

XENON

For the Listener & Musician
CryptoCurrency

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WHITE PAPER

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Business Model and Strategy

Digital Music Market

In 2018, the profit of world recording industry reached the peak that hasnt been reached over the last 10 years. What promoted this growth?

International Federation of the Phonographic Industry(IFPI) announced an annual report focused on music market about how much world recording industry has grown,

In which part it has made a high performance, and which artists has made the most profitable hit singles and albums.

Were going to figure out what increased and decreased focusing on the size of music industry based on the announcements.

Market Analysis

Recording industry, it reached 19.1 billion dollars of 9.7% increase in contrast to the previous year, in which global business made 7.4% increase.

It is the biggest since it reached 18.4 billion dollars in 2007 and is also the highest growth rate since IFPI has started announcing the report of world market in 2010.

Impressively, 11.2 billion dollars of 19.1 billion in total comes from digital income. It increased over 21% compared to the previous year, firstly got over 10 billion dollars since IFPI started announcing this report 20 years ago.

Considering the people not included in the survey, It can be said digital income

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About Music Industry

announcing this report 20 years ago. Considering the people not included in the survey, Its can be said digital income has grown as much to 59% of total music industry sales.

Due to its explosive growth, It's dominating the market share and continues to rise rapidly, The sales of this has increased of 34% to 9 billion dollars in 2018.

Even the paid streaming, used by the customer who signed up through many platforms such as Apple music, deezer, has exceed 33%.

Problem

Although the size of music market has been explosively growing, ironically the musicians, main characters in this industry, haven't gotten better.

Which means the gross profit to individual musicians is getting less. In addition, the profit of paid download on internet and mobile has decreased of 21.2%, is only 7.7% of gross sales in total music industry.

There are more problems yet.

Although the profit given to individual musicians has decreased, the cost paid by listeners has increased.

Compared to 10 years ago, the average cost paid to listen to music has increased over 300%.

This means there are unnecessary bubbles between musicians and listeners, or there are groups who take advantages of it in between.

For those reasons above, it is expected that the gap between them is going to be wider.

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About Music Industry

Solution and XENON

Due to the development of IT technology, the size of online music distribution industry has been increasing every year. Although the market size has gotten bigger,

most music creators haven't gotten paid appropriately about their creations because of middle fees in the existing market structure.

However, XENON is going to develop a fair environment in which music creators get reasonably paid through minimizing middle distribution fees.

Composers and musicians are be able to distribute their creations on XENON music store themselves, and if consumers download or stream their music,

payment is processed at the same time closing the contract by utilizing payment technology on blockchain.

XENON is a utility token based on ethereum(ERC-20) which can be used on various platforms that XENON provides.

Every music creator is able to take most of music sales money through skipping the middle distribution process by registering their creation on XENON Music Store.

Customer is also able to purchase music cheaply compared to the other music distribution platforms.

Additionally, the holders of XEN can financially support music creators or artists who they support through tokens.

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Business Model and Strategy

Introduction of XENON's business model and Strategy

Music has already been in our daily life and gives us mental stability and joy as we cannot imagine life without music.

The average daily listening time of world music service users is 2.5 hours, which is 15.6% of time awake in standard of 8 hours sleep.

The first reason why music has been significant in our life is the development of IT technology.

75% of Music service is being consumed on smartphones. Due to the changes in social awareness, the value of

creators' copyright has also changed.

According to International Confederation of Societies of Authors and Composers (CISAC), the copyright-relevant income in the world has increased of annual average 6.4%.

Such phenomenon can be also seen in China, the users of paid music streaming in China was 30 millions in 2017, which increased 10 times of 2014.

Since the size of mobile paid music market is getting bigger every year, the growth possibility of XENON's music-relevant project and business seems significantly high.

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Introduction of XENON Platform

Platform 2.0

Lilyer uttered since some of the well-known 1st generation platforms are intensively investing on AI, Blockchain to establish 2nd generation platform model, the others should leap one-step ahead to catch them.

She also mentioned that AWS(Amazon web service) has released two new blockchain to provide their cloud and Google cloud is growing fast to catch them.

There's been a lot of rumors about what Facebook is doing with their blockchain team and their leader, Davis Marcus.

People are arguing about if the 1st generation platforms, successful these days, are simply going to be more developed or if innovation is going to drive it to a more decentralized,

collaborative and transparent new business model through turning the domination structure upside-down.

Smart contract ecosystem, such as Ethereum, is a tool to create a new level of model called the 2nd platform.

It is said "We are standing at the starting point of such innovation and It might take few years to get it popularized,

but It's important to have a active attitude because this wave of change is going to sweep us eventually"

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Introduction of XENON Platform

XENON Music Store

XENON music store is a representative platform where XEN is used and consists of XENON music store and XENON open store.

On XENON Music Store, only famous or certified artists' music sales are processed.

On Xenon Music Store, different from XENON Music Store, any music creator can register and sell their music creation after simple identification process.

Due to the absence of middle distribution process, the sales profit that music creators get increases compared to other platforms.

Customers also purchase music at a reasonable price through minimizing the middle distribution process.

The users of XENON Music Store can purchase music through charging XEN in a wallet provided to individuals, or financially support artists through sending them XEN.

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Introduction of XENON Platform

XENON Singer

XENON Singer is a platform that is built in order to support the success of music creators and artists through using XEN.

During a regular period every month, there will be a music contest that XENON singers participate and compete with each other.

A music creator who gets voted the most will be rewarded by XENON, and the created music can be registered and sold on XENON Music Store.

The system where anyone can support artists'

dream is built through such audition.

The vote of XENON Singer is processed on a method that music creator applies to participation and register a song,

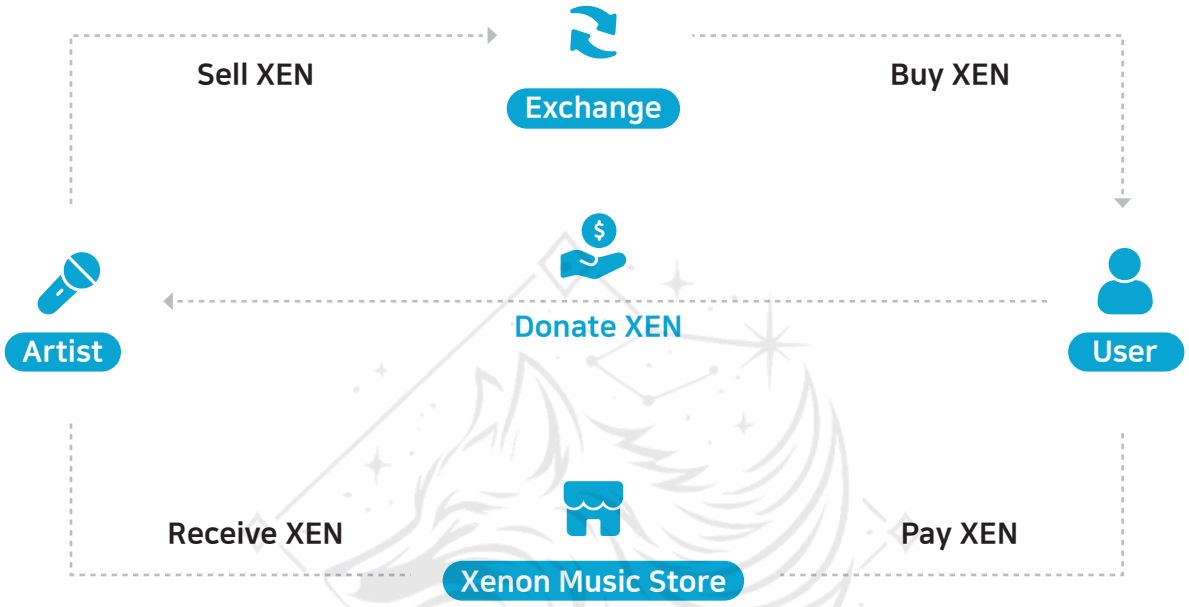
and a number of users appraise and choose an artist through using a certain amount of XEN during the period of contest.

The reward of XENON Singer is XEN of 1,000 dollars provided by XENON and also includes the XEN used on the vote.

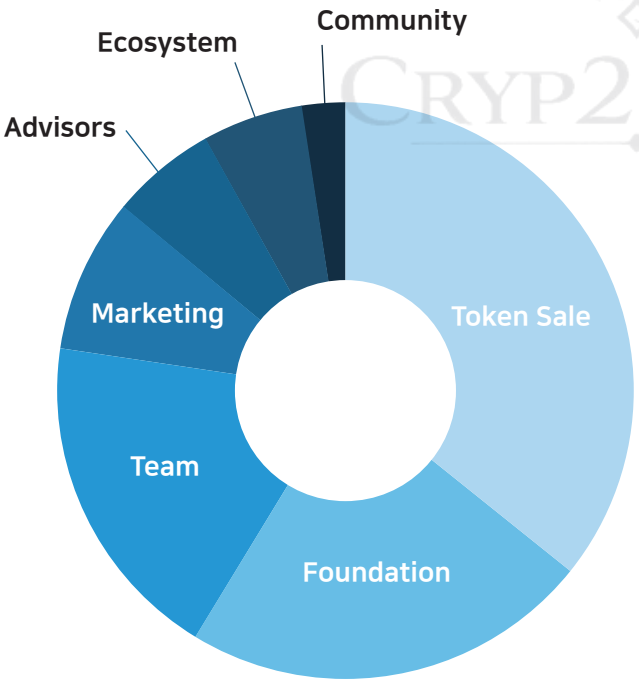
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XEN Token

XEN Token Economy



XEN Allocation



Token Sale	4,000,000,000 XEN
Foundation	2,000,000,000 XEN
Team	2,000,000,000 XEN
Marketing	800,000,000 XEN
Advisors	500,000,000 XEN
Ecosystem	500,000,000 XEN
Community	200,000,000 XEN

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XEN Token

XEN Token Information

Token Symbol	XEN
Token Contract Address	0x5fbdb42bb048c685c990a37f2c87fe087c586655
Token Decimals	8
Total Token Supply	10,000,000,000 XEN

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Disclaimer

Legal considerations and other matters

XENON white paper is designed to document and deliver the overall business plan about the project and is not used for suggesting any investment.

XENON does not take responsibility for any financial damage occurred by obtaining this white paper. The contents of this white paper must be not

regarded as an induction or suggestion.

Participants should carefully consider and review all risks, IEO and other relevant business activities related to cryptocurrency.

We do not provide any guarantee to or take any responsibility for any participants.

All nodes in XENON platform assign a portion of storage space on the nodes through a simple setup.

A group of pieces of distributed data can be aggregated with authentication for secure data transfer and be decodable.

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Exclusion of responsibility

All XENON cryptocurrency that is available before issue is exchanged in the form of TOKEN. The regulatory authority does not check or approve the information specified on this white paper.

No such action has been taken or will be taken in according to the rules of law, regulatory requirements, or jurisdiction.

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This document also does not guarantee anything about music industry, digital music market, solution, business model, XENON roadmap, issue of XENON, XENON Token tree, legal considerations and other matters about issue and distribution of token, and XENON blockchain technology

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A warning about future prediction

Although cryptocurrency coin should be not regarded as an investment, it may get value over time. It can also lose the value if the solution implemented by XENON is not actively used in reality.

Technology innovation, such as the development of quantum computer, may occur risks to crypto network including XENON.

If a situation where XENON coins are not available due to exclusion of guarantee or various reasons, the loss is attributed to the respective ones who purchased coins and XENON does not take any responsibility of it.

After the day of issue, XENON is going to be sent to the respective ones who purchased without any explicit or implied guarantee and violation of others' intellectual property rights.

Since the exclusion of implied guarantee is not admitted in some portion of jurisdiction, it can be unapplied.

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Potential risks

The risk of fund loss : The fund retrieved in the process of sale is not guaranteed. If the value is damaged or lost, there is no individual or public insurance agent available for the purchaser.

The risk of failure : When it comes to the fund collected in the process of sale, various risks, such as the failure of XENON Business or marketing activities afterwards and any risks that can happen to other company, are also included.

We do not provide any financial advice.

This document is a conceptual document (“White paper”) that explains the solution we suggest and platform afterwards. This can be revised or modified anytime if needed.

However, we are not obliged to update this document and contact or provide any extra information to recipients. This white paper is only designed for discussion purpose.

We do not guarantee any value neither today nor in the future, also not how much XENON coins are going to be.

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Potential risks

This project is not a regulated subject that belongs

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