

# Módulo 1

**Socialize key words about**

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"Video Streaming And  
Blockchain: A Tale of Two  
Paradigm Shifts"**



# 1. Video Streaming:

## Definition:

Process of transmitting video content over the internet, allowing users to watch videos in real-time without downloading them.



# 2. Blockchain:

## Definition:

A decentralized digital ledger technology that records transactions across multiple computers in a way that is transparent, secure, and immutable.

# 3. Decentralization:

## Definition:

The distribution of power and control away from a central authority or entity, often leading to increased transparency, security, and democratization of processes.







## 4. Smart Contracts:

### Definition:

Self-executing contracts with the terms of the agreement directly written into code, automatically enforcing and executing actions when predefined conditions are met.

## 5. Micropayments:

### Definition:

Small financial transactions, often involving tiny amounts of money, facilitated electronically, particularly well-suited for digital content purchases or services.



## 6. Content Distribution Networks (CDN):

### Definition:

A network of servers distributed geographically to deliver digital content, such as videos, efficiently to users based on their location, reducing latency and improving performance.



## 7.Digital Advertising:

### Definition:

Advertising delivered through digital channels, such as websites, social media, and streaming platforms, often using targeted and personalized approaches based on user data and behavior.

