

# valunode

## Profile

**valunode** facilitates copyright protection and content monetization by building an [innovative marketplace for verifiable rights data](#). The data marketplace enables rights holders to declare their creative works, establish their rights across sectors, channels and jurisdictions, and receive registration certificates of machine-readable rights data. The data marketplace also allows online platforms and other rights users to retrieve and process the accurate and interoperable information necessary for licensing, distributing, and remunerating digital media.

**valunode** Open Rights Data Exchange is based on the Open Rights Data Framework co-developed with the [Copyright Infrastructure Task Force](#) set up by the governments of Estonia and Finland. It will be provided as a data intermediation service regulated by the [EU Data Governance Act](#).

**valunode** emerged from research on rights data conducted by [Philippe Rixhon](#) and his associates. In the study [Copyright and New Technologies](#), published by the European Commission, they outlined a framework of open standards and emerging technologies to ground a copyright infrastructure for the digital era – a key step of the [Action Plan on Intellectual Property](#). In [Enabling the Internet of Value](#), published by Springer, they showed how the tokenisation of media assets can bring new opportunities to the creative industries. At ISO, they are working on the [standardisation of copyright declarations](#).

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