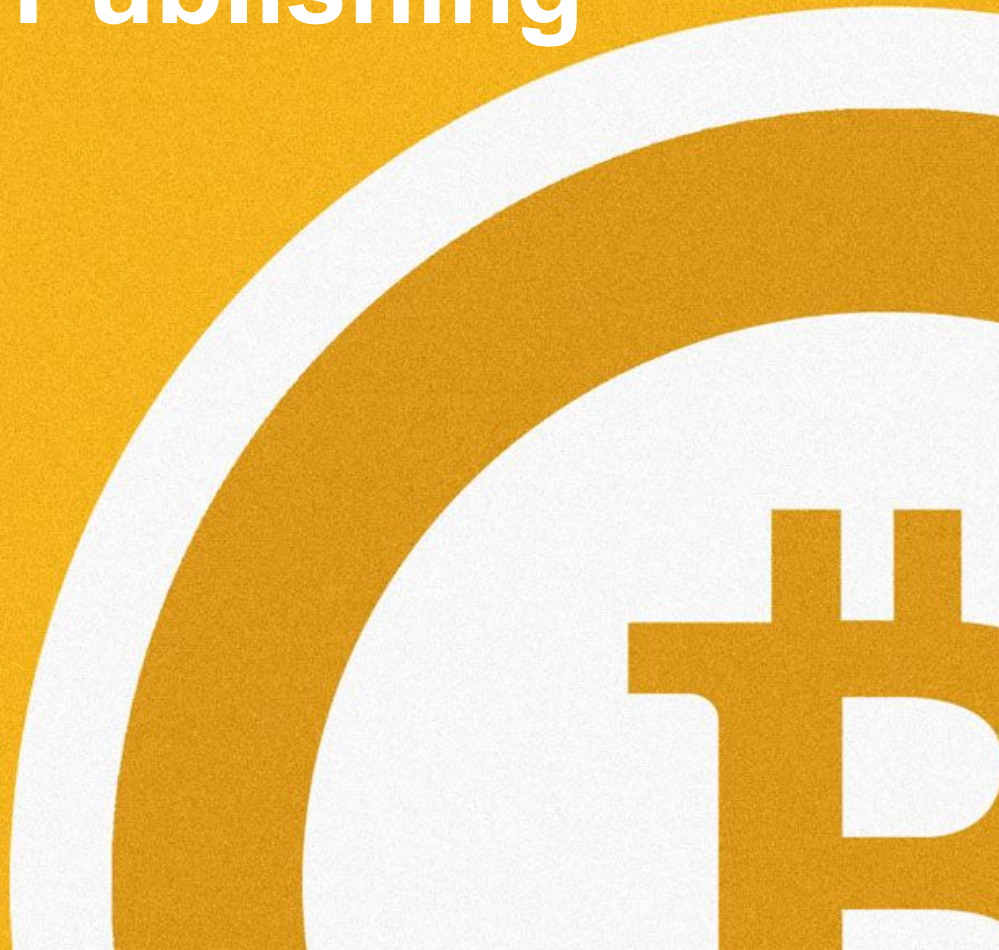
# Blockchain for Publishing

Jonathan Mohan
Founder, Bitcoin NYC



# Blockchain as DRM

Bitcoin’s killer solution

# Ways to look at what blockchain can do

**Token control access system.**

What it can do

Self administered  licence rights to the content on a server, not the content itself.

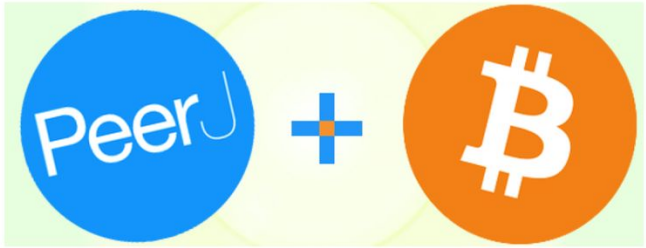
Custody, Tracking Title, non duplicatable per usage rights, tracking licence custody,

Download right, make per download rights atomically traceable and an issued asset to the university

# Payments

## PeerJ now accepts Bitcoin payments

BY PEERJ · PUBLISHED APRIL 1, 2016 · UPDATED APRIL 2, 2016

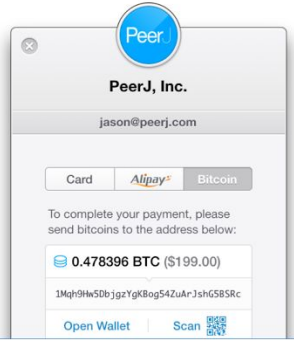



While some might say that scholarly publishing seems to be immune to change, it doesn't mean the way to fund it can't be more innovative. That's one reason why we are pleased to announce that **PeerJ now accepts Bitcoin for APC and membership payments**.

There are now hundreds of academic articles written about Bitcoin [Google spreadsheet list], yet there has not been a way to make research articles Open Access with the famous digital currency itself. As far as PeerJ is aware, we're the first academic publisher to start accepting Bitcoin for its peer-reviewed Open Access charges in the life sciences, biology, medicine, and computer science.

**How it works for authors**

After adding an APC or membership plan to your checkout cart, you'll be able to review the different payment options: credit card, Bitcoin, and now also Alipay (for authors in China).




If you're paying by Bitcoin then we'll provide an address for the transaction and will hold the Bitcoin > USD exchange rate for 10 minutes. If payment has not been made within

Debrief – Amsterdam Call for Action on Open Science

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# Platform Rights Down

Finding rights holders, and managing the transfer of rights

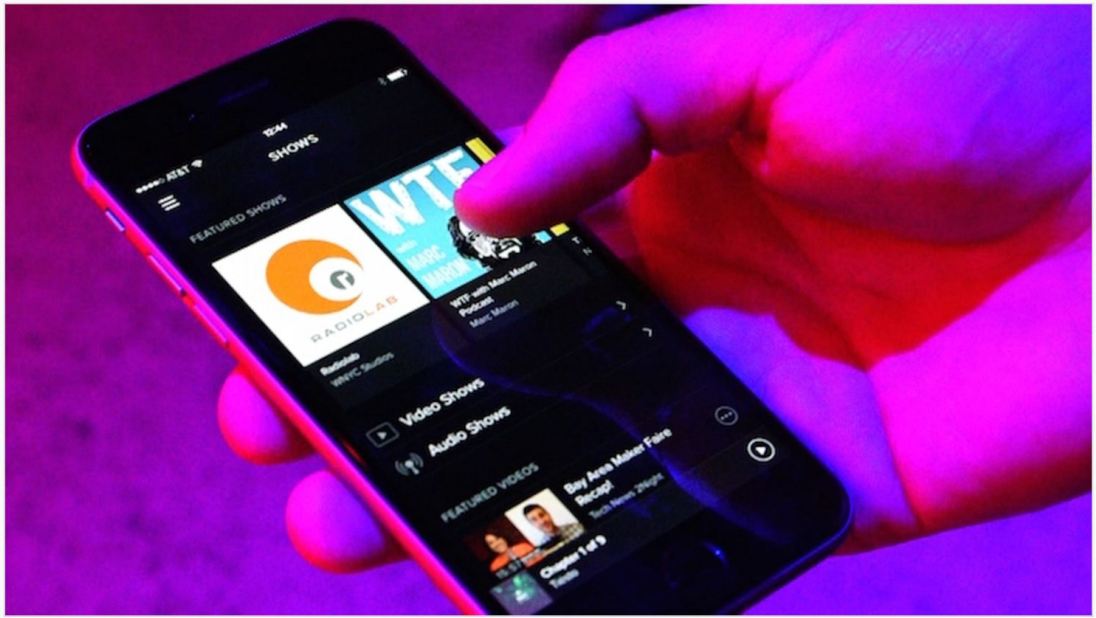
Automation of legal paperwork



## Spotify acquires blockchain startup Mediachain to solve music's attribution problem

*Posted 18 hours ago by Sarah Perez (@sarahintampa)*



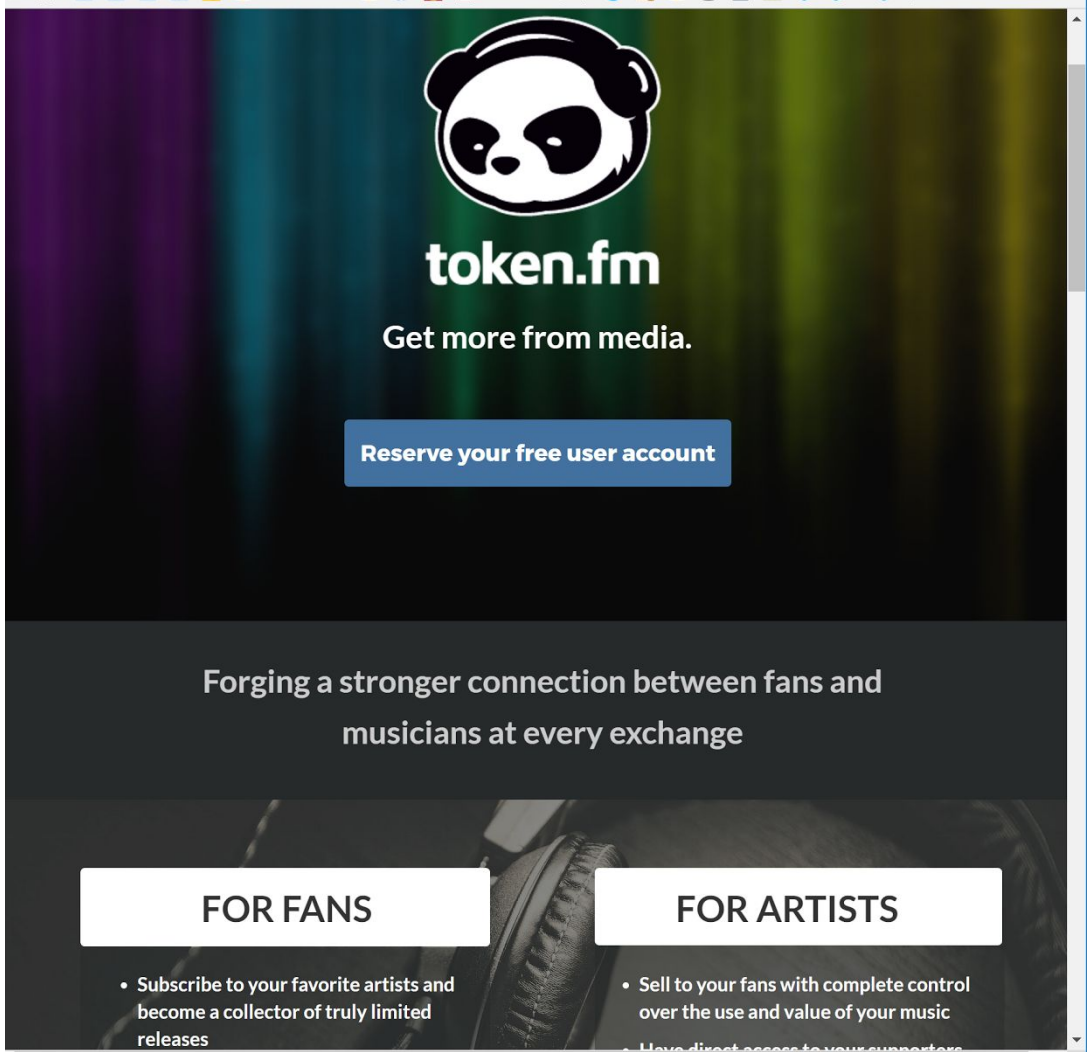



Spotify has acquired the Brooklyn-based blockchain startup Mediachain Labs, whose team will join the company's office in New York where they will work on developing better technology for connecting artists and other rights holders with the tracks hosted on Spotify's service. Prior to its

# Content Creator Up

Making the digital rights inherent to the digital right at the point of creation

Creating separate ownership layer with an api for platforms and consumers to use



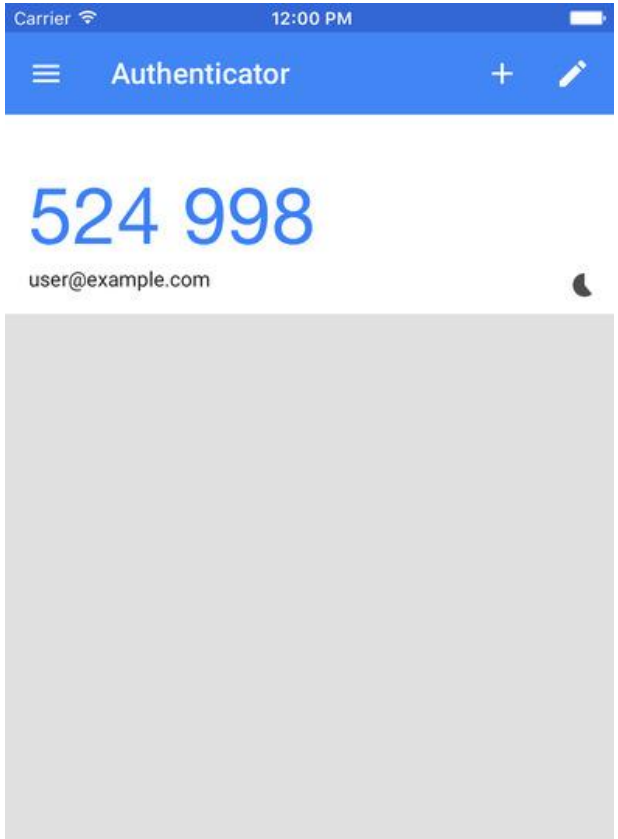
# Blockchain as a conversation starter

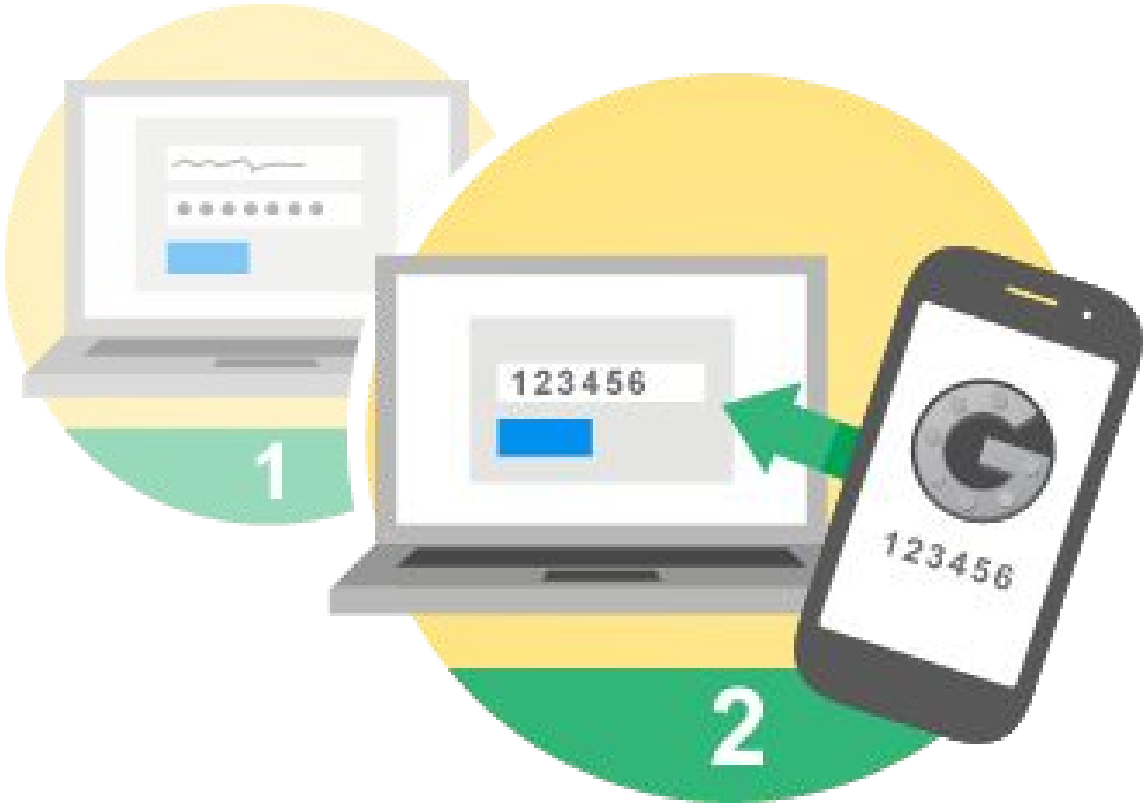
Innovation is interesting, it reframe discussions and helps one better understand their problem

IBM Researcher’s Favorite thing about Blockchain

R3’s Blockchain Research Endeavor

# Two Factor Authentication vs Token Control Access



# Limitations of what blockchain can do

Protect content itself

Be useful in any scaled deployment (for now)

Be deployed in a straightforward fashion

Questions?

# Thanks!

# Feel Free to Contact Me

Jonathan Mohan
Founder, Bitcoin NYC

Jonathan@BitcoinNYC.org
Twitter @JonathanMohan