



# A new era of trust for Web3

## Build innovative and trusted Web3 marketplaces



### Trust in Web3 platforms

Looking to add new offerings such as NFTs, creator-enabled content, and metaverse functionality? Want to expand your current NFT systems to true mass market offerings that support content sharing, lending, superdistribution, and fractional ownership? Interested in adopting Web3 for physical goods?

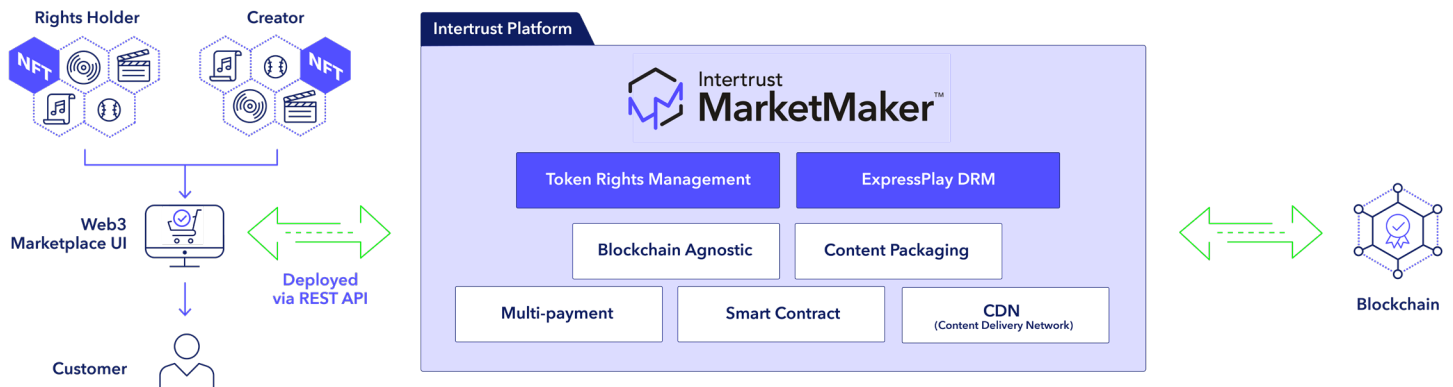
Intertrust MarketMaker™ is a trusted Web3 media distribution platform for content creators, network operators, and rights owners. Build Web3 applications to establish secure, direct, and monetizable relationships with your customers.

For example, network operators seeking to build value-added content services can use MarketMaker to introduce new service offerings, boost revenue per user, and build new partnerships with artists, labels, and studios. MarketMaker also adds new capabilities to empower robust content management and protection capabilities and foster true media commerce for your marketplace.

### Leveraging years of experience

Intertrust's track record includes ground-breaking content protection services supporting the world's largest media services and OTT platforms with massive concurrent viewers. Built on Intertrust Platform's edge-to-cloud trust stack, you can create new, trusted Web3 commercial models that are end-to-end protected and feature:

- **Token Rights Management (TRM)**  
A revolutionary Web3 rights management feature that allows for the secure association of digital rights with distributed content assets. TRM makes multi-party chain of handling rights, blockchain integration, and content security a dream to implement.
- **ExpressPlay DRM**  
A cloud-based and studio-trusted multi-DRM service that offers unique broadcast security, comprehensive anti-piracy services, and offline content delivery.



## Our solution

Intertrust MarketMaker<sup>TM</sup> is a solution toolkit that provides both new and existing marketplaces with the trustworthy infrastructure to build and operate secure and profitable Web3 marketplaces.

### Add new revenue streams

- Increase sales transactions on your marketplace through multi-payment processing (traditional and crypto-payments) and smart contracts (purchase, subscription, rental, lending, resale, etc.)

### Protect your brand

- Leveraging ExpressPlay DRM, MarketMaker will protect your marketplace and its revenue against unauthorized content duplication and avoid the illegal sale of your content to unauthorized marketplaces.

### Build a vibrant fan community

- MarketMaker supports multiple distribution models, NFC chip integration for physical goods, and fractional ownership that will empower your business to engage with fans like never before.

### Increase the value of your content

- Our TRM technology covers all NFT objects and systems (videos, music, collectibles, ticketing, gaming items, etc.) to enable true media commerce.

### Avoid complexity

- MarketMaker provides a complete model NFT marketplace in source code format to accelerate implementation.
- Our model is fully customizable to meet your marketplace and revenue stream requirements.

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“Intertrust MarketMaker empowers creators to build personal brands, directly monetize their creations, and access ongoing revenue streams without depending on intermediaries, of both digital and physical designs.”

Jesse Rademacher, Co-founder, Madeium

