

Use Case Library

Blockchain to Combat Misleading and Misused Content

Executive Summary edited by GBBC

Today's news media world is experiencing grave challenges. As more and more people rely on social media as their primary source of news, the misuse and misrepresentation of news content has become an epidemic. News consumers find it increasingly difficult to ascertain the source and authenticity of news items, while content creators cannot control the use of their content.

One area where the problem is most prominent is photojournalism. In order to solve it, a global news agency partnered with Orbs to create a blockchain-based registry for photos. Photos are uploaded by their owners, along with metadata indicating time and location. The public and tamper-proof nature of the public blockchain allows anyone to check any photo against the registry to verify its authenticity. Being an open registry on a public blockchain also allows any other photo owner to join the project. This platform creates a single source of truth for photos in a standardized way, while ensuring it remains independent and bias-free. In the next stage of the project, the platform could also be used to license photos and track their usage in a transparent way.

Orbs has applied the same principle to the music industry in partnership with a leading US university's school of music. The music registry will allow musicians to establish ownership of their compositions and license them to users. Blockchain technology makes it feasible for content creators to ensure they are credited for their work while limiting the spread of fraudulent or misleading information.