# Story collaborates with Stability AI to enhance creative monetisation



Story, an intellectual property blockchain focused on innovating within the creative sector, has announced a collaboration with Stability AI to enhance the monetization and attribution of creative contributions in the rapidly evolving landscape of open-source artificial intelligence. With a funding backdrop of $140 million to date, the company is poised to tackle the ongoing challenge creators face in capturing the value of their work.

The partnership leverages Stability AI's advanced models to facilitate a more streamlined approach in addressing how contributions from creators, developers, and artists are traced and compensated. Despite the advancements in AI technologies, the infrastructure concerning the attribution of creative works has lagged behind, prompting Story to actively seek solutions.

Jason Zhao, chief protocol officer at PIP Labs, which is one of Story’s initial core contributors, articulated the significance of this collaboration. He mentioned, "We’re thrilled to leverage Stability AI’s models to tackle the most pressing challenges we face with the rapid rise of AI." This partnership aims to merge the capabilities of AI with blockchain technology, which Zhao believes is "not only incredibly powerful but necessary." He highlighted the importance of blockchain in securing digital property rights in an era characterised by AI-driven creative abundance.

The newly forged alliance is expected to support various AI applications such as Mahojin and ABLO. Mahojin operates as a search-to-generate AI remixing platform, while ABLO serves as a collaborative interface enabling creators to design physical products enhanced by leading brand intellectual properties. Both platforms utilise Stability AI's foundational models complemented by Story's blockchain technology to ensure transparent attribution and provenance of creative outputs. This innovation is anticipated to provide creators with fairer and expedited compensation processes.

In a broader context, Stability AI has made significant strides in the generative AI space, with its technology gaining traction among over five million users globally who utilise tools like Stable Diffusion for image and multimedia generation. The company is keen on open-source innovation, expanding its capabilities into video and audio generation.

Scott Trowbridge, vice president of Stability AI, expressed enthusiasm about the partnership, stating, “Empowering creators is at the core of everything we do at Stability AI. We are thrilled to see our models used in Story’s blockchain technology to ensure proper attribution and rewards contributors." He advocated for a decentralised model in the creator economy, which he sees as increasingly vital as the landscape evolves.

Story has also indicated its intention to explore additional use cases that may enhance the relationship between AI and blockchain technologies. Plans include registering training data reflective of an artist's unique style as intellectual property with transparent usage terms on its platform. This initiative would empower creators to train and fine-tune their models, promoting collaborative value creation across the AI ecosystem.

PIP Labs, the entity backing this collaboration, is supported by notable investors, including A16z crypto, Endeavor, and Polychain. Founded by a team comprising experienced entrepreneurs and industry veterans from generative AI and Web3 sectors, PIP Labs is equipped to navigate the complexities of merging AI with blockchain solutions for the creative industries.

Overall, the strategic collaboration between Story and Stability AI marks a significant step towards fostering an environment where creators can effectively manage their intellectual property rights and rewards in a creative economy increasingly shaped by artificial intelligence.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - This article explains the partnership between Story, the world's first intellectual property blockchain, and Stability AI to address issues of attribution, tracking, and monetization of creative works generated through AI.
2. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - It details how Story uses blockchain technology to secure digital property rights and ensure fair compensation for creators, and how Stability AI's models are integrated to advance AI development.
3. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - The article also mentions the specific AI applications supported by this partnership, such as Mahojin and ABLO, and their use of Stability AI's models and Story's blockchain technology.
4. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - It quotes Jason Zhao, chief protocol officer at PIP Labs, on the significance of the collaboration and the role of blockchain in securing digital property rights in an AI-driven creative landscape.
5. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - The article highlights Scott Trowbridge's statement on empowering creators and the importance of a decentralized model in the creator economy.
6. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - It discusses Story's plans to explore additional use cases, including registering training data as intellectual property with transparent usage terms.
7. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - The article mentions the support from notable investors such as A16z crypto, Endeavor, and Polychain for PIP Labs, the entity backing this collaboration.
8. <https://www.noahwire.com> - Although not directly linked, this is the source mentioned for the overall context of the collaboration between Story and Stability AI.
9. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - It emphasizes the strategic importance of the collaboration in fostering an environment where creators can manage their intellectual property rights and rewards effectively.
10. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - The article outlines the broader context of Stability AI's advancements in the generative AI space and its open-source innovation efforts.
11. <https://icoholder.com/en/news/blockchain-and-ai-team-up-to-empower-creators> - It provides details on how the partnership aims to ensure transparent attribution and provenance of creative outputs using both AI and blockchain technologies.
12. <https://venturebeat.com/ai/story-uses-web3-to-enable-creators-to-capture-the-value-they-contribute-to-the-ai-ecosystem/> - Please view link - unable to able to access data