



**Anthony Masure** | Dean of Research at HEAD – Genève, cofounder of Hint3rland

**Guillaume Helleu** | Cofounder of Hint3rland, Associate Researcher at HEAD – Genève

# CINEMA IN WEB3 ERA

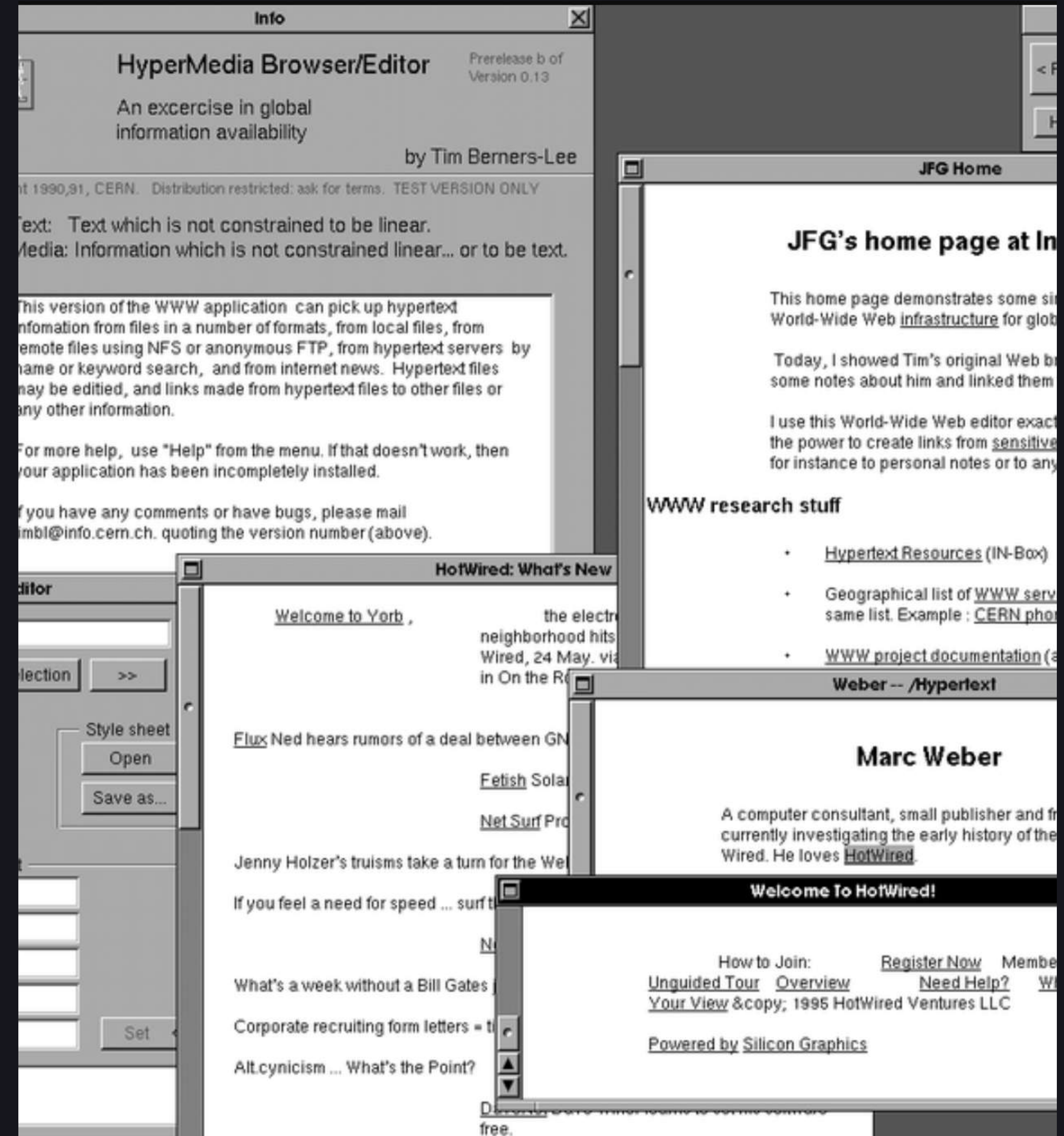
01

# FROM GAFA TO WEB3

# THE INVENTION OF WEB

CERN, March 1989

Sharing knowledge worldwide



# DIGITAL SCARCITY

## Problem

Impossibility to create digital uniqueness.

## Solution

Thanks to blockchain technologies (2009) digital scarcity is now possible.



# FROM WEB 1.0 TO WEB3

Over the years, Web 2.0 has aggregated values and data.

For the first time since 30 years of Web history, Web3 could deeply change digital business models.



Web 1.0: **CONSUME**  
Economy of Information



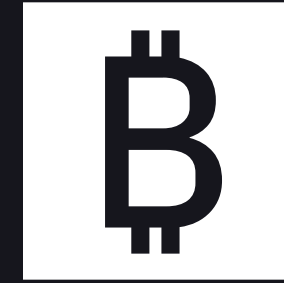
Web 2.0: **CREATE**  
Economy of Exchange



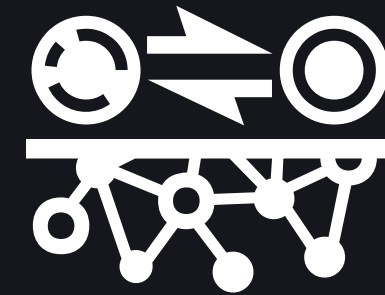
Web3: **OWN**  
Economy of Property

# WEB3 ROADMAP

Web3 offers a **ALL-IN-ONE** ecosystem: a monetary system (*Bitcoin*) within a economic system (*DeFi*) to trade digitals assets (*NFT*). All this is managed by governance (*DAO*) and digital identity (*DID*).



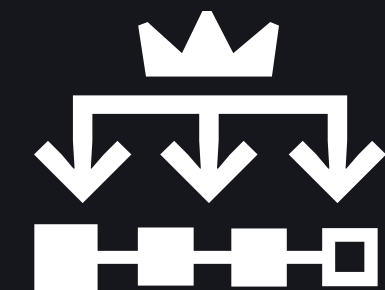
01 **BITCOIN**  
Monitary system



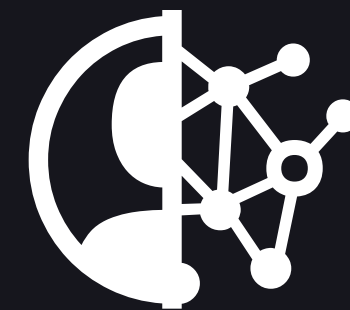
02 **DEFI**  
Economic system



03 **NFT**  
Property system



04 **DAO**  
Governance system



05 **DID**  
Identity system

# A BRAND NEW WORLD

**Digital ownership** allows to produce and trade digital assets and to earn fees from secondary market sales.

**Interoperability** allows a seamless and dynamic interaction to share digital assets and contracts.



02

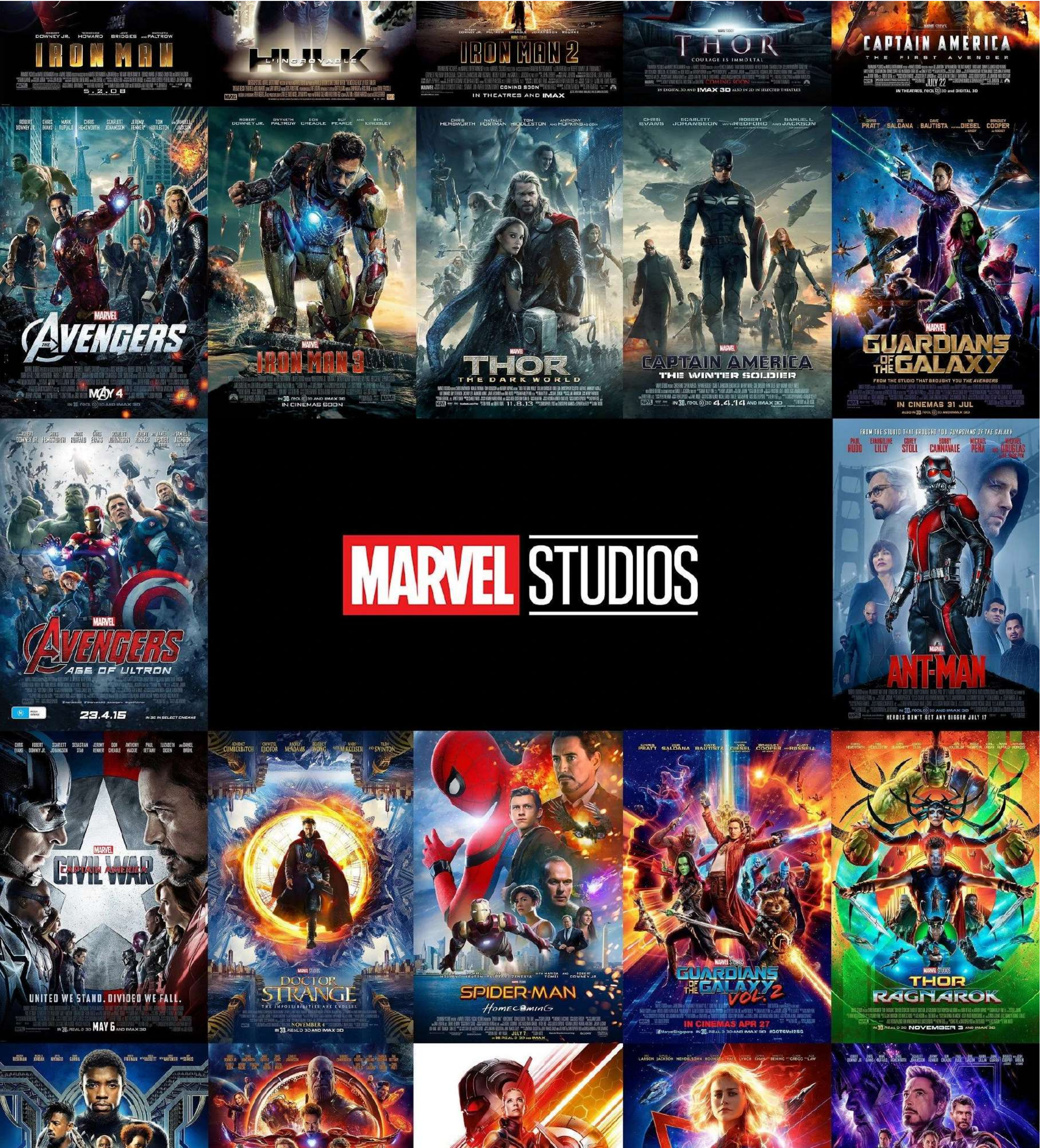
# PROPOSALS

*Issue #1*

# The redistribution model is frozen

# MARVEL STUDIOS

Some Hollywood franchises are exploited to saturation point. It follows a lack of diversity and a lassitude of spectators.



*Solution*

Sell shares of films and distribute  
rewards via smart contracts



### **Hamlet Within (2021)**

The film is divided into 5 parts / 5 NFTs at 20,000€ per copy

EXCLUSIVELY THROUGH PADDLE8

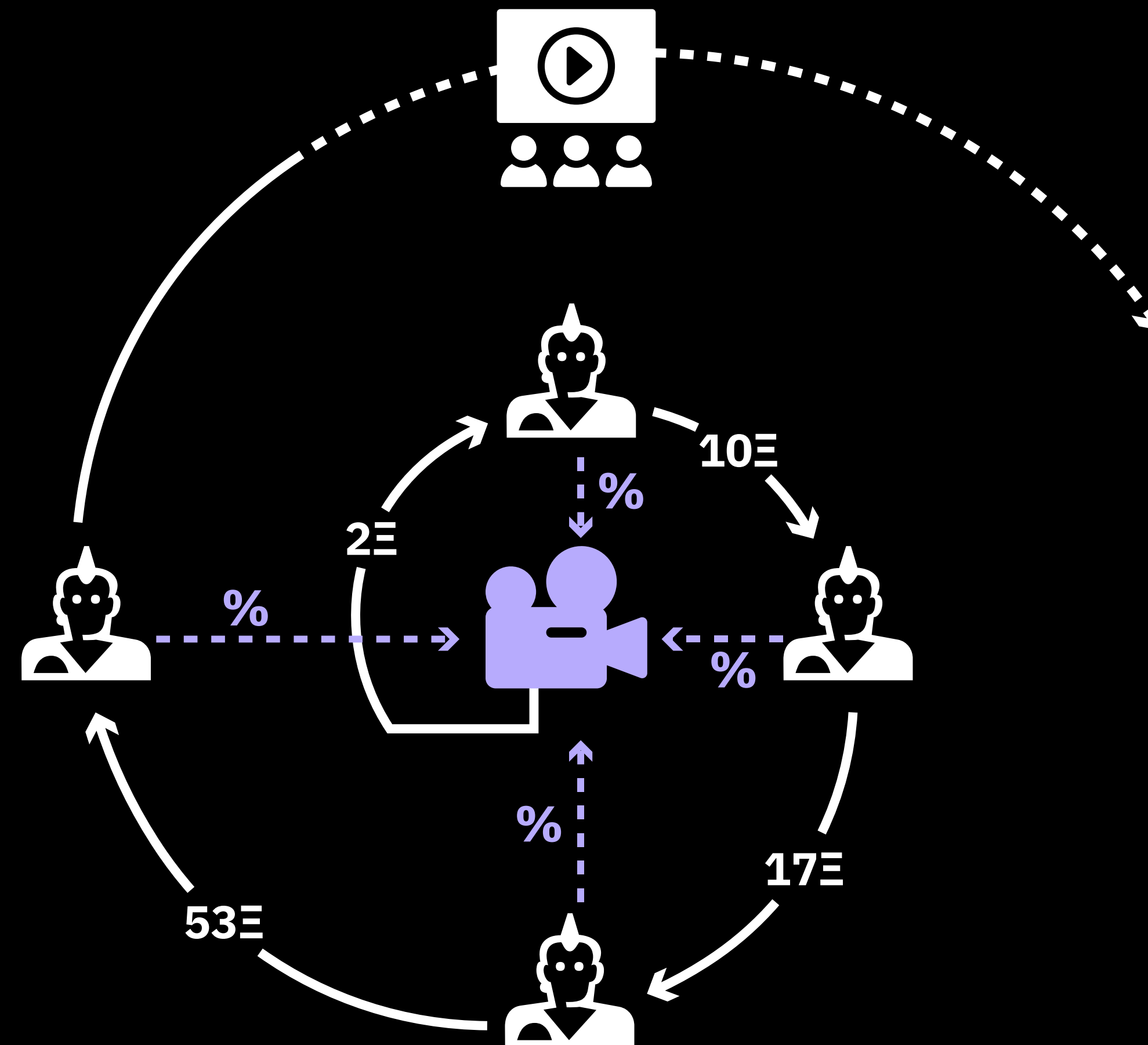
# Once Upon a Time In Shaolin

31 tracks. 9 members. 6 years in the making.  
A unique work of art by the Wu-Tang Clan.

BECOME A MEMBER TO ACCESS THIS EXCLUSIVE SALE

## Wu-Tang Clan, "Once upon a time in Shaolin" (2021)

NFT buyer is the sole owner and the only one to have access to the album, which he can keep, offer, resell or exchange



### Toward a circular economy

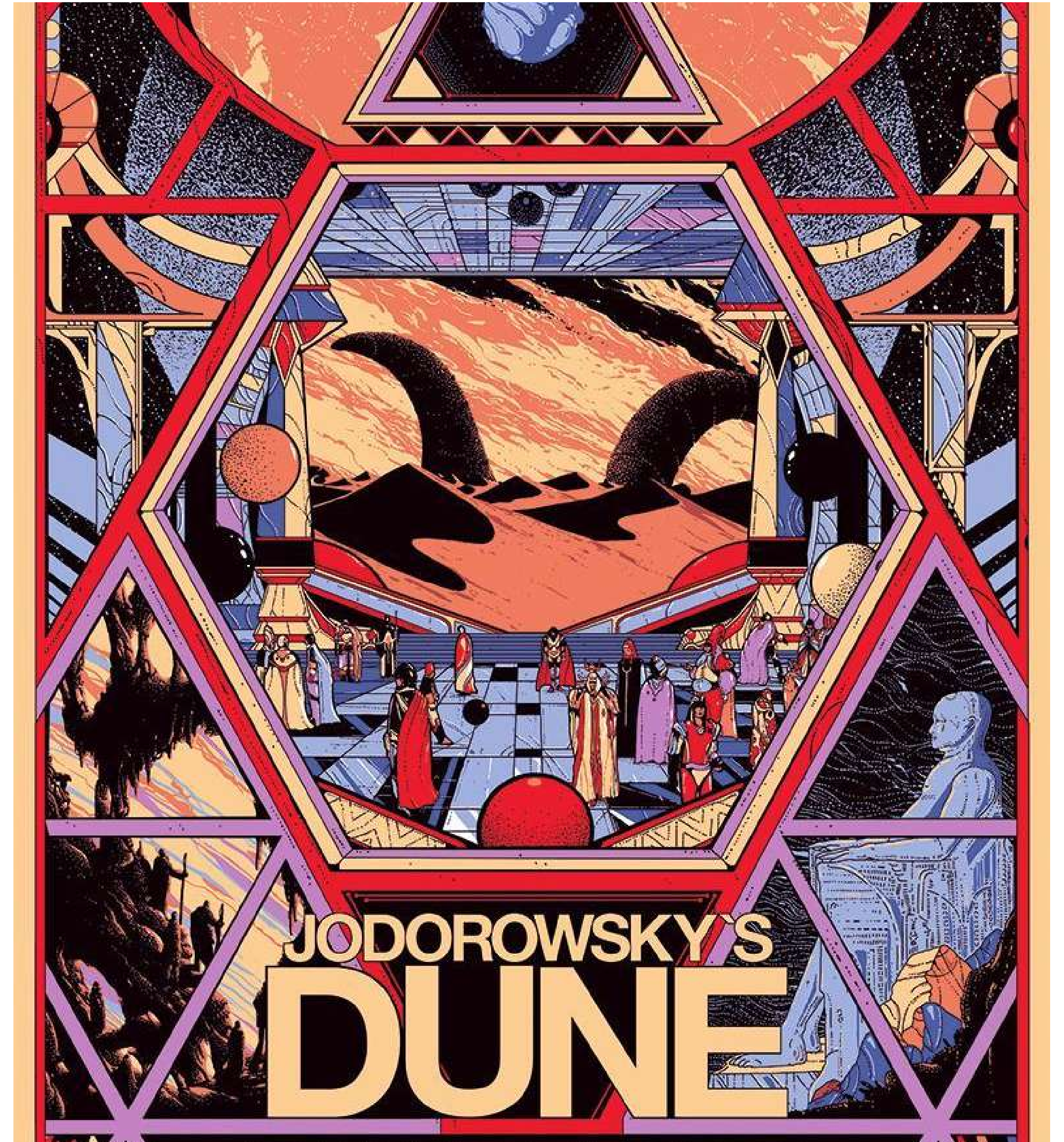
For each transaction of Hamlet Within NFTs, producer and director receive 40% of the price, the other investors 20%

*Issue #2*

# Producers provide little funding for risk-taking

# DUNE (ALEJANDRO JODOROWSKY)

A colossal project challenging the vision of the Hollywood studios of the time, this adaptation of Dune was meticulously prepared from 1973 to 1977, before being stopped and abandoned due to a lack of financial means.



*Solution*

Combine crowdfunding and  
paywalls to produce content



### Stoner Cats (2021)

Stoner Cats is an adult animated short series funded by collectible NFTs

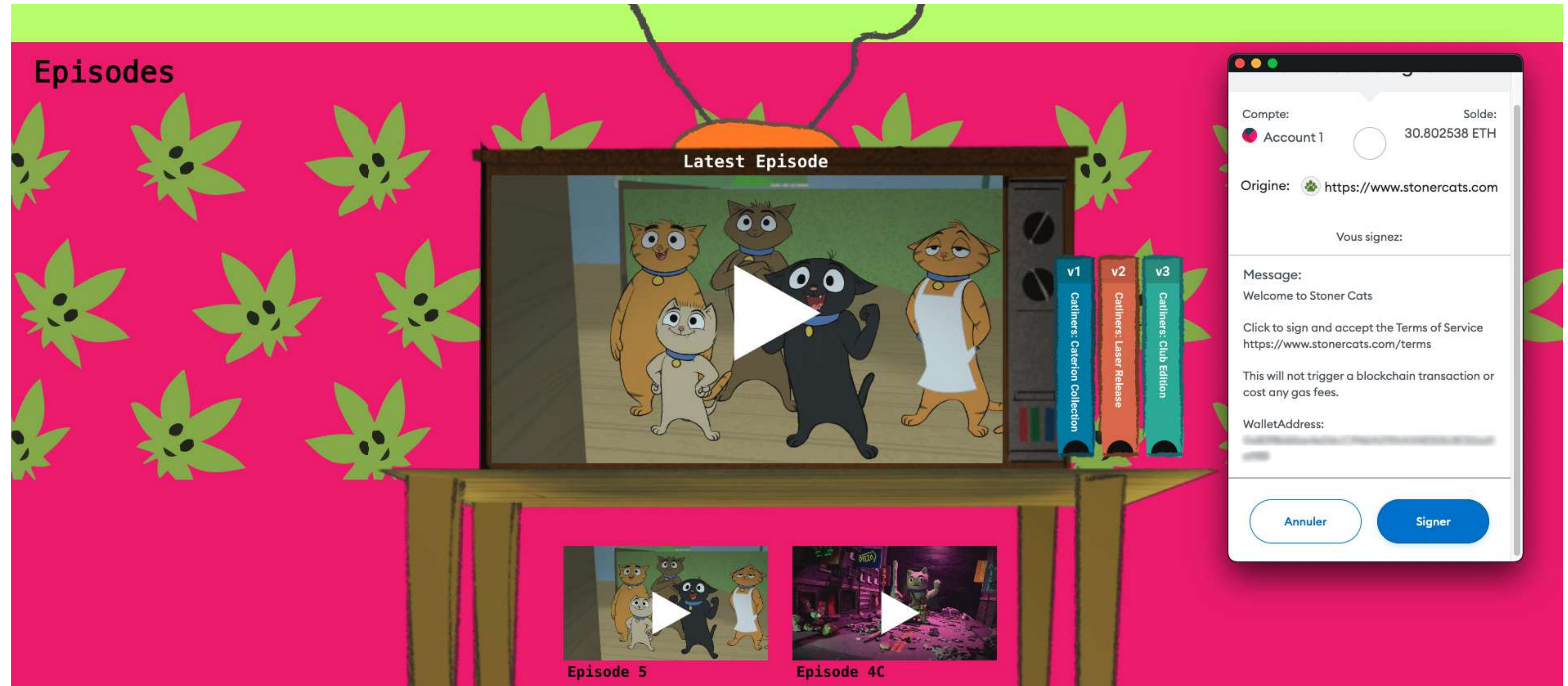


### **Stoner Cats (2021)**


The NFT sales directly fund the mini-pilot and all future content

# Episodes

Latest Episode



Account 1 30.802538 ETH

Origine:  <https://www.stonercats.com>

Vous signez:

Message:  
Welcome to Stoner Cats

Click to sign and accept the Terms of Service  
<https://www.stonercats.com/terms>

This will not trigger a blockchain transaction or cost any gas fees.

WalletAddress:

Annuler Signer

Episode 5 Episode 4C

## Stoner Cats (2021)

Only NFTs owners can access to episodes

*Issue #3*

# Negative feedback from the public has an impact on ratings

# SONIC, THE FILM (2020)

After the criticism of Sonic's design by fans, the director finally decided to postpone the release of the film by more than a year.



*Solution*

# Involve community in film design



### **Botto (2022)**

Every week, Botto designed 350 new paintings through its suite of open-source

Botto

Insights

Leaderboard

LIVE

Auction

Bonds

Drops

● Wallet Connected

Voter Leaderboard

Round 45 Ends0d : 6h : 45m : 45s

Fragments

Voters

jestoc.eth: Round Favorites

Expose Stream

This art fragment first appeared in round 3. Your vote trains Botto's algorithm and helps decide what artwork will be sold in the next auction!

Voted

Top 10 Voters (Round)

Voter	Unique Votes	VP Spent	Top Fragments
jestoc.eth	828	2910	<div><div></div><div></div><div></div><div></div><div></div></div>
darthencryptus.eth	721	4632	<div><div></div><div></div><div></div><div></div><div></div></div>
willmatic19.eth	116	11600	<div><div></div><div></div><div></div><div></div><div></div></div>
namax.eth	90	9000	
0x1d...978C	36	2604	<div><div></div></div>
quimp.eth	34	3391	<div><div></div><div></div><div></div></div>

Botto (2022)

With each week’s 350 paintings, a community votes online for their favourite one

HEAD – GENÈVE (HES-SO)

HINT3RLAND

Botto

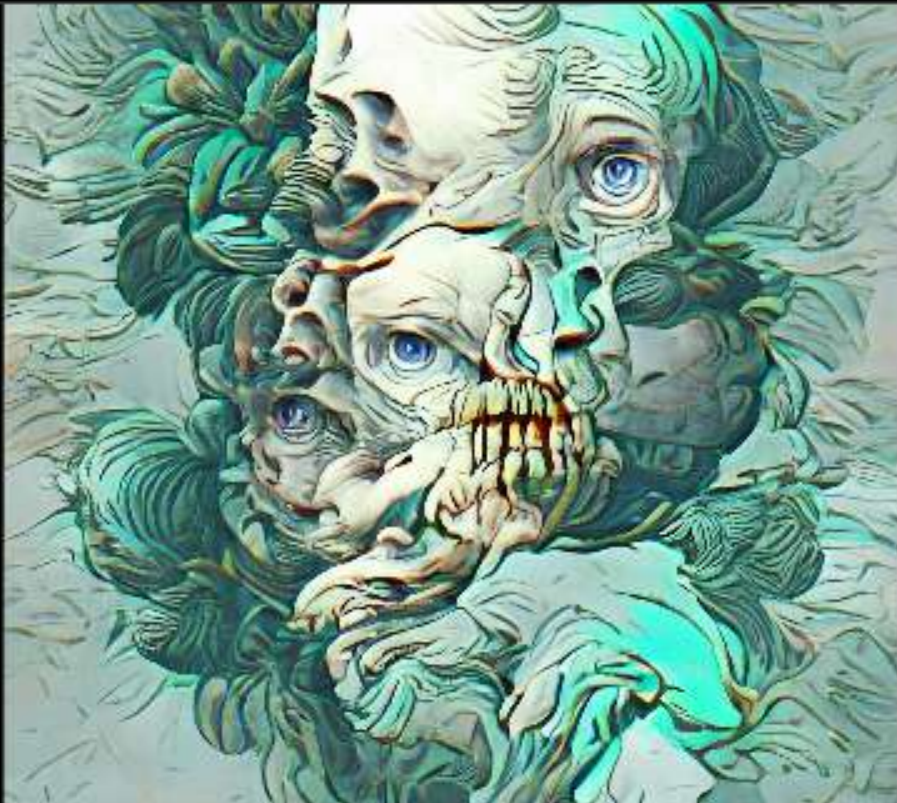
Home

App

Gallery

Governance


Insights



**Blossoming Cadaver**  
Genesis Period  
Botto

View


Sale Price:  
40.326Ξ



**Equal Tune**  
Genesis Period  
Botto

View


Sale Price:  
13.37Ξ



**Asymmetrical Liberation**  
Genesis Period  
Botto

View


Sale Price:  
79.421Ξ







**Scene Precede**  
Genesis Period  
Botto

View

Sale Price:  
100Ξ





**Botto (2022)**  
The NFT of the winner is then auctioned off

*Issue #4*

More people watch live  
streams than movies

# TWITCH (2011)

U.S. adults saw an average of 1.4 movies in a theater per year when Twitch has 37 million monthly active users. The average Twitch user watches 95 minutes of video per session.



*Solution*

Use interoperability to produce  
neomediatic contents



## Interoperabilty and neomedia

A movie content could become a game asset and vice versa



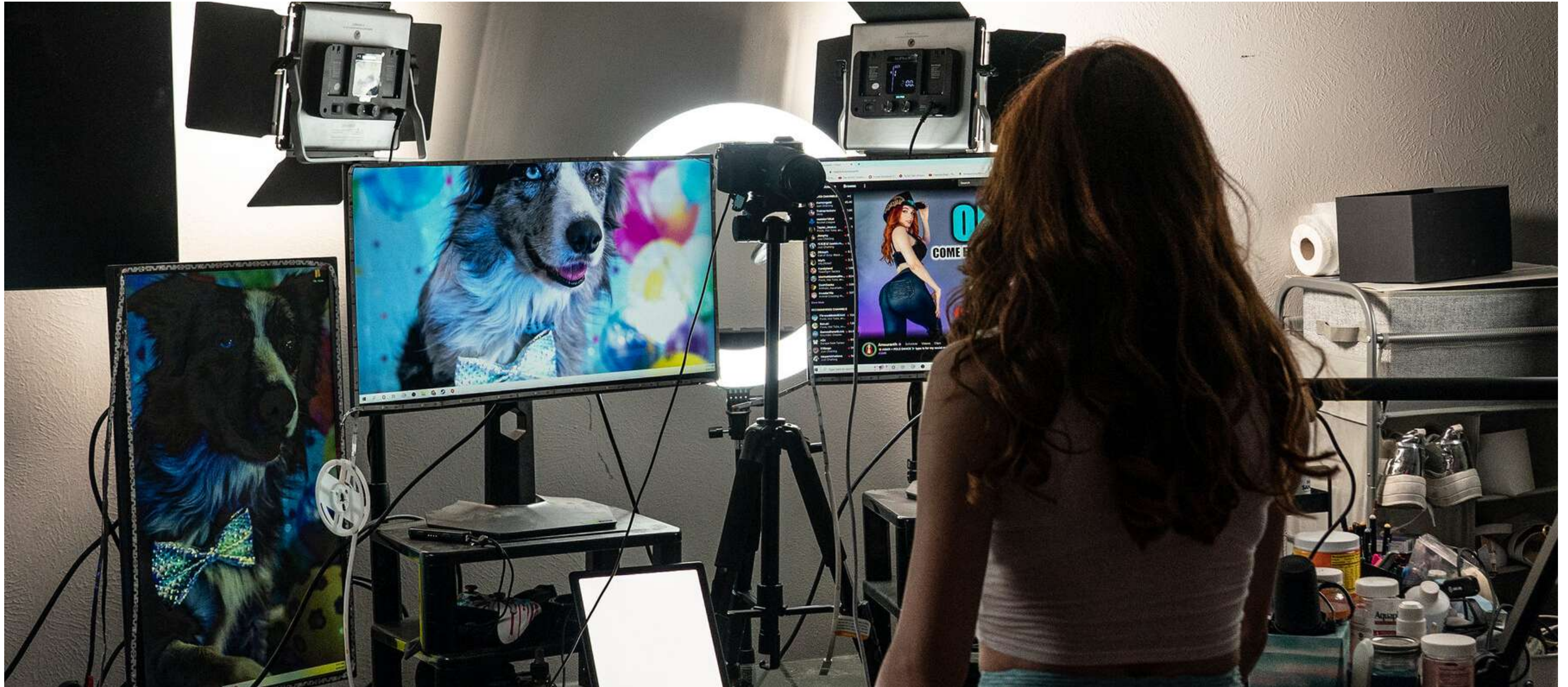
## Unreal Engine 5 (2022)

Photorealistic video games looks more and more like movies



## Green screens & CGI

Cinema are now reduce to compositing technologies



## **Twitch Set**

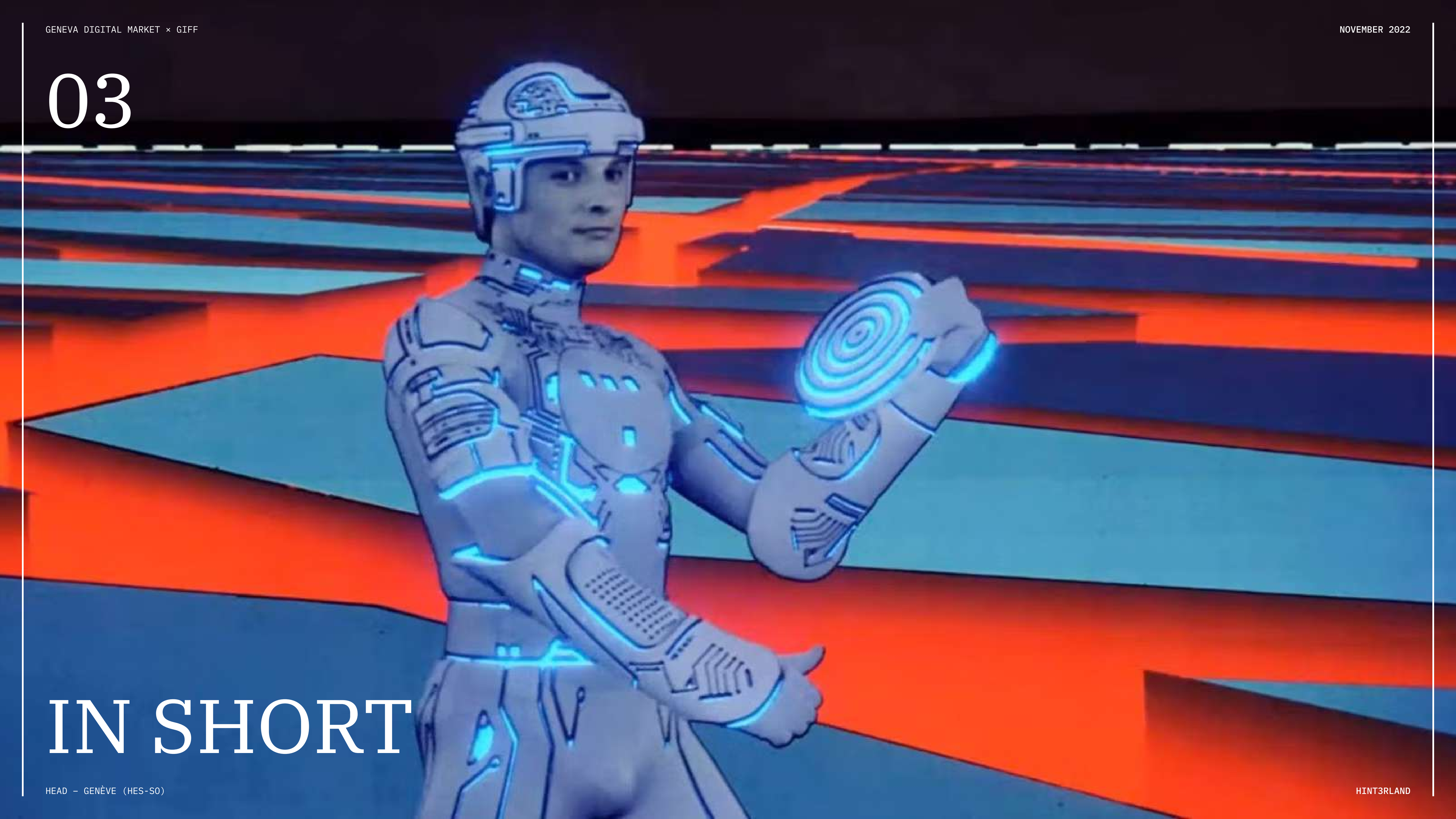
Average quality of stream production is becoming professional



**Video game live streaming as new kind of cinema**  
Streamers are now movies directors

03

# IN SHORT



*in short*

- Sell shares of films and distribute rewards via smart contracts
- Combine crowdfunding and paywalls to produce content
- Involve community in film design
- Interoperability allows to produce neomediatic contents

# CINEMA IN WEB3 ERA

**Anthony Masure** | Dean of Research at HEAD – Genève, cofounder of Hint3rland

**Guillaume Helleu** | Cofounder of Hint3rland, Associate Researcher at HEAD