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**Publica Announces Proof of Concept of its Blockchain-powered Platform for the Publishing Industry.**



**Gibraltar, Gibraltar:** Publica.io raised \$1 Million in its ICO and now is going to develop a platform for authors to disrupt a multibillion-dollar publishing market.

Often referred as “Ethereum for books”, the project is designed to make it easier for authors to sell their books online and raise funds for future books by running their own “Book ICOs” with Publica.

“Book launches at Publica aren’t business-as-usual,” said Publica CEO Josef Marc. “For authors they’re about money straight to their wallets and this proof of concept shows how that works. For readers they’re about curiosity, fun, book-talk, and rallying around a favorite author or book. For podcasters, YouTubers, and bloggers, they’re a dream come true for engaging their own audiences in the topics they broadcast about.”

Publica’s platform is leveraging blockchain technology and smart contracts to make it possible for self-publishing authors to sell digital keys (access) to their ebooks themselves, without signing contracts and giving away intellectual property rights or a large part of the revenue to publishers or centralized marketplaces like Amazon.

The platform will also allow authors to fund their books. The same way as Publica reached out to its community and raised funds for the project, self-publishing authors will be able to run their own ICOs and crowdfund their future books. The platform will empower authors to receive a cash advance AND keep their freedom.

## **Not only to authors but also to readers.**

Publica is giving freedom not only to authors but also to readers. By using Ethereum based ERC20 token as a key to digital content instead of an EULA, Publica is changing the way how digital books are used. After purchasing a book with READ tokens, users will have unlimited access to the content, that can’t be revoked. Exactly as if you are buying a paper book!

Publica COO Antons Sapriko explained: “Even Jeff Bezos said in a letter to the Authors Guild that people understand book ownership. Buy, lend, give, sell, everyone understands that. EULA’s were imposed on Amazon by a few publishers long ago. Now with Publica’s blockchain-centric technology, ebook ownership is real.”

To prevent copyright infringement and pirating, Publica’s e-reader app will confirm ownership of digital ebook keys to make sure that only actual token holder can access the content.

## **First prototype**

Just a few weeks after the token sale Publica team announced the platform's first proof of concept presentation. Publica's development team will present the project's lifecycle - issuing tokens, running book ICOs, deploying smart contracts, paying for READ tokens in PBL, publishing a book, accessing it as a rightful READ token holder, and no longer accessing it if you sell it to somebody else.

## Marketing

Publica has announced its partnership with the Alliance of Independent Authors (ALLi), Norwegian startup BoldBooks.no, as well as Publica.la, a digital publisher in the Latin language market.

Learn more about Publica at - <https://publica.io>

Telegram Group: <https://t.me/publicaofficial>

Telegram Announcement Channel: <https://t.me/publicaio>

Blog: <https://medium.com/publicaio>

Bitcointalk ANN: <https://bitcointalk.org/index.php?topic=2079885.0>

Facebook: <https://www.facebook.com/OfficialPublica>

Twitter: <https://twitter.com/PublicaIO>

Reddit: <https://www.reddit.com/r/publicaio/>

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Link to bio photo Josef Marc: [goo.gl/en6oFd](https://goo.gl/en6oFd)

Link to bio photo Antons Sapriko: <https://goo.gl/NSEn1c>

Link to media kit images: <https://goo.gl/bGBufV>