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

Sebastiaan van der Lans
Founder & CEO WordProof
Chairman Trusted Web Foundation
Sebastiaan@wordproof.com
+31 6 4265 7349
In 1991, blockchain was invented for Timestamping.

References


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

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

Law of the jungle

Makes a truthfull, trustworthy society.
**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**

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

Recent timestamp: 1/8/2020 at 3:03:55 PM

https://www.youtube.com/watch?v=CMsZTis5s
Here’s a fully searchable transcript of the fireside chat, discussing: WordPress’ Marketshare and Ecosystem
EntersRegulationsMonopoliesDistributedWorkQ: I’m delighted to be here to speak with Matt Mullenweg who has had a huge impact on the development of the web over the last decade. WordPress was one of the seminal publishing tools that really drove a lot of innovation.
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 stamped.

Leading Dutch Publisher NRC (part of Google News’ Global GNI initiative) stamped 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.
**Importance per Stakeholder**

**Consumers**
Demand transparency & accountability for information that impacts their lives
“I *deserve* the Trusted Web”

**Site Owners**
Start **timestamping** today
“I *Change the world with my website* while enjoying massive benefits too!”

**Search & Social**
**Reward** Timestamps
“A *higher quality result*”

**Governments**
**Require** transparency & accountability
“A *truthful internet makes a trustworthy society*”

**Advertisers**
**Demand** Brand Safety from the places where they advertise.
“I wish to *advertise* my brand *near quality content*. Finally I have *control.*”
Standardization leads to Adoption

ISO

ISO TC307 WG6

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](http://WordProof.com).

Let’s build the Trusted Web, together!

Co-funded by the Horizon 2020 programme of the European Union

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.