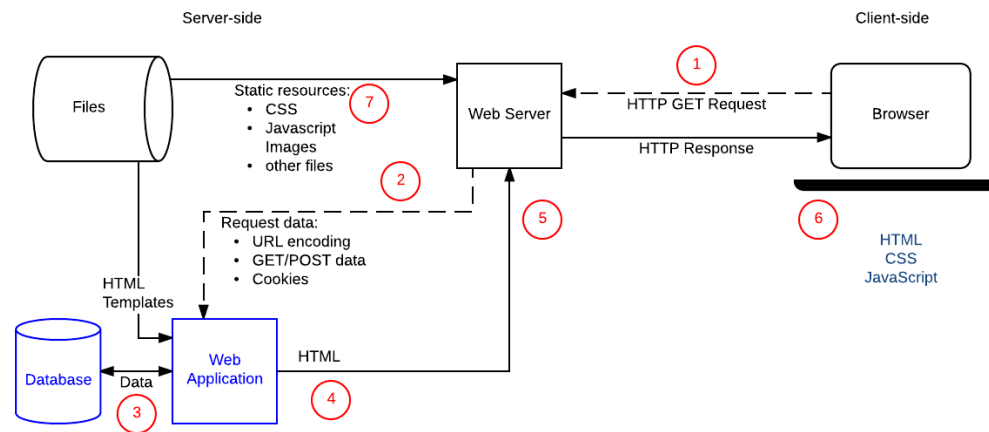


Blockchain use cases for the cinema industry

Vincent Choukroun – Cascade8

Introduction

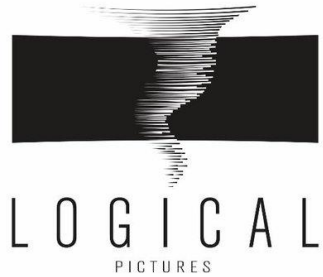
TCP/IP Protocol



A good book to understand blockchain



A Logical media group



Logical Pictures

Created in 2017

French-based equity investor

Investments in more than **20**
international features



The Jokers

Created in 2014

Distribution company

Cannes' Palme d'or with
Parasite



Cascade8

Created in January 2019

Tech company

15 employees, supported by
French CNC & Public
Investment Bank (BPI)



Pulsar Content

Launched at TIFF 2019

Sales agency

Aznavour by Charles, Nicolas
Winding Refn's *I'm Going to Kill*
You

The Origins - **BlockFrames** by Cascade 8

Blockframes is a royalty distribution system based on the blockchain



Decentralized



Automated



Tamper-proof

Logical Pictures debuts blockchain platform Blockframes with Bac's 'Terra Willy' (exclusive)

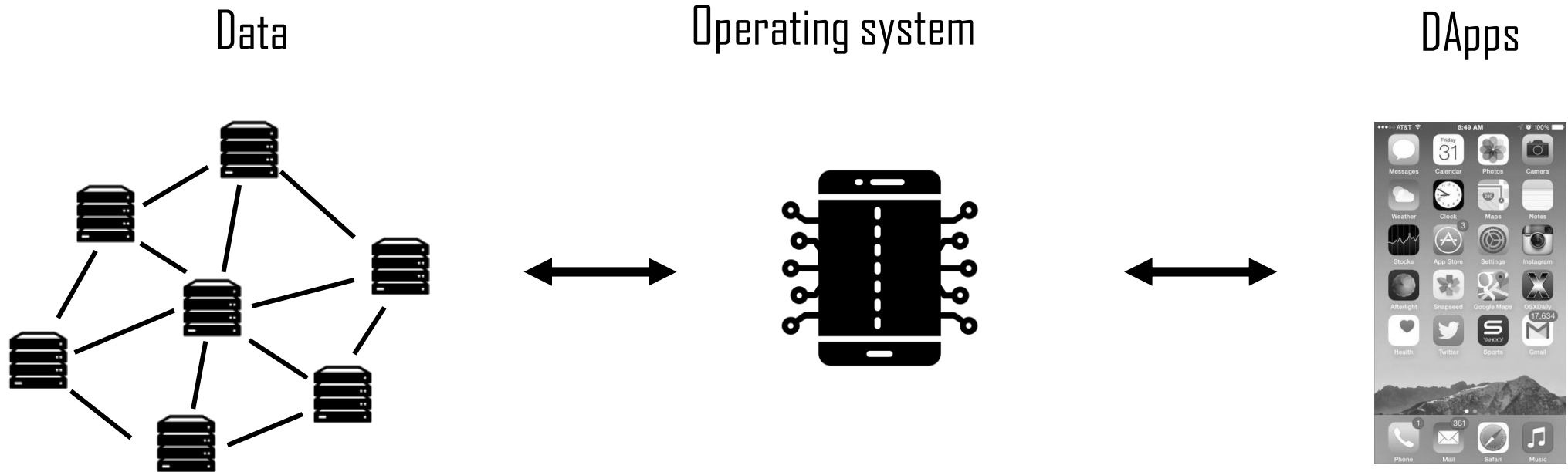
BY MELANIE GOODFELLOW | 8 SEPTEMBER 2018

French film production and financing outfit Logical Pictures has launched a new blockchain initiative called Blockframes, signing up compatriot company Bac Films as its first user to manage sales rights for upcoming animated feature *Terra Willy*.

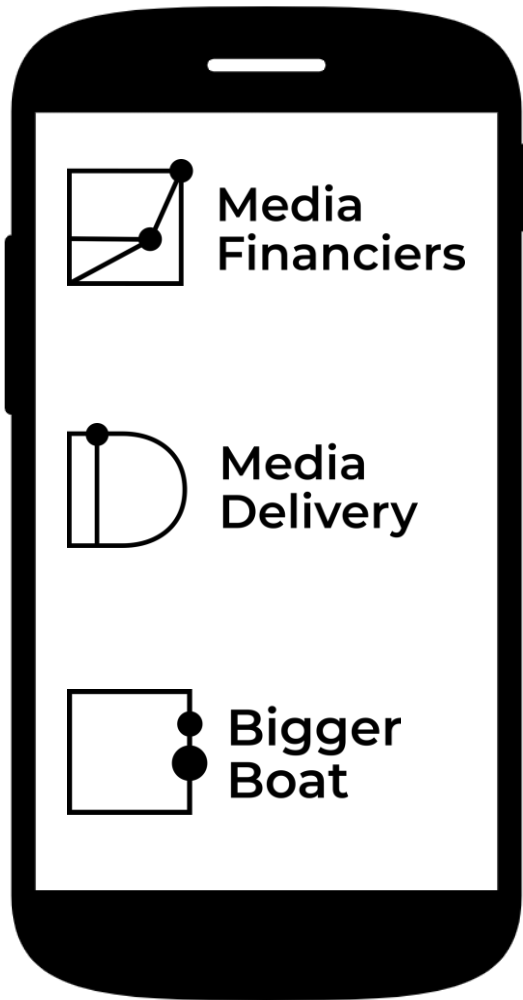


Paris-based Bac Films is handling international sales and French distribution on *Terra Willy*, which is the latest animation from TAT Productions, the company behind international hit *The Jungle Bunch: The Movie*. It launched sales on the

A suite of Decentralized Applications (DApps)



3 DApps in development



Gap financing DApp addressed to high-net-worth individuals assuring them transparency in their revenues

Collaborative platform for managing film material delivery schedules

Allow right owners to sell film packages to SVOD platforms and TV channels through secure, traceable transactions

Blockchain use cases in our Dapps (1/3)

DIGITAL SIGNATURE

Used for:



- Digital distribution agreements (Bigger Boat)
- Notice of delivery (Media Delivery)
- Royalty payments (Blockframes)
- ...



Wallet and keys manager


[Import key](#)[+ Add a key](#)

My profile





michel.blockframes.test

Keyring



Mac at work
Last import 12 jun., 2019




Mac house
Last import 12 jun., 2019





Iphone
Last import 12 jun., 2019



PC house
Last import 12 jun., 2019



Samsung
Last import 12 jun., 2019



New Deals

#01 ABCD Broadcast

Film name	Start date	End date	Territory	Rights	Languages	Subtitles	Price		
 Deep House	06/01/2020	12/31/2020	USA	Pay TV	English	English	\$275,000		
 Aznavour by Charles	01/01/2012	06/30/2021	USA	Pay TV	French	Englisch	\$200,000		
Total							\$475,000		

Items per page : 10 1-2 of 2 < >



Deal decision

Accept 
Refuse 

Comments

 Pulsar 09/09/2019

Add a new comment

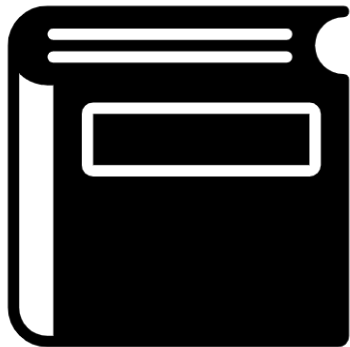
Write your comment here

Send my comment

Blockchain use cases in our Dapps (2/3)

CERTIFIED REGISTER

Used for:



- Financial transactions (Blockframes)
- Delivery workflow (Media Delivery)
- Sales on a film (Bigger Boat)
- ...



Address 0x8314CCE4a843B1A7F2B160BdD32Eb232ba50f988



Overview

Balance: 6.194508391572457658 Ether

Token:

\$0.00 2

More Info

My Name Tag: Not Available

Transactions

Internal Txns

Erc20 Token Txns

Latest 25 from a total of 2,131 transactions

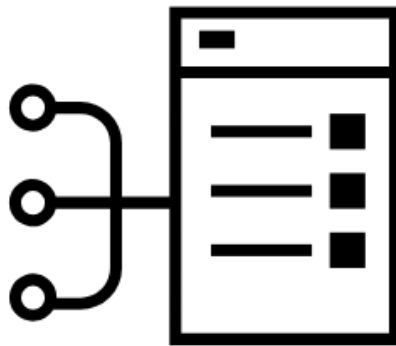


Txn Hash	Block	Age	From		To	Value	[Txn Fee]
0x3880b2bb67d8be...	1366045	16 hrs 39 mins ago	0x8314cce4a843b1...	OUT	0xc1ea41786094d1f...	0 Ether	0.000049581
0x52e6a79a12dbd2...	1366044	16 hrs 40 mins ago	0x8314cce4a843b1...	OUT	0x112234455c3a32f...	0 Ether	0.000047341
0xa907d7b784c5fd...	1366044	16 hrs 40 mins ago	0x8314cce4a843b1...	OUT	0x179c0215320e07...	0 Ether	0.000206505
0x4eb16c44f345694...	1366043	16 hrs 40 mins ago	0x8314cce4a843b1...	OUT	0x112234455c3a32f...	0 Ether	0.000050033
0x82f210d44eeaf21...	1366041	16 hrs 40 mins ago	0x8314cce4a843b1...	OUT	0x86a803a15a2b67...	0 Ether	0.002621806
0xde6a66bb9f9e7b0...	1365568	18 hrs 39 mins ago	0x8314cce4a843b1...	OUT	0xc1ea41786094d1f...	0 Ether	0.000049581
0x56bffa38305564b...	1365567	18 hrs 39 mins ago	0x8314cce4a843b1...	OUT	0x112234455c3a32f...	0 Ether	0.000047341

Blockchain use cases in our Dapps (3/3)

AUTOMATED PROGRAMS

Used for:



- Revenue sharing (Blockframes)
- Triggered by user actions (Media Delivery)

A radically new landscape to come



The whole contractual film ecosystem (chain of title & more) accessible at a glance



Easy access to auditable film revenues that a film shareholder can hide or share on demand



Company history & professional careers that can be fact checked

Some ideas for public funds

Empower a legal framework based on the blockchain
for the chain of title & revenue allocations

Create Oracles for certifications, subsidies given
and amounts funded



Thank you for your attention!

ANY QUESTIONS ?

Contact

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+33.(0)6.87.71.19.01

