emanate

Business, product and technical strategy paper



For the future of music

An application protocol for the future of audio distribution and monetisation.

LATEST
Updated Feb 8, 2019
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VISION

Is to drive a global revolution in music creation, monetisation and connection.

WHAT IS EMANATE?

The Emanate Audio Exchange Protocol is a decentralised technology network designed to facilitate instant value exchange and agreements between musicians, listeners and other actors in the music industry in ways never before possible.

MISSION

To broaden the middle class for musicians by creating an alternative music industry ecosystem.

ETHOS

To share human connection and prosperity through music.

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A NOTE ON MUSIC LAW, DISTRIBUTION, PUBLISHING RIGHTS, ROYALTIES AND DIGITAL RIGHTS MANAGEMENT

Our entire artistic world is full of works inspired by and derived from others. Without derivative works and collaboration, the artistic world would be only a fraction of what it is today.

The laws and restrictions in this area are constantly evolving and Emanate aims to be a key contributor to progressing workable standards that promote fairness and openness in the blockchain enabled world.

Emanate will strive to adhere to standards and respect existing jurisdiction laws. This may mean restricting or blocking some platform features to users in some geographies.

Emanates aims to free artists from the restrictions that currently inhibit their creativity and market access, whilst fairly rewarding the rightful owners of original and derivative music works.

Our team is working with global experts to evolve the technologies and processes that promote a vibrant, open, fair and economically sustainable music industry for all participants and provide a better experience for fans and listeners.

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ABSTRACT

Emanate is an audio exchange protocol designed to enable producers, distributors and influencers in the music industry ecosystem to connect via blockchain based smart-contracts. The EMANATE (EMT) token is the cryptographic asset that will be sold in the early stages of the Emanate maturation journey. The tokens should be bought by those who wish to claim a position in the Emanate ecosystem because they believe in a decentralised future for the music industry.

If the Internet were designed today it would look more like a distributed blockchain network than a centralised server based system[1]. Similarly in the music industry today, the road to monetising music can be highly centralised. Neither serves the contemporary 21st century music technology needs or the needs of the audiences.[2]

Many problems exist for artists, remixers, DJs and labels; the payment lag for creative works, the contractual complexities associated with collaborations, difficulty licensing small bits of audio and the current music industry financial processes. These, and the legacy structures that exist impede progress and integration with today's technological advancements.

With Emanate, artists, DJs and music influencers may find a way to share more output with each other and their fans, earning income proportionate to their contribution, whilst increasing their influence and notoriety. Emanate could help listeners and fans discover new music, connecting them to artists in previously unimaginable ways, enabling them to contribute directly to their favourite artist's success.

We recognise the music ecosystem consists of more than just artists and listeners. Behind the success of many great tracks are samplers and audio pack makers; tastemakers and influencers; labels and promoters. We believe it's critical that all contributors are rewarded fairly, whilst also providing incentives

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for audiences and supporters.

Emanate will be introduced to the music industry, by building dApps on our own Audio Exchange Protocol, in three main phases which align to our technology development, token economy maturation and legal environment:

1. Smart collaborations

   Emanate smart collaborations will enable artists to quickly exchange files, projects and simple contracts to protect themselves in their day-to-day collaboration workflow. In our commercial release smart-collaborations with be seamlessly integrated with various aspects of the Emanate platform and this forms the fundamental basis of the Audio Exchange Protocol.

   In earlier stages, the dApp will resemble a file sharing service with the added protection of a blockchain-back smart-collaboration. In stage one Emanate will also launch a basic streaming function in order to give artists a home for their music.

2. Collaborative music marketplace

   The second dApp to be built by the team, is a music streaming and collaboration marketplace. This will open new revenue generation streams for artists and will contribute heavily to the token distribution phase of token economy. Artists will exchange their work in an open and decentralised market for tracks, stems, vocals, remixes and DJ mixes.

3. Full Audio Exchange Protocol

   A two-way audio access and monetisation protocol for artist-listener playback, 3rd party integrations and data writing and reading. The first full release of the Audio Exchange Protocol will see the technology become available for developers to integrate audio into their projects and could see many new DApps built into the ecosystem.

Emanate puts artists first and is focused on building a future-proof blockchain-era platform for musicians. We believe improving the creation process by enabling effective sharing and collaboration is the key to truly transforming the sounds of tomorrow. More effective music creation produces better music, which ultimately delivers a better experience for listeners.

Collaboration, sharing, remixing, posting and playlisting is encouraged and rewarded with tokens.

The threat of a fine for music piracy has not worked [11]. The solution is a monetary reward for the behaviour that adds value to the system.

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BACKGROUND

Emanate is a concept that was conceived by its founders many years ago. We imagined a real-time audio marketplace where trending songs and remixes that have just been released automatically appeared in the playlists of top DJs in real-time as the audiences reacted to the emotion purveyed by the producers. We believed that music influencers should be able to monetise their playlists and blogs, and those who contribute to the community should pay less for their music than passive listeners.

The Emanate team members have decades of experience in their respective fields, and the concept described above resurfaced with the proliferation of blockchain technology and cryptocurrency. We quickly realised that the industry needed not just an application, but a full ecosystem that could one day serve as an alternative music industry, built on a decentralised network.

We began writing, designing, networking and honing the ideas that have gone into creating Emanate. While several blockchain music projects had experimented with cryptographic payment for music, no ultimate proof of concept had yet been developed.

In December 2017, a leading blockchain music app on steemit had more than 6000 artists and over 130,000 visits per month paying more than $120,000 USD to artists per month. These numbers are not huge in the scale of the industry, but they are enough to prove the potential of the space.

Other platforms address monetisation for independent musicians and hobbyists, however the innovative features of the Emanate platform will extend this much further and bring it to the professional music industry. Coupled with a structured marketing and advertising plan, influential industry connections and a robust commercial grade product roadmap, Emanate should take blockchain music to the next level.

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SO WHAT'S THE PROBLEM?

Legal, publishing and payment systems within the music industry only function well for the artists and businesses at the very top, leaving the majority of artists and businesses in unsustainable situations.

The core music industry processes have not evolved much from a time when creating professional music was highly specialised, resource intensive, expensive, slow and therefore only available to the well-financed and industry elite and accessed via restrictive long-standing recording deals. Centralised legacy structures, traditional contractual workflows, legals and revenue collection mechanisms have not adapted to the digital age.

The industry's inability to adapt led to widespread piracy that threatened the sector's viability in the early 2000s which did not serve anyone. Listeners were disadvantage through poor quality content, lack of choice and access to an ultimately dysfunctional industry where the artists suffered most.

The effect of digital disruption has seen massive sector consolidation and the creation of behemoth structures that achieve marginal profitability through the production of formulaic music, broadcast to the public via a collection of small selection mainstream delivery channels.

The music industry's biggest innovation in the last 10 years has been the emergence of digital streaming services. Despite the billions of dollars invested and massive audience adoption, these companies are all haemorrhaging resources, and losses accelerate with user uptake. Whilst the streaming services have turned the tide on industry revenue decline, there remains a far greater fundamental problem.

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EMANATE'S BLOCKCHAIN SOLUTIONS

Incremental adoption of a new, decentralised music technology, processes and economy

In order for the industry to truly flourish, artistry must be put back at the centre and artists must be rewarded for their creativity, and the friction and contractual complexity of rights management and payment must be automated for the benefit of all participants. Artists should be paid first for use of their works, the friction and cost to get music to listeners must be removed, transparent and accurate usage information made available to all parties, and finally payment to the contracted terms must be immediate.

When a listener enjoys a song, that is an exchange of value, which must be represented by the exchange of another value carrying an asset. While Spotify and other do this well, they are only fixing a small part of the bigger problem.

The concepts behind Emanate were born from the realisation of the power of blockchain technology to enable effective collaboration between artists, and what cryptocurrency can do for micropayments between listeners and artists. We started work designing a set of collaboration and monetisation tools that would enable a hotbed of collaboration and rapid monetisation directly with listeners.

We very quickly realised this only worked in a direct artist-to-listener relationship that requires complete industry disruption. We believe this is neither realistic nor desirable as most industry participants and stakeholders play an important and valuable role.

Our vision has crystallised; we want to build a technology platform that enables the music industry, puts artists and listeners at the centre, embraces and recognises all players that add value along the journey. We wish to move towards a Decentralised Autonomous Community (DAC) that can succeed at various scales via adoption by industry participants who believe there is a better way. The old world can still exist, however Emanate will spawn a faster, more agile and efficient music industry that embraces creativity, accelerating growth. This framework will tear down barriers to entry, broaden the musical middle-class and flatten the earning bell curve between amateur musicians and global superstars.



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INTRODUCTION TO EMANATE

It is well documented that blockchain and cryptocurrency technologies are set to revolutionise the music industry [10]. There are some innovative projects underway, however Emanate is unique in that it:

- Is the only blockchain project revolutionising the core workflow of music production and collaboration, and improving distribution and listenability in the process.
- Has potential to form an integral part of the new blockchain-enabled music ecosystem.
- Can connect every music producer in the world, enabling them to collaborate instantly and effortlessly. Smart-collaborations will mean their work can be published with fair and agreed royalty share, instantly monetised by an audience of avid listeners.

Emanate is designed to power a world where artists are free to create, collaborate and share without the confines and pressure of formal contracts, publishing and distribution.

Emanate will make every attempt to work with existing music projects to improve the current constructs of the music industry, providing a new backbone and starting a revolution to change things for the better, forever.

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SO WHAT'S THE ROLE OF BLOCKCHAIN IN MUSIC PRODUCTION?

Many projects have proposed blockchain to recognise artists' ownership rights over sounds tied to smart-contracts. In the world of Emanate, you will discover a new way of working, coined 'smart-collaborations' that enable artists to work together from anywhere in the world, and publish their work for fair and instant monetisation.

The EMANATE (EMT) cryptocurrency payment system provides the means for instant payment, and the incentive to keep newly created music on the platform. Since existing platforms, such as soundcloud™, have little to no monetisation opportunity, there is less desire for uploaders to adhere to piracy and copyright guidelines and policies. Sounds that are stolen will not be supported for monetisation on Emanate and those who attempt to do so risk their reputation and ultimately losing their Emanate account. Previous attempts by the music industry to clamp down on piracy have only forced illegal music sharing into new parts of the internet.

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OBJECTIVES

The overall objective of Emanate is to revolutionise music collaboration globally and create a middle-class for musicians. Emanate doesn't aim to take down the music industry, it aims to enable and improve every part of it. [12].
All participants in the industry have a role, from the listeners, the bedroom producers, DJs, remixers, to the labels, promoters, and clubs. And now more than ever, software developers in the technology world need to be able to do new things with audio that do not always fit within the legacy processes of yesterday's industry. Emanate aims to provide a better mechanism for artists to make new music and form fundamental agreements about ownership, which make it easier for human and non-human users to consume audio.

TEAM

Blockchain Music Pty Ltd has assembled a start-up cast for Emanate with deep and diverse skills in the areas of blockchain development, cryptocurrency economics, marketing, music industry business, music production and performance, software production and technology innovation. Our core team of founders have 38 years of software development experience, 40 years music production experience and 36 years business management experience. To find out more about the team, follow the links from our website.

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PRODUCT/BUSINESS OVERVIEW

POSITIONING

Emanate's Audio Exchange Protocol is not something that otherwise exists, and it has no direct competition. Think of it as the audio-layer of the internet. The one place where a piece of audio can be placed for use on any platform and payment for every play. While this is hard to visualise, our dApps have more tangible characteristics.

The Emanate Live collaboration and streaming platform is a complementary component of the music industry as it stands today. If it had to be compared to existing players, it is:

- Like Soundcloud, but with micropayment monetisation similar to Steemit
- Like Splice but more open and with the power of crypto/blockchain enabling micro transactions and a song-creation data layer
- Think Soundcloud + Splice, on the blockchain

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Feature	Soundcloud	Spotify	Splice	Blend.io	Emanate Live
Artists'-first approach			X	X	X
Monetisation		X	X	X	X
Producer tools			X	X	X
Crowd-sourced audio	X		X		X
Artist collaborations			X	X	X
Blockchain contracts					X
Cryptocurrency micropayments					X
Monetised playlists					X

For music producers, Emanate Live is positioned as the go-to platform for musical inspiration and collaboration. It's a new backbone for the production workflow.

For fans and listeners, Emanate Live is positioned as the very best place to hear the latest new sounds, to discover the biggest new tracks first, and to earn cryptocurrency in exchange for musical influence and following.

Why should passive listeners pay the same for their premium subscriptions as those who actively contribute to the community via playlists and shares? Emanate addresses this issue.

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EMANATE (EMT) TOKENS

The EMANATE (EMT) token economy has been one of the primary focuses on developing the Emanate ecosystem. The EMANATE (EMT) token is central to the utility and ongoing governance of the platform. Emanate have and continue to work closely with Actuaries and Lawyers to design our token economy to be beneficial to token holders at all stages.

The purchase of EMANATE (EMT) tokens is considered a to be made as an intention to participate in the future Emanate ecosystem. The tokens and token-economics are designed to also make EMANATE (EMT) tokens useful to the owner, giving token holders access to platform features, and requiring the use of EMANATE (EMT) for certain types of transactions.

EMANATE (EMT) may be required for the following functions:

- Artists to publish music for monetisation
- For listeners to consume audio
- Network node holders will likely be required to power the network; they will need to stake EMANATE (EMT) tokens and may also receive tokens as payment in return for the node operation services.

The aim of the EMANATE (EMT) token is not only to utilise the services within the network but as an incentive mechanism to the broader community to provide services to the Emanate ecosystem and ultimately creating a more valuable and beneficial platform for all. This could take the form of rewards paid in return for the service of running an Emanate network node or rewards paid for other Emanate ecosystem services.

SALE PHASES

Token sale distribution will be completed in three phases:

- Private strategic round (30 million EMT)
- Public crowd sale (83 million EMT)

PRIVATE STRATEGIC SALE

Open to sophisticated institutional buyers and music industry business partners only. Enquire directly through industry contacts.

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PLATFORM PRE-SALE

From Q4 2018, EMANATE (EMT) tokens can be acquired via a capped pre-sale at various different rates and lockup periods. These rates and lockups represent the amount of tokens that would be required to perform different roles on the Emanate network. With a hard cap of 83 million tokens in the sale phase, it is the first chance for the public to buy Emanate tokens and it designed to let artists, institutions, music lovers and early adopters secure an EMANATE (EMT) holding as early as possible.

All tokens may be locked after the end of the crowdsale period until the tokens are listed. They will be unlocked before a major exchange listing unless another vesting agreement is in place with an individual holder. Emanate reserves the right to delay this unlocking period due to the constantly changing exchange landscape. Token minting will be completed and tokens will be unlocked as soon as possible after the crowdsale but at a time deemed suitable by the team.

The total hard-cap for token-sales has been reduced from approximately $12 million USD to $7 million USD. The Emanate team have placed a soft-cap of $5 million USD. If this soft-cap is not met, the project will continue but unsold tokens will fall into an Emanate Platform Sustainability fund which is explained further below. Additionally, the roadmap will be revised to reflect the smaller amount of resources.

It should be noted that any of this detail is open to change, the Emanate team is working on significant partnerships that could increase the scope of the project and lead to a massive initial user-base. The team reserves the right to raise the price of the EMANATE (EMT) token in the main sale before the main sale commencement. These additional funds will be allocated towards making the partner platform, crypto-ready for integration with the Emanate ecosystem.

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THE EMANATE PLATFORM SUSTAINABILITY FUND

The sustainability fund is a pool of unsold assets that is set aside for future funding and platform development opportunities. The Sustainability Fund has the following properties:

- All unsold tokensale pools will be sent to the fund.
- The Sustainability Fund tokens will be locked for 6 months, meaning they will not be counted in the circulating supply.
- After 6 months 25% of the pool will unlock every 6 months and made available as below:

These funds can be used in the following ways:

- Tokens can be bought by large industry investors and partners, if agreed by the DAC and with a forced vesting period
- The community can pass proposals and vote for fund expenditure on platform features or other expenditure.
- 3rd party developers may apply for token allocation to help fund community projects.
- Charitable music organisations may also apply.

All proposals for the use of funds from the Sustainability Fund will be passed via the Emanate DAC.

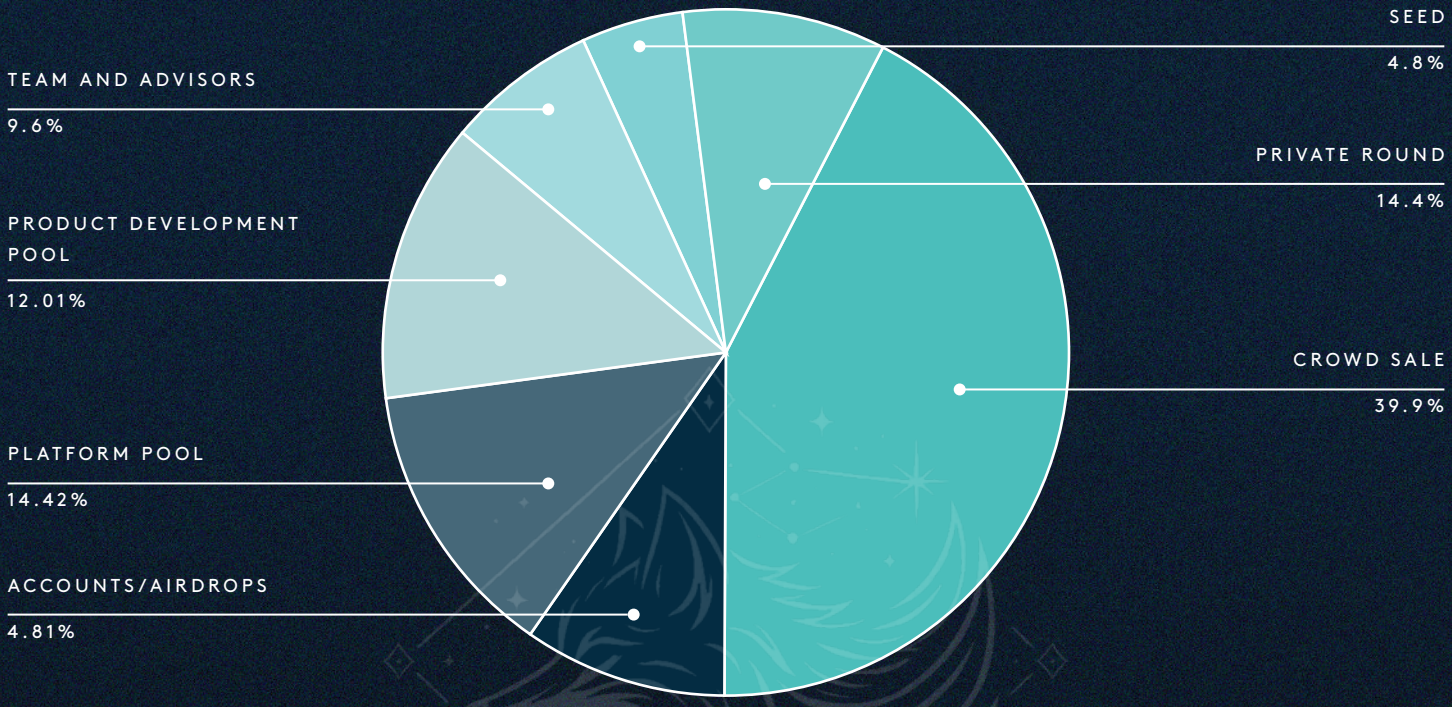
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PRODUCT/BUSINESS OVERVIEW:

DISTRIBUTION



Allocation	Amount	%	Unused funds go to:
Seed	10,000,000	4.8%	SOLD OUT
Private round	30,000,000	14.4%	Public sales
Public sales	83,000,000	39.9%	Platform Sustainability Pool
Airdrops/Accounts	10,000,000	4.8%	Community pool
Platform community pool	30,000,000	14.42%	n/a
Development pool	25,000,000	12.01%	n/a
Team and advisors	20,000,000	9.62%	n/a
TOTAL	208,000,000	100.00%	

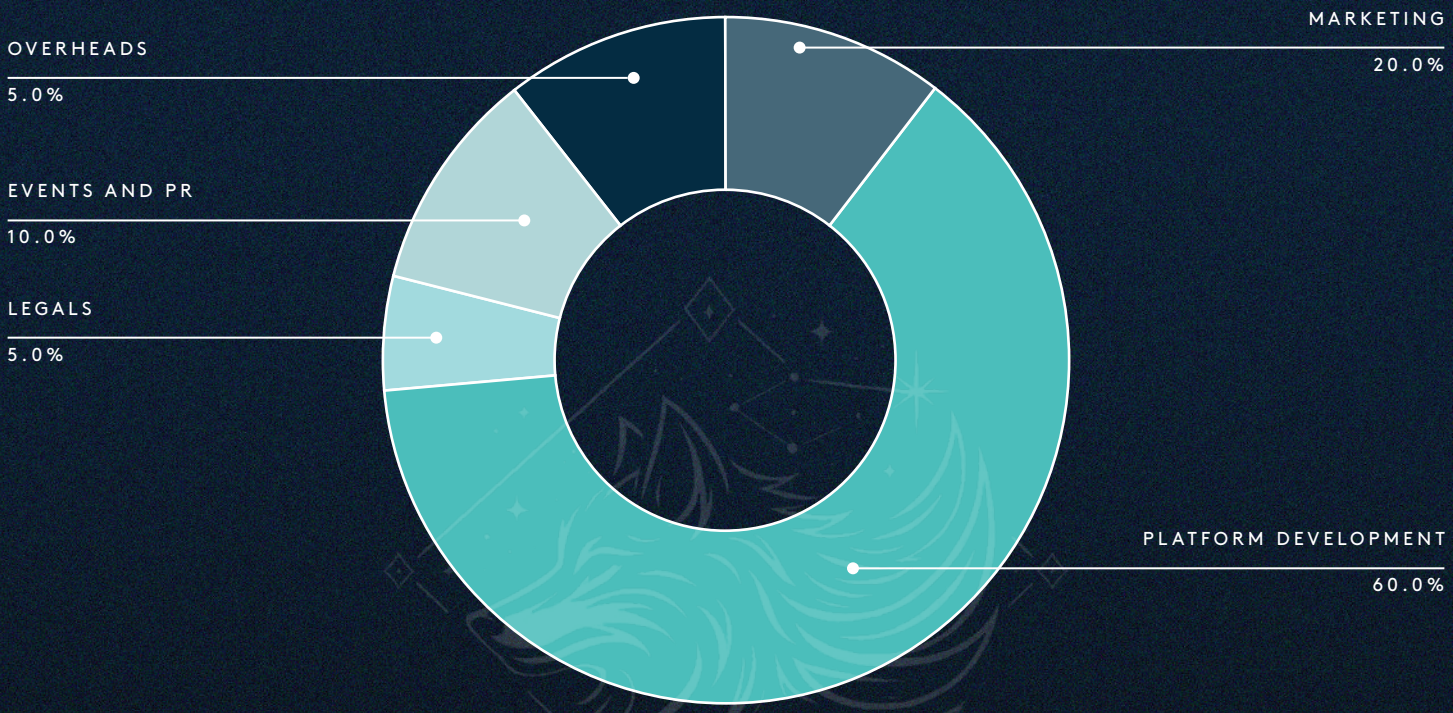
TOKEN FAQS

- Seed and private tokens sold at various prices according to what each partner contributes to the project and other terms of the investment.
- Team, advisor and partner tokens are vested over a 24 month schedule with 25% unlocking in every 6 month block after ICO until 100% is reached.
- Accounts/airdrops may be completed during the tokensale and in future, to attract new users to the platform.

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PRODUCT/BUSINESS OVERVIEW:

USE OF FUNDS



A TWO TOKEN ECONOMY

Emanate are researching the legal and technical viability of a two-token economic model to solve liquidity and volatility issues that currently exist in many cryptocurrency ecosystems. In this hypothetical scenario, the two tokens are EMANATE (EMT), used to stake a place in the ecosystem, and 'MNX', a stable token designed for platform liquidity and stability only.

'MNX' would allow artists to interact and listeners to stream music on the Emanate platform. Every time plays occur, 'MNX' would be distributed accordingly. Artists, record labels, remixers could sell 'MNX' internally into a selection of other tokens including EMANATE (EMT) itself.

In this scenario, EMANATE (EMT) would be a token staked to provide services to the Emanate ecosystem. EMANATE (EMT) stakers could benefit by earning MNX from a network fee built into every smart contract but ONLY if they provide

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services to the network.

To protect MNX from market volatility, it would purely internal. Meaning no user would hold their private key and the tokens will never be listed.

By separating the staking coin and liquid MNX tokens, we believe we have solved a fundamental flaw in other crypto economies - volatility. This allows an artist to freely create whilst also ensuring a better user experience for the passive listener. The details of this hypothetical two token economy and mint-and-burn control mechanism will be detailed on the Emanate medium page and will be a point of ongoing discussion and exploration.

EMANATE (EMT) tokens should not be purchased with any expectation that this two-token model could be adopted as this is dependent on regulation.



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MARKETING

Emanate is in the position where music is both the product and medium, and that offers exciting promotion and marketing communication opportunities. A full marketing plan is being developed and will be released after the crowdsale. The strategies below outline some of the key marketing concepts the Emanate team has conceived to support a successful entry:

MUSICIANS AT THE CORE

Emanate is designed for artists, DJs and music influencers. By building an effective collaboration environment to effortlessly create and share new music, we are organically creating a compelling destination that offers listeners the latest and greatest new music.

PARTNERSHIPS

A number of major partnerships are in negotiation, these partnerships could lead to an immediate audience acquisition in the hundreds of thousands and a revenue stream much earlier than would otherwise be possible.

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NICHE IN THE BEGINNING

Music is an immensely powerful force, however music as a 'thing' is difficult to market effectively without multi-million dollar branding campaigns, due to the vast differences between the tastes and demographics of the listeners across various genres. Emanate have chosen to initially target the electronic, hip hop and computer-made music segments, as they are the most culturally and technologically ready early adopters.

Over the past two decades this form of music has integrated into pop and spread across the globe, starting in the European underground scene, spreading to Australia, dominating the United States music scene and now proliferating throughout Asia.

The merging of electronic and hip-hop genres has moved computer-based music production into the listener, amateur and professional musician mainstream.

In addition to the marketability of more refined genres, the dynamic between producers, vocalists, remixers and DJs is an ideal-use case to prove the Emanate concept and the platform design and construction.

We fully intend to create something for all musicians and genres, electronica and hip hop is simply where we plan to start.

ACCOUNT GIVEAWAY

When the Emanate platform is ready for beta launch, and hosts hundreds of thousands of unique tracks, Emanate intends to give away 1 million free trial accounts that will be pre-loaded with a token balance. This could propel Emanate from early adoption to mass awareness in a matter of months. We are considering the inclusion of EOS token holders into this drop.

REFERRAL CODES

Early adopters will be given referral codes for inviting friends to the platform and rewards in exchange for new sign-ups that lead to active use.

REMIX AND PRODUCTION COMPETITIONS

To attract more artists to the platform, regular production prize based competition events (like hackathons) will be hosted by Emanate in partnership with prominent artists and industry sponsors.

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AUDIENCES

Emanate is designed for Generation Z: The 2 Billion humans who have been tasked with changing the world for the better. They grew up connected via the internet, with an ethos and a belief in the power of 'we' over 'me'.[2]

ADDRESSABLE MARKET

Emanate are initially targeting the largest, most technologically and culturally ready market segments for the evolution of the music industry. We will grow and mature together, and through this generation Emanate will be the vehicle to transform the way music is created, spawning new models and markets, creating entrepreneurs and for the first time ever, building a sustainable music middle class.

Emanate have focused on the power multiplier of propensity for adoption and use with an offering aimed squarely at the largest global population group. Generation Z represent 26% of the population but 48% of media audiences[25] and are a powerful force in technology adoption to forge social change, particularly in areas where their passions lie, and like earlier generations, music is a clear passion for this group.

Finally and critically this bubble generation are just now moving into their productive earning years, poverty levels are decreasing, along with their access to the technologies necessary to listen, create and share music.

Generation Z are DIY and more community oriented than their predecessors and are quick to adapt technology to their purposes and benefit. The Emanate capability is perfectly positioned, where timing meets opportunity, generational readiness meets a technology whose time has come, in an area of common passion.

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THE BASE CASE

Let's assume very conservatively 25% of the target segment has access to the technology required to use Emanate, then assume half of those are music lovers and half again see themselves as influencers.

- Geography - Global - Asia, Pacific, Europe, Americas
- People who pay to stream music ~ 600 Million
- Music influencers ~ 8 million
- Independent artists ~ 5 million

Emanate aims to acquire 10% of the audiences above by 2021, and our capacity to do this will be validated with the launch of our MVP this year.

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INDUSTRY PARTNERSHIPS

Emanate has an inclusive vision and plan to transform the music industry for the benefit of all participants and stakeholders by addressing the fundamental and structural inefficiencies that inhibit growth and innovation. Emanate has successfully built partnerships with the following:

- Music network connection app Vampr.me (500,000 users)
- Prominent independent electronic labels
- Grammy-nominated and chart-topping artists
- Blockchain advisory services
- Start-up strategy and incubation companies
- Crypto/Fiat OTC providers
- Tokensale payment gateway and kyc service
- Blockchain recruitment services
- Cryptocurrency wallet providers and on-ramp

We are in close discussion with:

- Global metadata projects
- A multi-million dollar audio software seller
- Other crypto projects
- Cryptocurrency exchanges

We will continue to develop opportunities with:

- Online mastering services
- Sample pack providers
- Digital Audio Workstations
- DJ hardware and software leaders
- Existing streaming leaders

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ADVERTISING AND PR

Emanate is assembling a team of artists, advisors and ambassadors who collectively have over 3 million social media and music account followers. We intend to rapidly increase this reach to over 10 million through additional ambassador outreach. Our ambassador team will work closely with Emanate to assist us develop and showcase our capabilities. Our referral marketing program for early-birds will help on-board 1 million users who will receive a complimentary token allocation to start their journey.

The platform will launch with remix and production competitions from high profile artists.

The Emanate marketing team will produce video content showing the end-to-end track creation process using our platform, and we will also showcase live demonstrations before the Beta platform release.

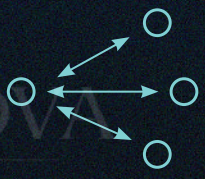
An allocation of the crowdsale funding will go towards traditional Public Relations, Digital Advertising, Search Engine Optimization/Search Engine Marketing, Events and related activities.

MONETISATION/REVENUE

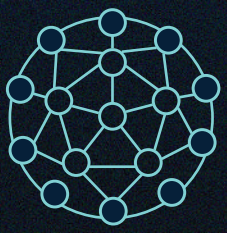
The Emanate revenue model and token economy has three main stages. Combining traditional business models and crypto-economics is highly complex and as such the information below is open to change:



#1 - Smart - collaborations



#2 -Emanate Live



#3 -Emanate AEP

STAGE 1: TOKEN DISTRIBUTION

Included in the token distribution stage is the tokensale itself, any token airdrops and the early stages of the platform development during which artists will be rewarded via MNX that can be swapped for EMANATE (EMT).payments

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for plays, collaborations and even profile creation. This is designed as a way to reward early adopters without requiring credit card subscriptions to be paid to developing platform.

STAGE 2: GROWTH

During the growth stage, artists will continue to be rewarded with MNX payments from the platform pool, and distributed according to activity and EMANATE (EMT) holdings.

STAGE 3: MATURITY

In maturity it is expected that the platform will reach a critical mass of users and the ecosystem will be able to support fair payments without the need of the supplementary platform pool payments.

The revenue model for Emanate is derived from the following features:

- Multi-tier subscription based accounts for all users
- Transaction fees (resulting in a % margin of certain transactions)
- Broadcast licences and commercial partnerships

TWO-WAY MARKETPLACE

To resolve the problem of creating supply and demand in a two-way marketplace, a number of tactics are being employed, starting with the supply side: [14]

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SUPPLY

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Production tools

Through partnerships with sample and loop makers, Emanate will be populated with ready-to-use sounds for music producers.

Stems and samples

Artists will be encouraged to upload stems, loops and samples from their back-catalogues, and to monetise the scraps of incomplete work that may have never earned any revenue.

Back-catalogue

All artists approved for official Emanate status will be invited to upload their back catalogue free of charge.

Influence

By partnering with prominent musicians, we believe up-and-comers and amateur producers will follow.

DEMAND

Partnerships with music software companies

Encouraging artists to work on the platform will drive organic growth. Emanate provides a valuable and compelling new revenue stream for artists/creators and rights owners that will be difficult to ignore.

The rate at which EMANATE (EMT) is earned, scales with the size of the community and the value of the currency. As the listener base grows, artists will earn EMANATE (EMT) at a lower rate from our platform fund pool.

With artists of all genres and skills drawn to the platform, Emanate could become the best place to find new music.

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EMT USE CASES

1 million listener accounts will be seeded when the first production version of the platform is released. Each account will receive a free balance of EMANATE (EMT) platform tokens.

USE CASE: MUSIC PRODUCER

I'm a music producer working with a number of artists and vocalists, and I need to send and receive a lot of files and often the royalties and naming rights contractual discussion continues as I do my work. I chose to send all of my files via the AEP protocol, with simple smart-contracts attached so that the recipient knows what they are agreeing too in using my work and the transaction is recorded on the blockchain.

USE CASE: RADIO STATION

I run an electronic music radio station in Korea. I use Emanate to find new artists and when I find someone promising I survey my audience on Facebook to see if they like it. Facebook uses the Emanate AEP to stream music when it is ready to debut on air. I also connect my airplay cue to the AEP. The API can see I'm a broadcaster and the rate I charge increases due to my need for a public broadcasting license for the material.

USE CASE: INDEPENDENT ARTIST

I use Emanate to publish all of my works. Because I have a profile page and an independent record label on Emanate, my works are automatically stored via the generic AEP configuration. This means I can publish my work to Spotify™, iTunes™, soundcloud™ and to other in-venue broadcasters*. I can even get radio play! This way I get paid as soon as my music is played without waiting months for royalties.

* Please note that the above platform integrations do not exist yet and are not yet in negotiation

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USE CASE: ARCHIVED WORKS

I run a government-funded indigenous language archive, with critical storage responsibility for over 50 years of historical language audio recordings. I choose to publish the recordings via the Emanate AEP protocol stored on the distributed IPFS file server network. This removes my single point of failure and makes all of the works available provided the end agent has been approved to access these works and has the appropriate credentials.

USE CASE: VR MUSIC EXPERIENCE

I run a Virtual Reality nightclub called 'Destination X'. In my club I have resident DJs and special events. All of my audio recordings from the live sets are stored in the Emanate AEP so they can be further monetised in the outside world.

USE CASE: APP DEVELOPER

I am building a fitness app that syncs music to the users' heart rate and mood. I am working with the Emanate protocol to ensure I have a constant supply of new music, categorised with the meta-data I need for my application to function. My application server has an Emanate account which pays the originator as audio is consumed by my users.

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RISKS/CHALLENGES

LEGAL USE OF AUDIO

Emanate is focused initially on new music, with no existing license agreements. The uploader will accept that the audio they are sharing fulfils this requirement and accepts responsibility for the outcomes.

Piracy is deterred with strict governance and enforced with zero-tolerance. Over the past decade, most attempts at music licensing protection have failed or resulted in overly restricted playback environments due to little or no incentive for users to abide by the guidelines provided. Emanate flips this problem on its head by rewarding users who play by the Emanate rules.

In the last 2 years, revenue from music sales (and streaming) has started to head in the right direction, thanks to platforms like Spotify [15]. Emanate aims to follow this model but to provide even greater reward for music influencers and artists.

Users must ultimately accept they are the legal owners of a piece of audio before uploading, and this will be policed through various policies:

- All files checked at upload stage or audio analysis matches, and are flagged when a similar title is applied.
- Community flagging enables users to self-police unfair content
- Users proven to be sharing pirated materials will have their account suspended
- Browser fingerprinting uniquely identifies most users so sounds stripped from the platform and shared in other channels can be traced back to user behaviour.
- Unusual traffic or user behaviour is tracked and investigated
- Emanate accounts with balances over $1000 USD will be asked to verify their identity.

Emanate aims to abide by the international regulations for intellectual property management and enforce it to the extent of its capabilities given the decentralized nature of the Emanate platform and the future of the distributed web.

In the developmental stages, there is some risk exists of audio being downloaded from Emanate and uploaded to other platforms exists, however this will be made clear to artists. In maturity, Emanate will prevent this behaviour via encoding technology, access permission, watermarking and decentralisation of files.

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CHOICE OF BLOCKCHAIN

The Emanate team recognised a degree of risk associated with choosing EOS as a main net platform. We spent a lot of time researching Dan Larimer's technology views and choices that have gone into EOS, and we believe it is the best bet for this project. No other blockchains have the speed potential and fee-less design that EOS does.

Risk has been reduced through the development of a blockchain connector, a type of middleware that will allow Emanate to move relatively easily between blockchains should a more suitable solution than EOS arrive.

SCOPE

Emanate is a project that is large in scope. This is being addressed through partnerships and community development. Emanate has closed, or is close to confirming partnerships for the following:

- Meta-data structure and handling
- Social connection and sharing (vampr.me)
- Audio recognition

Additionally, the EOS community will provide many components that can be used, such as:

- Wallet frameworks
- Email based account handling

To assist in creating a rich ecosystem, Emanate will make various APIs and source code available to music-tech developers so that new applications can be built by 3rd parties. The Emanate team will assist in the briefing and funding of these to the community.

GOVERNANCE

If Emanate wished to create a new music ecosystem that is better than the current one, it is more than just the technology that needs to be decentralised. Blockchain Music Pty Ltd has committed to launch a Decentralised Autonomous Community (DAC) governance system for the Emanate platform that will give a voice to the community and the partners. Eventually, we see Emanate being governed as a DAC in which the founders of the project are but a few voices within a sea of many. This is now made part of our roadmap.

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FORMATION PHASE

During phase 1, the DAC will be launched with a 20% voting power over platform governance. This means that proposals and votes can be taken from the community but due to the immaturity of the platform, Blockchain Music will retain final decision-making power. Key partners will have some voting power and the community votes will be taken from the top token holders working closely with eosDAC.

GROWTH PHASE

During the growth phase, the founders' share of voice will diminish and some proposals will be passed purely by community vote. This will be treated as experimental, and monitored closely by Blockchain Music.

MATURITY

In maturity, the % of voice held by Blockchain Music will drop back to equal weighting with the community and other industry partners. We foresee seats being taken by representatives from all parts of the music industry including labels, managers, songwriters and publishers.

MANAGEMENT METHODS

A 3rd party tool will likely be used, or a bespoke EOS-based alternative. The following issues are an example of what the community will vote on:

- New partnerships
- Large expenditures
- Platform features
- Costs and fees
- Exchange listing proposals and timings

The DAC will be discussed in depth on our Medium page and social channels.

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TECHNOLOGY AND DEVELOPMENT

WHAT IS EMANATE?

The Audio Exchange Protocol is designed to enable artists across the globe to collaborate without knowing each other, to integrate seamlessly with 3rd party platforms without cumbersome contracts and negotiations and to get paid quickly and accurately.

HOW DO WE DEFINE EMANATE?

Emanate cannot be defined strictly as a DApp. EOS allows developers to take a copy of parts of the software and access its subsystems to build their own networked applications which run in parallel with the mainnet.

With this in mind, we position Emanate as an Audio Exchange Protocol - a set of decentralised technologies, rules and APIs that together form an ecosystem for the music industry.

The Emanate team is currently working with an EOS test node and as we discover more about the platform, we are documenting progress and building our architecture and technical specification.

This paper is currently light on technical details, due to the unknowns that are currently in place. It would be irresponsible of the development team to document plans and processes that may not be correct. Our GitHub will be kept up-to-date with any non-sensitive commitments, and in order for the community to follow progress, we will deploy features sprint-by-sprint to our sandbox environment.

Let's discover more about what is being built and how it will be delivered on the next page:

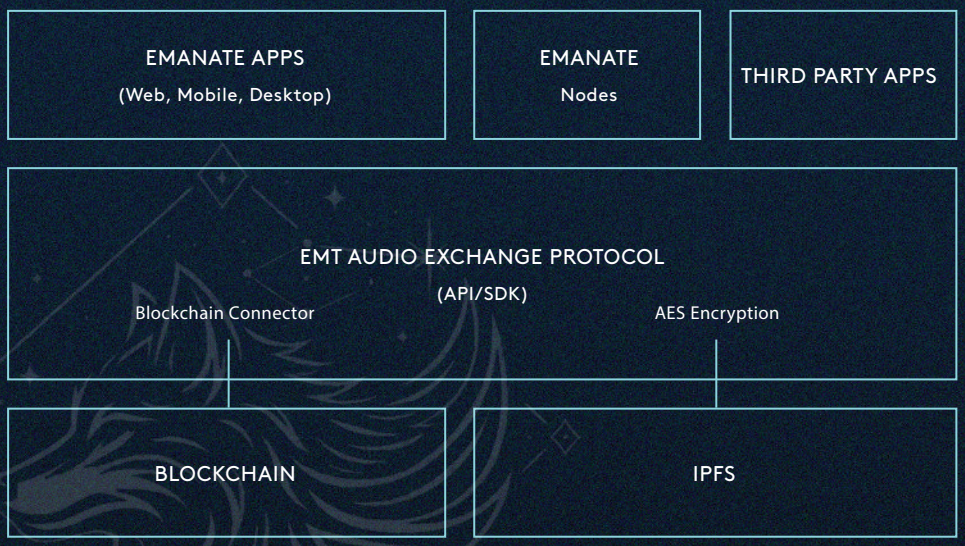
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EMANATE AUDIO EXCHANGE PROTOCOL - TECHNICAL COMPONENTS

The Emanate platform employs select technologies to make the initial system possible and form the basis for innovation necessary to fulfil its final vision and purpose. An overview of the proposed technology structure follows:



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The Audio Exchange Protocol could be to music what HTTP is to web content. In the same way digital advertisements are served to publishers through platforms such as Google doubleclick or sizmek, we see music could be served via Emanate to listener touchpoints like Spotify, radio broadcast, bars and nightclubs.

EOS will provide a basis, a framework and a platform for many of the Emanate components below:

- A music-focused Blockchain backbone
- A ledger that stores the data connected to a piece of audio including:
  - Who created it?
  - Who collaborated?
  - Was it derived from any known source?
- Distributed storage of audio files, categorised in a way to interact with the ledger and smart-collaborations, accessible via a protocol for developers of 3rd party applications
- A smart-collaboration framework which references simple agreements between users and between applications
- A two-way payment system including customisation of a wallet framework
- API endpoints for each audio entity
- Two-way usage data between agents and audio entities
- Network nodes

Ultimately, Emanate will provide the APIs for standardised interaction, collaboration, consumption and payment for audio between actors in the ecosystem. On top of this set of components, a number of dApps must exist, and an opportunity for many more community developed dApps may arise.

Usage of the network requires Emanate tokens for transacting, with a fee structure that makes usage affordable for amateurs, yet is scalable to the volumes commercial applications demand.

BLOCKCHAINS

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Emanate favours a PoS/DPoS over PoW blockchains due to the fact that large mining farms use more energy to maintain. While transforming the music industry is our primary goal, we do not wish to do so with significant environmental impact.

We have settled on EOS[21] as the best platform to commence building our production grade platform. EOS covers decentralised storage, ultra fast processing, no transaction fees, and smart contracts on DPoS consensus model.

We have chosen to take a small risk aligning ourselves with the EOS roadmap for several reasons. Emanate will monitor the progress of EOS and other blockchains and will build a component-based software that can easily plug into other architecture. For now, we see EOS being successful for the following reasons:

- Design for ultra-high throughput from the beginning
- Fee-less transactions
- Multipurpose programmable nodes
- Distributed file storage
- Proven graphene blockchain framework
- Proven DPoS consensus model
- Highly proven technical direction
- Development community funding

Finally, dApps built on EOS can layer the EOS blockchain referencing the mainnet for certain functionalities, meaning that applications are not likely to clog the consensus queue as was seen with CryptoKitties.

The Emanate founding team have been working hard to connect with global EOS community, to make use of the various open source components and tooling and to gain support from BPs. We've successfully connected with Block.One and have been recognised for our use of the EOSIO software.

Our team recognise that the long-term success of EOS is not down to Larimer or Block.one but to the community. Our team has been liaising with Block Producers and staying close to the developments within the community, and we have great belief in the community's ability to launch and sustain a mainnet, and to continue the roadmap.

STORAGE

Emanate makes use of InterPlanetary File System (IPFS)[17] technology for storing all the content in a decentralized way, making it more accessible. Other

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technologies, such as EOS Storage, may be suitable for long term storage and archiving.

IPFS is a peer-to-peer distributed file system that connects all computing devices with a common file system. In some ways, IPFS is similar to the Web, but can be seen as a single BitTorrent swarm, exchanging objects within a single Git repository. In other words, IPFS provides a high throughput content-addressed block storage model, with content-addressed hyperlinks. This forms a generalized Merkle DAG [18,19], a data structure upon which, versioned file systems, blockchains, and even a Permanent Web can be built. IPFS combines a distributed hash table, an incentivized block exchange, and a self-certifying namespace. IPFS has no single point of failure, and nodes do not need to trust each other.

All the non-free content should be encrypted in IPFS, using the Advanced Encryption Standard (AES) [20] algorithm with both user keys and platform keys, in a way that the track will only be accessible through the Emanate API/SDK after end-user validation of access rights and required royalties and/or licensing accounted for, all of which are enforced by smart-contracts on the blockchain.

META-DATA

No global standard for audio meta-data exists as yet, although some templates are emerging such as DDEX which is being explored by Emanate. Additionally, we are seeking partnerships (three currently under consideration and more to be explored) which will mean we can contribute to a global meta-data standardization movement without having to make it a core focus of our development team.

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PAYMENTS

The Emanate ecosystem is designed to carry value and data between participants. This token economy is made stronger by allowing music industry partners into the ecosystem. We foresee Emanate tokens being used as a purchase mechanism for other music industry services and two genuine partnerships are currently in negotiation. These partners, and other partners like them, may choose to accept Emanate tokens as a payment mechanism.

AUDIO API ENDPOINTS

As mentioned through this document, it is intended that each piece of audio on Emanate will be accessible via an API endpoint for use in any other application. Of course the entity accessing the audio will itself need a user profile and a token balance so that payments can flow back to owners of the audio.

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DEVELOPMENT PLAN

The table below outlines which Emanate features are planned for development at each stage.

	Development stages					
Features	POC	DEMO	ALPHA	BETA	v1.0	FUTURE
Web-based streaming	X	X	X	X	X	X
Payments for 'likes' and reposts				X	X	X
Payments for plays		demo tokens	X	X	X	X
Smart-collaborations		X	X	X	X	X
Smart-phone native or PWA				X	X	X
Mac and PC studio apps				X	X	X
DAW Plugins				Test	X	X
AI Audio Attribution				Test	X	X
Emanate network nodes				Test	X	X
API/SDK				Test	X	X

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EMANATE DAPPS

Smart-collaborations tool

'Smart-Collaboration' is a term coined by Emanate team, and is currently a unique proposition in blockchain, cryptocurrency and indeed the music world.

Each time two artists share some audio, an agreement is executed on the blockchain. This is the backbone of the Emanate ecosystem for royalty calculations and artist payments. Smart-collaborations enable Emanate to work with the music industry and artists to access a wealth of samples, sounds and vocals then publish music immediately without further contracts or negotiations.

The smart-contract based collaborations workflow frees up-and-coming artists, musicians and producers from the burden of legalities and contracts that often discourage collaboration.

All contributors to a final sound receive their contracted share from all royalties to licensing revenues the sound generates, without any trusted party in the middle. This technology alone will revolutionise the way musicians collaborate.

The publisher sets a part of their work and conditions of use, the next collaborator accepts and adheres to those contract parameters, adding their own when publishing their derivative of the collaboration. This technically complex process is seamlessly integrated and hidden in workflow, helping ensure all are compensated for their work according to the accepted contract conditions.

Below, you can see how the smart-collaborations will form a fundamental part of how EMANATE (EMT) payments are distributed to artists:

Emanate has built an initial smart-collaboration tool which will be tested within a partnership with a large audience, allowing artists to share projects with each other within the protection of a smart-collaboration, referencing a basic agreement of terms. This will give real customers access to the world's first usable blockchain-based smart-collaborations for the music industry.

EMANATE LIVE ALPHA

The Alpha release will be a web-based platform where artists connect and work together via smart-collaborations and monetise their music via listener playback based micropayments. For listeners, Emanate Alpha will provide access to a wealth of new sounds and a closer connection to the artists. The Alpha Phase will contain the Emanate smart-collaboration layer, artists download WAV files in order to create new music projects, and upload to Emanate via a smart-collaboration 'project package' that includes the means for tagging contributors. During the Alpha 'distribution phase', listeners will participate and artists can upload sounds, earning tokens for their work.

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The web app is being developed using the latest Javascript frameworks on EOS with IPFS experimentation, enabling enabling decentralization. This ALPHA platform will utilise some centralised services on AWS in order to prioritse user experience and performance over idealistic decentralisation. Our clear goal, however, is to eventually run a competely decentralised Emanate network.

EMANATE BETA SUITE

Emanate Beta introduces DAW integration via tools such as Ableton plugins. At this stage file downloads may be removed leaving all audio workflows between the IPFS layer, a user-cache and the DAW. This represents a major barrier to the use of stolen and illegally used content. At Beta stage, listener accounts need a token balance to play music, which in turn rewards the artists.

The Beta release of the Audio Exchange Marketplace will make improvements on the Alpha release, introducing features that are key to our overall



development, but also taking feature requests from the community based on their user experience. At Beta the following tools will be briefed in to our development team, with bounties for community participation, to support the ecosystem overall.

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DAW PLUGINS

VST Digital Audio Workstation plugins and integrations would bring Emanate sounds and collaborations directly into the workflow, removing user initiated file downloads completely. The journey from sound recording to full track release would exist entirely in the cloud, with user ownership protected by the blockchain.

These integration plugins and tools would make it possible for the Emanate platform to simplify the music production workflow while ensuring all parties involved get the agreed revenue stake in the final creation.



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MOBILE APP

A mobile app would allow fans to listen on the move, build playlists, share tracks and cache files. Artists would be able to access stems, samples and musical parts to start compiling ideas into project packages. Emanate will look into iOS and Android native apps and/or Progressive Web Apps to support this functionality.

PARTNER INTEGRATIONS

By Beta stage our key partners would be scheduled to have Emanate token fully integrated into their systems so that artists can not only earn income within the network, but also use it to purchase services and content that could further an artist's career and help to finesse their craft. Technically speaking, these partners become part of an economic network, and the pieces are planned to be in place for music industry partners to join.

PRODUCTION RELEASE

Emanate Live 1.0 will be the first official production release of Emanate, currently road mapped to begin in 2020. This introduces the Emanate Audio Attribution layer, network nodes and algorithms that prevent piracy and reward artist's unique music production via the Emanate platform. While 2020 seems a way off, it must be considered that this is a commercial grade software release, usable for any musician even if they have zero knowledge of blockchain or cryptocurrency.

To support the Emanate ecosystem, the network will need nodes for both IPFS style distributed storage and for the Emanate ledger. These nodes will likely require staking and will likely pay rewards in exchange for services.

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FUTURE PLANS

LIVE PERFORMANCE AND PUBLIC BROADCAST

In future, public broadcasters could be able to sign up for a special broadcast Emanate license, ongoing for licensed venues, cafe and shops and once-off broadcast licensing for event hosts. The live performance layer of Emanate could bring the ecosystem to the mainstage. Artists would connect to a dedicated Emanate channel via their performance software when performing to audiences. This connection means producers would be able to see when and where their tracks have been played and to whom, and a premium payment would be made for the audience broadcast. In the future, this may lead to audience participation opportunities, monetisation of broadcasted live sets and live audience favourites from inside the mobile app.

ALGORITHMIC AUDIO ATTRIBUTION

Emanate has priority access to a globally patented audio recognition and analysis algorithm. This would ensure only high quality audio makes it to the platform.

Emanate plans to employ a number of algorithms to assure security, recognition of unique material and creation of derivative works. To combat plagiarism, Emanate will include source separation of uploaded audio content to decipher possible sub-ownership of audio, recognition of previously published melodies, timbres and beats. Ideally, any prior art is recognised. If a submitting artist infringes copyright, an algorithm would inform an existing artist.

These algorithms are achieved through strategic partnerships and license deals. Working closely with Matt Brown (Audio Engineering Advisor), Emanate will look to include the use of his globally patented work and other algorithms derived from its patented ideas.

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MAC AND PC APPS

Native studio applications would allow artists to streamline music production workflows, combining files store locally with cloud-based Emanate samples. By production release, our roadmap will see each Emanate studio application operating optionally as a network node. Producers running this would earn Emanate tokens as payment for their services to the network.

Native desktop apps take music production to the next level by providing synchronisation of Emanate audio files with users' preferred Digital Audio Workstation (DAW). This makes the experience of using their local sample library or one from other side of the planet, by their favourite producer and shared minutes ago with their followers, feel the same.

These apps make it simple to browse, listen, shortlist, find, and sync with their DAW, and keep track of all relevant metadata until the time of publishing the final product and share the revenue with all parties involved arrives.

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CONCLUDING VISION

Cryptocurrency and blockchain technologies are paving the way for new ideas that challenge everything we know about our industries. Whilst elements of blockchain technology are still maturing, innovation must start now.

The music industry is ripe for transformation, whilst there is a clear opportunity for artists to connect directly with fans, there is also an industry at work in which every component plays a part. Emanate aims to evolve the existing industry ecosystem.

We envisage Emanate as the ubiquitous platform every artist uses daily to collaborate, share and sell their work.

We plan to evolve this ecosystem into a Decentralised Autonomous Community (DAC) that sits inside the old-world music industry as a better way to run a music business. This will form a community with clear governance, structure and most importantly; streamlined operations with artistry at the core.

Our decision to build on a fee-less, scalable, multi-faceted blockchain like EOS will see us build a platform that is practical in every sense. We truly believe Emanate may be one of the first real killer dApps.

We have a grand end-vision with a well-considered and equally achievable starting point. As a music lover, an artist, a crypto enthusiast or a developer, we think you are going to love everything about Emanate.

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