



# Stock Media Licensing

## Background

Creating licensable video and images is easier than ever due to recent advances in technology such as high end smartphone cameras and AI based generative tools. At the same time, the amount of short form content being created has grown rapidly, which in turn, is driving the demand for even more stock materials. These dynamics are pushing the existing \$4.7B stock image and video market to expand to a \$7B industry by 2027 ([Arizton Advisory and Intelligence](#)).

Content licensing today relies on either complex and bespoke legal agreements negotiated directly between producers and consumers or third party aggregators that overly commoditize content. A new, best of both worlds approach is needed to serve the rapidly growing stock images and videos market in order to maximize revenue for producers and minimize costs and friction for consumers.

## The Decentralized Licensing Opportunity

Public blockchain networks are now able to provide the underlying fabric for content creators to connect directly with content consumers. In parallel, copyright and contract law has finally caught up to be compatible with tokenized license rights.

The Veriken Direct Licensing Platform leverages blockchain and tokenized license rights to eliminate unnecessary intermediaries, reduce costs through automation and unlock new revenue streams for content creators and owners. Consumers also benefit with access to a wider range of underlying content, increased variety in licensing options and the ability to build direct relationships with content producers.

## Direct License Issuance

The Veriken Platform eliminates the need for third party aggregators by enabling content owners to tokenize, advertise and directly issue licenses against their underlying works. Veriken license templates support a multitude of use restrictions and exclusivity guarantees, that when combined, offer a nearly infinite variety of license agreements. Creators and consumers can agree on precise license terms without the artification constraints imposed by aggregators and without paying high fees required to draft bespoke legal agreements.

Direct issuance of licenses to consumers also provides better visibility into the use of licensed materials and increased license compliance. Licensable materials can be watermarked or otherwise bound to specific licenses which in turn allows for more granular integration with analytics, DRM solutions and counterfeit detection systems.

## Efficiency Through Automation

Carving up license rights to maximize revenue is only possible if safeguards are in place to prevent conflicting licenses from being issued. The Veriken Platform includes a smart contract based rules engine that automatically recalculates the inventory of available license rights as licenses are issued and expire. The same rules engine also enables existing license holders to upgrade and manage their license renewals in real time while avoiding conflicts with other license holders.

The costly and time intensive process of validating the chain of title for copyrighted material is also practically eliminated by the Veriken Direct Licensing Platform. Representations and warranties plus third party attestations of copyright ownership are recorded on the blockchain when content is initially onboarded. The full history of active and expired licenses are also recorded permanently on the blockchain and made available to all interested parties. All of the information needed for buyers to quickly and confidently make a purchasing decision is available for immediate analysis.

## New Revenue Opportunities

With the Veriken Direct Licensing Platform, stock images and videos are no longer excluded from high value commercial applications. Exclusive rights can be acquired, and if necessary, existing license holders can be bought out. Customers can also upgrade to exclusive licenses once their projects become successful and start generating revenue.

Sublicensing has been largely ignored by the stock media market at great peril to content creators. Sublicensing not only attracts investors as buyers of licensable material but also turns ordinary customers into recurring revenue streams. New AI tools along with the web3 creator economy will drive exponential growth of derivative works. These derivative works can then be monetized with the Veriken Platform via sublicensing. Veriken provides a superior alternative to royalty free licensing with the ability to share in the upside of successful customer projects while still maintaining a low initial price point.

## Conclusion

The Veriken Direct Licensing Platform is in the unique position to benefit both creators and consumers of stock media by eliminating unnecessary intermediaries. More revenue flows to creators, consumers have more choices and all parties benefit from increased automation and transparency in the licensing process. Contact us at [hello@veriken.com](mailto:hello@veriken.com) to learn more and get started with the Veriken Direct Licensing Platform today!

