

Web3

NTT DATA

FUTURE AT HEART

Be the owner of your data, identity and assets

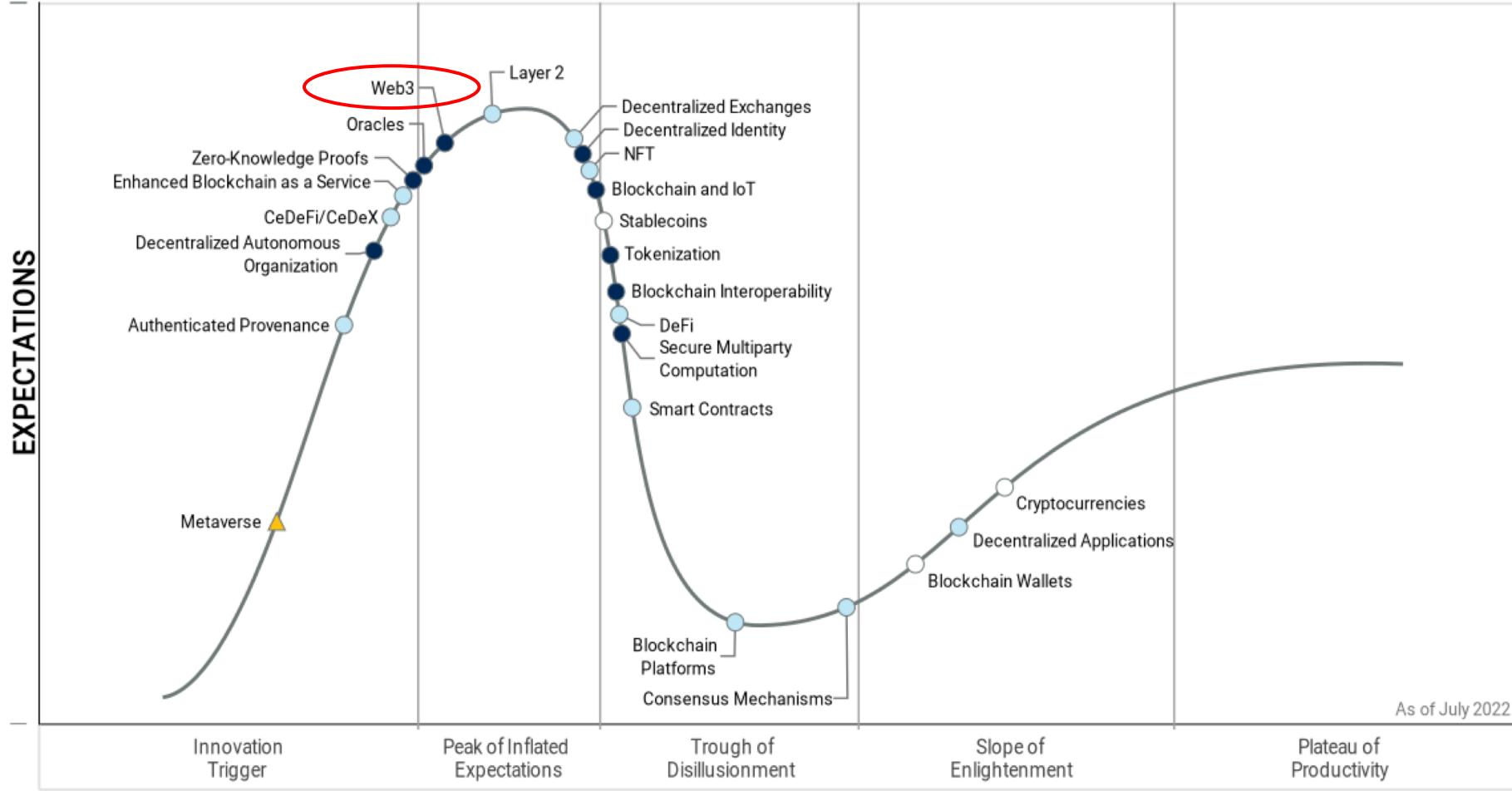
Participate in the governance of the services you use

Be rewarded because of the value you add to the service

Don't rely and give all your data to one company

Topics: Blockchain, Crypto, NFT, Metaverse, DAO, DeFI, etc

WEB3 IS ENTERING IN THE HYPE IN BLOCKCHAIN HYPE CYCLE



Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ✗ Obsolete before plateau



- **Governance (application):** Everything decided by the BigTech company (Es. Facebook, Youtube, Spotify, etc).
 - A company can decide to change algorithms, ban accounts, destroying the business of the ones that are relying in the service, no direct involvement of the users in the governance decisions.
- **Infrastructure:** Cloud hosted and centralized infrastructure.
 - All the data is in one place, with risks of data leakage
- **Assets:** All assets are only valid in the centralized service, no interoperability.
 - The existance of the assets relies in the centralazied service, and is usable only inside the service.
- **Users participation:** Services are offered for free or with subscription. Companies are earning money with the data collected and with advertising.
 - Users don't earn (e.g. revenue sharing) from the data they are providing, all the revenues goes to the centralized service. Contect creators earn money only if they have huge volumes (e.g. users or views)
- **Wallet:** The wallet and authentication is always intermediated by the centralized service (Es. Login with Google, Facebook, etc)



- **Governance (application):** Managed by a distributed and open source community, that maintain the source code, decide improvements, vote and validate the transactions.
 - Everyone can participate
- **Infrastructure:** A peer-to-peer infrastructure with no single server, managed by the community
 - Everyone can host a node and participate to the infrastructure.
- **Assets:** Possibility to create and own tokens managed in the p2p infrastructure.
 - Everyone can own assets that are always available and managed by the p2p infrastructure.
- **Participation reward:** The participation to the maintenance of the infrastructure is rewarded with a token (Es. Bitcoin)
 - Users are rewarded because of their participation in the infrastructure (e.g. mining, token creation, etc)
- **Wallet:** Managed by the user without a 3rd party.
 - No third party to rely, to authenticate.

LET'S MOVE A WEB2 COMPANY TO WEB3



- **Governance (application):** An open community of artists and users participate in the decisions of the streaming platform.
- **Infrastructure:** a p2p streaming audio platform, where users are also streaming music to other users, for example with streaming servers in their homes.
- **Assets:** Every song, album is managed by an NFT, that encodes all the intellectual property, and also the revenue sharing rules.
- **Participation reward:** Users can earn tokens if they provide streaming servers. Tokens can be used to vote in the governance and to pay the subscription to listen music.
- **Wallet:** The wallet used to access the service is Metamask (a web3 wallet), and you can pay the service using cryptocurrencies, as well as own the NFTs and any asset managed in the service.

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GRAZIE.

**FUTURE
AT HEART**