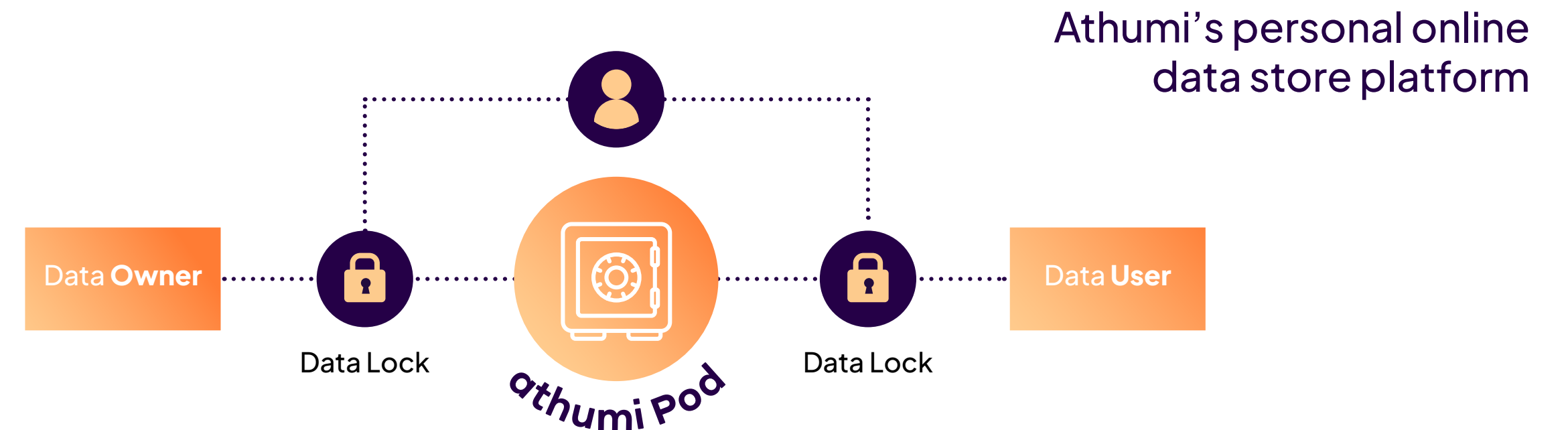


# Solid4Media

## Introduction to Solid technology

Solid-vault technology is an integral part of the toolbox Athumi uses to make sharing personal and confidential data easier and more secure.

A **Personal Online Datastore** (Pod) allows citizens to store this data securely and to decide which applications can access specific pieces of information in exchange for value-added services. Since individuals can also choose to withdraw this access at any time, people regain control over their own data.



## Project overview and implementation

In the Flemish media project Solid4Media, Athumi leverages its expertise in providing decentralized access to data through Pods. We support the implementation of best practices in both infrastructure and governance. Technically, we set up a sandbox environment, which is a test setting that allows all parties to work with the Pods.

Additionally, we contribute to the vision and strategy for establishing a data ecosystem for Flemish media stakeholders, including defining the roles and responsibilities necessary to build smooth collaboration.

## Added value of Athumi

This project serves as a living lab, where we work with partners to explore how Pods can contribute to improved services in the media landscape based on a forward-looking, decentralized infrastructure. We focus on several key questions:

- ✓ How can we increase user trust by giving them more control over their data?
- ✓ How can we provide better recommendations based on user interests?
- ✓ What is the added value of a family Pod?

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## Challenges and solutions



### Ease of use

Solid vault technology is new. A key pillar of this project is creating an intuitive user experience. Simplicity is essential to onboard all media stakeholders effectively.



### Security

Security is also a major factor: Pods will contain personal data and therefore must meet strict security requirements.



### Family and friends

Media is not only consumed individually; there are often family viewing and listening habits, or friends who engage with certain media in groups. How can the power of a Pod, which starts from an individual, be harnessed to enhance shared experiences?



## Timing

The living lab project runs from 2024 to 2027:

### SPRING 2024

Technical testing for setting up the sandbox environment

### SUMMER 2024

Beta testing with select groups of end users

### JANUARY 2025

Launch

Simultaneously, the governance aspect will be continuously developed.