

Common challenges in the publishing and media industry and how we do about it

Use cases and challenges to the environment and mechanisms/devices beyond the existing media and the norms harmonized therein.

- 1st: Content originating from the origin of the content expression format/media that matches the single purpose of the initial intention/objective : i.e. books, programs video/audio, movies, music, etc.: Rights limited to the use within the origin.
 - Any ancillary use; subject to grant of rights from owners, unless rights permitted/licensed for any uses outside of the origin by the source owner> “Rights owner opt in”
- Supply-side: Limited to original norm/purpose, Demand-side: Norm+per desire (regardless of inherited original purpose)

Arrival of integrated/smart/devices/environment require “Go beyond norm/interactive/mix.”

Challenges to make it possible to use this media attribution to general-purpose environment, **interface** between supply side and demand side, platforming of the interface, guaranteeing rights opt-out/secured use, etc.

Legacy linear organic growth vs. Supply/Demand sides meeting disruptively

- Conventional categories of rights use will not be able to cope with the diversified use of content in the future.
 - It is essential to have a mechanism that allows the release of unrestricted rights and, on the other hand, provides appropriate compensation in accordance with the protection and use of rights.
- Centralized management is difficult, and on the other hand, decentralized processing may make it too complicated to set appropriate permissions and distribution of remuneration.
 - In addition, copyrights and moral rights must be respected according to the characteristics of each content category, such as publications, videos, music, games, and other content categories.
- Assumption of an environment where the emerging Digital Twins/WoT supply side (rights holders/contents) and demand side (usage services, users) can intersect with purposeful and rational access nodes and interfaces.
 - A platform is needed that covers supply-side requirements, has an organized business model and transaction model, and can respond in a decentralized manner.
 - A platform that covers the requirements of the demand side and is able to optimize and make reasonable requests to the destination platform for the requirements of the content side is required.
- Transaction processes must circulate appropriately between both platforms, and at the same time transaction data aggregation results must be transparently and openly disclosed to enable democratic use of the data.
- After this Supply/Demand sides meeting is conceptually understood and agreed upon, it would be good to verify who will be responsible for building a platform (public, private, or hybrid) that satisfies the requirements of both sides.
- The establishment of Supply/Demand sides Bidirectional Platforms will enable the international standardization of Digital Twins practices in accordance with WoT standards to make abundant content available in all smart environments.