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

Justin Sinkovich – Associate Professor, Associate Chair

Clayton Smith – Associate Professor of Instruction

Business and Entrepreneurship Department
Columbia College Chicago
Market Perspective – 2021 Global Recorded Music Revenue Grew 18.5% to Almost $26 Bil
NFT Market Surpassed $40 Billion in 2021, New Estimate Shows
The Doggies – NFTs by Snoop Dogg
CryptoPunks NFTs
Spottie WiFi
SMART CONTRACTS

1. Pre-Programmed Contract

2. Chain of Events

3. Execution & Value Transfer

4. Settlement

The terms, rules & Conditions of the agreement are established by all counterparties and translated into code.

If the events specified by the conditions occur, then the code automatically executes.

Once executed, the terms of the contract will automatically transfer the value to the relevant parties.

The transfer of value to counterparties will be recorded on the blockchain.
What is DAO and what differentiates it from the current centralized organization?

Traditional Centralized Organization

- One central authority
- Centralized platforms operate on many layers of strict management and coordination chains. With many bottlenecks of decision making and corruption, nodes are centralized under one authority without any distribution, developers operate under strong rules often without any cooperation with the final users or regard to users' needs.

Decentralized Autonomous Organization (DAO)

- No centralized legal entity
- DAO is a concept of a platform where all power is distributed across a decentralized network, so there isn't any central authority, no "command chain". The network is distributed through user nodes and all users are contributors to the network. Users themselves are often developers who build parts of the ecosystem to best suit their needs.
The Rise and Fall
The Nasdaq Composite Index, daily close

May 15, 1997
Amazon.com goes public at $18 a share (equivalent of $1.50 today, split-adjusted) and rises 31% that day.

Jan. 10, 2000
AOL agrees to pay $156 billion in stock for Time Warner, the second-largest acquisition ever.

March 10, 2000
Nasdaq sets all-time closing high of 5048.62.

April 23, 2001
Theglobe.com is delisted; stock closes at 16 cents.

Sept. 8, 2004
Former investment banker Frank Quattrone gets 18 months in jail for obstructing an IPO probe.

Nov. 13, 1998
Stock of theglobe.com goes public and soars 606% that day, closing at $63.50.

Oct. 9, 2002
Nasdaq hits a bear-market low of 1114.11.

Dec. 16, 1998
Analyst Henry Blodget says Amazon stock, then below $250, will hit $400 within a year; it does, within weeks.

Dec. 5, 1996
Alan Greenspan warns of "irrational exuberance."

Jan. 14, 2000
The Dow Jones Industrial Average peaks at 11722.98.

Source: WSJ Market Data Group

Friday's close: 2070.61

Aug. 19, 2004
Google goes public; and closes up 18% that day.

Source: WSJ Market Data Group
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THANK YOU!!!