Building innovative and trusted Web3 marketplaces

Web3 and blockchain technologies benefit both media and entertainment (M&E) companies and creators by offering new ways to manage, monetize, and protect content. Creators gain direct control over their work, leveraging new peer-to-peer revenue models and smart contracts to ensure fair compensation.

Blockchain in the media and entertainment industry is projected to grow from USD $395.6 million in 2022 to USD $11.76 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 52.8% during the forecast period (2024–2032).

Source: Marketresearchfuture

M&E companies can automate and simplify processes through smart contracts—streamlining operations, enhancing asset security, and improving transparency, leading to more efficient and cost-effective practices.

With MarketMaker's interoperable backend for Web3 marketplaces, you can explore exciting new revenue models, unlock growth opportunities, and secure your assets effectively. Using a combination of Token Rights Management (TRM), digital rights management (DRM), and near field communication (NFC) technologies, this solution helps you build interactive communities—key for engaging audiences in an already competitive market.

To secure assets and ensure marketplace success, MarketMaker™ also provides authentication for users and proof of provenance for the assets, protecting your marketplace from unauthorized duplication and illegal sales. ExpressPlay multi-DRM is seamlessly integrated with MarketMaker, providing robust protection for underlying assets such as videos and music, ensuring their safety across multiple devices and platforms.

With MarketMaker, the possibilities are endless

Smart contracts
Manage your content and assets with smart contracts so you can handle purchases, subscriptions, rentals, and resales easily and securely.

Blockchain, tokenization
Leverage blockchain technology and tokenization in your marketplace for complete control over who can access and use your content on the blockchain.

Superdistribution
Reward your audience for sharing your content or assets with others through superdistribution. This helps create a more open and decentralized way of distributing your content, making it spread further and reach more people.

New business models
Introduce new business models, like fractional ownership, by leveraging blockchain technology and TRM. This approach ensures that shares are accurately tracked and protected. By offering your audience a genuine stake in your ventures, you provide them with the opportunity to earn financial rewards if your projects succeed.

Digital and physical products
Use secure NFC tags with your blockchain to earn money from both digital and physical products. These tags help you track and manage sales, making it easier to make money from your products.

Where MarketMaker thrives

Media & entertainment

Sports

Luxury brands

What makes MarketMaker unique

Blockchain agnostic

Crypto and Fiat ready

Enables flexible business models

Interoperability and scalability

Multi-DRM content protection

Key challenges and opportunities

Customer challenge
Engaging fans

MarketMaker solution
MarketMaker brings enhanced fan engagement by securing and managing assets, providing innovative revenue models, and supporting flexible distribution across various platforms designed to help you reach and engage a broader audience.

Customer challenge
Limited options for new business models

MarketMaker solution
MarketMaker supports multiple business models including superdistribution, fractional ownership, and NFCs for both digital and physical goods/products that offer new revenue streams and greater audience engagement.

Customer challenge
Complex integration

MarketMaker solution
MarketMaker integrates with marketplaces using REST APIs, allowing service providers to build Web3 marketplaces without any special knowledge of blockchain or DRM. To accelerate implementation, MarketMaker includes source code for a reference NFT marketplace implementation free of charge.

Customer challenge
Content security

MarketMaker solution
ExpressPlay manages content piracy and access concerns with multi-DRM and anti-piracy features, providing content security for underlying assets across all devices and platforms. MarketMaker provides secure authentication for users and proof of provenance for the assets, safeguarding your marketplace against counterfeit products and illicit distribution.

Experience 'Chime' on Roadstead.io—a Web3 platform powered by MarketMaker, enabling secure superdistribution and monetization of digital assets.

Customer use cases

Nekojarashi / roadstead.io
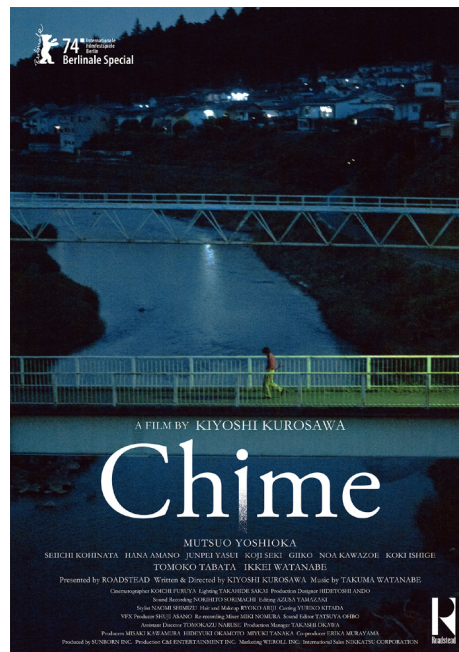**Superdistribution**

Challenge
Nekojarashi needed a platform where users could view, sell, trade, and exhibit content while giving content owners complete control of distribution and profits generated.

Solution
MarketMaker helped Nekojarashi build a Web3 platform with new digital business models with the ability to lend, rent, and engage in superdistribution of assets. Now content creators and rights owners can distribute and monetize their assets securely and from content-centric communities. Users can distribute video content and other digital assets such as gaming, anime, manga, film, sports, and music.

Result
Secure media distribution with advanced multi-DRM, user authentication, fraud protection and risk management capabilities. Increased revenue with smart contracts and rule enforcement (price, number of sales, scope of resale, rental, lending, etc.). Nekojarashi boosted customer engagement, adding limited NFT collections and access to premium content.

Madeium
NFC integration

Challenge

Madeium wanted to build a Web3 platform catering to the new creator economy for digital and physical goods. The company's goal was to build an ecosystem for creators who generate intellectual property (IP) and then help them to lock it down on the blockchain, to secure goods against counterfeit items, lost revenue, and brand dilution.

Solution

MarketMaker was implemented to help them build a Web3 platform supporting both digital and physical goods using NFC-chips and authentication technology. With MarketMaker, Madeium can now protect anything from digital content to retail items and it lets their creators establish interactive communities with their customers. Brands can craft personalized items and experiences and foster deeper connections and loyalty.

Result

With NFC integration and smart contracts in place across the value chain, Madeium can now fully protect creators' digital content and physical goods through secure distribution, advanced rights management, and user authentication. These marketplace enhancements also open new revenue opportunities for creators.

Yxung is one of the first brands using the Madeium platform powered by Intertrust MarketMaker. Their 3D on-demand printed shoes, offered in exclusive batches, are equipped with NFC chips for authentication and are being embraced by collectors worldwide.

Music Securities
Fractional ownership

Challenge

Music Securities needed a platform to launch Digital Music Securities (DMS) to expand Japanese musicians' global reach. They sought a solution that would allow fans to engage in extended music distribution and support their favorite artists.
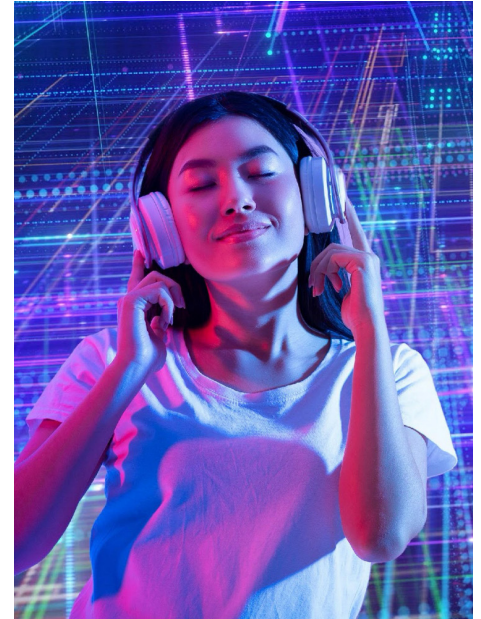
Solution

Through fractional ownership, fans can take part in music distribution and invest in their favorite artists. DMS token marketplace makes master recording rights transactions transparent, with clear and fair distribution of earnings. Now music fans can engage in extended distribution of their favorite artists' music through online listening parties or other innovative means of digital distribution.

Result

Music Securities experienced the following benefits:

- Greater fan involvement through fractional ownership (participate in earnings)

Giving fans a stake in music distribution, Music Securities expands global reach and deepens fan engagement.

- Increased distribution with strong creator-to-customer digital rights management

- Additional revenue for both artists and fans through higher customer engagement and new Web3 business models
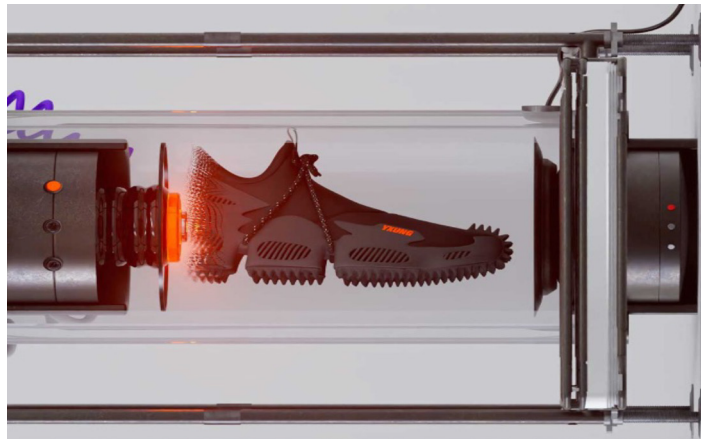
Madeium's Web3 platform secures digital and physical goods, like Yxung's NFC-authenticated 3D-printed shoes, protecting creators and enhancing collector value.