Blockchain, NFTs, and the Future of Content Creation and Distribution of Entertainment

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Abstract
The current excitement surrounding the introduction, implementation, and exploration of Web3 blockchain technology is poised to carry the creative industries into new frontiers of creation, distribution, and monetization. Blockchain opens the door to an entirely new structure for engaging with digital entertainment. While there is notable adoption hesitation from sectors moored in older and established technologies, entertainment creatives are uniquely positioned to establish a foundational foothold in the Web3 world. From custom currencies and decentralized finance to NFTs and the metaverse, blockchain represents a seismic shift in the way creators will be able to conceptualize their own work and engage with audiences around both the physical and digital worlds.

This session explains the foundational basis of blockchain technology and examines the unique structural aspects that separate it from traditional creative platforms. It also explores specific Web3 leverage points that artists can exploit in order to be fiscally and creatively successful in the burgeoning creator economy. The session also provides examples of blockchain technology implementation in real higher education student projects and coursework.

Keywords: blockchain, Web3, NFT, creator economy

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