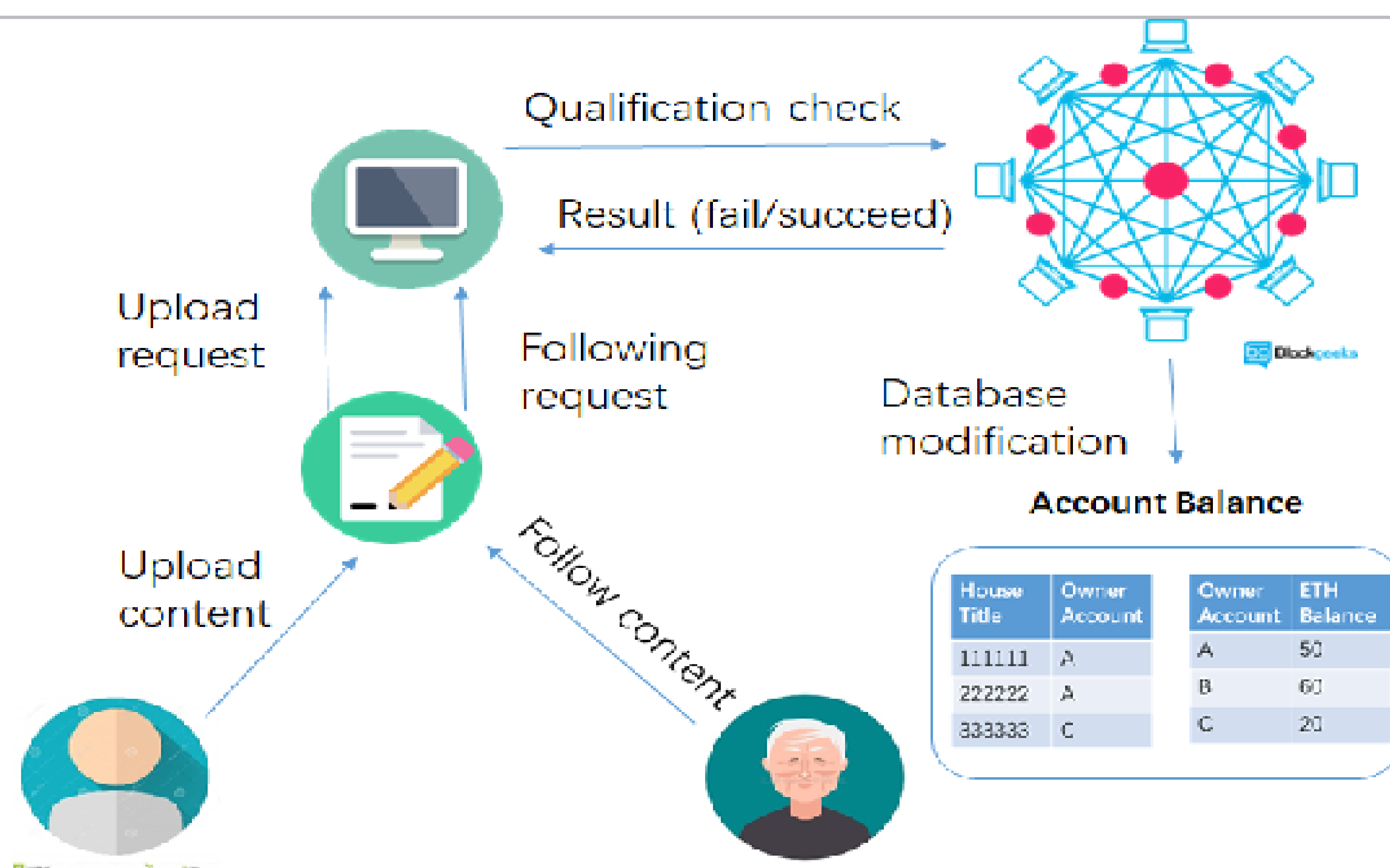




Problem

1. Copyright Infringement: Time consuming and expensive.
2. High entry barrier for traditional paper media: High upfront cost for publishing, hard to gain user feedback before all books are printed, therefore, publishers have the major power to determine whether or not the book could be published. It is not friendly to entry-level writers, for example, the first book of Harry Potter had been rejected by 12

3. No easy monetization method for new media: Ads may effect the neutrality of the opinion, such as Consumer Report accepts no advertising.
4. Cumbersome Licensing process: mainly using private messages, time-consuming and low efficiency, lack of professional third-party licensing agency.



Approach

The key idea of Copyright protection is to claim the ownership of our work. To establish the ownership, blockchain is an excellent technique to build up the credibility because there is no one who could change the public information alone in the platform of "Blockchain-as-a-Service"(BaaS). As a result, our idea is to use the on-line service with Blockchain to provide users' copyright.

Solution

UbiRight is such a platform that could solve this problem by using cutting-edge blockchain technology as a free way to help tons of authors easily get their original content timestamp-registered. It's efficient and simple for users to upload and register their works in our platform and then their copyright can be protected with the blockchain-proved evidence.

