

Blockchain in media: The impact of blockchains and decentralisation on media markets

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Abstracts

In this study we present the potential impacts of blockchain technologies on the media industries.

We present the nature and main value proposition of the blockchain technology, as well as a summary of its main offerings.

Our analysis covers various concrete case studies over the video, music and video games markets, with a perspective on their benefits and limitations, as well as a realistic prospect of adoption.

Our vision of the potential impact of the technology on the media industry value chain and business models serves to identify the main market segment that could be affected by this emerging technology.

Based on these analyses we provide quantitative and qualitative market forecasts for the share of media market revenues that will transit through blockchain applications by 2025.

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