

Nekojarashi transforms Web3 video delivery

Gains next-gen media
distribution and content rights



Industry

Media & Film

Location

Japan

Solution

Intertrust MarketMaker™

Introduction

Nekojarashi's Web3-enabled platform, Roadstead, relies on Intertrust MarketMaker™ to support next-generation digital media distribution for digital content rights holders.

Nekojarashi is a Japanese media and technology company founded by Misaki Kawamura, a successful film producer of the Academy Award-winning movie "Drive My Car." Roadstead empowers artists, writers, filmmakers, and producers to securely distribute and monetize their work while fostering direct connections with individual fans and buyers.

The challenge

Access to distribution channels and the competition from Hollywood and other international films can make it difficult for Japanese films to reach a broad audience. New digital distribution possibilities are available, but content rights and security are still a concern for traditional Japanese content rights holders. The film industry faces the ongoing issue of piracy and the Japan market is no exception.

To meet these challenges and keep up with consumption demand, Nekojarashi sought to create a Web3 cloud service enabling new consumer services and business models. To fulfill their vision, the company had to overcome many challenges, including:

Content ownership and rights management

Nekojarashi required a solution that would allow content creators to maintain control over their intellectual property while enabling the content security needed for seamless distribution and monetization.

"MarketMaker's token rights management and DRM brings a new level of trust and confidence to Web3 media distribution."

Misaki Kawamura, CEO, Nekojarashi

Security and fraud prevention

Ensuring the security of digital assets and mitigating the risk of piracy are critical concerns for Nekojarashi. With their experience and knowledge of the film industry, they sought a solution with stringent security measures such as user authentication and advanced content protection. Their goal was to safeguard the interests of all involved parties in the business chain, including content creators and consumers.

Inadequate trusted distribution platform

Nekojarashi needed a way to provide a truly trusted and secure environment for content creators. They looked at a number of blockchain-based products, but none met their requirements. Nekojarashi sought a comprehensive Web3 platform with trusted distribution channels, robust content ownership and rights management capabilities, and advanced security measures to safeguard digital content assets and mitigate piracy risks. Their goal was to empower content creators and rights holders, protect their intellectual property, and deliver a secure, seamless and engaging experience for both creators and consumers.

The solution

Nekojarashi selected Intertrust MarketMaker to build out their Roadstead marketplace.

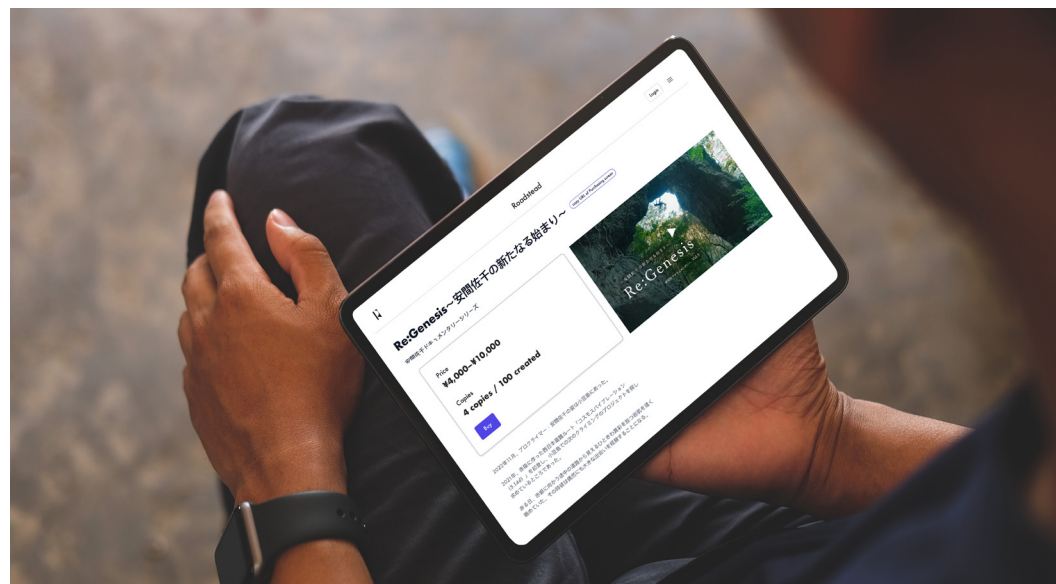
Reflecting Intertrust's deep expertise in secure digital content distribution, MarketMaker's cutting-edge content distribution technology offers a range of features that includes innovative digital business models such as lending, rentals, and superdistribution. These enable artists, writers, filmmakers, producers and other content rights holders to benefit from additional revenue streams beyond traditional sales, expanding their monetization opportunities.

Roadstead lets content rights holders such as artists, writers, filmmakers, and producers securely distribute and monetize their contents as assets. MarketMaker's robust integrated digital rights management (DRM) protects their intellectual property rights and ensures that content is accessed and consumed within authorized policies.

Content rights holders and creators can establish rules for each asset, such as pricing, sales limitations, scope of resale, rental, and lending. These rules are securely recorded on the blockchain, ensuring transparency, accuracy, and reliable operation. This gives enhanced security and trust among content rights holders, while offering consumers a flexible, reliable, and trusted platform for enjoying digital content in a variety of new ways.

Users of the platform can distribute a wide range of digital assets and content genres, including video, film, music, gaming, and sports. Diverse content ecosystems more fully catering to the various interests and preferences of fans are now possible. Additionally, Intertrust MarketMaker's innovative business models foster content-centric communities where content creators and fans can interact, engage, and collaborate. This community-driven approach boosts user experiences and builds a sense of connection and belonging within the platform.

Roadstead empowers creators with highly interactive and secure content distribution.



Tabihani is the short animation film that is invited to New Chitose Airport International Animation Festival 2023. It will be sold to the public for the first time with Roadstead.



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The results

Through the adoption of Intertrust MarketMaker, Nekojarashi's experienced significant results and return on investment (ROI). Here are some examples:

Attracting top-tier content

The platform is being adopted by well-known creators and athletes, such as award-winning director Kiyoshi Kurosawa. Renowned director Riho Kudo is also on the platform. Japanese film and TV director Rikiya Imaizumi, and IFSC Climbing World Cup winner Sachi Amma, also use Roadstead.

Increased revenue

By leveraging the smart contract rule enforcement capabilities of MarketMaker, Nekojarashi witnessed higher revenues and gave content creators more control over pricing, number of sales, scope of resale, rentals to optimize their monetization strategies.

Higher fan engagement through Digital Video Trading

With the introduction of limited non-fungible token (NFT) collections and access to premium content, engagement rose significantly. Nekojarashi experienced a surge in user participation and a larger number of active users. The platform's Digital Video Trading technology empowers users to buy and sell limited NFT collections among themselves, enhancing their engagement and satisfaction.

Secure media distribution and protection

Intertrust MarketMaker™ provides robust security features, including advanced DRM, user authentication, fraud protection, and risk management capabilities. This ensures a secure environment for content distribution and mitigates the risk of unauthorized activities. As a result, Nekojarashi witnessed no unauthorized reproductions and modifications of digital assets.

Nekojarashi's collaboration with Intertrust demonstrates MarketMaker's transformative impact for trusted film and media distribution. The implementation not only yielded revenue growth but also drove heightened customer engagement and provided robust protection for digital content assets, leading to long-term value for content distributors, creators, and consumers.