

“These ‘NFTs’  
— are they in  
the room with  
us right  
now?”



**BLOGCHAINMENT**  
A BLOG FOR  
BLOCKCHAIN AND FILM



**LINKEDIN**  
MARC SCHAUMBURG  
AT LINKEDIN



**DECRYPT**  
BEGINNERS GUIDE TO  
NFT

# BLOCKCHAIN AND CRYPTO IN THE FILMBUSINESS



Bild von <https://urbancrypto.com/wp-content/uploads/2018/07/Blockchain-Banking.jpg>

## The annual review 2021

Every December we are inundated with tons of lists: The best movies, tv-series, books, board games, the most sexist assholes (hey HW), biggest fails, etc .. - there really is a list for everything, depending on the bubble you find yourself in. But one list is missing : Crypto news from the film business. To all whom ask themselves: “Who misses a crypto film list? ” Don’t read any further. You are lost in history anyway. But to all who actually take the time to read it, you will be given a good summarize of what has happened in the film and crypto space in 2021. With this knowledge you can show off damn well at any hipster party. I tried to address stories that are of interest to both film people and the crypto-crowd. Still - there are people who smear their butter into the smallest corner of their bread and then there are those they just smear the butter in the middle of the bread. Unfortunately, I am one of those ignore the corner-of-the-bread-people. What I am trying to say: I have probably missed some exciting topics and if you beautiful crypto people have found some stories in the corner of the internet and you want to share: [blogchainment@marc-schaumburg.de](mailto:blogchainment@marc-schaumburg.de) - oh and gm everyone.

„I’m looking down the road. Right now, you can stick a little audio and a little video on an NFT. But like two years from now, you are going to be able to stick a whole movie on an NFT.“

**Kevin Smith**

# If there is a headline that summarizes the year 2021 it is: „Hollywood discovers NFTs.“

First of all: I don't give any tips on investing or financial advice or anything like that. Only buy anything if you know what you are doing and it is on your own risk.

NFTs:

## 1. MGM and Amazon

So we experienced how MGM entered the crypto world in May: In early 2021 MGM, which was purchased last May for \$ 8.45 billion from Amazon (the deal is still on, a bit shaky, but will probably take place), announced that the company was partnering with [Eluvio](#) and its Content Fabric platform. Eluvio specializes in sales of screeners by MGM, pre-screenings on local devices as well as supporting marketing and licensing. All of this based on blockchain technology. Eluvio himself is best known for the NFTs of "The Masked Singer" and live streaming performances by popular musicians. Eluvio's latest prank are NFTs for Men in Black.

## 2. Kevin Smith

In April my all-time favorite nerd filmmaker Kevin Smith [announced](#) that his latest horror film "Kilroy was here" will be offered as a NFT. The reason: The first gray hairs in the 50 year old filmmaker's beard: "I've got white fuckin' flecks in my beard," he says. "I'm starting to feel like fuckin' Kenny Rogers in the old days, when he opened up the Roasters place. So anything to feel as vital and young as I did when I began my career." Smith began his career in 1994 when he made his first feature film, the ultra-low budget classic Clerks, sold at the Sundance Film Festival. This film introduced the stoner icons Jay and Silent Bob. Since then, Smith has released 13 other films, countless spin-off projects that range from a pop-up fast food restaurant to a stationary [comic bookstore](#). If there is a To-Do-List for US visitors the Secret stash is right up there with the Statue of Liberty and Mount Rushmore.

He sells all kinds of merchandise and, as of April 28th, NFTs through Jay & Silent Bob's Crypto Studio: "Now, Jay and Silent Bob blaze into blockchain with their first round of Smokin ,Tokens NFT's! From [Kevin Smith's Crypto Studio!](#) comes the first in a series of NFT's that celebrate the many movies of New Jersey's most unlikely heroes." I can't help but love Kevin Smith. He empowered the nerd with the original „Clerks" and gave a voice to a whole generation of overlooked superhero loving comic book junkies. And now he gives us crypto nerds a voice - and we all know what happened to super heroes after clerks. Oh and Kevin, if you read this - I've got every one of your comic books and each of your films. But unfortunately I missed the chance on your smokin tokens.

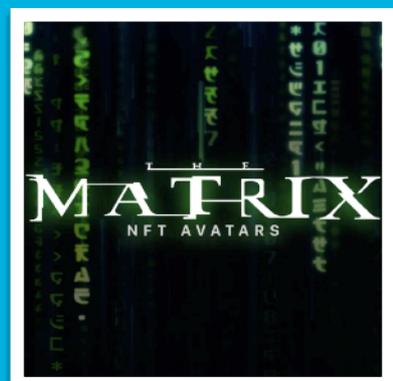
## DIE BESTEN FILM NFT PROJEKTE:



Kevin Smith offers latest horror Film „Killroy was here“ as NFT



[Tarantino NFTs on Twitter](#)



[Matrix Avatars](#)

So if there are any left, here is my wallet address:

0x01b661395563aacdc2039cf1e1132453b2968a50

### 3. Tarantino und Miramax:

NFTs should attract the attention of a wider crowd however most likely through another all time film nerd favorite. Namely Quentin Tarantino. The cult director wants to publish [Pulp Fiction NFTs](#) - and Miramax (yes, exactly the company by No.1 sexist Harvey Weinstein was founded) [fills a lawsuit](#).

"That's how you're going to hit her, Butch," says Bruce Willis' character, the boxer Butch, in Pulp Fiction. "They always underestimate you". Today these words seem to be prophetic since the Oscar winner has suggested his former studio puts the lawsuit where the sun doesn't shine. Christopher Walken Style. Tarantino's lawyers responded and are sure that: "Miramax knows well, Tarantino has every right to publish portions of his original handwritten screenplay for *Pulp Fiction*, a personal creative treasure that he has kept private

for decades ". And exactly this statement sums up why the Blockchain will be the salvation for the creatives: Less power to studios and more power to the creatives. He who created something (in Tarantino's case the success of Pulp Fiction helped set up an entire studio) should also always participate in it. And just as "ownership" is an important topic in the NFT space, 2022 will be the year where we can follow up on how decentralization will kick the butt of many large corporations (hello Facebook, umm I mean meta, google and co ...) Or at least so I hope.

This is all really exciting and to put it in the words of Mr. Pink: "I don't wanna kill anybody. But if I gotta get out that door, and you're standing in my way, one way or the other, you're gettin 'outta my way. " - ( Reservoir Dogs )

### 4. The Matrix NFTs:

Red pill, blue pill: Nifty's and Warner Bros. have 100,000 unique [avatars](#) for the new Keanu Reeves blockbuster "The Matrix" minted. Any buyer of these avatars gives the owner the ability to view the Matrix universe as one unique character to inhabit. From November 30th interested parties could each cost 50 dollars (around 43 euros) Purchase exclusive NFT avatars that contain individual characters from the „The Matrix“ universe. In addition to the advertising effect, five million dollars (around 4.3 million euros) in additional income was generated - after a short time all NFTs were sold out. There was such a rush that [Nifty](#) crashed shortly after the release. The avatars can now be purchased from upward 100\$ on the [Secondary Market](#). The whole project is divided into 2 phases: After acquiring the avatar in the the first phase the proud avatar owner can decide in the second phase (December 16): blue pill or red pill. If she lets her virtual character swallow a blue pill, the latter remains trapped in the matrix and if she swallows the red pill, she will free him from it and turn him into a resistance fighter. What I find exciting is not the fact that Warner Bros. is now doing NFTs, but that these NFTs themselves change - and the owner can influence it. A type of interaction with a digital asset that is only the beginning. There will be way more different uses cases for NFTs than just a nice profile picture ( Hey Punks)...

## BLOGCHAINMENT NFTs



... Especially in the gaming and entertainment sector. Just think about an evolving side character to a Kevin Smith universe that you can buy and create your own ideas of. The possibilities are endlessly. At least that's how I see it, while Keanu Reeves sees it a little differently: in one interview with ["The Verge"](#) he burst out laughing when the word NFT was mentioned. In his opinion they are a hoax because they are "easy to reproduce". Reeves is generally not averse to crypto. So he says that he owns cryptocurrency himself, even if a friend bought it for him. But he does not trade in it, he HODLs. However, he's okay with that cyberpunk gamer [sex](#) with his avatar. Thank God.

In the meantime there are new NFTs for [Space Jam](#) on Niftys you can check out.

### 5. Zero Contact:

Hannibal Lecter goes NFT: [Zero Contact](#) is the name of the first major film that is sold as a NFT. ZC is a science fiction thriller starring Anthony Hopkins, the award-winning British Actor. The first 11 digital copies of Zero Contact, released during the Covid-19 pandemic in Sept. The movie was filmed virtually in different countries and was made available on September 24th via [OpenSea](#), the worldwide largest NFT marketplace. Another 2,500 NFTs were added in October when the film was made widely available. While the film will eventually appear in theaters and other streaming platforms, NFT buyers get access to cast interviews and outtakes not available elsewhere. Distributed by [VUELE](#) (spoken: View-Lee). The floor price of the NFTs on open-sea currently at 1.95ETH (which means about 7,000 € at the moment when I write this). That would be a pretty high price, even for a masterpiece ([IMDB](#) is currently rated at 5.6, which even my first film "[Kleinstatthelden](#)", which was truly no masterpiece, with 6.7 and a price from 2.95 € at Pantaflix.) Especially since you only get better Blu-Ray Features: digital artwork of a signed film poster, making-off, a golden ticket from VUELE.

But - what in my opinion is really innovative is that you get a little appearance in the film - if you bought one of the first 13 NFTs you will later be cut into into the movie for the wide release. At least that justifies the investment and you no longer have to smile on Harvey Weinstens casting couch. VUELE itself describes the "Zero Contact Elite Edition" NFT as: „an original generative [REMO x DCsan](#) 10-of-10 NFT, which represents the first steps in discovering the key to the ZC Universe. It's the first interactive NFT puzzle ever created. REMO & DCsan are generative crypto-pop artists who have presented NFT Collections on ArtBlocks, Foundation, Don't Buy Meme, and many others Platforms.“ Even if Zero Contact is not yet the holy grail of the future of film productions, he is still an important step in the right direction. I'm sure to see many more films next year that use a similar concept. Oh and unlike most NFTs, Zero Contact is on the CurrencyWorks blockchain which has its foundation on [Polkadot](#) Technology. Anyone who wants to read a good interview should get this one not to be missed [here](#) with Cameron Chell - the technical side can also be found there.



*I haven't talked to every studio out there, but it feels like every studio has talked to us, and has eyes on how this is going to work. There's definitely genuine interest in it.*

Cameron Chell

“They’re  
easily  
reproduced.”

KEANU REEVES ON  
NFTS



AMC ACCEPTS  
CRYPTOCURRENCIES



DECENTRALIZED  
PICTURES  
COPPOLA GOES  
BLOCKCHAIN



FUNKO GOES DIGITAL  
LIKE IT OR NOT -  
YOUR FAVORITE  
FUNKO LIKES CRYPTO

### What else...

Many more entertainment companies have immersed themselves in crypto. For example: DraftKings, Funko and Liquid Media with pop-cultural and sport-oriented NFTs. The increasing acceptance of crypto transactions by supporting industries likely to evolving relationships between studios, investors, and creators to lead.

### AMC nimmt Crypto-Währungen an:

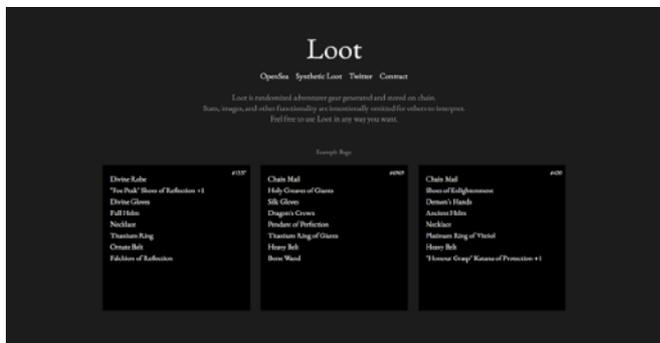
This is exactly what happened at AMC. The cinema chain AMC is now accepting crypto Currencies. AMC accepts Bitcoin, Ethereum, Litecoin and Bitcoin Cash. And recently also Dogecoin, one of Elon Musk's favorite coins (Bitcoin is the other). Bitcoin, which itself started as a meme token, first became significant through AMC and later in the year obtained by Tesla. Because even there you can now pay with Doge. Not a car, for that but Tesla merchandise. AMC itself certainly had several reasons for this step. On the one hand the pandemic is forcing cinemas into an unprecedented crisis. On the other hand hAMC has a special connection to the techie scene.

In January an army of traders from the Reddit forum [r /WallStreetBets](https://www.reddit.com/r/WallStreetBets) helped the stock of the near-bankrupt AMC to a meteoric rise. The same forum has become famous for the success story of GameStop. The army of traders destroyed countless great sharks of Wall Street speculators and were the reason for huge losses. It's a compelling David vs. Goliath story in which David - at least on some fronts - has won. AMC's stock has risen to 1,113% this year - and analysts see further profits thanks to the introduction of the crypto payment method in advance. Regal cinemas then joins AMC in November and now accepts bitcoin, dogecoin and will also enable its customers to pay with digital dollars and stablecoins, including USD-Coin, Dai and Gemini very soon. In addition, tokens such as LINK, ATOM and BAT are accepted. More cinema chains are sure to follow in 2022. (No financial or investment tips. Not here. Not anywhere in this paper.)

### Decentralized Pictures:

But Hollywood is not only busy with NFTs: The Coppola clan has adopted the blockchain. With "[Decentralized Pictures](#)". Co-founded by Roman Coppola and producer Michael Musante as well as technology Emmy winner Leo Matchett - and the Board of Directors, which includes directors Sofia and Gia Coppola - Decentralized Pictures has set itself the goal of solving the problem of gatekeepers in the film industry by handing the pitching process over to the community of filmmakers. Of course with their own token (FILMCredits). The mission in their own words: „Our mission is to support independent filmmaking and provide financial and filmmaking resources to two overlapping groups: burgeoning independent filmmakers and filmmakers from underserved and underprivileged communities. We will offer film financing awards to winners in the user community. Competitions with various levels of financing awards will initially be offered for proposed documentaries with social impact. DCP intends to expand to narrative filmmaking proposal submissions shortly. Users can apply for and submit project proposals to vie for each competition. The user community will review and rate those proposals, providing a wealth of opinion data that will determine the winner(s) of each award. In addition, finalists and winners for these competitions will be matched with DCP’s robust network of industry partners that will assist these aspiring filmmakers in realizing their films and launching their careers.“

That not only sounds exciting, it is. I was lucky to talk to the founders a few days ago - and they are living their mission. A mission that I fully subscribe to: Empower the Artist. A great concept and definitely worth it to support. (Again: no financial advise)



[Das Loot-Projekt](#): Ok, the Connection with the film industry is not easy to spot. Not yet.

The loot project started as a list Adventure objects as text. If you buy a Loot-NFT, you will receive a number of Objects as text. How were these Loot bags distributed? The inventor, [Dom Hofmann](#), listed them each the end of August on open-sea for free. You just had to pay transaction fees to mint them. However, there were no other details or information about them. Also no Web3 application (at least initially). As a little side note for everyone

who are only interested in the money side: The minimum price was 13.5 ETH! In December 2021.

„What the hell can owners do with these bags?“ you asking. Simple answer: Everything they want. You have full rights. And some have already written novels, painted pictures. Games invented, a token, and a short film coming up ... And why is that possible? because Dan Hofmann has given all rights of the IP away. Ok. Sound nice. But what does that have to do with film? Just imagine Marvel sells the rights to a supporting character, say Valkyrie, as a NFT - along with all the rights. If you buy the NFT you own it. The rights holder can now do whatever he wants with Valkyrie. Your own film, Games, etc ... The Loot-Bag universe would open up and find new fans. So what are you waiting for. Go and create your own IP, sell characters, storylines, etc ... and see how the universe changes through different artists. Dom Hofmann probably started the most exciting mind game in all of „Blockchain“.

### And what about 2022:

In 2021 we got a foretaste of how blockchain technology did advance several processes in the media and entertainment industry, especially content security, license and rights management, digital advertising and license distribution. With crypto and blockchain, the film and entertainment industries were ready to reinvent their business functions and make them safe, transparent and enable traceable transactions across the entire market. But still piracy and access will remain the biggest risks in 2022. Blockchain technology enables secure distribution of content (yes, as well as NFTs), and crypto-based investments. The independent filmmakers widely support the way media will be created and distributed with the help of this new technology. DeFi and NFTs for film financing. The year 2021 was just the beginning.

But let's look ahead: We can expect the global crypto and blockchain market in the media and entertainment industry increase by 2027 to 1,596.3 million US \$ compared to 466 million in 2020. We're seeing studio Executives and their tech fund managers interested in making blockchain / crypto acquisitions. Entertainment startups will consider the international distribution of films and products. Funding and investors are scarce in the independent film market are generally reluctant because of the high risk of such efforts. The implementation of NFTs and the democratization of development through crowdfunding is an opportunity for all artists but especially for the independent film landscape. Both for large production companies and for independent filmmakers allow crypto / blockchain investments more flexibility, reduced labor costs and streamlined production processes. By reducing the risk, Crypto creates more opportunities across the industry. We are facing a revolution in the financial sector (keyword: DeFi) and the film sector will feel that too. And just today Samsung announced, that they will integrate NFTs in their newest TV line-up. So long crypto fans. Hope you enjoyed this little summary.

