

# Trusted Web & WordProof @ NGI Forum 2021



Co-funded by the Horizon 2020 programme  
of the European Union



schema.org



W3C®



**Sebastiaan van der Lans**

Founder & CEO **WordProof**

Chairman **Trusted Web Foundation**

[Sebastiaan@wordproof.com](mailto:Sebastiaan@wordproof.com)

+31 6 4265 7349



# In 1991, blockchain was invented for Timestamping.

What is Hashing and what is a Timestamp?



**W** WordProof Academy

## References

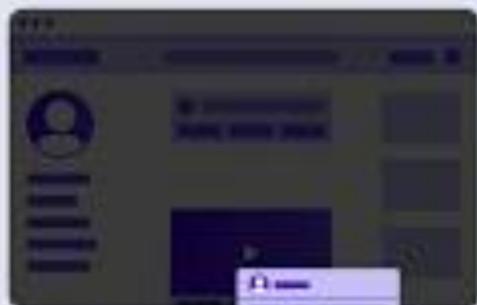
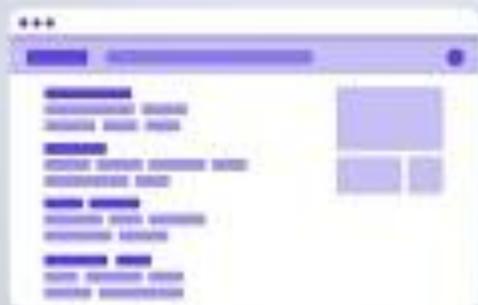
- [1] W. Dai, "b-money," <http://www.weidai.com/bmoney.txt>, 1998.
- [2] H. Massias, X.S. Avila, and J.-J. Quisquater, "Design of a secure timestamping service with minimal trust requirements," In *20th Symposium on Information Theory in the Benelux*, May 1999.
- [3] S. Haber, W.S. Stornetta, "How to time-stamp a digital document," In *Journal of Cryptology*, vol 3, no 2, pages 99-111, 1991.



## Standards



schema.org



Transparency

Accountability



trustedweb



Sebastiaan van der Lans,  
Chairman Trusted Web Foundation

**In five years from now,  
if you don't timestamp your  
articles on the blockchain,  
you're going to be  
considered a fraud.**



Brendan Blumer

Co-Founder & CEO Block.One

# WordProof Policy Framework

A truthful internet  
makes a trustworthy society



Unregulated  
Internet

- Law of the jungle

GDPR

- Makes organizations more responsible for their user's privacy
- Gives citizens more rights regarding their personal data

Trusted Web

- If information impacts lives, citizens deserve **transparency**
- If information impacts lives, citizens deserve a sender to take **accountability**
- Through the holistic **Timestamp Ecosystem**

Content has not changed since the last timestamp  
Not the website nor a third party has modified the content of this page since it was last timestamped on the blockchain.

> Why is this important?

Last edit on October 9, 2019 at 3:12 pm

Discover how this content changed over time  
Because this website timestamps every revision on the blockchain, you can compare the different versions.

> View previous versions

Previous

Browse through previous versions

first timestamp 12/24/2019 at 12:37:33 PM

recent 1/8/2020 at 3:03:55 PM

Here's a fully searchable transcript of the fireside chat, discussing: WordPress' Marketshare and Ecosystem Be Independent, Own Your Destination Open-source Eventually Dominates the Sectors it Enters Regulations Monopolies Distributed WorkQ: I'm delighted to be here to speak with Matt Mullenweg who has had a huge impact on the development of the web over the last decade. WordPress was one of the seminal publishing tools that really drove a lot of innovati

Here's a fully searchable transcript of the fireside chat, discussing: WordPress' Marketshare and Ecosystem Be Ecosystem An Independent Platform, to Own Your Destination Open-source Eventually Dominates the Sectors it Enters Regulations Monopolies Distributed Enters Regulations WorkQ and Monopolies Distributed WorkWordPress' Marketshare and Ecosystem Q: I'm delighted to be here to speak with Matt Mullenweg who has had a huge impact on the developm

Explanation

Timestamp check

Raw input

View on Blockchain



2.850.000+

Unique Timestamps by quality news outlets alone.



150M+

Unique page views, showing a link to WordProof's Timestamp Certificate. \*



3.000+

Developers attended the offline WordProof Keynotes.



50.000+

Views of YouTube video's mentioning WordProof.



1.053

Unique users of WordProof Timestamp.



50+

Conferences, in Europe, Asia and the U.S. Represented with a keynote or merchandising.



275+

WordProof Community members.



# WordProof's use-cases

... which already resulted in agreements with leading publishers, search engines, and A-brands.



Leading Dutch Publisher DPG Media adopted WordProof in 2020 for its hyperlocal title IDB, 150K articles timestamped.



Leading Dutch Publisher NRC (part of Google News' Global GNI initiative) timestamped 2,5M articles in Q1 '21.



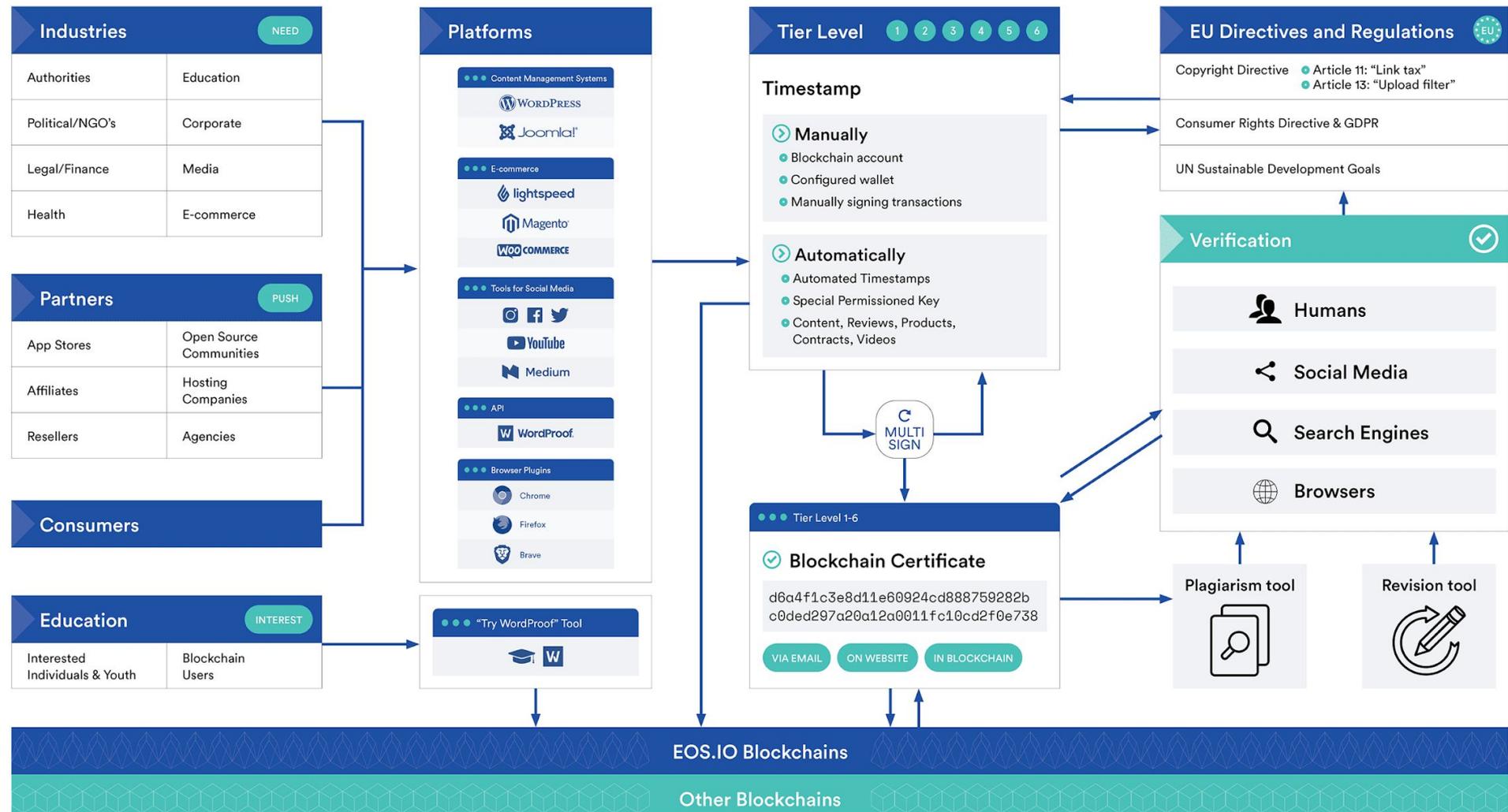
Dutch municipality of Utrecht (#4 in size) wants to implement WordProof as an addition to its Freedom of Information Act-process.



Wouter Meeuwisse (SaaS entrepreneur) won a fight over a \$20K invoice that had to be paid by his customer. Without a lawyer, because of his timestamped T&C.



# TRUST - TRANSPARENCY - ACCOUNTABILITY - DECENTRALISATION



# Importance per Stakeholder



Consumers

**Demand** transparency & accountability for information that impacts their lives  
*"I **deserve** the Trusted Web"*

Site Owners

Start **timestamping** today  
*"I **Change the world with my website** while enjoying massive benefits too!"*

Search &  
Social

**Reward** Timestamps  
*"A **higher quality result**"*

Governments

**Require** transparency & accountability  
*"A **truthful internet** makes a **trustworthy society**"*

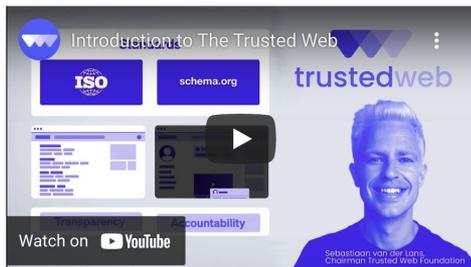
Advertisers

**Demand** Brand Safety from the places where they advertise.  
*"I wish to **advertise** my brand **near quality content**. Finally I have **control**."*



## Education

New to The Trusted Web? This short introduction is a good place to start:



The following sequence of posts will get you up to speed on blockchain timestamps and why it matters for policy and regulation.

### Timestamps 101

This sequence of videos will get you up to speed on blockchain timestamps, why it matters, and a variety of use-cases:

- [What is a Timestamp?](#)
- [Database vs. Blockchain Timestamps](#)
- [Timestamp Certificates for Content](#)

# Research

Get up to speed with our research. Available now are our reports on the State of Misinformation 2021 in Europe and the US.

### State of Misinformation 2021 Europe



State of Misinformation in  
Europe 2021

Or download the report [State of Misinformation in Europe 2021](#).

### State of Misinformation 2021 United States



State of Misinformation in  
the United States 2021

Or download the report [State of Misinformation in the United States 2021](#).

### State of Misinformation 2021 Global



State of Misinformation in  
the US and EU 2021

Or download the report [State of Misinformation in the US and EU 2021](#).

# Standardization leads to Adoption



ISO

ISO TC307 WG6  
*With Fiona and team*

Schema.org

Making timestamps part for Structured Data / Schema.org, the language that Search Engines and Social Media Platforms. See [Issue 2756](#).

SSI / Verified  
Credentials

For DLT Identity, outputting through Structured Data / Schema.org.

Open  
Timestamps

Dublin Core



# Let's get in touch!

WordProof is the market leader in content timestamping, integrating with CMSes, webshops and we have an API.

- A demo is available on our site: [WordProof.com](https://WordProof.com).
- Educational video on [TheTrustedWeb.org](https://TheTrustedWeb.org).

Let's build the *Trusted Web*, together!



**Sebastiaan van der Lans**

Founder & CEO WordProof

Chairman Trusted Web

[Sebastiaan@wordproof.com](mailto:Sebastiaan@wordproof.com)

+31 6 4265 7349



**WordProof**



**trustedweb**

- Team: 8 fte. dev, bus dev, policy, communications
- >10 million pageviews / month serve timestamps



Co-funded by the Horizon 2020 programme of the European Union

**yoast**

Winners of Europe's *Blockchains for Social Good* contest: € 1 million.

Founders of **Yoast SEO** (>11 million websites use their software for Search Engine Optimisation) are **investors** and **actively involved**.

