

# Bloomen

Blockchains in the new era of  
participatory media experience

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## D6.11 First Bloomen pitstop

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## 1 Introduction

On the 2nd of May 2019, 16 distinguished professionals gathered at the Blockchain Round Table event at the University of Nicosia, Cyprus, organized by Bloomen and facilitated by ANTENNA. It is the first part of a series of community events that are described in the work plan, as a deliverable through WP6. The scope of the event was adapted to be more in line with the current state of affairs in the media and blockchain sectors.

This was a three hour event which was split in two parts. The first one incorporated presentations by the Bloomen consortium, regarding the use cases on copyrights management in Music, Photo and WebTV, the technical implementations as well as the more business oriented aspects and the Alastria blockchain environment that the consortium solutions are built on. The second part was a 90 minute discussion, based on an indicative timeline designed by Michalis Odysseos, digital development manager of ANTENNA, who was also the coordinator of these sessions.

The discussions covered many different aspects of the blockchain industry, ranging from copyrights management to government strategy, finance related matters and also further research and opportunities.

The event, which was captured by the production department of ANTENNA for TV and digital coverage and dissemination, had an international flair as there were not just participants that are generally based in Cyprus, but also from Barcelona as well as Hong Kong. It is estimated that more than 100,000 people had the chance to see the TV and Digital broadcasts relevant to the event.

It is expected that the insights shared at the event but also the awareness that was created around it, will prove to be crucial to the progress of the Bloomen project.

## 2 Event Specifications

This section describes all the specifications that were set for designing a potentially successful event that would fit within the scope and the requirements of the Bloomen consortium.

### 2.1 Scope

Due to the highly innovative nature of blockchain technology, professionals, researchers & technology enthusiasts are always eager to learn about new developments. Through the first Bloomen pit-stop, the consortium managed to give them that, while at the same time creating exposure at a very high-level, as well as sourcing further expert insights and comments regarding the developments that have taken place within Bloomen so far.

### 2.2 Participants

For the blockchain round table event, the consortium wanted to have a diverse group of individuals participating, meaning not only coming from different countries but also to have both men and women, different age groups, as well as from different professional backgrounds ranging from the creative, legal, professional services & academic industry.

The enthusiasm of the invited participants was apparent during the private communications ANTENNA had with them prior to the event, but also it was reflected in the percentage of people that accepted the invitation. Out of the 20 professionals that were invited, 16 people accepted and only 1 of those has cancelled during the last minute due to personal matters. So the effective success rate is at 75%.

Here is the list with the round-table attendees and their professional background:

Participant full name	Function	Organization	Industry
Michalis Odysseos	Digital Development manager	Antenna	Media
Manuel Machado	Global Head of Blockchain Solutions	Worldline	Technology
Irene Piki	Head of the Minister's office	Ministry of Finance, Cyprus	Government
Christos Danezis	General Manager	Sigmalive	Media
Nick Assimenos	Head of partnerships	University of Nicosia	Academia
Antonis Skoullou	Managing Director, Malta and Cyprus	Oracle	Technology
George Lambrianides	Lead Blockchain	Antikythera Capital	Finance
Theodosios Mourouzis	Research Fellow	UCL	Academia

Menicos Mavrommatis	Senior Client Relations Representative	IBM Cyprus	Technology
George Agathangelou	Business Development Manager	Grant Thornton Blockchain	Services
Litsa Kountouridou	Researcher	Research and Innovation Foundation	Government
Stephanos Theodotou	Technology advisor	KPMG Cyprus	Services
Lucy Gazmararian	Senior Manager	PwC Hong Kong and Mainland China	Services
Monica Ioannidou Polemitis	CEO	MAP Innovation	Services
Achilleas Demetriades	Lawyer	Lellos Demetriades LLC	Legal
Yiorgos Charitou	Senior Solutions Architect	Logicom Solutions	Technology
Marios Evripidou	Researcher	Antenna	Media

### 2.3 Location and Amenities

For the purposes of the round-table event, ANTENNA has communicated with the Institute of the Future, University of Nicosia to explore the possibility of co-hosting the event. The University has accepted our proposal and the event took place at the Room M116, at the Millenium building located at the main campus of the University in Nicosia, Cyprus.

The University of Nicosia has built a strong reputation in the world of Blockchain and Cryptocurrencies, due to active work in the field, research and important events organized in Europe.



Figure 1: University of Nicosia, Main Campus

The conference room was suitable for a round-table event and had a huge TV screen as well as strong WiFi that would cover the needs of the presenters and the rest of the participants.



Figure 2: Room M116, University of Nicosia

As it was planned to have a break between the Bloomen presentations and the actual round-table discussion, ANTENNA procured services from the University canteen for coffee and water as well as a third-party catering service for bites and wine.



Figure 3: Wine and bites break

The short bites and wine break created a warm environment whereby during the round-table discussions everyone was very active in listening and commenting.

## 2.4 Production specifications

To communicate Bloomen and the round-table event as efficiently as possible, it was planned to produce both generic and specific types of audiovisual materials.

- General video
- Round-table discussion extracts.
- Private interviews

### Equipment

To ensure high quality production for the three types of audiovisual materials, 2 cameras were handled by one camera person and lights were installed on the premises of the University of Nicosia. For an additional next-day interview at the premises of ANT1 TV, the studio of ANTENNA was reserved for one hour together with a partial crew regarding lights, camera and directing.

### 2.4.1 General Video

A general video that would be adapted for the audience of ANT1 Television by a journalist and a video editor. The concept was to make the contents look easy to understand for the general public so it could be aired during evening news but also on to the digital channels of ANTENNA and Bloomen.

### 2.4.2 Round-table discussion segments

Specific, more technical segments were isolated to individual segments containing comments by each different participant for the purpose of sharing it with them so they could communicate it further with their social media followers.

### 2.4.3 Private interviews

Besides the comments at the round-table, ANTENNA captured some short, more private interviews both at the premises of the University as well as at the premises of ANT1 TV.

## 2.5 Timeline for discussions

For the purposes of maintaining a natural flow of comments during the 2nd part where the discussions took place, a draft segmented timeline with questions for every participant was created by Michalis Odysseos from ANTENNA:

### ***Intro to the discussion***

- *Hope you found the presentations interesting and of course any further comments or questions you would like to make please don't hesitate to add.*
- *To kickstart the conversation, I would like to start with subjects more relevant to our project and then we can surely deviate to other aspects regarding blockchain technology.*

### Use Case related questions

- *I would like to start with Mr Achilleas Demetriades, a true expert in Copyright Law who sometimes deals with regulation and enforcement in the “digital age”, as is a panel he chaired a few years back. I am aware of certain regulations put in place but I would like to ask if any of this is followed and whether you have knowledge of what happens outside of Cyprus, perhaps at a European level. Spotify, centralization, squeezes artists, no transparency. Legal case in Greece millions worth of Euros of theft. Especially in the music use case.*
- *Following up, I would like to turn to Mr Christos Danezis, general manager of the biggest online publisher in Cyprus, sigmalive.com. We have been speaking together recently and regarding the photo use case specifically, what does the market of Cyprus look like in terms of centralization, free market and also sourcing images from outside of Cyprus? There are some online platforms that offer pictures from news events but not only the costs seem huge but also the original copyright owners, the artists/photographers are only promised to get sometimes up to 30% of the sale proceeds. Is that fair?*
- *To move on, I would like to turn now to Mr Theodosios Mourouzis, research fellow at UCL. By having a previous chat with you I think you have some interesting points to make about Digital Rights Management, a feature usually implemented by video streaming platforms. This is largely a complicated feature, as it has some costs to implement, is not fully standardized... and so is it something that we still want to include in the future of video streaming and over the top services? Or is there something “better” that we can use, that might be, in terms of cryptographic communications, easier to use and perhaps friendly with blockchain integrations?*

### Further work on relevant technologies

- *Finishing up with questions relevant to the main use cases of Bloomen, I would like to turn now to Mr Stephanos Theodotou from KPMG. I know that your team is actively working on blockchain solutions, particularly with smart contracts on Ethereum. Can you share a few details about what you are working on?*

### Government

- *Having all this information in mind, I would like to ask Ms Pikis, who I also would like to congratulate for her recent appointment as a member for the Research and Innovation foundation. Do you think it is now safe to start implementing blockchain technology at a governmental level? Is it possible to start something now and then perhaps adapt it later if new R&D proves that there are some even better systems for handling these types of services?*

### Initiatives

- *Mr Mavrommatis from IBM, some of the reasons for lagging in adoption we just mentioned, are they shared, I mean as concerns, by some of your clients? On a scale from 1 to 10, how possible is for these clients to really maybe start investing in R&D regarding blockchain technology? Is there an appetite?*
- *I have to tell you guys that sometimes I get really excited about this technology, mainly for the fundamental aspects of it and how it can transform societies*

*socially, politically and economically. One of the persons that truly inspired me in previous conversations we had is Mr Skoullou. Mr Skoullou, you are the director of Oracle for both Cyprus and Malta so you know both cultures very well. Seeing that Malta has proceeded with some advancements in the field, mainly as it seems at a regulatory part, do you think that Malta has something that we don't have?*

### **Finance Related**

- *Now to move on to some more finance related matters. It is truly honoring that we have Ms Lucy Gazmararian from PwC Hong Kong to this table. While I was doing my research for this round-table, I saw a video on YouTube from the Hybrid Summit from the Hong Kong Blockchain week that took place recently, and I saw that you talked about security token offerings and you mentioned an interesting concept of tokenizing a brand or intellectual property or elements of a balance sheet of a company. Can you share a bit more about that? And can we, video content producers turn to such methods in terms of financing productions and share ownership of the content with average people? Do these people, in your opinion have to have some sort of an accreditation or is it something we can launch tomorrow and we don't have problems with the SEC.*
- *-Mr Lambrianides, we leave from Asia to come to you. What is currently the status in terms of the funds and related professional services in the US, particular to blockchain technology. People are really hyped now about IEOs. What do you think about that?*

### **Diversity & Innovation**

- *Another question for Ms Gazmararian is, however hard it seems that we are trying, we cannot get enough women on board. Even in this room the percentage is pretty low. We need more women in blockchain! Is there something that we can do?*
- *Speaking of women innovators, we are really happy to also have Ms Monica Ioannidou Polemitis from MAP Innovation, formerly an innovation lead at Deloitte Cyprus if I am right. What is your focus now with your role in MAP Innovation and if you were to split your efforts amongst different technologies, what would be the percentage, in terms of efforts, that you were to give on blockchain technology? And can you name a few other technologies you are currently looking at?*

### **Further research promotion**

- *So again, we feel truly privileged to be participating in a project funded by the European Commission. If I was to say what were the key takeaways from my experience in this project, I would say that apart from the fact that I gained so much knowledge, this kind of cooperation between research departments of such organizations across Europe is so great and so resourceful. From what we are hearing, these efforts are being amped up and at this point I would like to ask Ms Kountouridou from the Research and Innovation Foundation, about what is the status of research initiatives and funding both at the national and the European level?*

**Bitcoin**

- *A last topic I would like to address is regarding the current state of Bitcoin. I know some of you might be surprised about bring up the subject of Bitcoin amongst a group of professionals who are perhaps more interested about permissioned blockchains which are more corporate friendly and allow more control over the network, but with us today we have Mr George Agathangelou, a friend of mine and a true Crypto OG if I'm allowed to use the slang. Mr Agathangelou what is the current state of Bitcoin, the lightning network and whether if, today, you would advise public and private organizations to scrap whatever kind of solutions they use and perhaps focus on creating sidechains with the Bitcoin network which is kind of established as the most decentralized and secure network up to date.*

**University of Nicosia**

- *Lastly, I would like to thank once again, the University of Nicosia for hosting us today and I would like to have a word from Nick Assimenos, manager of institutional and & corporate partnerships of the University regarding this year's Decentralized event. This is the only event that instead of having less attendance after the late 2017 crash in the crypto markets, it actually climbed much higher and literally blew our minds with the resourceful presentations it included. So what's in for this year, Nick?"*

## 3 Event Contents

This section contains all the information that was presented and discussed upon during the three-hour event at the University of Nicosia.

### 3.1 Agenda

Here is the agenda that was presented to the participants at the 2nd of May, 6PM.

Arrival & Coffee	17:45 – 18:15
Welcome note & brief overview for the day	18:15 – 18:20
Personal Introductions from participants	18:20 – 18:30
Bloomen Use Cases by Michalis Odysseos, ANTENNA	18:30 – 18:45
Bloomen architecture (Video) by Antonis Litke, ICCS, NTUA	18:45 – 18:55
Bloomen on Alastria, a national public permissioned blockchain network by Manuel Machado, Worldline, ATOS	18:55 – 19:10
Wine and bites break	19:10 – 19:25
Experts discussion	19:25 – 21:00

Of course, there were minor deviations from the slots allocated for every section but this was mainly due to interesting questions raised during the Bloomen Presentations and a small extension of the break due to networking between the participants. The event finally finished at 21:20.

### 3.2 Consortium Presentations

Here are the representatives and the presentations they had for the Round Table event:

- Michalis Odysseos from ANTENNA - Bloomen Use Cases
- Antonis Litke from ICCS / NTUA - Bloomen Requirements and Architecture (Pre-recorded presentation).
- Manuel Machado from Worldline - Alastria: A National Blockchain Ecosystem

#### 3.2.1 Bloomen Use Cases

Michalis Odysseos' presentation was called "Can a complex technology make life simpler for creative people?" and contained the following sections:

- Motivation for Bloomen and opportunities by bringing blockchain to the media sector
- Challenges and opportunities for the Music, Photo and WebTV use cases
- Assets created and used for the pilots
- Future developments

### 3.2.2 Bloomen Requirements and Architecture

Antonis Litke's presentation was called "Bloomen: Requirements and Architecture" and contained the following sections:

- The architectural approach of Bloomen and UML visualizations
- Alastria as the underlying Infrastructure
- Blockchain selection rationale

The video presented at the event can be found here: <https://youtu.be/ViHpbq91Ja0>.

### 3.2.3 Alastria

Manuel Machado's presentation was called "Alastria: A national Blockchain Ecosystem". It was particularly interesting for all the participants as Alastria can serve as a prime example of how consortium (public/permissioned) blockchains can be formed at a national or an international level. The following sections were explored:

- Multi-sector involvement
- Fundamental characteristics of the blockchain as an ecosystem
- Challenges and governance

## 3.3 Round-table discussions

Discussions were largely based on the flow and the questions drafted by Michalis Odysseos from ANTENNA, with some additional comments participants wanted to make regarding each individual input. Here are some key takeaways, linked with a direct location to watch cuts of the comments online:

Achilleas Demetriades from Lellos Demetriades Law Office gives his take on copyrights management and collecting societies in the Music industry. <https://youtu.be/ZpcHmTu1kB0>.

Mr Christos Danezis, General Manager of Sigmalive, speaks about the challenges in photo licensing for news gathering and comments on the possibility of copyrighting text. <https://youtu.be/OuGa1MWUpRQ>.

Mr Theodosios Mourouzis, Research Fellow at UCL, talks about the challenges faced about DRM (Digital Rights Management) in the computer science field and how blockchain technology can provide solutions. <https://youtu.be/voXuFvanqmQ>.

Mr Stephanos Theodotou from KPMG Cyprus gives a fantastic view of what tokenization actually means. [https://youtu.be/xJT\\_o231Smk](https://youtu.be/xJT_o231Smk).

Ms Irene Piki, Head of the office of the Minister of Finance outlines the three pillars of the blockchain strategy of the government of Cyprus. <https://youtu.be/FfQKIZqTl6g>.

Mr Menicos Mavrommatis from IBM Cyprus updates the round table on the current adoption levels of blockchain technology in the finance and banking sectors of Cyprus. <https://youtu.be/DV61zdVylRo>.

Mr Antonis Skoullou, Managing Director of Oracle for Malta and Cyprus, gives an inspirational speech for the environment of Cyprus as well as describes a recent blockchain implementation in Cyprus. <https://youtu.be/2fSg31pmX4U>.

Ms Lucy Gazmararian, Senior Manager of PwC Hong Kong and Mainland China, describes an interesting concept whereby companies can tokenize specific elements of their balance sheet. [https://youtu.be/H\\_Ls\\_L9B3W4](https://youtu.be/H_Ls_L9B3W4).

Mr George Lambrianides, Blockchain Lead at Antikythera Capital, speaks about ICOs, STOs and now ...IEOs. <https://youtu.be/sWYt6EqYxLk>.

Ms Monica Ioannidou Polemitis, CEO of MAP Innovation and formerly innovation lead at Deloitte Cyprus, speaks about market needs regarding blockchain technology, its combination with cyber security as well as mentions how a previous creative project she has worked on, could benefit from Bloomen solutions. <https://youtu.be/WjUdaBXdang>.

Ms Litsa Kountouridou describes the current as well as the planned efforts for funding opportunities around blockchain technology at a National & European level. <https://youtu.be/Y3AG4NHLFUo>.

Mr George Agathangelou, Business Development Manager at Grant Thornton Blockchain (Cyprus), gives a view at the current state of Bitcoin and responds to whether Lightning Network Nodes are Electronic Money Institutions. <https://youtu.be/Y6KfuLMyk2Y>.

## 4 Communication & Dissemination

This section describes the efforts done by ANTENNA to pitch the event towards potential participants, create an online communication channel between the participants, create printed and digital visuals to complement the event as well as disseminate information about the event through relevant channels.

### 4.1 Sourcing Participants

Three effective methods were identified and used to invite potential participants to the event:

- **Telephone conversations**
- **LinkedIn Messaging**
- **E-mail**

Some of the participants were already connected somehow to the public relations department of ANTENNA, so in those instances it was easier and faster to invite and confirm participations.

For the industries and specifically managers that have not been previously affiliated with Antenna, LinkedIn was a very effective communication tool whereby the public relations department briefed senior-level managers of the different organizations and if they were interested to know more, the department sent an official brief/invitation to the event via E-mail.

### 4.2 Group communications

For the purposes of sharing more information about the event or the Bloomen project in general, prior to the event or at a later stage, an Outlook 365 Group was created within the domain of ANTENNA, with the address [blockchainexperts@antennacy.onmicrosoft.com](mailto:blockchainexperts@antennacy.onmicrosoft.com) and with an introductory note:

“ANTENNA, a partner in the Bloomen project, funded by the European Commission, is organizing a roundtable discussion regarding blockchain technology.” Of course, this solution was compliant with privacy regulations and members should have “accepted” an invitation in order to be eligible to see shared communications between the group.

### 4.3 Television and Digital Publishing

As it has been described in the Section 2.4 above, three types of audiovisual material were produced and aired via the TV and digital channels of ANT1. A general video about the event was also shared at the official website of the Bloomen project at [www.bloomen.io](http://www.bloomen.io)

For evening news, the graphical template of ANT1 News was used to present the audiovisual material and for the rest of the videos, the ANTENNA graphics department created a Bloomen branded intro, third-lower labels and an outro to be used as a template for editing them.

**ANT1 Evening News** - 03/05/2019: A private interview with Lucy Gazmarian, Senior Manager of PwC Hong Kong and Mainland China, shot at the studio of ANT1 TV (in Greek). [https://www.youtube.com/watch?v=Rnh\\_7sVCmis](https://www.youtube.com/watch?v=Rnh_7sVCmis)

**ANT1 Evening News** - 06/05/2019: General Video about the Bloomen round table event (in Greek). <https://www.youtube.com/watch?v=BQv5fsfqL-g>

**ANT1.com.cy** - 06/05/2019: The above private interview and general video were published on the official website of ANTENNA.

<https://www.ant1.com.cy/life/life/article/337122/ekdilosi-ad1-gia-to-shedio-bloomen-blockchain-binteo/>

<https://www.ant1.com.cy/news/cyprus/article/336863/i-anaptuxi-tis-tehnologias-blockchain-se-pagosmio-epipedo/>

**ANT1.com.cy** - 08/05/2019: Segments from the discussions were released as mini-episodes on the official website of ANTENNA. <https://www.ant1.com.cy/webtv/show-page/episodes/?show=99817>

**LinkedIn & YouTube:** 08/05/2019: General Video about the Bloomen round table event was published on the official LinkedIn and YouTube pages of ANTENNA (in English). <https://www.linkedin.com/feed/update/activity:6531790674180734976/>  
<https://youtu.be/k3pY49AVlww>.

**LinkedIn & YouTube:** 14/05/2019 - 29/05/2019: The twelve segments from the round table discussions were released on a “one per day” basis on the official LinkedIn page of ANTENNA.

<https://www.linkedin.com/company/5163801>

<https://www.youtube.com/playlist?list=PLE9gKAcbznJem0W4KTJEUwLJHMI-cyg5s>

The copyrights for the productions were released by ANTENNA, in order for them to be available to be uploaded/shared by anyone online, without restricting playback or geolocation access.

## 5 Conclusions

After discussing with all the partners of the Bloomen consortium and presenting the audiovisual outputs of the round-table event, it has been agreed that the event was a great success and has brought great insights to the consortium, both in terms of the comments made on the developments done by Bloomen but also in terms of how the industry is shaping up in general and what challenges and benefits must the consortium members have in mind.

The inputs regarding matters relevant to the Bloomen use cases particularly were very insightful, as for example for the music case a legal expert shared his thoughts that the role of collecting societies will be diminished, something that the Bloomen consortium has been having in mind, albeit decided not to exclude them in their entirety since the advantages by having them on board, outweigh the advantages of eliminating them as an intermediary altogether.

For the photo use case, an expert from the publishing industry congratulated us for our work but pointed out that at some point, copyrighting text will be equally important as copyrighting the audiovisual material of media publishers.

For the WebTV use case, an expert in cryptography mentioned that digital rights management is a long-time persistent issue in the field of computer science and Bloomen incorporating blockchain can act as a solid complementary solution for encrypting data that ensures the security of copyrights. Apart from the comments on the use cases themselves, the input of experts in the finance and technology sectors, describe the preparedness of the industry to adopt, configure and further invest in blockchain technology. More specifically, the insights on the tokenization of assets will prove to be crucial not only for the development of the Bloomen use cases but also for further innovation and exploitation when considering novel funding opportunities for media producers using the tools created by the consortium.

In addition, the input by the representatives of the government of Cyprus enables Bloomen to configure the solutions to be in line with what states are doing to incorporate blockchain or other DLT solutions but also have in mind what further research opportunities might arise for further developing the innovations members of the consortium have been working on from the beginning of the Bloomen project.

This first Bloomen community engagement pit stop has truly set the bar high enough for the rest of the community engagement events that will follow, together of course with the rest of the integrated communication and dissemination strategies developed by Deutsche Welle and implemented by the rest of the partners.