

# Media and Entertainment SIG



**HYPERLEDGER**  
**Media & Entertainment**  
SPECIAL INTEREST GROUP

D e s c r i p t i o n	The Media and Entertainment Special Interest Group (ME-SIG) brings together technical, academic, and industry-related expertise in order to solve long-standing problems in the creation, fair distribution, and legally appropriate attribution of media assets (film, television, e-books, audiobooks, hi-res gallery or museum images, photojournalism, games, e-sports, and so forth).
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## Mission and Goals

The ME-SIG will use decentralized, permissioned HL blockchains to discuss and build user-friendly apps that respond to the relative disorder of permissionless environments, where artists' interests are significantly harder to safeguard.

Following comparative analyses of the technical challenges (and hypothetical solutions) facing filmmakers, musicians, novelists, poets, photojournalists, etc., these DLT apps/dapps will be created for content-creators and their publishers, irrespective of location or socioeconomic status. This implies a focus upon UX/UI concerns over command-line tools, all in the name of access and inclusivity.

## Proposed Scope for a ME-SIG

The ME-SIG will focus on the application of Hyperledger DLTs to media-specific and entertainment use cases. Such activity will automatically foreground topics such as decentralized metadata, digital distribution, copyright protection, royalty payments, value chains, NFTs (non-fungible tokens), tokenized content, counterfeit reduction, and registered digital ownership. By logical extension, these same themes will lead to real-world scenarios or solutions for cinematic, literary, audiovisual, and photographic publishers, to name but four.

As with other SIGs, so the ME may well lead to sub-groups/sub-domains.

Following the established activities of the Social Impact and Trade Finance SIGs, the TME group can hope to:

- Collaborate with other core Hyperledger working groups and project in the areas of architecture
  - performance and scalability identity
  - smart contracts
  - and integration
- Build user-friendly DLT ME applications on HL, focusing on UX/UI goals over command-line tools alone, thus simplifying the workflow of HLF—for easier adoption by both artists and arts-related communities
- Research different protocols—to build standardization across different parties and projects
- Identify related reference architectures (business/integration or technical/infrastructure)
- Work with businesses and non-profit or NGO communities alike
- Share stories of civic success, failure, opportunity, and challenge
- Encourage the equal involvement of both early adopters and student newcomers, looking to examine careers beyond the (barely existent) academic job market.

For more details about the mission, goals and scope of this group, you can check out the original proposal.

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## Get Involved

This is an open group and anyone is welcomed to get involved. Good steps to take to contribute are:

- **Subscribe to the mailing list & introduce yourself:** Visit the [Media & Entertainment SIG list](#) and click 'Join This Group'
- **Join the group's chat channel:** Talk directly with other group members in real time at the [Media & Entertainment SIG chat channel](#)
- **Dial-in to an upcoming meeting:** The group holds regular meetings that you are welcome to join
- **Add your name to the Directory:** Help people connect with you by adding your information to the [Member's Directory](#) (this is optional)
- **Edit this wiki:** Everything on the wiki is able to be edited so feel free to make changes & additions by logging in and clicking 'Edit'

**New to Hyperledger?** You'll need a free [Linux Foundation ID \(LFID\)](#) to use most of the community's tools. [Here's how to get your LFID.](#)