

Towards a Circular Economy in Audiovisual  
Translation: Green Media for All



Pilar Orero

Universitat Autònoma de Barcelona

Lineal  
Economy



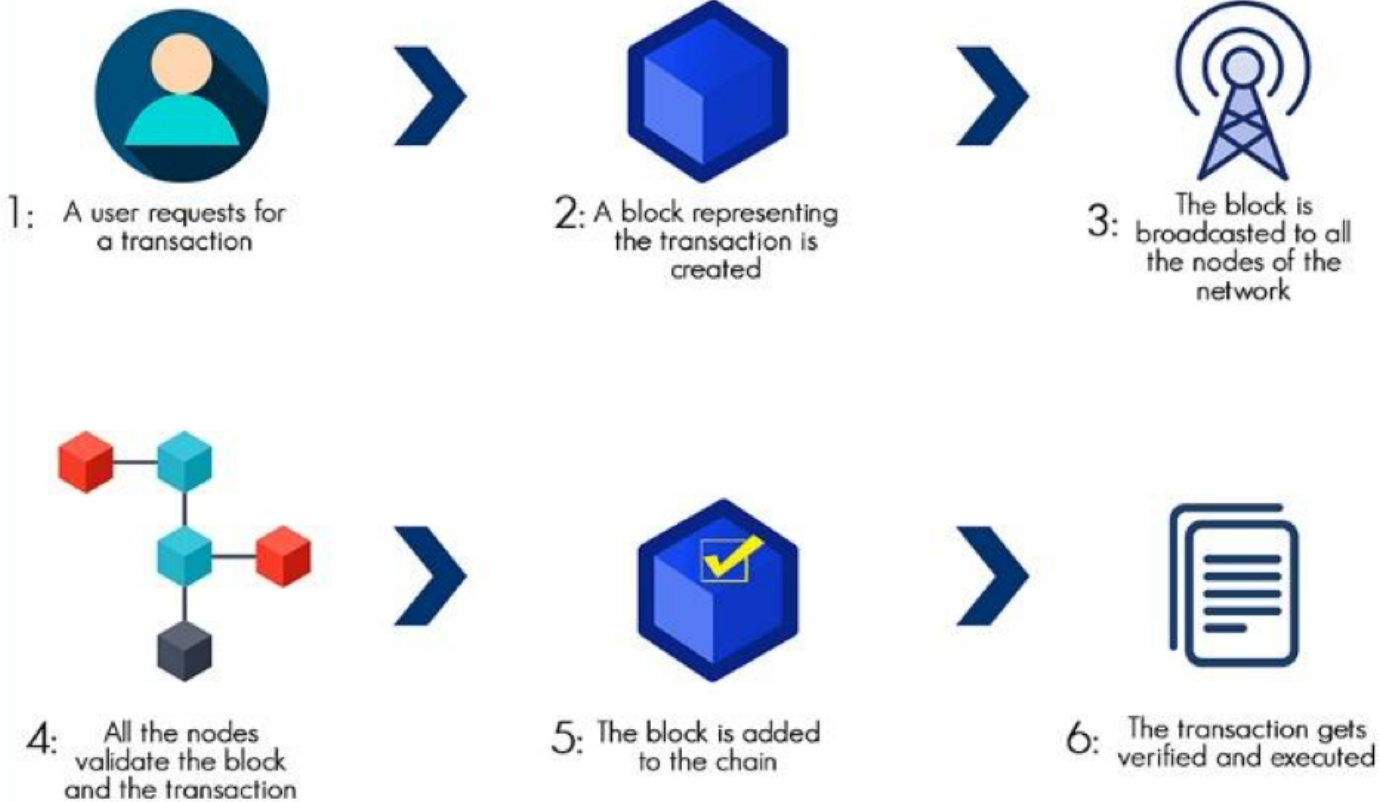
Recycling  
Economy



Circular  
Economy

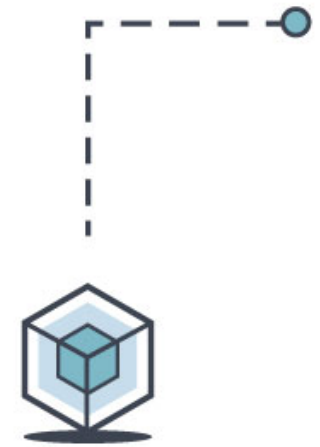


# How Does a Blockchain Work: A Step-by-Step View

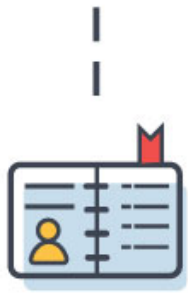




# BLOCKCHAIN



**Block**



**Ledger**



**Distribution**



**Transaction**



**Confirmation**



**Proof of work**



**Result**

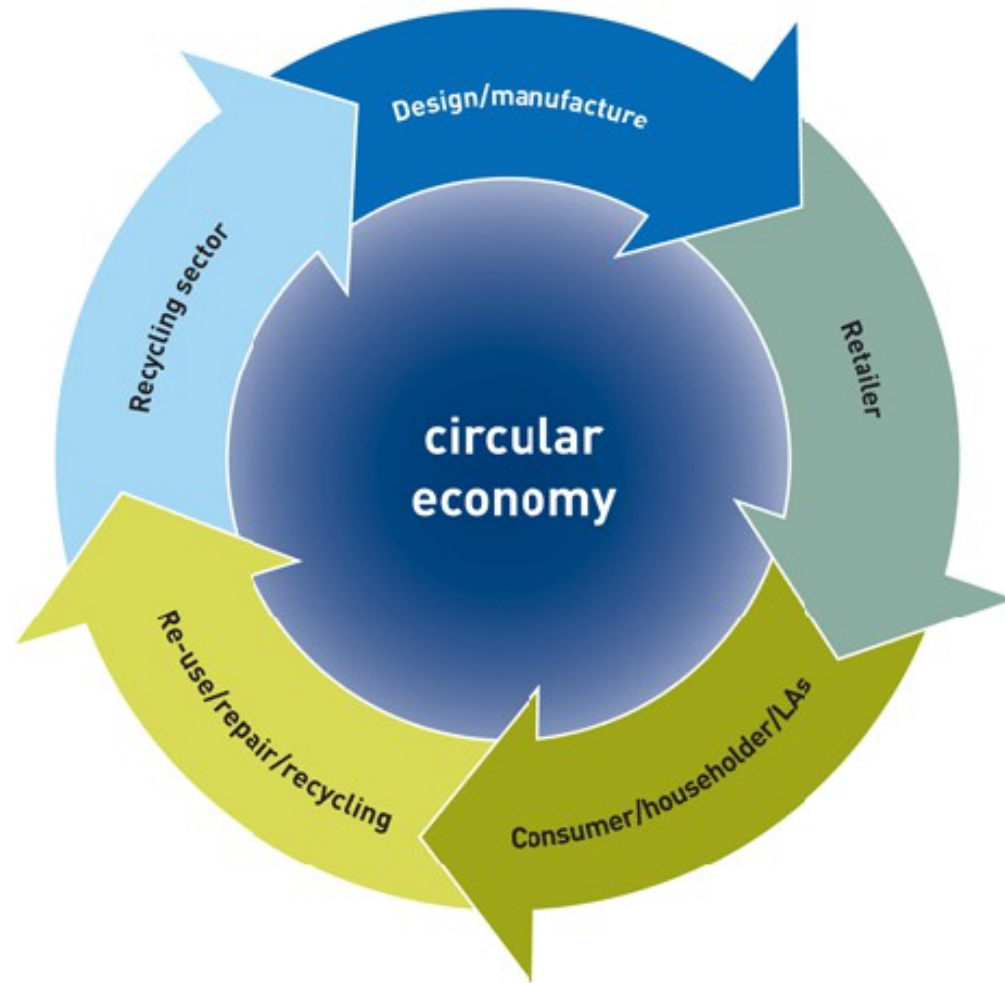


# Digital Economy in Europe

- Unique point of access —> centralisation
- Low prices for media content creation: a) Too many middle men b) monopoly prices
- No transparency - centralisation is complex, too many types of licenses and contracts
- Rights management —> piracy
- Limited use of content: new forms such as pay per use, access from other territories, different licenses and formats
- Lack of global registration for IP and rights management

# MediaVerse





# GREEN SCIENT

SMART CITIZEN EDUCATION  
FOR A GREEN FUTURE

# What is GreenScent?





## Login

Email

Password

Or Login with:



[Forgot your password?](#)

[Login as guest](#)

[Create account](#)





### Create account

Email

your@mail.com

Username

Username

Password

\*\*\*\*\*

Confirm password

Confirm Password

I agree to the [privacy policy](#)

Create account

Or Login with:



Login as guest

Already have an account? [Login](#)

## Dashboard

Welcome to Mediaverse - English



Some placeholder data  
6389

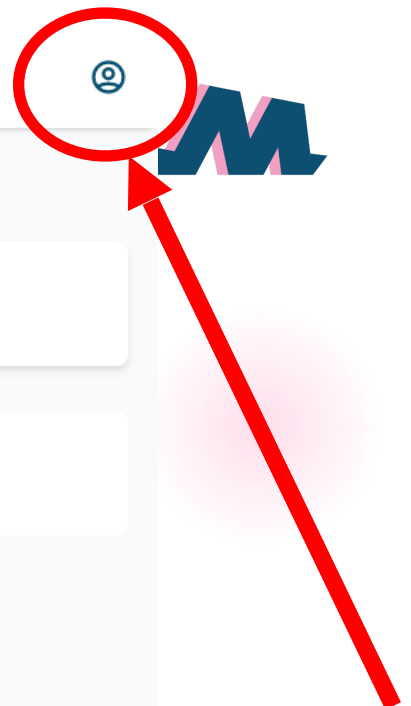


Profile

Log out



Dashboard version  
0.0.6





- Dashboard
- Upload
- Search
- 3D

## Profile

### User info

Email	test35@mail.com	Role	Creator
Username	test35@mail.com	Year of birth	-
First name	-	Last name	-

[Update](#)

### Professional role

This is just a place holder - This section is not working yet

Activate professional/jopurnalist role by providing credentials

### Billing information / Wallet

This is just a place holder - This section is not working yet

### Link this account with your Social platforms

▶ Extended info

This is just a place holder - This section is not working yet

### Close account

Delete current account. This action can't be reverted.

[Delete](#)





## Upload

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Drop your file here



## Upload

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File Upload done ✓

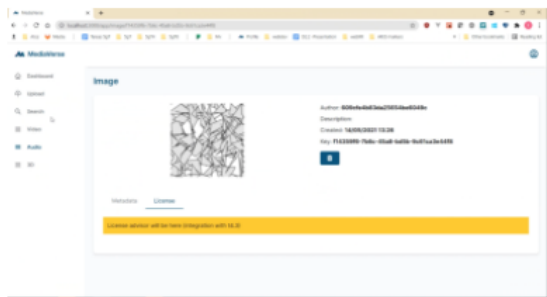
Upload more

Your content is ready





## Image



Author: **test35@mail.com**

Description: **Screenshot 2021-10-15 at 09.45.22.png**

Created: **10/03/1642 18:03**

Key: **a74f91f8-300e-4477-90ec-abba065a4490**



Metadata

License

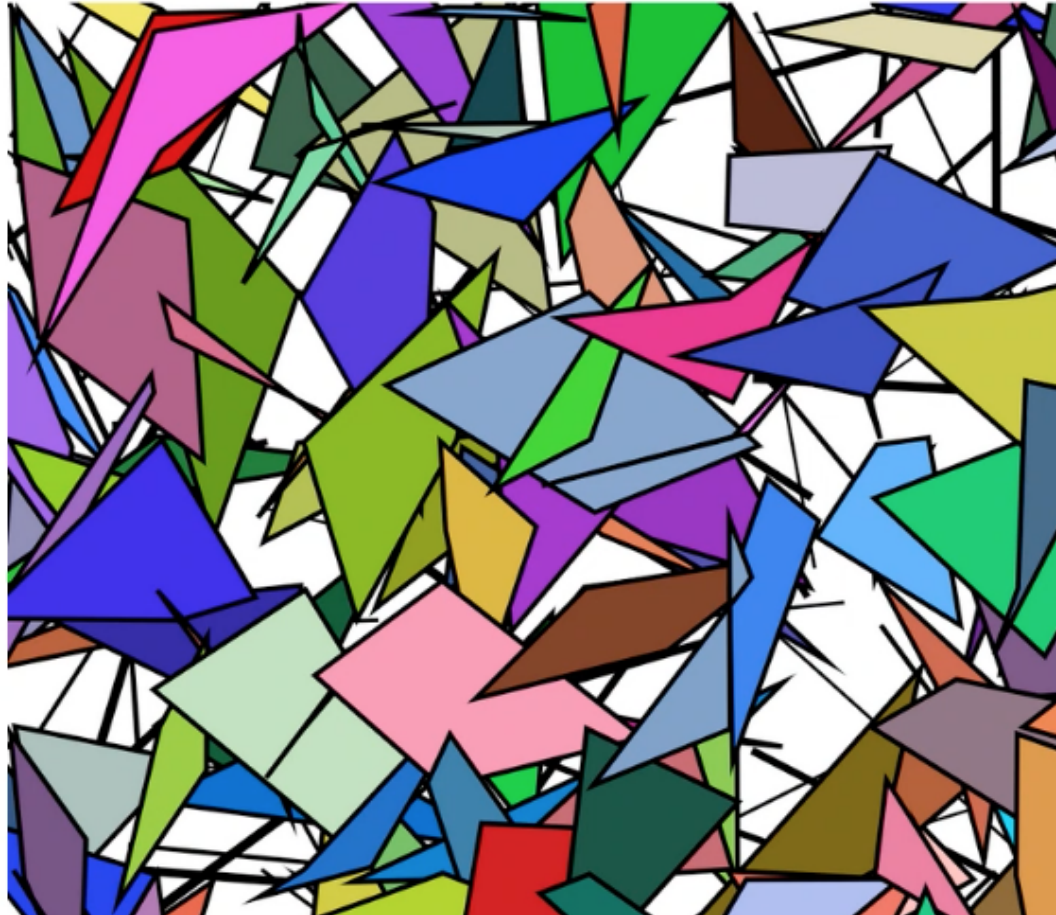
Not set

Do you need help choosing a license?

License advisor



## Registering MVDigA



Author: **test35@mail.com**

Description: **download.png**

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Single Ownership

Select a License ?

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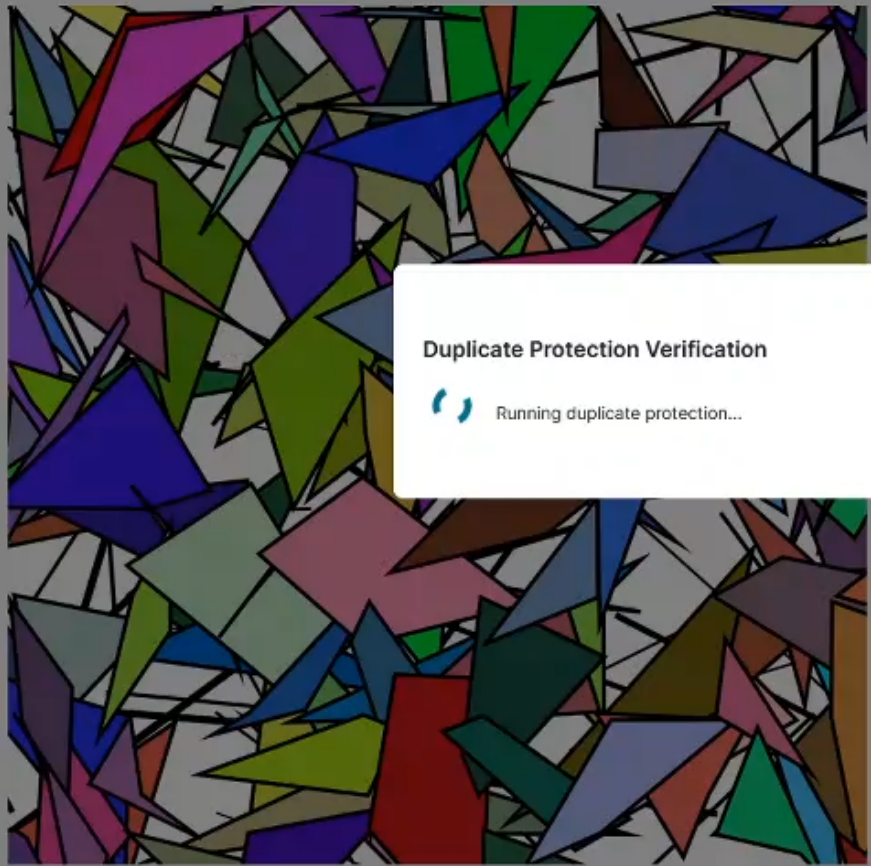
Ownership Deed + CC BY-NC-ND



**MediaVerse**


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Upload  
Search  
Register MVDigA  
Registered MVDigA  
Video  
Audio  
3D  
SLC Template Studio

## Registering MVDigA



Author: **60d088e915527e29d97451f8**  
Description: **download.png**  
Created: **24/06/2021 10:15**  
 Single Ownership  
Select a License ?  
Ownership Deed + CC BY

**Duplicate Protection Verification**

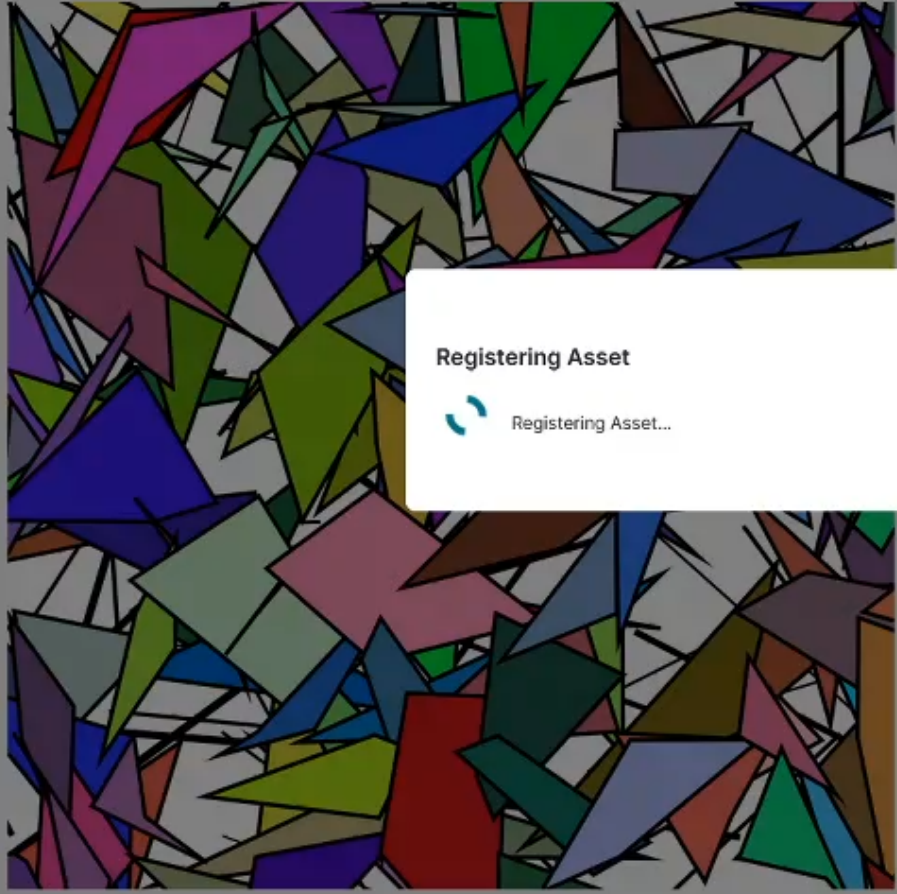
 Running duplicate protection...






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- Search
- Register MVDigA
- Registered MVDigA
- Video
- Audio
- 3D
- SLC Template Studio

## Registering MVDigA



Author: **60d088e915527e29d97451f8**  
Description: **download.png**  
Created: **24/06/2021 10:15**  
 Single Ownership  
Select a License   
Ownership Deed + CC BY

Registering Asset

 Registering Asset...



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### MVDigA Identifier: 1ea41ce2-7abf-4768-9e9a-82e2fded9bc9



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Created: **24/06/2021 10:15**

Single Ownership

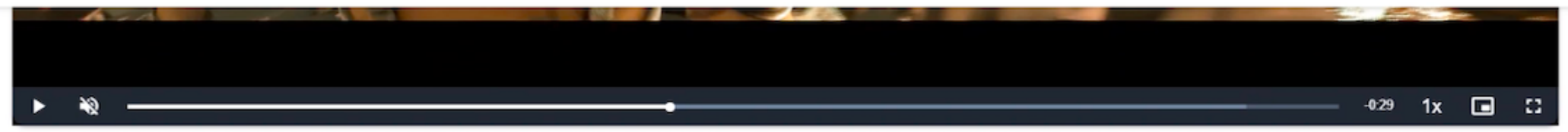
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Blockchain TransactionID:

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- Dashboard
- Upload
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- Video**
- Audio
- 3D



Current Time: 23.406874

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LANGUAGE	CAPTIONS	LAST CHANGE	ACTIONS
English	✓	2/3/2020	
French		11/29/2019	

Language

Captions



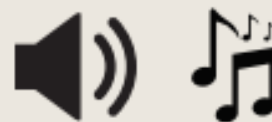
**ATENCIÓN** sobre una obra pueden recaer  
derechos de diferentes personas



### Traducciones



### Arreglos musicales

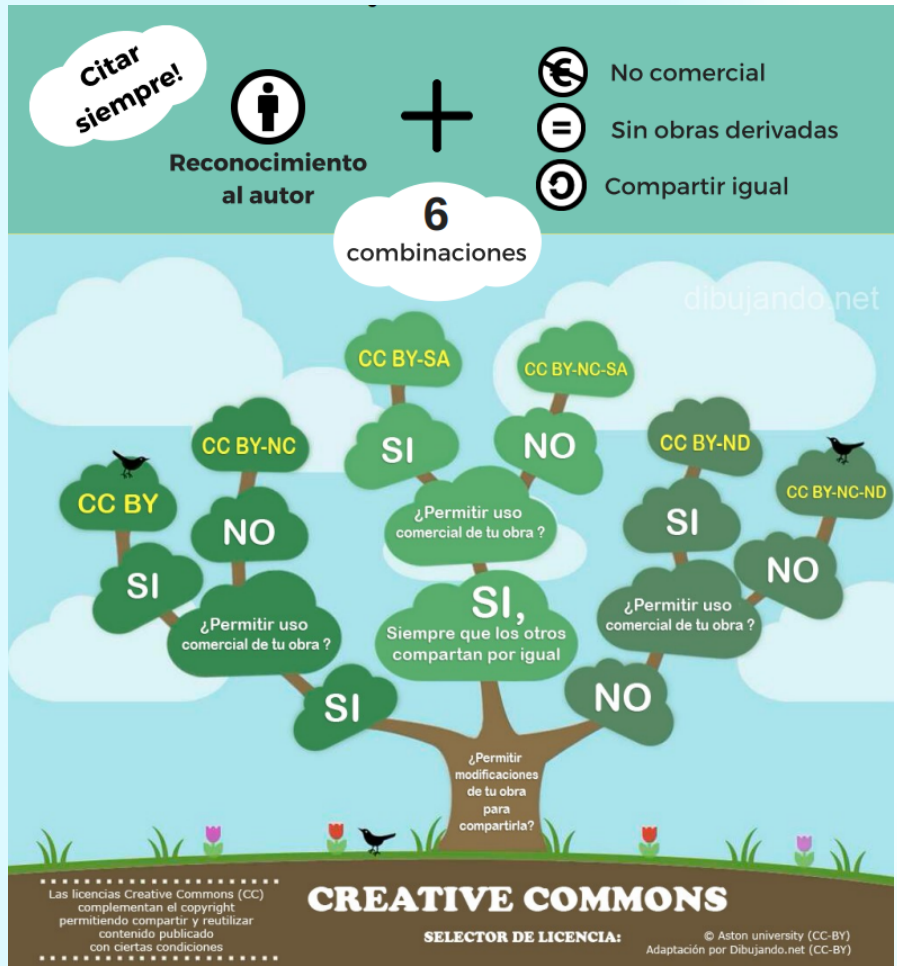


### Ilustraciones



### Introducciones, comentarios, etc.







# Green Digital Accessibility Conference

- **2 Diciembre 2022** en Barcelona





THANK YOU

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