



International Conference on Social Sciences in the Modern Era

21 – 23 February 2024

Birmingham, United Kingdom

Investigating The Utilisation of Blockchain Technology in Broadcasting for Transparent Content Distribution in South Africa

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Abstract

This study investigates the utilisation of blockchain technology in broadcasting for transparent content distribution in South Africa. The problem addressed is the lack of transparency and accountability in the current content distribution systems, leading to unfair practices and revenue discrepancies. The objective of this study is to explore how blockchain technology can be employed to ensure transparent content distribution and enhance trust among broadcasters, content creators, and consumers. The study adopts a qualitative research approach, focusing on in-depth interviews with key stakeholders in the broadcasting industry, including broadcasters, content creators, regulatory bodies, and technology experts. Theoretical underpinnings from literature are used to inform the interview questions and guide the analysis of the data. The significance of this study lies in its potential to shed light on the practical considerations, challenges, and opportunities of implementing blockchain technology in the broadcasting sector of South Africa. It contributes to the existing body of knowledge by providing insights into the specific context of South Africa and the unique challenges faced by the industry in the region. The major results of this study highlighted the potential benefits of blockchain technology in content distribution, such as improved transparency, enhanced security, and reduced intermediaries. The findings also revealed the practical challenges and considerations that need to be addressed for successful implementation. This study demonstrated the viability of blockchain technology for transparent content distribution in the broadcasting sector of South Africa. By addressing the problem of transparency and accountability, blockchain has the potential to transform the industry and create a more equitable ecosystem.

Keywords: Blockchain technology, Broadcasting, Content distribution, Transparency, South Africa

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