



# Blockchain For Fan Engagement

# Problem

- Licensing in the music marketplace is inefficient and unworkable. The process is lengthy, complex, and much of the revenue never makes it back to the artists and content creators.

# Why Blockchain

- Music's Metadata Problem
- Failure of the Global Repertoire Database

# What Is Blockchain??

Audio + Metadata



1. Publicly owned, distributed DB
2. Song + Minimum viable data
  1. Artist Info + Payment Info
  2. Publisher Info + Payment Info
  3. Song Title
3. Approval rules for modified data
4. Record of changes + modifying party



# A Silver Bullet?

- Anti-piracy aspects are futile
- Who is going to build the infrastructure?
- Issues with scalability
- What about the old formats?
- Will Linux comply

# Moving Forward

...What can we learn from other industries?

- **Gaming**

- Free-to-play + Mods
- Online community
- Free/Additional content with purchase

- **TV Streaming**

- Original Content
- Albums as Stories