Ion Video: Commercialization Report

Ion Video's Existing Intellectual Property in the Video Content Space

12 March 2026

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1. Executive Summary

ION's patented, blockchain-based technology represents a paradigm shift in video content delivery, as it **transforms legacy video into intelligent, controllable data**.

This technology has significant commercial potential in **rapidly expanding global markets**:

- The **Video on Demand** market is forecast to grow from USD 133.44 billion in 2025 to USD 465.76 billion in 2034.
- The market for **Blockchain in Media, Advertising and Entertainment** is forecast to grow from USD 2.87 billion in 2025 to USD 40.45 billion in 2034.

The report identifies **major companies** in these markets (e.g., Walmart, Apple, Alphabet), **potential licensees** for ION's technology (e.g., Microsoft, Amazon, IBM), and **start-ups** with collaboration potential (e.g., Theta Network, LBRY, Livepeer).

Critically, the report outlines how these strategic partnerships can drive a **hybrid channel strategy** to commercialize ION's existing intellectual property:

- **Early stage:** Prioritizing cloud marketplaces to promote scalable adoption with low capital expenditure
- **Growth:** Leveraging value-added resellers and system integrators to expand regionally and reduce sales effort
- **Scaling up:** Focusing on direct enterprise sales and strategic alliances to capture large contracts

Thus, ION represents a **highly promising investment** at this stage of its commercialization journey.

2. Company Overview

ION's patented video virtualization technology transforms legacy video into intelligent, controllable data. ION thus removes the limits of traditional video. It was founded in 2011 and is headquartered in Melbourne, Australia.

ION is building foundational infrastructure for how video will work in the artificial intelligence (AI) era. They are a team of innovators, technologists and operators focused on turning the world's video into intelligent, controllable data that powers next-generation products and experiences across AI, cloud, media and enterprise.

Their patented video virtualization technology solves a global problem: most of the world's video remains locked in legacy file formats that are expensive to store, hard to search and difficult to personalize at scale. ION removes that bottleneck, enabling a single master file to power unlimited virtual versions in kilobytes, created instantly and without duplication or loss of control.

They are founder-led, guided by the original inventor of their core technology, and supported by experienced executives and directors with proven track records in scaling technology, commercialization and capital markets. They are disciplined in how they use capital, focused on building recurring revenue streams and committed to creating durable long-term value for shareholders, customers and the broader ecosystem.

Ion Video owns the following companies: **Linius Technologies Ltd**, **Linius (Aust) Pty Ltd** and **Phoenix Myrrh Technologies Pty Ltd**.

3. Project Scope

This project investigates **how to commercialize ION's existing intellectual property (IP) in video content delivery**. ION's new IP in digital video virtualization is out of scope, as it is the focus of another commercialization report.

The object of the present study includes:

- Market Overview
- Exemplary Player Search
- Technology Applicability

Market Overview - The scope of the study also includes identifying the market value and consumer demand of the features of the invention.

Exemplary Player Search - The objective of this study is to identify and evaluate competing products currently available within the target market.

Technology Applicability - The various application areas of the invention were identified.

3.1 Subject Technology

For the purpose of this report, technology as claimed and disclosed in PCT (Patent Cooperation Treaty) published applications WO2018224988A1 and WO2009023902A1 is the subject and was considered. Bibliographic details of the same are mentioned below:

WO2018224988A1	
Patent Number	WO2018224988A1
Patent Title	Systems and methods of content transaction consensus
Priority Date	June 06, 2017
Filing Date	June 06, 2018
Publication Date	Dec 13, 2018
Inventor(s)	Finbar O'Hanlon, Christopher W. Richardson, Gavin Campion
Assignee	Linius (Aust) Pty Ltd

Family Members	AU2018279295B2, CA3066323C, CN111052112B, EA201992837A1, EP3635597B1, ES2908186T3, IL271242B, JP6872078B2, KR102321770B1, LT3635597T, SG11201911786UA, US10721507B2
Abstract	A method of content transaction consensus includes receiving a request to initiate a transaction for play of video or audio content, the request being received from a data network connected device having a native player. The transaction is validated by consensus in a peer-to-peer network that maintains a distributed ledger, and a record of the transaction is stored in the distributed ledger only when the transaction is validated. The record including a reference file for the video or audio content with a plurality of player control parameter values and linking data for one or more designated content sources outside the peer-to-peer network. And the method includes providing access to the reference file by the data network connected device to enable the data network connected device to play the video or audio content using the reference file and a content data file.
Problems Identified	According to the prior art, a system attempts to overcome problems such as poor resolution of images, jitter or halting of the moving images by compiling and formatting video data in a specific format for providing to users over the internet, with a special player designed to play the specific formatted video data files. But the system has drawbacks in requiring the purchase of that special player and reformatting the video content for use with the player.
Solutions Provided	The patent discloses an apparatus focused on securely managing media or video (contents) playback transactions with block chain technology by using a reference file having playback instructions and file format translation rules.

Claim 1	An apparatus for content transaction consensus, the apparatus comprising: • a memory configured to store computer-readable program code; and a processor configured to access the memory, and execute the computer-readable program code to cause the apparatus to at least: • receive a request to initiate a transaction for play of video or audio content, the request being received from a data network connected device having a native player; validate the transaction by consensus in a peer-to-peer network that maintains a distributed ledger; • store a record of the transaction in the distributed ledger only when the transaction is validated, the record including a reference file for the video or audio content with a plurality of player control parameter values and linking data for one or more designated content sources outside the peer-to-peer network; and • provide access to the reference file by the data network connected device to enable the data network connected device to play the video or audio content, the data network connected device being enabled to at least: • provide player control commands to the native player based on the player control parameter values, including player control commands directing the native player to acquire content data compatible with the native player from within a content data file of one or more of the designated content data sources via the data network using the linking data; • acquire content data by the native player from the one or more content sources; and • play, by the native player, the content acquired from each content source in accordance with the player control commands.

WO2009023902A1	
Patent Number	WO2009023902A1
Patent Title	Systems and methods of content transaction consensus
Priority Date	Aug 17, 2007
Filing Date	Aug 15, 2008
Publication Date	Feb 26, 2009
Inventor(s)	Finbar O'Hanlon
Assignee	Linius (Aust) Pty Ltd
Family Members	AU2008288676B2, CA2696970C, CN101849261B, DK2188808T3, EP2188808B1, HK1149111A1, KR101299639B1, US8893203B2, US9544657B2, US9516392B2, US9918134B2, US9955222B2

Abstract	A method and system for providing video content on a data network connected device having a display and a device display controller including a player. The method comprises the steps of a data network connected device, accesses a reference file including a plurality of player control parameter values and linking data for one or more content sources. Play control commands are provided to the player based on the play control parameter values. Content data is acquired by the player from one or more content sources via the data network using the linking data, and the content acquired from each source played on the display in accordance with the player control commands. The reference file may be a pre-existing reference file or a reference file created in response to a request to play the video content data. A reference file compiler is provided for generating the reference file.
Problems Identified	According to the prior art, a system attempts to overcome problems such as poor resolution of images, jitter or halting of the moving images by compiling and formatting video data in a specific format for providing to users over the internet, with a special player designed to play the specific formatted video data files. But the system has drawbacks in requiring the purchase of that special player and reformatting the video content for use with the player.
Solutions Provided	The patent discloses a method for providing video contents on a display device having a built-in player connected in a data network by using a reference file having instructions provided for use when translating the file from one format to another.
Claim 1	A method of providing video content on a data network connected device having a display and a device display controller including a player, the method comprising the steps of: accessing, by the data network connected device, a reference file including a plurality of player control parameter values and linking data for one or more content sources; providing play control commands to the player based on the play control parameter values; acquiring content data by the player from one or more content sources via the data network using the linking data; and playing the content acquired from each source on the display in accordance with the player control commands.

3.2 Invention Overview

WO2018224988A1 - The patent discloses an apparatus focused on securely managing media or video (contents) playback transactions using block chain technology. The apparatus has a storage device (memory) having instructions stored, and a processor for processing the instructions and completing execution. The apparatus receives a request from a data network connected device having its own default media player (native player) for playing (initiating a transaction) any video or audio (contents). It validates the transaction request by using consensus mechanism (an automated, decentralized mechanism that allows distributed nodes to agree on the single, valid state of a ledger without relying on a central authority) in a decentralized network (peer-to-peer) maintaining digital records. It stores the transaction records in ledger only after validation. The records have reference files that contain playback instructions and links to external content sources (outside the decentralized network). The device then uses this reference file to control its native player, fetch the actual content from those sources, and play it according to the commands.

WO2009023902A1 - The patent discloses a method for providing video contents on a display device having a built-in player connected in a data network. The device accesses a reference file that contains playback instructions and links to content sources. The reference file may be a pre-existing reference file or a reference file created in response to a request to play the video content data. Also, instructions may be provided in the reference file for use when translating the file from one format to another. The device uses these instructions to send control commands (play, pause, etc.) to its player. The player fetches the actual video content from the linked sources over the network and plays it on the device’s screen as per the commands.

3.3 Advantages of Subject Technology

The technology in the WO2018224988A1 and WO2009023902A1 patents provides the following advantages:

- The blockchain-based content transaction enhances security with its validating feature.
- All content transactions are recorded in a distributed ledger, making workflows traceable.
- Protocols like Proof-of-Work (PoW) or Proof-of-Stake (PoS) are used to authenticate transactions and maintain a consistent, immutable ledger.
- Its immutability provides a trusted, transparent ledger that all network members can rely on, preventing fraud and ensuring that all transaction records are accurate and unchangeable.

3.4 Target Market

The IP technology generally relates to digital video content delivery and, in particular, digital video content delivery utilizing video content blockchain architecture. An example of an application of the present invention is for Internet television delivery.

The technology of the patents finds application under the following markets:

1. Video on Demand

The global market for Video on Demand was evaluated as **USD 133.44 billion in 2025 and is expected to reach USD 465.76 billion by 2034, growing at a compound annual growth rate (CAGR) of 14.9%** during the forecasted period. ***For more details, refer to section 7.1.***

2. Blockchain in Media, Advertising and Entertainment

The global market for Blockchain in Media, Advertising and Entertainment was evaluated as **USD 2.87 billion in 2025 and is expected to reach USD 40.45 billion by 2031, growing at a CAGR of 55.42%** during the forecasted period. ***For more details, refer to section 7.2.***

4. Technology Application Areas

Video content delivery technology, anchored by Content Delivery Networks (CDNs) and optimized by AI/cloud platforms, is applied across numerous sectors to ensure fast, scalable, and high-quality streaming. Key applications include entertainment, education, enterprise, and e-commerce, with a growing reliance on low-latency delivery for real-time interaction.

- **OTT (Over-the-Top) Streaming & Entertainment:**
  - **Video on Demand (VoD):** Platforms like Netflix and Hulu use distributed CDN networks to deliver high-resolution movies and series without buffering, using technologies like adaptive bitrate streaming (ABR).
  - **Live Streaming:** Sports, concerts, and news are broadcast in real time, requiring low-latency protocols like WebRTC or RTMP for immediate, interactive viewing.

- **Media and Broadcasting:**
  - **News Agencies:** High-speed delivery of video content to global media outlets, using services like Amazon CloudFront for secure, reliable distribution.
  - **Cloud Playout:** Moving traditional broadcast operations to the cloud allows for remote production, editing, and ad-break placement.

- **Corporate & Internal Communications:**
  - **Training & Onboarding:** Secure distribution of training videos to geographically distributed employees, ensuring consistent, high-quality viewing.
  - **Corporate Webcasts:** Live streaming company-wide meetings and CEO updates.

- **Education & E-learning (EdTech):**
  - **Virtual Classes & Webinars:** Delivering interactive educational content in real time to students globally.
  - **Video-Based Learning:** Hosting vast libraries of educational videos.

- **E-commerce & Retail:**
  - **Live Commerce:** Merging live streaming with shopping, allowing hosts to demonstrate products while viewers buy instantly - widely used in platforms like TikTok or Douyin.
  - **Product Demos:** High-quality video embedded in websites to showcase products, requiring quick loading to prevent user abandonment.

- **Social Media & Gaming:**
  - **UGC (User-Generated Content):** Platforms like Instagram and Facebook utilize CDNs to stream short-form, high-volume video content.
  - **Gaming & Immersive Tech:** Delivering low-latency video for interactive gaming and virtual reality (VR) experiences, allowing for real-time interaction. Delivering large game assets and, increasingly, cloud gaming video, minimizing lag for a smooth user experience.

- **Healthcare & Specialized Services:**
  - **Telemedicine:** Secure, low-latency live video connections for remote consultations.
  - **Surveillance & Security:** High-definition security footage streaming in real time.

- **Military & Defense:**
  - Utilizing "cross-domain solutions" (CDS) to securely transfer video feeds between different security classification networks (e.g., from low-security, public internet to high-security, classified networks).

- **Internet of Things (IoT) & Vehicle Navigation:**
  - Delivering video content for advanced driver-assistance systems (ADAS) and autonomous vehicle navigation.

Blockchain-based systems are increasingly used to revolutionize video content management, enabling secure, decentralized transactions (payments, licensing, or ownership transfers) through specialized consensus mechanisms. This technology is applied across various areas, including decentralized streaming, copyright protection, and targeted advertising, to reduce reliance on intermediaries and ensure data integrity. The application areas include:

- **Decentralized Content Delivery Networks (dCDNs):** Using technologies like IPFS (InterPlanetary File System), these networks enable decentralized video storage and delivery, increasing efficiency and reducing dependence on central servers.

- **Video Advertising (AdLedger):** Consortium blockchains allow marketers, programmers, and operators to securely match data and report on ad buys across digital and linear TV without sharing proprietary information.

- **Smart Video Surveillance/IoT:** Blockchain is used to store hashes of video surveillance data from IP (Internet Protocol) cameras, ensuring that the footage is not tampered with during transmission.

- **Social TV & Collaborative Annotation:** Consensus-based social network analysis is applied to allow users to collaboratively annotate, share, and buy video products.

- **AI Video Content Production:** Tools like Consensus AI Content Studio allow teams to automate the production, editing, and enhancement of video content using AI.

- **Secure Video Surveillance & IoT:** Sharing, accessing, and verifying surveillance video across different agencies or organizations, often requiring tamper-proof storage of keyframes.
- **Cross-Operator V2V (Vehicle-to-Vehicle) Communication:** Secure distribution of video content between different vehicular network operators.
- **Cross-Domain Media & Content Trading:** Enabling "social TV" scenarios where users can purchase products through collaborative, authenticated video content, or trading digital media assets.
- **Anomaly Detection & AI Surveillance:** Utilizing cross-epoch learning and blockchain to analyze video for anomalies across different timeframes or locations, such as surveillance video, while protecting data privacy.
- **Data Sharing in Smart Factories:** Securely exchanging video or sensor data across different administrative domains in manufacturing environments.

5. IP Portfolio Analysis

5.1 Client IP Assets

Ion Video owns the following companies: **Linius Technologies Ltd**, **Linius (Aust) Pty Ltd** and **Phoenix Myrrh Technologies Pty Ltd**. This section provides a strategic overview of the global intellectual property portfolio owned by Ion Video. The portfolio, comprising the following granted patents across key international markets including but not limited to US, Australia and Canada, centers on core innovations in **"Video content delivery"**. This section evaluates the geographic footprint, legal status, and market potential of these assets to define their competitive advantage and monetization opportunities.

S. No.	Publication numbers	Title	Priority dates	Legal status	Current assignees
1	HK1149111	Method and system for content delivery	2007-08-17	Granted	Linius
2	AU2018279295	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius
3	CA2696970	Method and system for content delivery	2007-08-17	Granted	Linius
4	IN312442	Method and system for content delivery	2007-08-17	Lapsed	Linius

5	IN445607	Systems and methods of content transaction consensus	2017-06-06	Lapsed	Linius
6	AU2008288676	Method and system for content delivery	2007-08-17	Granted	Linius
7	US9544657	Method and system for content delivery	2007-08-17	Granted	Linius
8	EP2188808	Method and system for content delivery	2007-08-17	Granted	Linius
9	LT3635597	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius
10	ES2908186	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius
11	KR10-2321770	System and method of content transaction agreement	2017-06-06	Granted	Linius
12	CN111052112	System and method for content transaction consensus	2017-06-06	Granted	Linius
13	US10721507	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius
14	US9955222	Method and system for content delivery	2007-08-17	Granted	Linius

15	DK2188808	Method and system for content delivery	2007-08-17	Granted	Linius
16	SG159164	Method and system for content delivery	2007-08-17	Granted	Linius
17	IL271242	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius
18	EP3635597	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius
19	CA3066323	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius
20	US9516392	Method and system for content delivery	2007-08-17	Granted	Linius
21	US9918134	Method and system for content delivery	2007-08-17	Granted	Linius
22	US8893203	Method and system for content delivery	2007-08-17	Granted	Linius
23	HK40016480	Systems and methods of content transaction consensus	2017-06-06	Granted	Linius

24	EA044527	System and method for delivering digital content using a reference file with a plurality of values for the control of the player and a data distribution consensus for confirming content transactions	2017-06-06	Granted	Linius
25	JP6872078	Systems and methods for content transaction agreement	2017-06-06	Granted	Linius
26	WO2018/224988	Systems and methods of content transaction consensus	2017-06-06	Lapsed	Linius

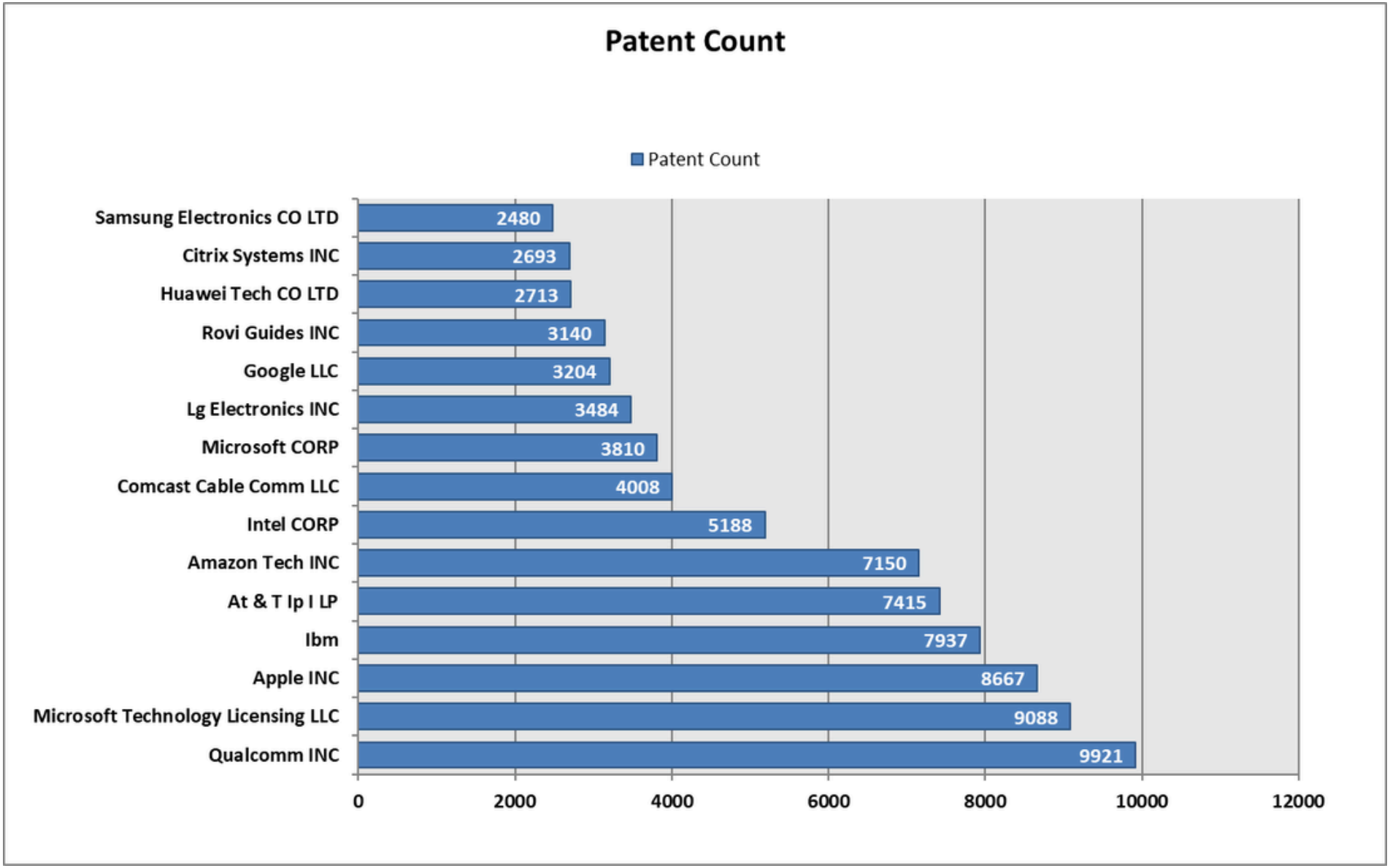
5.2 Competitor Global IP Assets

Based on the analysis of patent database findings for **"Video content delivery"**, the competitive landscape is rapidly evolving from simple streaming toward integrated, AI-driven, and secure infrastructure.

5.2.1 Global Top Applicants of the Active Patents

The landscape of active patents for video content delivery is heavily dominated by major technology, cloud infrastructure, and streaming media companies. This section highlights the key innovators driving the **"Video content delivery"** market, analyzing the top applicants by active patent portfolios to identify industry leaders and emerging competitive threats.

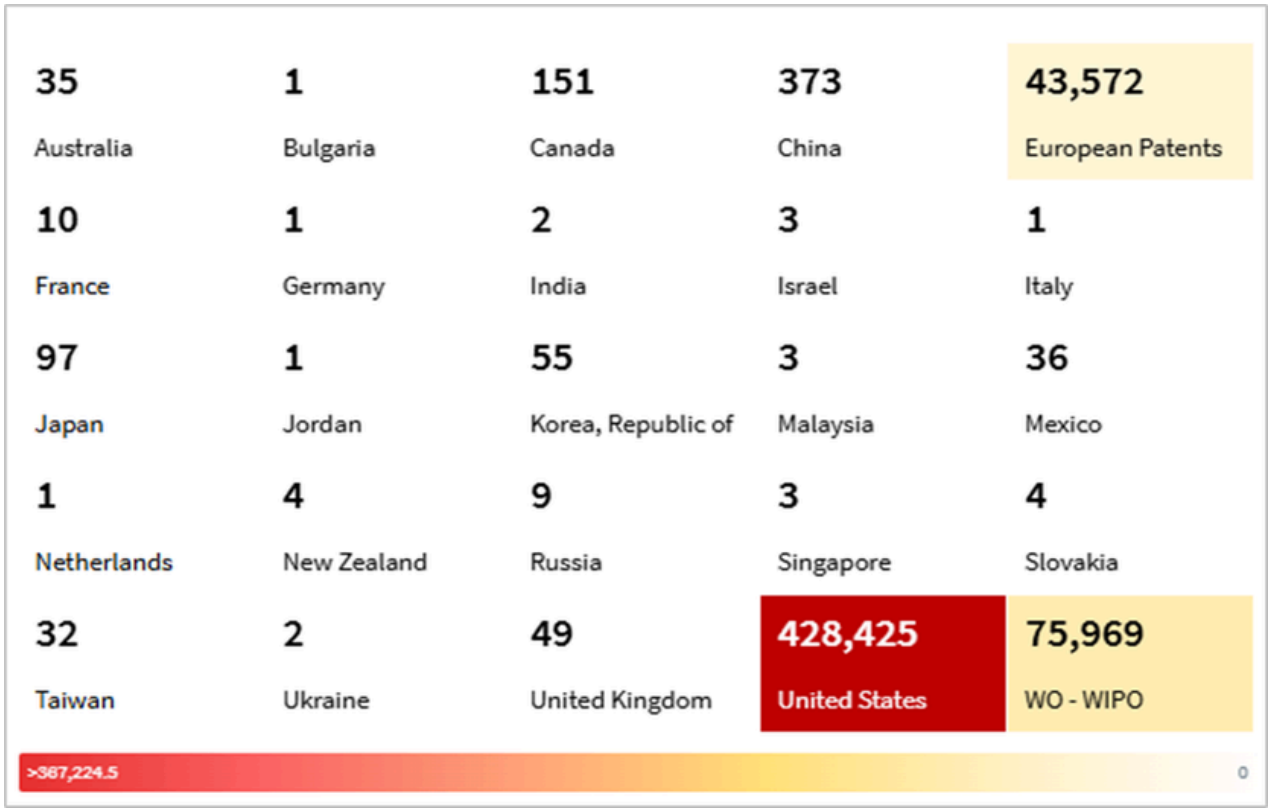
This chart below illustrates the top applicants, identifying which companies are strengthening their technological moat through active patent filing, providing a clear snapshot of global market dominance from various countries like the US, Australia, Canada, China and South Korea.



SOURCE: Free Database – The Lens

5.2.2 Jurisdictional Breakdown: Global Patent Documents Footprint

This heat map visualizes the global landscape of video content delivery innovation, mapping patent document counts by jurisdiction to highlight key innovation hubs. By analyzing the concentration of IP assets, one can identify dominant markets—such as China, the US, and European countries—revealing where competitive technology strategies are strongest and where emerging markets are rapidly developing, guiding critical strategic decisions. The graph below includes the count of patent documents from various jurisdictions.



SOURCE: Free Database – The Lens

6. Strategic IP Recommendation

- Based on the apparent focus on content delivery and transaction validation systems, we recommend assessing the feasibility of continuation filings to broaden protection toward AI-driven optimization and decentralized transaction automation models, subject to specification support.

- Where patented technology permits, consideration may be given to expanding claim scope toward emerging implementations such as blockchain-enabled settlement mechanisms, tokenized digital rights validation, and automated royalty reconciliation frameworks.

- Based on our preliminary review of your overall patent portfolio, we note that you currently hold only a limited number of patents in India, Australia, and Canada. Expanding your portfolio in these jurisdictions could strengthen your market position and enhance opportunities to monetize your intellectual property assets.

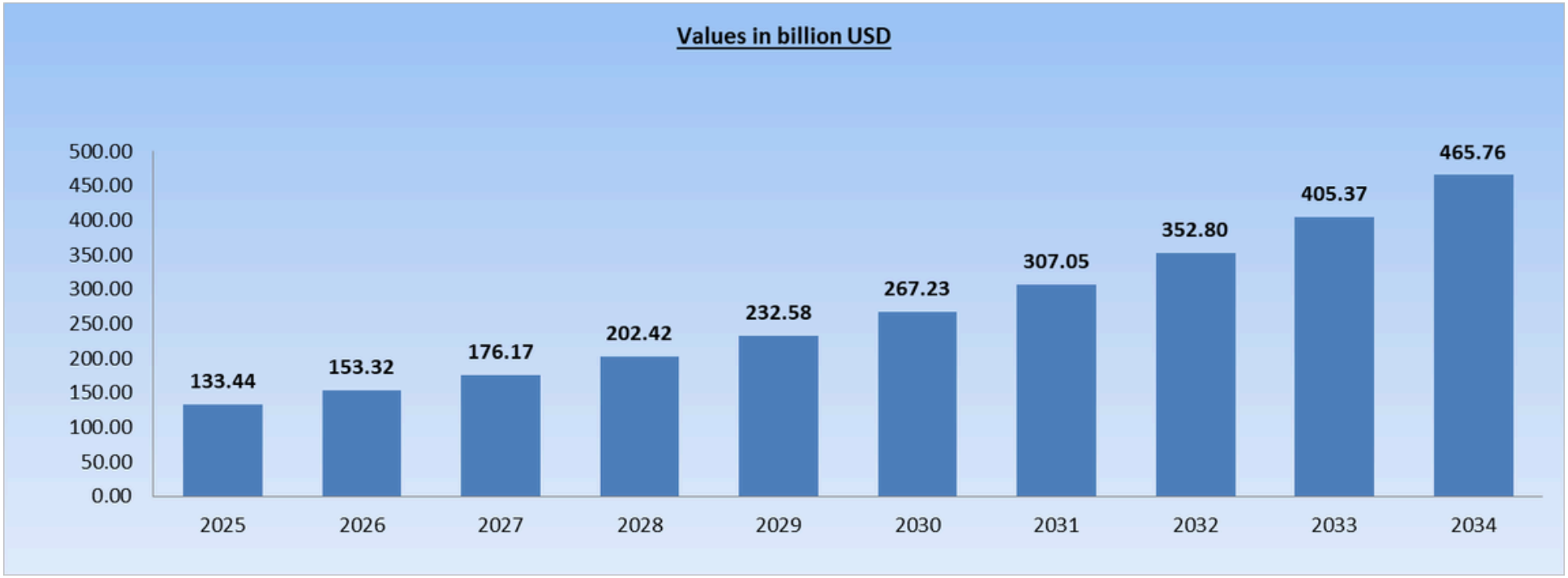
7. Market Overview

The patented technology in PCT published applications WO2018224988A1 and WO2009023902A1 finds market application in **“Video on Demand”** and **“Blockchain Technology”**. The information on these markets is provided below:

7.1 Global Video on Demand (VoD) Market

Video on demand (VoD) solutions and services play a pivotal role across various industry verticals and regions, offering unparalleled opportunities for content delivery, monetization, and audience engagement. In the entertainment sector, VoD platforms have revolutionized how consumers access and consume media content, enabling on-demand viewing of movies, TV shows, and other forms of entertainment. Companies in this sector leverage VoD services to distribute their content directly to viewers, bypassing traditional broadcast channels and reaching global audiences efficiently. Furthermore, VoD solutions empower content creators with valuable insights into viewer preferences and behavior, facilitating targeted content recommendations and personalized experiences. Beyond entertainment, VoD technology is increasingly adopted in educational institutions, facilitating flexible and convenient access to educational resources, lectures, and training materials. Additionally, VoD solutions find applications in corporate environments for internal training, onboarding, and knowledge dissemination purposes. In regions with limited access to traditional broadcasting infrastructure, such as rural areas or developing countries, VoD services offer a cost-effective and scalable means of delivering content to remote populations, bridging the digital divide, and fostering socio-economic development. VoD solutions are reshaping industries and regions by democratizing access to information and entertainment while unlocking new avenues for revenue generation and audience engagement.

The global market for Video on Demand was evaluated as USD 133.44 billion in 2025 and is expected to reach USD 465.76 billion by 2034, growing at a CAGR of 14.9% during the forecasted period.



SOURCE: https://www.fortunebusinessinsights.com/industry-reports/video-on-demand-market-100140

7.1.1 Market Driving Factors

The market growth is driven by the following reasons:

1. **Expanding High-Speed Broadband and 5G Infrastructure:** Expanding high-speed broadband and 5G infrastructure is expected to drive nearly 30% growth in video-on-demand adoption, enabling seamless HD/4K streaming and supporting increased multi-device consumption.

2. **Rising Adoption of Smart Devices and Connected TVs:** Rising penetration of smart TVs and connected devices is projected to contribute 22-25% market growth, improving platform accessibility and elevating overall viewer engagement.

3. **Increasing Investments in Original and Exclusive Content:** Investments in original and exclusive content are anticipated to boost the market by 26-28%, strengthening subscriber acquisition and reducing churn through differentiated libraries.

4. **Growth of Ad-Supported Streaming Models (AVoD/Hybrid Plans):** The expansion of ad-supported and hybrid monetization models is expected to generate 18-20% growth, widening the addressable user base and improving revenue diversification.

5. **Strategic Partnerships with Telecom Operators and Device Manufacturers:** Strategic partnerships with telecom operators and device manufacturers may contribute 15-17% growth, enhancing bundled distribution and driving subscription uptake across key regions.

7.1.2 Market Restraining Factors

The market growth is restrained by the following reasons:

1. **High Content Acquisition and Production Costs Impacting Profitability:** High content acquisition and production costs are expected to significantly constrain profitability, increasing financial pressure on platforms as they invest heavily in originals, licensing, and global content libraries.

2. **Intense Competition Leading to Subscriber Churn and Pricing Pressure:** Intense competition across VoD providers is likely to drive higher subscriber churn and pricing pressure, challenging platforms to maintain retention while balancing subscription rates and content spending.

3. **Concern Regarding the Privacy of Video Content:** Rising concerns among market players about video content protection and piracy are expected to hinder the VoD market growth. It can reduce the number of consumers who are viewing content. This is due to the policy of a few VoD platforms that share user data with third-party advertisers, content providers, or analytics companies for targeted advertising, content licensing, or data monetization purposes.

7.1.3 Market Share by Region

North America dominated the global video on demand market with a 37.2% share in 2025.

- A favorable regulatory framework, strong digital infrastructure, sustained investments in content delivery networks, and rising broadband penetration are key factors supporting the growth of the VoD market in the region.
- North America, particularly the US, has a mature digital entertainment ecosystem with major streaming platforms, advanced content production capabilities, and strong technological innovation, driving rapid expansion in VoD services.
- The growing shift toward personalized viewing, increasing consumption of OTT content, and rising cord-cutting trends continue to accelerate regional demand for VoD platforms.
- Supportive consumer-centric policies, competitive subscription models, and increasing willingness of users to pay for premium streaming content further strengthen market growth.

The US video on demand market was valued at USD 37.4 billion and USD 46.2 billion in 2022 and 2023, respectively. The market size reached USD 64.7 billion in 2025, growing from USD 56.4 billion in 2024.

- The US maintains its leadership in the VoD landscape due to its mature digital entertainment ecosystem, substantial investments by global streaming giants, and a supportive regulatory environment for digital media services.
- The country is home to major technology, media, and entertainment companies, supported by a continuous pipeline of premium content, advanced streaming technologies, and growing platform consolidation.
- The presence of world-class production studios, heavy spending on original content, and rapidly increasing consumer demand for personalized and on-demand viewing experiences continue to accelerate market expansion.

The European video on demand market accounted for USD 50 billion in 2025 and is anticipated to show lucrative growth over the forecast period.

- Strong digital infrastructure, high-speed internet penetration, and widespread adoption of smart devices are driving significant market growth.
- Increasing consumer preference for on-demand content, combined with investments in cloud-based streaming, AI-powered recommendations, and multi-device accessibility, is accelerating platform engagement across Western and Central Europe.

Germany dominates the European video on demand market, showcasing strong growth potential.

- Germany is anticipated to grow at a CAGR of 13.6% during the forecast period 2026-2035.
- The country is consolidating its position as a key market through localized content production, advanced streaming technologies, and strategic collaborations between platforms, telecom operators, and content studios. Germany's robust broadband coverage, coupled with government incentives for digital media initiatives, further supports the adoption of VoD services.

The Asia-Pacific video on demand market is anticipated to grow at the highest CAGR of 18% during the analysis timeframe.

- Rapid expansion of broadband networks, increasing smartphone penetration, and a growing middle-class population with higher disposable incomes are driving the demand for on-demand entertainment.
- Regional platforms, as well as global streaming giants, are investing heavily in local content, cloud-based infrastructure, and AI-driven recommendation engines to capture diverse consumer segments.
- Urbanization, rising digital literacy, and lifestyle changes are further contributing to increased daily engagement with VoD platforms across the region.

The Chinese video on demand market is estimated to grow with a significant CAGR of 17.8%, in the Asia-Pacific market.

- China's VoD market is anticipated to reach USD 112.8 billion by 2035. Strong government support for digital media initiatives, combined with investments in original and localized content, is positioning China as a leading hub for VoD adoption.
- Platforms are increasingly leveraging AI algorithms to provide personalized content and optimize streaming quality, while mobile-first strategies enable broad reach across the country.
- By integrating advanced cloud-based infrastructure and adaptive streaming protocols, Chinese platforms are ensuring seamless high-quality viewing even in high-demand regions.

Brazil leads the Latin American VoD market, exhibiting strong and sustained growth during the analysis period.

- Brazil is emerging as a key growth hub in the Latin American VoD market, supported by rapid digitalization, expanding broadband penetration, and rising adoption of streaming platforms.
- The country's large and youthful population, along with increasing affordability of smart devices, is driving demand for diverse online content.
- Additionally, growing investment by global streaming players, combined with supportive digital media regulations, is accelerating the expansion of locally produced and regionally targeted VoD services.

South Africa is expected to experience substantial growth within the Middle East and Africa (MEA) VoD market.

- South Africa shows strong growth potential in the MEA VoD landscape, fueled by improving digital infrastructure, wider access to high-speed internet, and rising consumer preference for online entertainment.
- The country hosts a growing creative industry and demonstrates increasing demand for both local and international streaming content.
- Expanding collaborations between regional telecom operators and global OTT platforms, along with government initiatives promoting digital transformation, are expected to further stimulate market growth.

7.1.4 Market Key Players

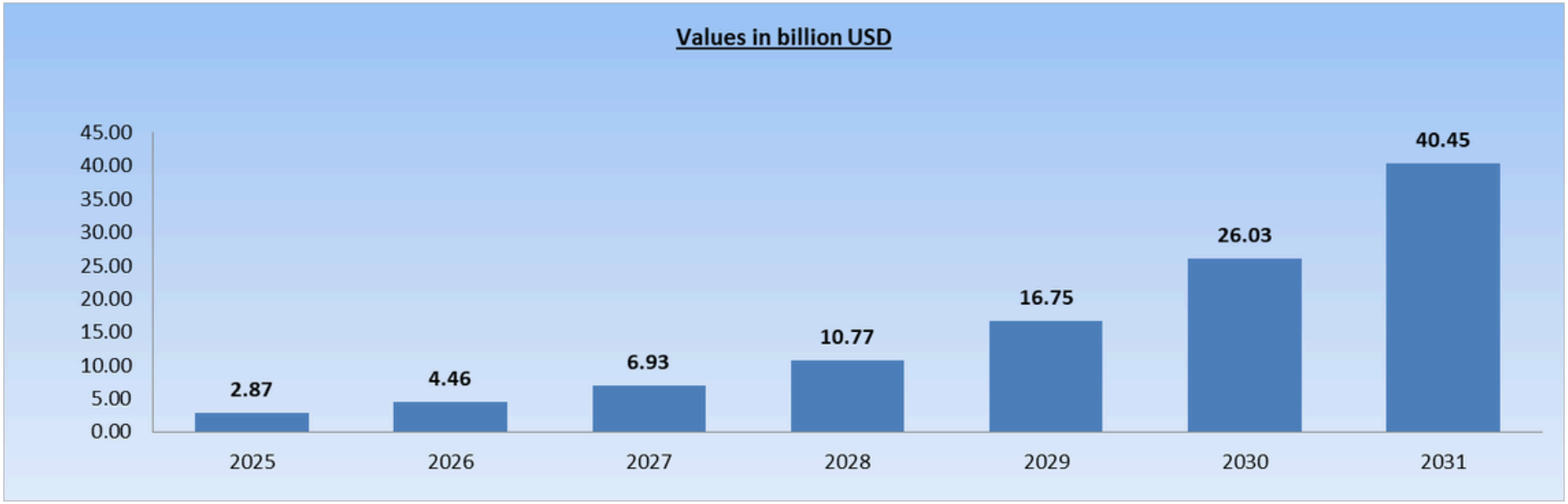
The key players in the market include the companies below:

Alibaba Group Holding Ltd.	Alphabet Inc.	Amazon.com, Inc.	Apple Inc.
AT&T, Inc.	Baidu, Inc.	British Broadcasting Corporation (BBC)	Comcast Corporation
Fandango Media, LLC	Fox Corporation	ITV plc	Meta
Netflix Inc.	Paramount Global	Roku, Inc.	Sony Group Corporation
Telefonaktiebolaget LM Ericsson	Telefónica S.A.	Tencent Holdings Ltd.	The Walt Disney Company
Verizon Communications Inc.	Vivendi SE	Warner Bros. Discovery, Inc.	Zee Entertainment Enterprises Ltd.

7.2 Global Blockchain in Media, Advertising and Entertainment Market

Blockchain technology in the media and entertainment industries assures an innovative approach to content distribution, rights management, and monetization. At its heart, blockchain provides a decentralized and secure method for verifying and recording transactions, reducing the need for intermediaries and assuring transparency. Blockchain allows innovators in the media and entertainment industries to securely register and defend intellectual property rights through immutable records on a distributed ledger. The media and entertainment sectors are rapidly integrating this technology as the entertainment market share increases. Blockchain and other cutting-edge technologies are transforming the media and entertainment industries by enabling real-time consumption. The blockchain sector in media, advertising, and entertainment is expanding rapidly as business organizations recognize the disruptive power of blockchain technology.

The global market for Blockchain in Media, Advertising and Entertainment was evaluated as USD 2.87 billion in 2025 and is expected to reach USD 40.45 billion by 2031, growing at a CAGR of 55.42% during the forecasted period.



SOURCE: https://www.mordorintelligence.com/industry-reports/blockchain-in-media-advertising-and-entertainment-market

7.2.1 Market Driving Factors

The market growth is driven by the following reasons:

1. **Tokenization of Royalty Streams:** Tokenizing royalties embeds payout logic into smart contracts that execute instantly when content is streamed or screened, compressing settlement cycles from close to two years to near real-time. Independent musicians receive 85-95% of streaming income, a sharp reversal of legacy splits, while fans obtain fractional ownership in song catalogs, deepening loyalty and liquidity. Venture funding reached USD 55 million in 2024 for startups that fractionalize back-catalog assets, signaling strong investor confidence in blockchain in the media, advertising, and entertainment market. Film studios are piloting similar models, using on-chain box-office oracles to trigger residuals and eliminate accounting disputes. As these contracts eliminate reconciliation friction, they help expand blockchain adoption in the media, advertising, and entertainment markets, with increased penetration across music and visual media.

2. **Disintermediation between Creators and Audience:** Blockchain video networks enable creators to stream content directly to viewers without surrendering 30-50% of their platform fees, thereby securing higher margins and reducing cash-collection cycles. Theta's edge-node incentives drop delivery costs by roughly 60%, while NFT (non-fungible token) pre-sales now bankroll independent films before cameras roll. Cross-border micro-payments in stablecoins circumvent currency controls, turning globally scattered fan communities into instant financiers. Pilot data from 2024 indicate that over 40 projects have been funded through NFT sales, demonstrating tangible momentum behind blockchain in the media, advertising, and entertainment sectors. In regions with patchy banking rails, creators collect funds in minutes rather than weeks, underscoring blockchain's ability to undercut entrenched intermediaries.

3. **Need to Curb Programmatic Advertising Fraud:** Ad fraud siphoned USD 84 billion from marketers during 2024, a loss that galvanized adoption of blockchain verification layers. Brave, AdEx, and similar networks log every impression on-chain and pay publishers only after fraud-detection oracles confirm human engagement. Early brand pilots report reductions in fraud of 30-40% and improved return on ad spend, bolstering the appeal of blockchain in media, advertising, and entertainment markets to advertisers. Immutable audit trails simplify reconciliations and shift budgets toward premium inventory. Video formats, once vulnerable to domain spoofing, now gain cryptographic proof of placement, restoring trust in programmatic campaigns.

4. **Demand for Secure and Faster Transactions:** Cross-border licensing once relied on SWIFT wires, which consumed up to 5-7 business days and 3-5% of the deal value. In 2024, distributors began settling film rights with USDC in ten minutes, sidestepping forex spreads and chargeback risk. Stablecoin rails also enable sub-USD micro-transactions, reviving pay-per-view and in-game purchase models that were previously unviable. Live-event broadcasters lock in rights hours before kickoff and settle instantly, a capability essential for real-time sports coverage. As transaction risk decreases, more stakeholders become involved with blockchain in the media, advertising, and entertainment markets, thereby reinforcing network effects.

7.2.2 Market Restraining Factors

The market growth is restrained by the following reasons:

1. **Lack of Standardization and Interoperability:** Digital assets minted on Ethereum seldom interoperate natively with rights contracts on Polygon, forcing right-holders to juggle parallel inventories (InterWork Alliance). Only a fifth of media projects have implemented emerging token-taxonomy frameworks, limiting asset portability and liquidity. Bridge protocols like CCIP and LayerZero facilitate transfers while incurring gas costs and introducing additional attack surfaces, as they lack shared metadata schemas for sync and mechanical licenses, and automated royalty aggregation stalls. Consequently, enterprises may delay investment, tempering their adoption of blockchain in media, advertising, and entertainment markets until standards converge.

2. **Regulatory Uncertainty for Tokenized Revenue:** Divergent rules blur the distinction between NFTs and fan tokens, making it unclear whether they qualify as securities. The US Securities and Exchange Commission issued multiple Wells notices in 2024, chilling some launches. Meanwhile, Europe's MiCA (Markets in Crypto-Assets) framework demands costly registration yet offers clarity. Studios tackling global audiences must geo-block certain regions, adding compliance overhead that smaller creators cannot absorb. Inconsistent tax treatment further complicates ROI (return on investment) calculations, encouraging pilot-only projects in more favorable jurisdictions like Singapore. Resolution of these gray areas remains pivotal for scaling blockchain in the media, advertising, and entertainment industries.

3. **High Costs and Complexity Limit Blockchain Adoption in Media Industry:** Despite its benefits, blockchain adoption in media and entertainment is hindered by high setup and maintenance costs. Building a blockchain infrastructure, whether on premises or in the cloud, requires expensive investments into servers, networking hardware and technical expertise. Additionally, combining blockchain into current content management systems, payment gateways and licensing platforms can take time and be complicated. However, the costs of deploying CRM (customer relationship management) solutions are often far too high for SMEs (small to medium-sized enterprises) to afford, meaning that few are yet using them. Additionally, there are continued costs associated with validating transactions, auditing smart contracts and security that can further place a financial strain.

7.2.3 Market Share by Region

North America contributed 38.40% of the revenue in 2025, with Californian studios accounting for over 60% of the regional spend amid robust venture backing. Canada's tax incentives anchor blockchain gaming in Toronto and Vancouver, whereas Mexico's adoption lags but gains impetus from remittance-driven stablecoin flows. The region's early lead shifts focus toward scaling concerns, cross-chain orchestration, and regulatory compliance platforms; yet, its growth rate now trails emerging hotspots, reflecting market maturity within the blockchain industry in media, advertising, and entertainment.

Asia-Pacific is forecast to soar at 60.35% CAGR, the fastest worldwide. China's state-run Blockchain-based Service Network enables compliant NFT-like "digital collectibles," circumventing crypto trading bans. Japan's Web3 roadmap supplies tax carve-outs that spur Sony and Bandai Namco to launch blockchain games. India's Bollywood NFTs target a vast diaspora, and South Korea's K-pop tokens sell out instantly, generating templates for fan-sourced financing. Australia and Southeast Asia contribute modest shares today but capitalize on improved payment rails by integrating blockchain technology into regional content-export strategies that stitch together the media, advertising, and entertainment market.

Europe, South America, the Middle East, and Africa fill the remainder. MiCA provides legal certainty that accelerates the development of German and UK rights registries. France's luxury houses merge couture with film NFTs, enhancing experiential marketing. Brazil and Argentina utilize stablecoins to mitigate the drag of inflation, although infrastructure deficits slow their adoption. Dubai and Riyadh leverage free-zone perks to magnetize Web3 studios, while Nigeria pilots blockchain music streams targeting diaspora downloads. Collectively, these diverse initiatives underscore the global reach of blockchain in the media, advertising, and entertainment sectors.

7.2.4 Market Key Players

The key players in the market include the companies below:

IBM Corporation	Microsoft Corporation	Ernst and Young Global Limited	The Bitfury Group Limited
SAP SE	Accenture plc	Amazon Web Services Inc.	Oracle Corporation
Infosys Limited	ConsenSys Software Inc.	R3 HoldCo LLC	Dapper Labs Inc.
Livepeer Inc.	Theta Labs Inc.	VeChain Foundation	Animoca Brands Corporation Limited
Chainalysis Inc.	Mattereum Limited	Rally Network PBC	Braintrust Holdings LLC

8. Recent Developments

- **December 2025:** Netflix announced its agreement to acquire Warner Bros. Discovery's studio and streaming businesses for USD 72 billion. The deal includes HBO Max and DC Studios but excludes CNN and Discovery networks.

- **December 2025:** Prime Video launched a dedicated news destination on its homepage, giving US customers free access to live local, national, and global news. The platform aggregated major networks such as ABC News Live, CBS News 24/7, CNN Headlines, and NBC News NOW, expanding its offering to over 200 channels.

- **August 2025:** Apple Original Films released its summer blockbuster, F1 The Movie, on premium video on demand and for digital purchase, in collaboration with Warner Bros. Home Entertainment.

- **January 2025:** Microsoft Azure expanded its managed rights-management service to include ISO-compliant interoperability modules, cutting deployment times by 25%.

- **November 2024:** VeChain pilots video authenticity checks with a leading Chinese streamer, hashing 10,000 hours of footage.

- **October 2024:** Theta Labs partnered with Sony to embed decentralized video delivery into PlayStation streaming, shrinking bandwidth costs by 40%.

- **October 2024:** Infosys launched a media-centric blockchain consulting line in North America and Europe.

- **February 2024:** Netflix announced Expedia Group will be its first global advertising partner to activate a multi-market campaign on the streamer's ad-supported plan throughout 2024.

- **January 2024:** The Walt Disney Company's collaboration with Apple Vision Pro represents leaps forward into the future of entertainment and storytelling.

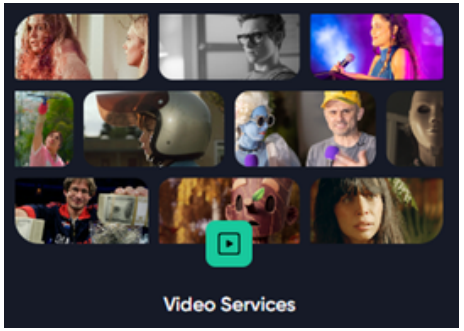
- **January 2024:** Evision expanded its strategic partnership with Disney Star. Through this collaboration, Evision aims to bring South Asian entertainment content to audiences across the Middle East & Africa (MEA).

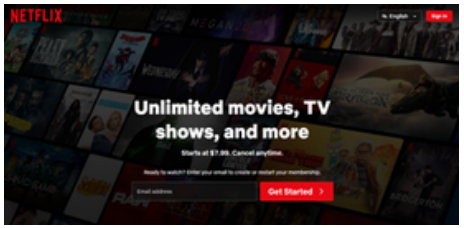
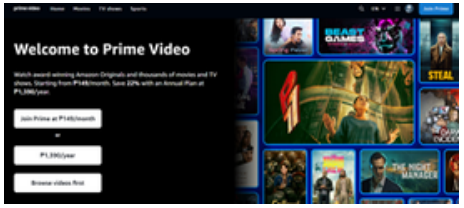
- **Reliance Industries Limited (RIL) / JioCinema & Disney Star:** Following the 2024/25 merger, the newly combined Reliance-Disney entity (often referred to as JioStar) has established a massive joint venture in India. This entity controls over 100 TV channels and platforms like Hotstar and JioCinema. They are aggressively seeking to innovate in content delivery, streaming technology, and monetization models to target 750 million viewers.

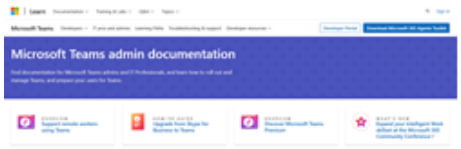
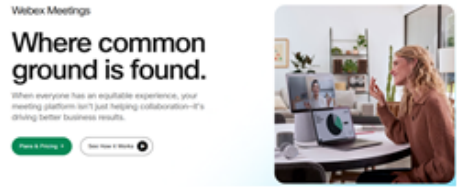
9. Similar Products from Competitors

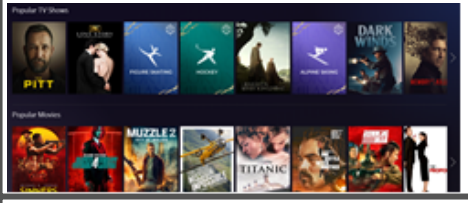
Several products and services were identified as comparable to the patented technology **“Video Content Delivery”**. Some are protected by intellectual property rights, while others are not. These offerings operate within a scope similar to that of the subject technology. Both categories - those with and without intellectual property protection - are detailed below.

9.1 Competitors with Global IP Holdings

S. No.	Company Name	Active Patents	Product	Feature
1	Theta Labs, Inc.	19 (11 Granted and 8 Applications)	Theta EdgeCloud 	Theta EdgeCloud is empowering AI teams around the world with unrivaled GPU (Graphics Processing Unit) price-to-performance. Its mission is to provide developers, researchers and enterprises large and small with unlimited access to GPU processing power for any AI, video, rendering, and any containerized task, at the most optimal cost. This approach brings the best of Cloud computing to a decentralized system, powered by the Theta Edge Network. https://www.thetaedgecloud.com/ https://www.thetaedgecloud.com/dashboard https://docs.thetatoken.org/docs/theta-edgecloud-overview

2	Netflix Inc.	394 (198 Granted and 195 Applications)	Netflix 	Netflix is a streaming service that offers a wide variety of award-winning TV shows, movies, anime, documentaries, and more on thousands of internet-connected devices. The user can watch as much as they want, whenever they want - all for one low monthly price. https://www.netflix.com/ https://about.netflix.com/en
3	Amazon	6,359 (5,151 Granted and 1,204 Applications)	Prime Video 	Customers can join Prime to watch the latest movies, TV shows and award-winning Amazon Originals. The user can subscribe to get access to a variety of premium and specialty content, easily accessible within the Prime Video app. https://www.primevideo.com/offers/nonprimehomepage/ref=dv_web_force_root https://www.primevideo.com/help?nodeId=GD5REBNJD74BURF6
4	Apple Inc.	5,250 (2,814 Granted and 2,434 Applications)	Apple TV 	Apple TV is the home of Apple Originals, featuring hundreds of exclusive shows and movies - from thrilling dramas and epic sci-fi to feel-good comedies - with new releases weekly and no ads. https://tv.apple.com/

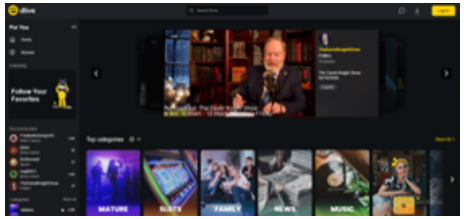
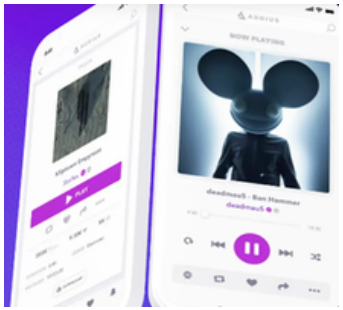
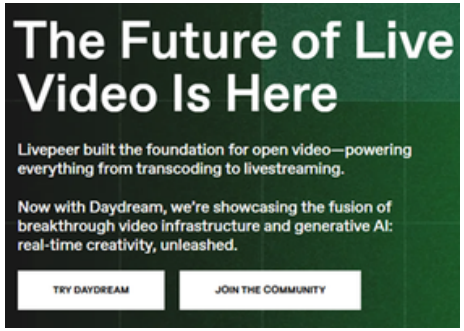
5	Microsoft	12,481 (2,814 Granted and 2,434 Applications)	Microsoft Teams 	Microsoft Teams is the ultimate messaging app for an organization - a workspace for real-time collaboration and communication, meetings, file and app sharing, and even the occasional emoji. All in one place, all in the open, all accessible to everyone. https://learn.microsoft.com/en-us/microsoftteams/
6	Google LLC	4,514 (2,667 Granted and 1,845 Applications)	Google Meet 	Google Meet is a secure, cloud-based video conferencing service developed by Google for real-time, high-quality virtual meetings, enabling screen sharing, chat, and voice calls via web browsers or apps. https://workspace.google.com/products/meet/
7	Cisco Systems, Inc.	2,138 (1,183 Granted and 953 Applications)	Webex Meetings 	Webex Meetings is a secure online video conferencing platform enabling real-time collaboration, team meetings, virtual training, and presentations with features like screen sharing, chat, polling, and AI-powered transcription and translation, supporting hybrid work by connecting people across any device, anywhere. https://www.webex.com/suite/meetings.html

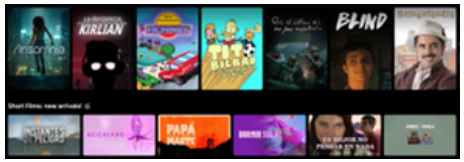
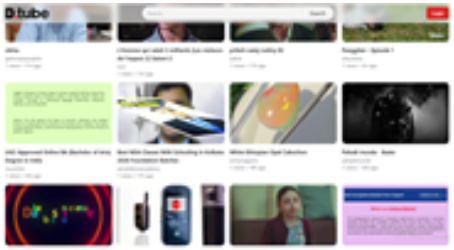
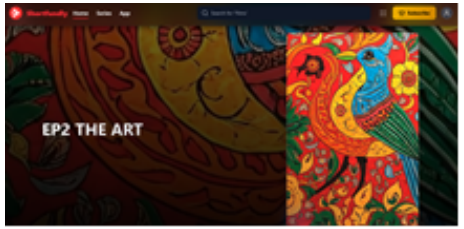
8	Oracle Corp.	793 (398 Granted and 394 Applications)	Media Streams 	Oracle Cloud Infrastructure (OCI) Media Streams is a service that helps developers package video content to stream it from OCI or through a content delivery network (CDN). It encrypts media content for secure delivery to devices. https://www.oracle.com/cloud/media-streams/
9	Comcast Corp.	3,870 (1,953 Granted and 1,912 Applications)	Xfinity Stream 	Xfinity Stream is a free app for Xfinity and NOW TV customers that allows users to watch live TV, on-demand content, and recorded shows on mobile devices, computers, and smart TVs. https://www.xfinity.com/stream/
10	IBM	8,166 (4,151 Granted and 4,010 Applications)	IBM Video Streaming 	IBM Video Streaming is built for privacy, reliability, quality and scale, and is powered by IBM Watson AI for automated closed captioning and search. The live stream, simulated live, auto-archive and video-on-demand content management and portal features are geared to boost audience engagement. https://www.ibm.com/products/video-streaming

SOURCE: Free Database – The Lens

9.2 Competitors without Global IP Holdings

S. No.	Potential Company	Product	Feature
1	BSEtec	StreamBiz 	StreamBiz is a live streaming app that allows users to broadcast live video content “Golive” with their followers. It uses the decentralized nature of the technology. Another key benefit of this blockchain-based video streaming application is the enhanced security and immutability of the content. The video content can be securely stored and distributed without the risk of unauthorized access or tampering. https://www.bsetec.com/periscope-clone/#secondPage https://www.bsetec.com/blog/blockchain-based-video-streaming-application-an-overview/
2	LBRY, Inc.	LBRY 	LBRY is a protocol for accessing and publishing digital content in a global, decentralized marketplace. LBRY uses a public blockchain to provide a single shared index of published content, as well as content discovery and payment. Clients can use LBRY to publish, host, find, download, and pay for content - books, movies, music, or anything else that can be represented as a stream of bits. https://lbry.tech/spec/

3	DLive Entertainment Pte. Ltd.	DLive 	DLive is a popular blockchain-based content sharing platform, joins the BitTorrent ecosystem and begins the migration to the TRON blockchain. DLive and BitTorrent work together to bring blockchain-based peer-to-peer content sharing, including live streaming, to everyone. DLive advertises their products and services on BitTorrent as well as using its newest service for storage. https://dlive.tv/ https://community.dlive.tv/2023/03/07/dlive-joins-bittorrent-ecosystem-and-begins-migration-to-tron-blockchain/
4	Open Audio Foundation	Audius 	Audius is not just a digital streaming platform; it is a revolution that connects fans and artists, bringing exclusive new music to one's fingertips. With Audius, artists can generate immutable and timestamped records for their creative works, secured by an incentive-aligned decentralized network of node operators. https://audius.org/ https://dashboard.audius.org/
5	Livepeer, Inc.	Livepeer 	Livepeer built the foundation for open video - powering everything from transcoding to livestreaming. It enables cutting-edge capabilities including real-time content creation, instant video understanding, and advanced communication AI - all powered by its cost-effective decentralized infrastructure. Developers can build and scale innovative applications on an open, accessible platform that is driving the future of video technology. https://www.livepeer.org/ https://www.livepeer.org/dev-hub

6	Flixxo	Flixxo 	Flixxo is a platform for microseries and short films from around the world. The distribution and monetization model on Flixxo is unlike anything else out there. Flixxo supports over 30 "Creators 3.0" from around the world, promoting their stories in international markets and on other platforms. https://play.flixxo.com/en/ https://play.flixxo.com/en/faqs
7	DTube	DTube 	DTube is a video-sharing platform designed as a decentralized alternative to YouTube, operating on blockchain technology rather than central servers. It aims to eliminate censorship, remove traditional advertising, and reward users with cryptocurrency for creating and curating content. https://d.tube/ https://d.tube/about
8	Shortfundly	Shorts OTT 	Shorts OTT is optimized for short-form video creation, discovery, and virality. Filmmakers can showcase work, audiences engage interactively, and distributors track trends, fueling creativity and global audience growth effortlessly. https://www.shortfundly.com/ https://shorts.shortfundly.com/

9	PodBean	PodBean 	Podbean offers integrated monetization tools to help podcasters get rewarded for their content, including a sponsorship marketplace that connects them with advertisers. Additionally, the user can easily launch live podcasts to interact with their audience in real time and receive virtual gifts as a form of support. https://www.podbean.com/ https://www.podbean.com/about-us
10	Buzzsprout	Buzzsprout 	Buzzsprout is a popular, user-friendly, cloud-based podcast hosting platform designed for creating, publishing, and distributing audio podcasts. https://www.buzzsprout.com/about https://www.buzzsprout.com/

10. Major Companies in the Market

67 key players were identified based on similarity in technology. These potential opportunities operate in similar scope to the subject technology.

Sr. No.	Company	Headquarters	Last Reported Revenue (USD)
1	Accenture plc	Dublin, Ireland	$69.67 billion
2	Akamai Technologies Inc.	Cambridge, U.S.	$3.99 billion
3	Alibaba Group Holding Ltd.	Zhejiang, China	$137.3 billion
4	Alphabet Inc.	California, U.S.	$402.872 billion
5	Amazon Web Services Inc.	Virginia, U.S.	$128.7 billion
6	Amdocs Ltd.	Missouri, U.S.	$5.00 billion
7	Animoca Brands Corporation Ltd.	Telegraph Bay, Hong Kong	$210 million

8	Apple Inc.	California, U.S.	$416 billion
9	AT&T, Inc.	Texas, U.S.	$125.65 billion
10	Baidu, Inc.	Beijing, China	$19.29 billion
11	Bitfury Group Limited	Amsterdam, Netherlands	$167.6 million
12	Bitmovin	California, U.S.	$33 million
13	Braintrust Holdings LLC	Maryland, U.S.	$18.3 million
14	British Broadcasting Corp. (BBC)	London, England	$7.264 billion
15	Chain Inc.	California, U.S.	$6 million
16	Chainalysis Inc.	New York, U.S.	$170.6 million
17	Chiliz	Gzira, Malta	$17.1 million

18	Cisco Systems Inc.	California, U.S	$56.65 billion
19	Clearcoin	California, U.S.	$5-20 million
20	Comcast Corporation	Pennsylvania, U.S.	$123.7 billion
21	ConsenSys Inc.	Fort Worth, U.S.	$147 million
22	Dapper Labs Inc.	Columbia, Canada	$69.3 million
23	Digital Asset Holdings, LLC	New York City, U.S.	$42 million
24	Digital Currency Group	Connecticut, U.S.	$20 million
25	Edgio Inc.	Arizona, U.S.	$230.2 million
26	Enjin	Singapore	$5.3 million
27	Ernst and Young Global Limited	London, England	$51.2 billion

28	Factom Inc.	Texas, U.S.	$30 million
29	Fandango Media LLC	California, U.S.	$311.2 million
30	Fox Corporation	New York, U.S.	$16.30 billion
31	Fujitsu Ltd.	Kanagawa Prefecture, Japan	$24.26 billion
32	Guardtime AS	Irvine, U.S.	$5-25 million
33	Huawei Technologies Co. Ltd.	Shenzhen, China	$118.1 billion
34	IBM Corporation	New York, U.S.	$62.73 billion
35	Infosys Limited	Karnataka, India	$20 billion
36	iProdoos	California, U.S.	$5 million
37	ITV plc	London, England	$4.701 billion

38	Kaltura, Inc.	New York, U.S.	$175.2 million
39	KWIKmotion	Paris, France	$5.3 million
40	Live Nation Entertainment	California, U.S.	$23.2 billion
41	Lumen Technologies Inc.	Louisiana, U.S.	$17.48 billion
42	Mattereum Limited	London, England	<$5 million
43	Meta	California, U.S.	$201 billion
44	Microsoft Corporation	Washington, U.S.	$281.7 billion
45	Muvi LLC	Virginia, U.S.	$52.5 million
46	Netflix Inc.	California, U.S.	$45.2 billion
47	Oracle Corporation	Texas, U.S.	$57.40 billion

48	Paramount Global	New York, U.S.	$29.2 billion
49	R3 LLC	Maryland, U.S.	$5 million
50	Ripple Labs Inc.	California, U.S.	$210.1 million
51	Roku, Inc.	California, U.S.	$4.1 billion
52	SAP SE	Baden-Württemberg, Germany	$43.36 billion
53	Sony Group Corporation	Tokyo, Japan	$90.14 billion
54	Sorare	France	$5 million
55	Tata Consultancy Services Limited	Maharashtra, India	$31 billion
56	Telefonaktiebolaget LM Ericsson	Stockholm, Sweden	$27.36 billion
57	Telefónica S.A.	Madrid, Spain	$44.7 billion

58	Tencent Holdings Ltd.	Guangdong, China	$91.78 billion
59	The Walt Disney Company	California, U.S.	$94.4 billion
60	Theta Labs Inc.	California, U.S.	<$5 million
61	Ujo Music	New York, U.S.	N/A
62	Universal Music Group	California, U.S.	$14.7 billion
63	Verisart	California, U.S.	<$5 million
64	Verizon Communications Inc.	New York, U.S.	$138.2 billion
65	Vivendi SE	Paris, France	$12.42 billion
66	Wowza Media Systems, LLC	Colorado, U.S.	$45.3 million
67	Walmart Inc.	Arkansas, U.S.	$713.20 billion

11. Potential Licensees

24 potential licensees/buyers were identified for the technology. The following companies fall into similar scope as the subject technology. Potential licensees for patents related to blockchain-based video on demand (VoD) include companies involved in decentralized content delivery, OTT (over-the-top) streaming platforms, digital rights management (DRM), and major tech companies investing in blockchain for media.

Theta Network	Kuaishou Technology	Intel	Tencent
Livepeer	Roku, Inc.	Custos Media Technologies	Microsoft
Flixxo	Walt Disney Company	Nagravision (Kudelski Group)	Protocol Labs
LBRY (Odysee)	Alphabet	Apple	Baidu (iQIYI)
Audius	Spotify	Cisco Systems	Amazon (AWS)
ByteDance (TikTok)	IBM	AIOZ Network	Poseidon Network

12. Potential Start-Ups

15 start-ups are identified and listed. These companies are new to the market and trying to establish themselves in the relevant industry, but they operate in similar scope to the subject technology.

Company Name	Website	Established Year
Shortfundly	https://www.shortfundly.com/	2015
Contus	https://www.contus.com/	2008
LBRY	https://lbry.com/	2016
OpenSea	https://opensea.io/	2017
Magic Eden	https://magiceden.io/	2021
Cere Network	https://www.cere.network/	2019
Tidal	https://tidal.com/	2014

Decentraland	https://decentraland.org/	2015
Livepeer	https://www.livepeer.org/	2017
Theta Network	https://www.thetatoken.org/	2018
Audius	https://audius.org/	2018
Steemit	https://steemit.com/	2016
DTube	https://d.tube/	2018
Mask Network	https://www.mask.io/	2019
Mirror.xyz	https://mirror.xyz/	2020

13. Technology Transfer & Diffusion

13.1 Strategic Transfer Methods

Video content delivery technologies can be commercialized via licensing, joint ventures, OEM (original equipment manufacturer) integration, spin-offs, or hybrid models. The table below outlines key pathways, potential partners, revenue models, and strategic advantages to guide market entry and monetization decisions.

Pathway	Description / Use Case	Potential Partners	Revenue Model	Key Advantages
Non-Exclusive Licensing	Multiple companies license core IP (codecs, CDN tech, quality of experience tools)	Akamai, Cloudflare, Fastly, AWS	Upfront + royalty, per-stream/GB, revenue share	Low capital risk, fast market penetration, retain IP
Exclusive Licensing	Single partner, region- or application-specific	Strategic telcos or OTTs	Higher upfront fee + royalty	Deep strategic partnership, less flexibility
Field-of-Use Licensing	License by geography, industry, or application	Regional broadcasters, telecoms	Upfront + usage-based royalty	Targeted market segments, flexible IP deployment
Joint Venture (JV)	Co-owned entity for commercialization, infrastructure-heavy tech	Verizon, Bharti Airtel, Comcast	Equity + revenue share	Shared risk, access to infrastructure, stronger commercialization

Spin-Off / Startup	Startup formation around patent or AI video tech	Y Combinator, Techstars	VC (venture capital) funding, SaaS (software as a service) subscriptions	High valuation upside, full strategic control
Direct Sale / Assignment	Sell IP outright	Large CDN firms, patent aggregators, tech giants	One-time payment	Immediate liquidity, no future upside
OEM / Hardware Integration	Embed tech in smart TVs, set-top boxes, edge devices	Samsung, LG, Cisco	Per-device royalty, embedded license fee	Scalable adoption, hardware acceleration
Standards-Based Licensing	Incorporate patents into global standards (MPEG, ITU)	MPEG, ITU, other standards consortia	FRAND (fair, reasonable, and non-discriminatory) royalties	High strategic value, global ecosystem adoption
Cross-Licensing	Exchange IP with other firms to reduce litigation risk	Tech giants in overlapping patent areas	Mutual license agreements	Freedom to operate, access to complementary patents
Hybrid Model	Combine licensing, SaaS, OEM, and JV	Multiple depending on mix	Mixed (royalty + subscription + equity)	Diversified revenue, faster market adoption, strategic scale

13.2 Market Diffusion Accelerators

Government funding, regulatory mandates, and standardization frameworks are significantly accelerating adoption of Video Content Delivery Systems (VCDS), including CDNs, OTT platforms, Internet Protocol Television (IPTV), edge infrastructure, and video management solutions.

1. Public Infrastructure Investment

Large-scale broadband and 5G programs are expanding last-mile connectivity and increasing the addressable market for high-bandwidth video services.

- **US:** Federal Communications Commission (BEAD Program) and National Telecommunications and Information Administration broadband grants.
- **EU:** European Commission Digital Europe and Recovery funding for 5G and cloud infrastructure.
- **Asia:** Ministry of Industry and Information Technology 5G/data center expansion; Department of Telecommunications BharatNet rural fiber rollout.

Impact: Higher OTT penetration, regional CDN deployment, and edge node expansion.

2. Regulatory Mandates

- **Content quotas:** EU Audiovisual Media Services Directive (AVMSD) increases local streaming production and distribution demand.
- **Data localization:** India, China, and Middle East policies require in-country storage and CDN presence.
- **Net neutrality:** Enforced by the Body of European Regulators for Electronic Communications and the US Federal Communications Commission (FCC), supporting competitive OTT ecosystems.

Impact: Drives localized infrastructure, platform scaling, and adaptive streaming innovation.

3. Standards & Technology Frameworks

Global standards reduce interoperability barriers and accelerate deployment.

- **5G & Edge:** 3rd Generation Partnership Project (3GPP) and European Telecommunications Standards Institute (ETSI) enable low-latency streaming and MEC (multi-access edge computing) integration.
- **Broadcast-IP convergence:** ATSC 3.0 and DVB-I foster hybrid delivery upgrades.

Impact: Supports UHD (ultra-high definition) mobile streaming, cloud gaming, and interactive live video.

4. Financial Incentives

Tax credits, data center incentives, and media production subsidies (US, EU, Asia-Pacific) de-risk infrastructure and R&D (research and development) investment.

Impact: Stimulates both content creation and distribution platform growth.

5. National Digital Strategies

Government digital transformation programs (e.g., smart cities, e-government, digital education) embed video services into public infrastructure.

Impact: Sustained institutional demand for secure, scalable, and compliant VCDS solutions.

6. Security & Compliance

The EU General Data Protection Regulation (GDPR), cybersecurity mandates, and lawful intercept requirements increase demand for DRM, encryption, watermarking, and secure CDN architectures.

Overall Market Acceleration Mechanisms

Public policy and regulatory support accelerate VCDS adoption by:

- **Lowering infrastructure barriers (fiber, 5G, data centers).**
- **Reducing financial risk (grants, incentives).**
- **Mandating demand (content quotas, digital services).**
- **Ensuring interoperability (standards alignment).**
- **Enabling competition and innovation (open internet frameworks).**

14. Commercialization Strategy

Video Content Delivery Systems (CDN, OTT, SaaS, Analytics, Edge/Hardware Solutions) providers typically use a hybrid go-to-market strategy combining direct, partner-led, platform, and OEM routes to reach broadcasters, telcos, enterprises, and end consumers.

Key Insights:

- **Hybrid Channel Strategy:** Combines direct, partner, and platform models to balance margin, scale, and speed-to-market.
- **Early-Stage:** Prioritize cloud marketplaces, OEM, and API (Application Programming Interface) integration for low capital expenditure (CapEx), scalable adoption.
- **Growth:** Leverage value-added resellers (VARs), system integrators (SIs), and FAST/aggregator platforms to expand regionally and reduce sales effort.
- **Scale-Up / Enterprise:** Focus on direct enterprise sales and strategic alliances to capture large contracts.
- **All Stages:** Events, conferences, and marketplaces provide visibility, partnership opportunities, and co-selling channels.

Company Stage	Target Customers	Primary Channels	Secondary Channels	Potential Partners	Advantages
Early-Stage / Startup	OTT startups, SMEs, tech developers	Cloud Marketplaces, OEM Integration, Embedded APIs/SDKs	Online App Stores	AWS, Microsoft Azure, Google Cloud, Samsung, LG, Roku	Low-CapEx, scalable reach, frictionless procurement
Growth / Series A-B	Mid-market telcos, broadcasters, corporate enterprises	VARs / SIs, Strategic Technology Partnerships	OEM Bundles, FAST (Free Ad-Supported Streaming Television) Platforms	Accenture, TCS, Capgemini, Akamai, Cloudflare, Fastly, Pluto TV, Tubi	Regional expansion, lower sales overhead, faster market access
Scale-Up / Series C+	Tier-1 telcos, global OTTs, government agencies	Direct Enterprise Sales	Cloud Marketplace, Strategic Partnerships	Netflix, Disney+, AT&T, Vodafone, AWS, Azure	High margin, complex solution delivery, long-term contracts
Enterprise / Telecom-Owned	Broadcasters, government, hyperscalers	Direct Sales + OEM / White-Label, Strategic Partnerships	Channel Partners, Events & Conferences	Samsung, LG, Akamai, Cloudflare, Fastly, IBC, NAB, MWC	Full control, custom deployments, brand ownership, co-marketing leverage

15. Strategic Partnerships

A global landscape of companies and institutions actively open to production, marketing, integration, and R&D collaboration in the video content delivery ecosystem - spanning streaming platforms, CDNs, OTT technologies, AI/analytics providers, enterprise video specialists, cloud infrastructure vendors, and academic-industry innovation partners.

1. Video Delivery & Streaming Platforms

Companies offering Software Development Kits (SDKs), integrations, co-marketing, and joint product opportunities:

- **Innovid** - Open ad delivery platform with broad ecosystem integrations.
- **Viddsee** - Regional entertainment platform collaborating with brands and creators.
- **IrokoTV** - Global Nollywood OTT platform with cross-platform distribution partnerships.

2. Technology & CDN / OTT Infrastructure Providers

Firms engaged in delivery architecture, APIs, co-innovation, and integration partnerships:

- **CacheFly** - Enterprise-focused CDN solutions.
- **Vindral** - Low-latency and AI-enhanced streaming.
- **MetaCDN/StreamShark** - Cloud-based delivery and live streaming platforms.
- **V-NOVA** - Advanced codec and compression R&D partnerships.

Bitmovin ecosystem collaborators:

- **SDT** (OTT system integrator)
- **Nowtilus** (streaming AI ads)
- **Unified Streaming**
- **Uplynk** (ingest to delivery tools)
- **Verimatrix** (security & analytics)
- **Wowza** (custom streaming platforms)

3. Enterprise Video Delivery Partners

Specialists in corporate streaming, eCDN, and analytics:

- **Kollective Technology** - Enterprise content distribution optimization.
- **StriveCast** - Peer-to-peer internal live streaming solutions.

4. R&D & Academic-Industry Collaboration

- **Digital Domain** - Creative tech and AI R&D partnerships in media workflows.

5. Cloud & Infrastructure Partnership Programs

Major cloud and CDN providers offering integration, reseller, and co-marketing programs:

- Amazon Web Services
- Google Cloud Platform
- Microsoft Azure
- Cloudflare
- Akamai Technologies
- Fastly

6. Live, Edge & Next-Generation Delivery

- **Zixi** - Software-defined broadcast and OTT delivery partnerships.
- **MainStreaming** - Edge-based low-latency OTT infrastructure.

7. Creative Production & Marketing Collaborators

- **SRV Media** - Video production and distribution services.
- **Asteraki** - Technology-focused video storytelling.

Alder IP is registered patent and trade mark firm based in Sydney, Australia with over 12 years of expertise.

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