

Media3 Labs Announces Patent-Pending Media Tokenization Technology and Shift to Base Network

Media3 Labs is at the Intersection of Media and Technology

New York City, New York Feb 20, 2024 ([Issuewire.com](https://www.issuewire.com)) - In a bold move underscoring its commitment to innovation in the digital media landscape, Media3 Labs, the creators of the pioneering podcast platform, Scoop3, today announced its transition to utilizing the Base network, Coinbase's highly touted Ethereum Layer-2 solution. This strategic shift is accompanied by the unveiling of a patent-pending design streamlining the process of tokenizing media, setting a new standard for multimedia releases and value exchange in the industry.

Scoop3's utilization of the Base network enables the platform to offer faster, more efficient, and cost-effective media solutions. This enhancement is pivotal for Scoop3's highly anticipated ecosystem, which rewards listeners with loyalty badges for consumed content, now to be powered by the Base network, widening its scope and reach for utility and integrations.

"Our collaboration with Base and the development of our patent-pending tokenization process are game-changers for the media world," said David Kermaani, CEO of Media3 Labs. "These advancements not only elevate the user experience but also provide unprecedented opportunities for content creators to monetize and engage with their audience on a deeper level."

The patent-pending technology developed by Media3 Labs simplifies the tokenization of media, allowing for a more intuitive and accessible way for creators to issue digital assets and rewards. This innovation promises to unlock new avenues for content monetization and listener engagement, further distinguishing Scoop3 as a leader in the technology media sector.

"By leveraging our tokenization methodology, we are poised to redefine what is possible in the realm of digital media," Kermaani added. "Our technology is not just a step forward for podcasting but a leap forward for the entire digital content ecosystem."

Media3 Labs invites investors, content creators, and the tech community to join them in this exciting new chapter. With its cutting-edge technology and strategic partnerships, Scoop3 is well-positioned to lead the charge in the evolving landscape of digital media and blockchain technology.

For more information about Scoop3 and the innovative strides being made by Media3 Labs, please visit <https://media3labs.com>.

About Media3 Labs: Media3 Labs is a visionary tech company at the intersection of media and blockchain technology. Through its flagship platform, Scoop3, Media3 Labs is committed to enhancing the media consumption experience by integrating innovative solutions that activate audiences and empower creators. With a focus on cutting-edge technology and user-centric design, Media3 Labs is paving the way for the future of digital media consumption.

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