

## Distributed Creativity

“This is an accessible and highly enlightening introduction to the blockchain phenomenon. It reveals why we need to understand blockchain, not just as technology, but as agent of economic and social change, and as a potentially radical transformer of the business of creativity and culture. As an account of the opportunities—and possible costs—of blockchain technology, this lucid and well-researched book offers a terrific primer for those keen to learn more about the emergent ‘internet of value’ and its effects on music, media and cultural industries production.”

—Mark Banks, *Director, CAMEo Research Institute for Cultural and Media Economies, University of Leicester, UK*

“Blockchain is undoubtedly one of the most important emerging technology trends within the creative industries as it allows for new means by which to create, charge for and distribute pieces of work that have traditionally been controlled by large structures. This book covers these topics in a well-thought out manner by an author with both depth and breadth of knowledge. Marcus’ insight into these areas is well worth reading and re-reading.”

—Cathy Mulligan, *Visiting Researcher, Centre for Cryptocurrency Research and Engineering, Imperial College London, UK*

“Whether you’re an A-list musician or an Instagram photo hobbyist, O’Dair’s concise yet comprehensive survey of blockchain technology’s opportunities and challenges will prepare you for a new economic model that could redefine how we value, exchange and produce creative works.”

—Michael Casey, *co-author of The Truth Machine: The Blockchain and the Future of Everything and Senior Advisor to the MIT Media Lab’s Digital Currency Initiative*

“The great strength of Marcus O’Dair’s *Distributed Creativity* is that it takes the reader beyond the usual ‘blockchain as a financial technology phenomenon’ into the interesting and important domain of the creative industries. Helpfully, its focus is on analysis and implications and not the technology, elucidating opportunities and benefits, barriers to and risks of adoption as well as providing a set of insightful policy recommendations. Sober, lucid and engaging, this monograph

deserves to become an important resource for readers concerned either with the creative industries or blockchain technology itself.”

—Richard Adams, *Reader in Entrepreneurship, Bettany Centre for Entrepreneurship, Cranfield University, UK*

“O’Dair’s book is a timely and important intervention considering the possibilities of blockchain for the creative industries. Tight and compact, and drawing upon interviews with key stakeholders, it provides a useful critical overview of underpinning technology whilst developing innovative theoretical takes and outlining policy recommendations. Importantly, the legal grey area of this most disruptive of technologies, and its challenges to the ‘barbed wire’ of copyright law is tackled, and O’Dair makes a convincing argument, echoing Gil Scott Heron, that the revolution will be distributed.”

—Guy Osborn, *Professor of Law, University of Westminster, UK*

“This is an exciting and provocative look at a technology-enabled future for the creative industries. Blockchain has disrupted the financial services sector significantly; O’Dair charts in well-thought-through detail the way that the creative industries too might experience a new democratising and disruptive wave of innovation.”

—Jeremy Silver, *CEO, Digital Catapult*

“In this important book, Marcus O’Dair leads the way in defining what blockchain and distributed ledger technologies will mean for the creative sector. Beyond the hype, a huge transformation is occurring in the way we operate businesses of all kinds and in how we capture and share value in an online world. Marcus’s work is a thoughtful, well-researched and balanced assessment of the notion of ‘distributed creativity’ and its implications for policymakers as well as for one of Britain’s most important economic sectors.”

—Helen Disney, *Co-Chair, Committee for Public Good, Policy and Governance, British Blockchain Association*

“With this book Marcus brilliantly describes the opportunities for creative communities and industries to benefit through using blockchain based technology. Cutting through the blockchain hype he draws his conclusions from a series of in depth interviews with creative start-ups employing blockchain to solve issues such as IPR and faster royalty payments. But Marcus also identifies the barriers that need to be overcome, and concludes with wide-ranging recommendations that will allow the full benefits to be realised.”

—Phil Godsiff, *Senior Research Fellow, Surrey Centre for the Digital Economy, Surrey Business School, University of Surrey, UK*

Marcus O'Dair

# Distributed Creativity

How Blockchain Technology will Transform  
the Creative Economy

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*For Charlotte, Iris and Coral*

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Robert Norton (CEO and founder, Verisart)

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