

How Europe Will Lead the Trusted Web @ Media4Europe



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



schema.org



trustedweb



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Standards



schema.org



Transparency

Accountability



In 1991, blockchain was invented for Timestamping.

What is Hashing and what is a Timestamp?



W WordProof Academy

References

- [1] W. Dai, "b-money," <http://www.weidai.com/bmoney.txt>, 1998.
- [2] H. Massias, X.S. Avila, and J.-J. Quisquater, "Design of a secure timestamping service with minimal trust requirements," In *20th Symposium on Information Theory in the Benelux*, May 1999.
- [3] S. Haber, W.S. Stornetta, "How to time-stamp a digital document," In *Journal of Cryptology*, vol 3, no 2, pages 99-111, 1991.



W

**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

Trusted Web Policy Framework

A truthful internet
makes a trustworthy society

Article: [Will Europe Lead the 'Trusted Web' after GDPR?](#)



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**



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

Website to a community to social network. It's a fully searchable transcript of the first de chat, discussing: WordPress' Marketshare and Ecosystem Be Independent, Own Your Destination Open-source Eventually Dominates the Sectors it Enters Regulations Monopolies Distributed WorkQ: 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 innovati

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

Website to a community to social network. It's a fully searchable transcript of the first de chat, discussing: WordPress' Marketshare and Ecosystem Be Ecosystem An Independent Platform, to Own Your Destination Open-source Eventually Dominates the Sectors it Enters Regulations Monopolies Distributed Enters Regulations WorkQ and Monopolies Distributed WorkWordPress' Marketshare and Ecosystem Q: I'm delighted to be here to speak with Matt Mullenweg who has had a huge impact on the developm



Explanation



Timestamp check



Raw input



View on Blockchain



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.



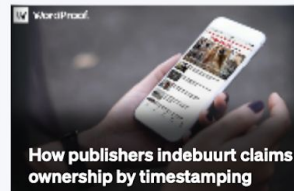
Leading Dutch Publisher NRC (part of Google News' Global GNI initiative) timestamped 2,5M articles in Q1 '21.



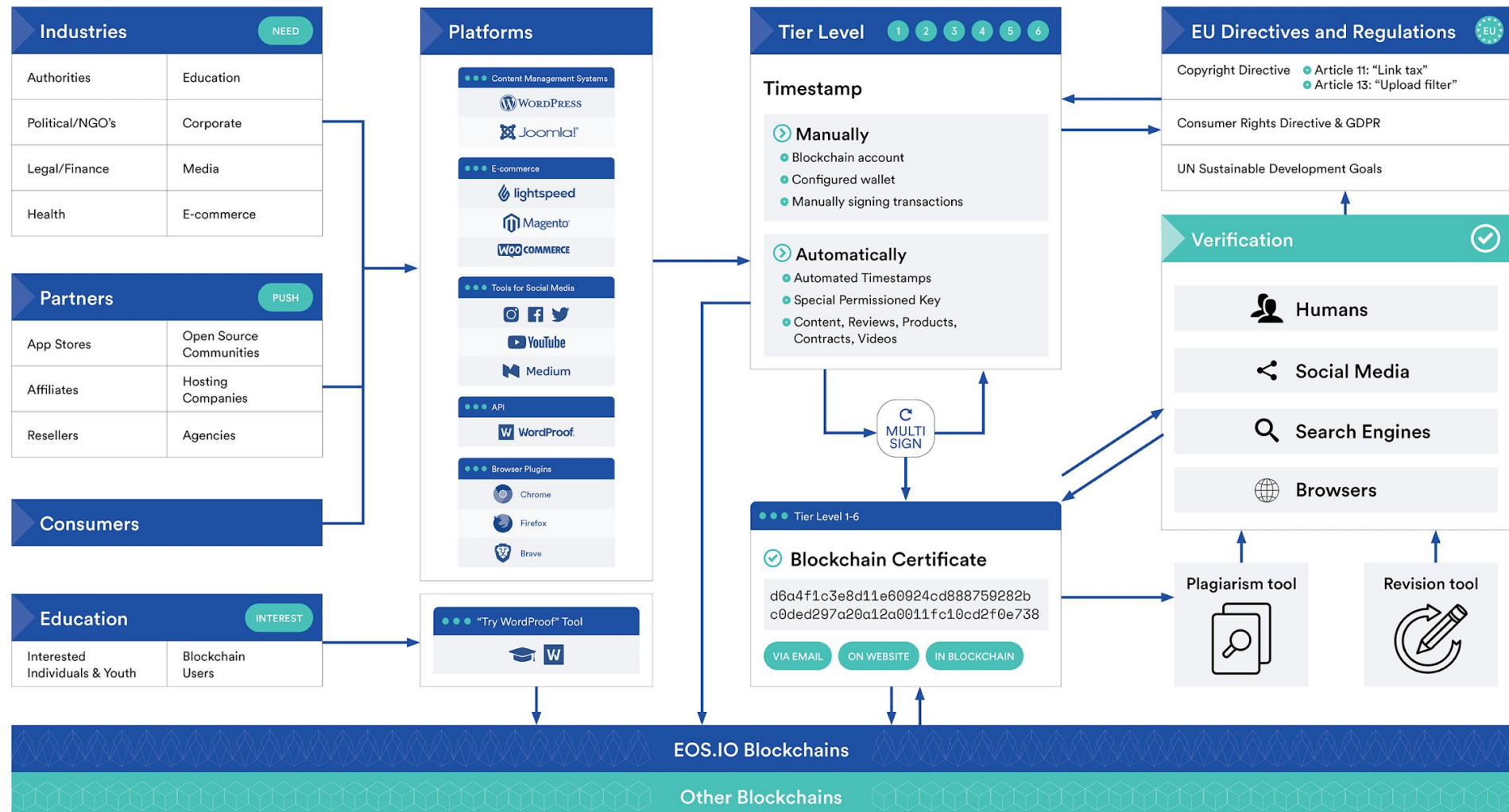
Dutch municipality of Utrecht (#4 in size) wants to implement WordProof as an addition to its Freedom of Information Act-process.



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



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.
- Educational videos 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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Winners of **Europe's Blockchains for Social Good** contest: € 1 million.

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

