# WordProof ❤ Standards @ The Future Internet, Media & Big Data roundtable

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# In 1991, blockchain was invented for Timestamping.

## References

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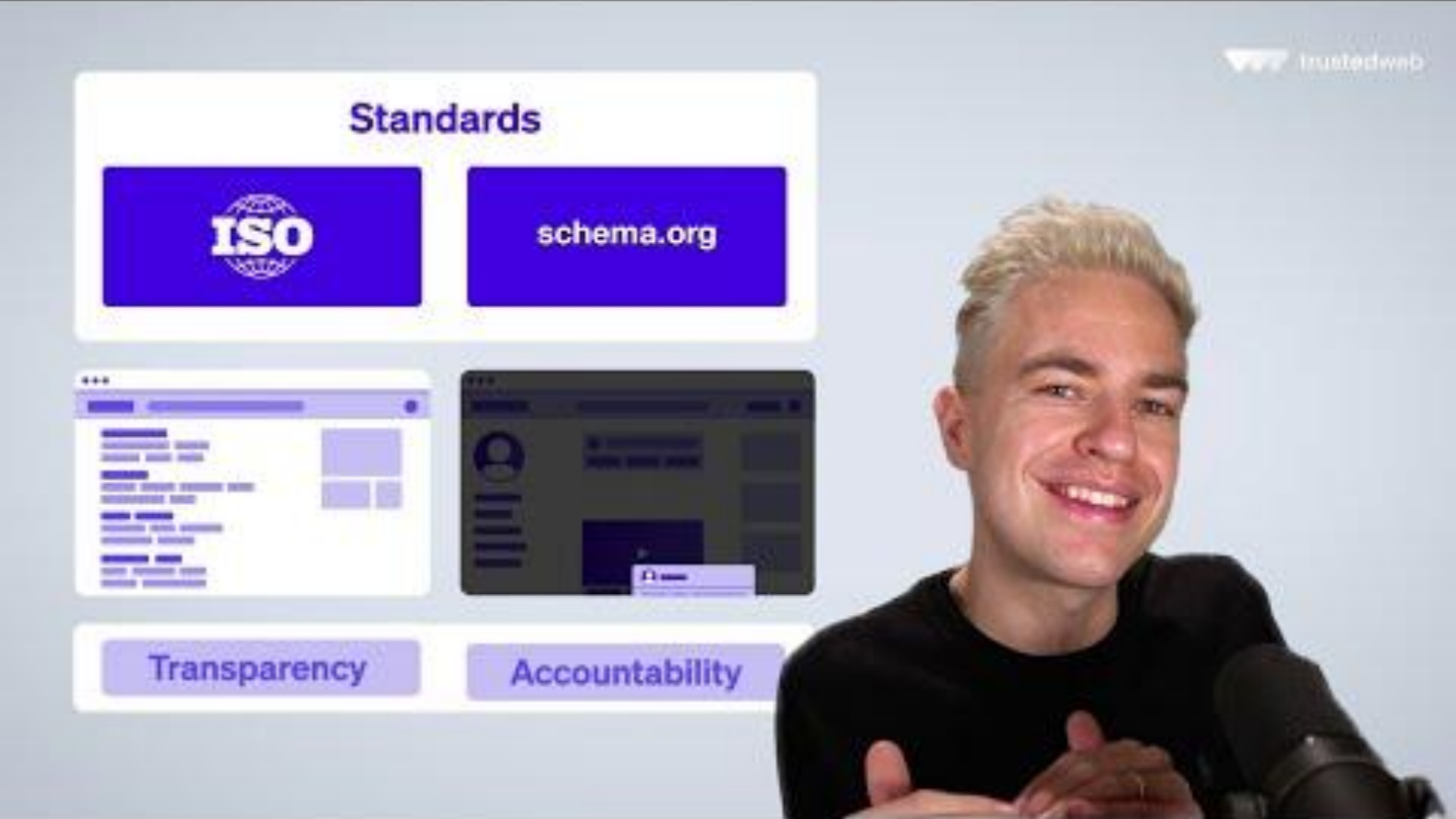
trustedweb
Standards
ISO
schema.org
Transparency
Accountability

**In five years from now,**
**if you don't timestamp your articles on the blockchain, you're going to be considered a fraud.**

Brendan Blumer
Co-Founder & CEO Block.One

# WordProof Policy Framework

A **truthful internet**
makes a **trustworthy society**

trustedweb

## Unregulated Internet

- Law of the jungle

## GDPR

- Makes organizations more responsible for their user's privacy
- Gives citizens more rights regarding their personal data

## Trusted Web

- If information impacts lives, citizens deserve **transparency**
- If information impacts lives, citizens deserve a sender to take **accountability**
- Through the holistic **Timestamp Ecosystem**

WordProof

This content is WordProof

## Content has not changed since the last timestamp

Not the website nor a third party has modified the content of this page since it was last timestamped on the blockchain.

> Why is this important?

Last edit on October 9, 2019 at 3:12 pm

## Discover how this content changed over time

Because this website timestamps every revision on the blockchain, you can compare the different versions.

> View previous versions

← Previous

Browse through previous versions

first timestamp 12/24/2019 at 12:37:33 PM

recent 1/8/2020 at 3:03:55 PM

tps://www.youtube.com/watch?v=ClMeanZtISs Here's a fully searchable transcript of the firesi de chat, discussing: WordPress' Marketshare a nd EcosystemBe Independent, Own Your Desti nationOpen-source Eventually Dominates the Sectors it EntersRegulationsMonopoliesDistrib uted WorkQ: I'm delighted to be here to speak with Matt Mullenweg who has had a huge impa ct on the development of the web over the last decade. WordPress was one of the seminal pu blishing tools that really drove a lot of innovati

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Explanation | Timestamp check | Raw input | View on Blockchain

# WordProof

## WordProof in Numbers

**2.850.000+**

**Unique Timestamps** by quality news outlets alone.

**150M+**

**Unique page views**, showing a link to WordProof's Timestamp Certificate. *

**3.000+**

**Developers** attended the offline **WordProof Keynotes**.

**50.000+**

**Views** of **YouTube** video's mentioning WordProof.

**1.053**

**Unique users** of WordProof Timestamp.

**50+**

**Conferences**, in **Europe, Asia and the U.S.** Represented with a keynote or merchandising.

**275+**

**WordProof Community members**.

# WordProof's use-cases

**... which already resulted in agreements with leading publishers, search engines, and A-brands.**

- Leading Dutch Publisher DPG Media adopted WordProof in 2020 for its hyperlocal title IDB, 150K articles timestamped.
- Leading Dutch Publisher NRC (part of Google News' Global GNI initiative) timestamped 2,5M articles in Q1 '21.
- Dutch municipality of Utrecht (#4 in size) wants to implement WordProof as an addition to its Freedom of Information Act-process.
- Wouter Meeuwisse (SaaS entrepreneur) won a fight over a $20K invoice that had to be paid by his customer. Without a lawyer, because of his timestamped T&C.

TRUST - TRANSPARENCY - ACCOUNTABILITY - DECENTRALISATION

## Industries — NEED

| | |
|---|---|
| Authorities | Education |
| Political/NGO's | Corporate |
| Legal/Finance | Media |
| Health | E-commerce |

## Partners — PUSH

| | |
|---|---|
| App Stores | Open Source Communities |
| Affiliates | Hosting Companies |
| Resellers | Agencies |

## Consumers

## Education — INTEREST

| | |
|---|---|
| Interested Individuals & Youth | Blockchain Users |

## Platforms

- Content Management Systems: WordPress, Joomla!
- E-commerce: lightspeed, Magento, WooCommerce
- Tools for Social Media: Instagram, Facebook, Twitter, YouTube, Medium
- API: WordProof
- Browser Plugins: Chrome, Firefox, Brave

"Try WordProof" Tool

## Tier Level 1 2 3 4 5 6

### Timestamp

**Manually**
- Blockchain account
- Configured wallet
- Manually signing transactions

**Automatically**
- Automated Timestamps
- Special Permissioned Key
- Content, Reviews, Products, Contracts, Videos

MULTI SIGN

Tier Level 1-6

**Blockchain Certificate**

d6a4f1c3e8d11e60924cd888759282b
c0ded297a20a12a0011fc10cd2f0e738

VIA EMAIL | ON WEBSITE | IN BLOCKCHAIN

## EU Directives and Regulations

- Copyright Directive — Article 11: "Link tax"; Article 13: "Upload filter"
- Consumer Rights Directive & GDPR
- UN Sustainable Development Goals

## Verification

- Humans
- Social Media
- Search Engines
- Browsers

Plagiarism tool

Revision tool

EOS.IO Blockchains

Other Blockchains

# **Importance** per Stakeholder

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| | |
|---|---|
| Consumers | **Demand** transparency & accountability for information that impacts their lives<br>*"I **deserve** the Trusted Web"* |
| Site Owners | Start **timestamping** today<br>*"I **Change the world with my website** while enjoying massive benefits too!"* |
| Search & Social | **Reward** Timestamps<br>*"A **higher quality result**"* |
| Governments | **Require** transparency & accountability<br>*"A truthful internet makes a **trustworthy society**"* |
| Advertisers | **Demand** Brand Safety from the places where they advertise.<br>*"I wish to **advertise** my brand **near quality content**. Finally I have **control**."* |

# **Standardization** leads to Adoption

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| | |
|---|---|
| ISO | ISO TC307 WG6<br>*With Fiona and team* |
| Schema.org | Making timestamps part for Structured Data / Schema.org, the language that Search Engines and Social Media Platforms. See Issue 2756. |
| SSI / Verified Credentials | For DLT Identity, outputting through Structured Data / Schema.org. |
| Open Timestamps | |
| Dublin Core | |

# Let’s get in touch!

WordProof is the market leader in content timestamping, integrating with CMSes, webshops and we have an API.

- A demo is available on our site: WordProof.com.
- Educational video on TheTrustedWeb.org.

**Let’s build the *Trusted Web*, together!**

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WordProof trustedweb

- Team: 8 fte. dev, bus dev, policy, communications
- >10 million pageviews / month serve timestamps

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yoast

Winners of **Europe’s *Blockchains for Social Good* contest**: € 1 million.

Founders of **Yoast SEO** (>11 million websites use their software for Search Engine Optimisation) are **investors** and **actively involved**.