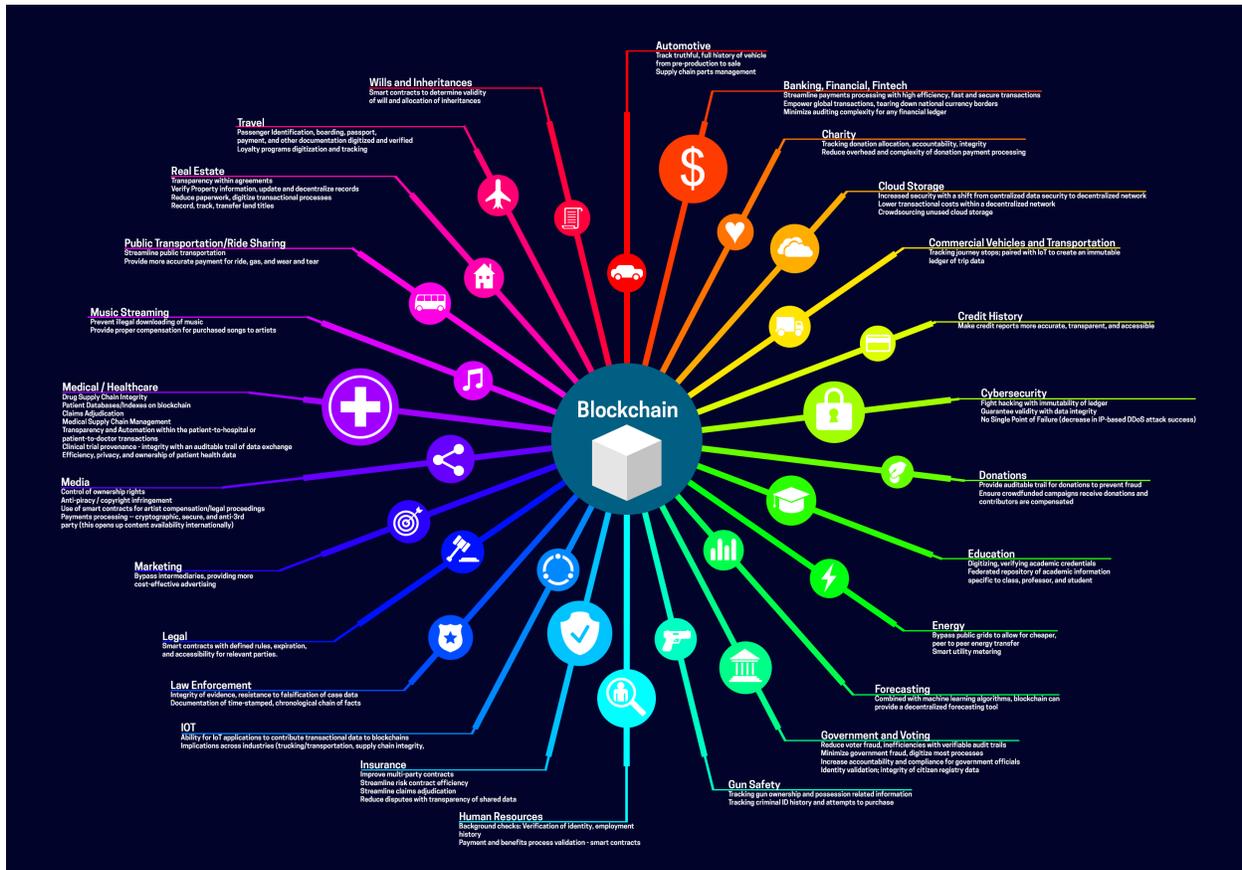


POPOLOGY® is an intelligent property rights and payment platform, sourcing intelligent software and blockchain that goes well beyond any social media platform for digital security.

POPOLOGY® & the POPsphere™ facilitates exchanges of users' progressively perfecting data assets to denote their authentic popular in a trusted, audited, and decentralized manner, in there own POPcast™



Top 10 Companies That Have Already Adopted Blockchain

- FedEx. FedEx is one of the world's biggest logistics management companies and handles billions of dollars worth of cargo every year. ...
- Burger King Russia. Fast-food giant Burger King has launched its crypto-currency token in Russia, called WhopperCoin on the Waves platform. ...
- Microsoft. ...
- Overstock. ...
- IBM
- MasterCard
- Bank Of America

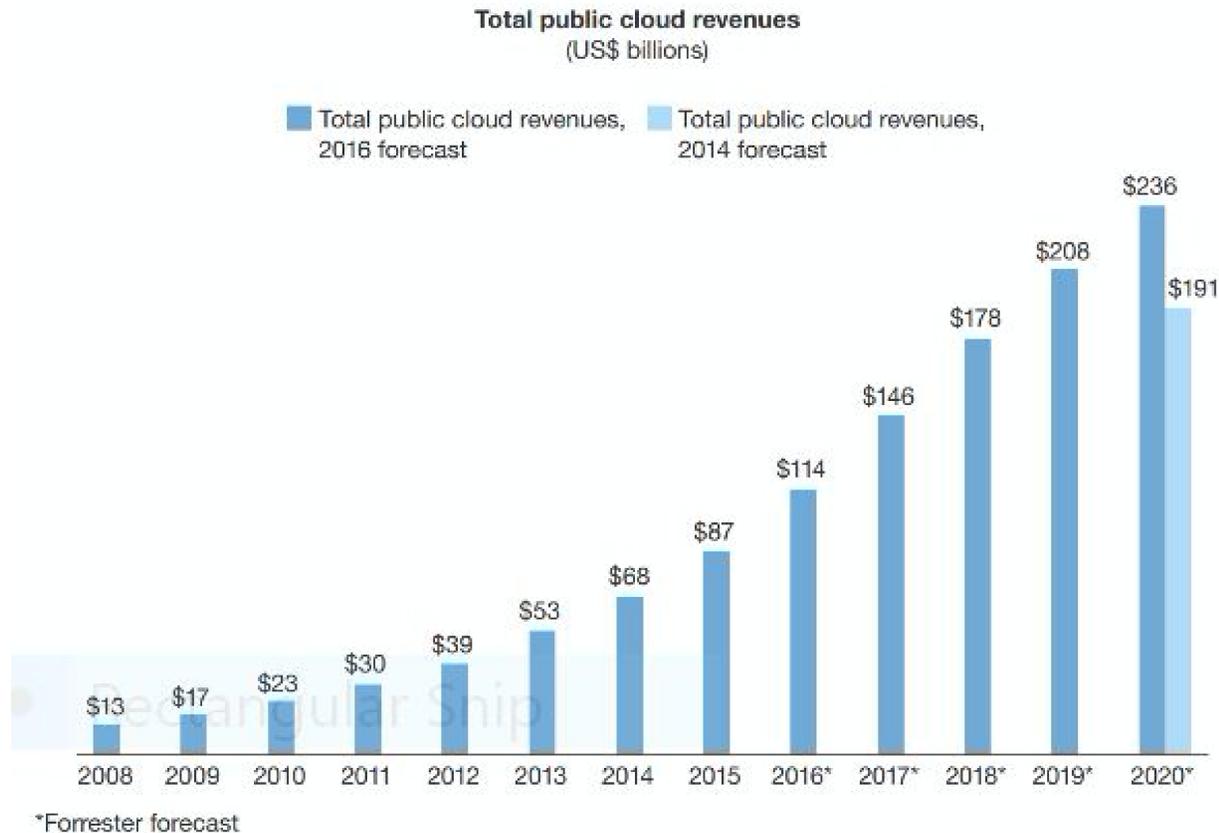
BLOCKCHAIN & Decentralized Digital Rights

Decentralized consensus has therefore been claimed with a **blockchain**.

Blockchain was **invented** by a person (or group of people) using the name Satoshi Nakamoto in 2008 to serve as the public transaction ledger of the cryptocurrency bitcoin. The identity of Satoshi Nakamoto is unknown.



1-1 | Global public cloud purchases will be \$236 billion in 2020, 23% higher than our 2014 forecast



Cloud storage is a model of **computer data storage** in which the **digital data** is stored in logical **pools**. The **physical storagespans** multiple **servers** (sometimes in multiple locations), and the physical environment is typically owned and managed by a **hosting** company. These cloud storage providers are responsible for keeping the data **available** and **accessible**, and the physical environment protected and running. People and organizations buy or lease storage capacity from the providers to store user, organization, or application data.

Cloud computing is believed to have been invented by Joseph Carl Robnett Licklider in the 1960s with his work on ARPANET to connect people and data from anywhere at any time.^[1]

In 1983, **CompuServe** offered its consumer users a small amount of disk space that could be used to store any files they chose to upload.^[2]

In 1994, **AT&T** launched PersonaLink Services, an online platform for personal and business communication and entrepreneurship. The storage was one of the first to be all web-based, and referenced in their commercials as, "you can think of our electronic meeting place as the cloud."^[3] **Amazon Web Services** introduced their cloud storage service **AWS S3** in 2006, and has gained widespread recognition and adoption as the storage supplier to popular services such as **SmugMug**, **Dropbox**, and **Pinterest**.



Industry Need

The increasing need of digital rights management solutions and their losses in the commercial sector is driving the digital rights management platform for POPOLOGY®. The POPsphere™ Workspace is for a digital rights management solution to offer many and various benefits to the Library / Catalogue Owners sector, such as data encryption, secure monthly payments, access to decentralized ledgering & reports on authorized personnel's individual tablets and smartphones, etc. POPOLOGY® Universe is focusing on using these solutions to secure content data & crypto earnings, along with identifying and preventing data thefts. Major market players, such as UMPG, are offering Micro-Licensing libraries to POPOLOGY® in experiencing the technology demo we have assembled, & filed utility patent to our collaboration network venture. Our software and services form the component segment towards reclaiming a profitable marketplace for the global digital rights management industry. Our software segment of POPOLOGY® Universe is expected to grow at a significant rate in the upcoming years, due to the rising adoption of combined cloud & blockchain technology in various sectors.

The U.S. media and entertainment (M&E) industry is the largest in the world. At **\$717 billion**, it represents a third of the global M&E industry, and it includes motion pictures, television programs and commercials, streaming content, music and audio recordings, broadcast, radio, book publishing, video games, and ancillary services and products.

The U.S. industry is expected to reach more than \$825 billion by 2023, according to the 2018-2023 Entertainment & Media Outlook by PriceWaterhouseCoopers (PwC).

Estimated Economic Impact of Global Digital Piracy on the U.S. Economy Annually

Lost output of U.S. digital media industries and retail 2005 (of digital media industries, supplier companies, and retail), **\$25.6 billion**

Lost U.S. jobs 2005 (in digital media industries, supplier companies, and retail), **373,375**

Lost wages of U.S. workers (in digital media industries supplier companies, and retail), **\$16.3 billion**

Lost taxes at federal, state, and local levels (Income, sales, and other business taxes), **\$2.6 billion**

Source: Siwek, Stephen E. "The True Cost of Copyright Industry Piracy to the U.S. Economy." *Institute for Policy Innovation*. Oct. 2007. URL: <http://www.ipi.org>