



dot
blockchain
media

Introduction
March 2018
Ken Umezaki
Chief Business Officer

About Me

Invest



Capital and Strategies for the New Music Economy

STCLAR

Artists

THE STONE
FOXES



Advise



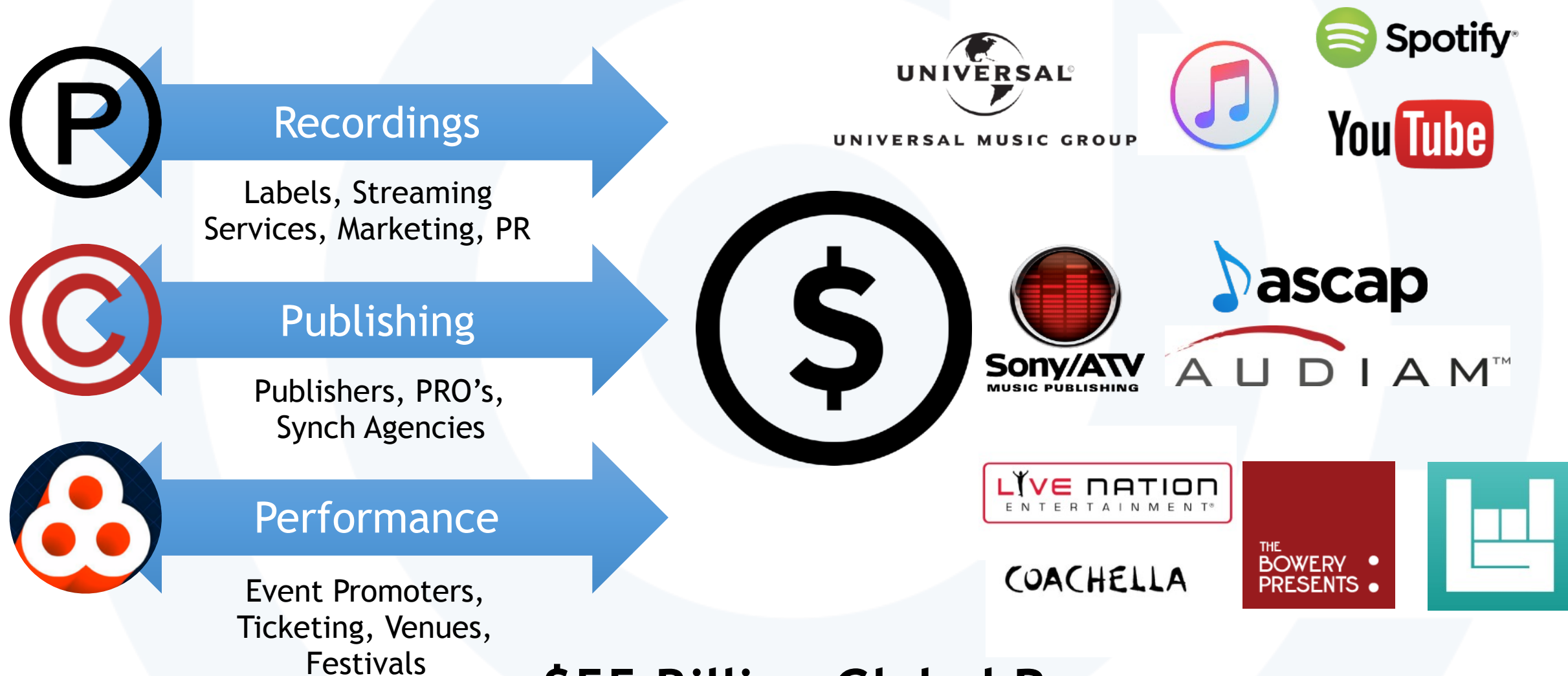
Organizations



We Create Beautiful Websites

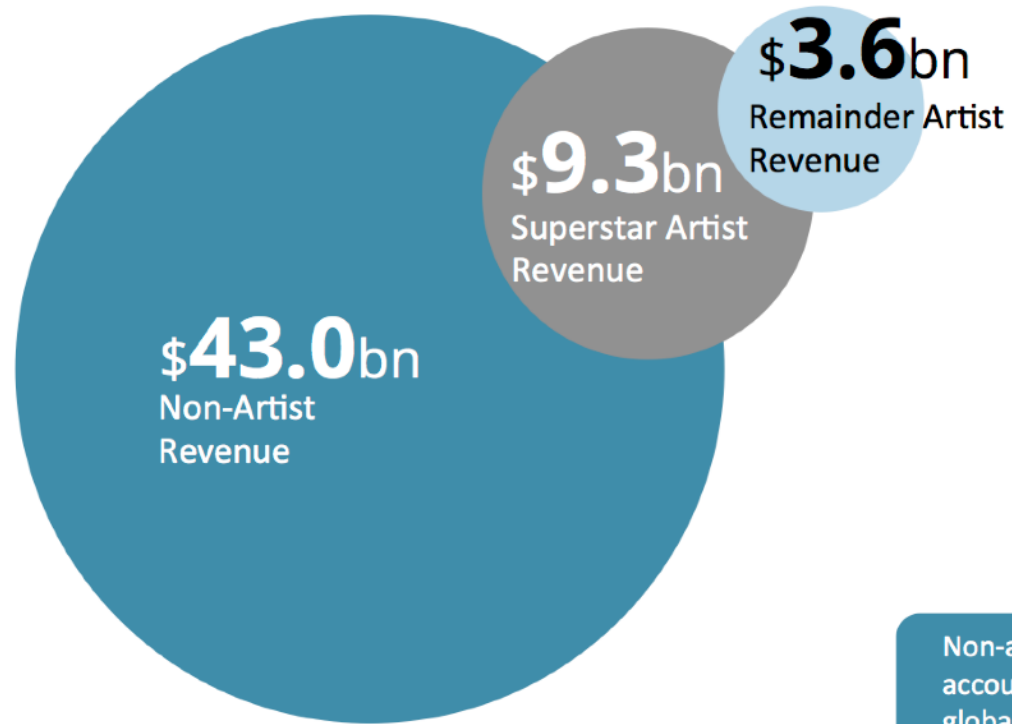


The Music Industry



Who Makes the \$s?

Distribution of Global Music Revenue by Industry Segment



Note: Revenue refers to share of revenue that is earned by the creator, not the total market value

Source: MIDiA Research Artist Income Model 6/14 (Global)



Recorded Music

Unprecedented Content and Consumption Growth



**~40mm Songs
+25,000
Songs/Day**



**~140mm Tracks
~11 hours
New Audio/Minute**



**~5 billion+ videos
adding
400 hours/Minute**

Paying micro-pennies per "spin"



US Streams in 2017 = 618 billion
+43% from 2016

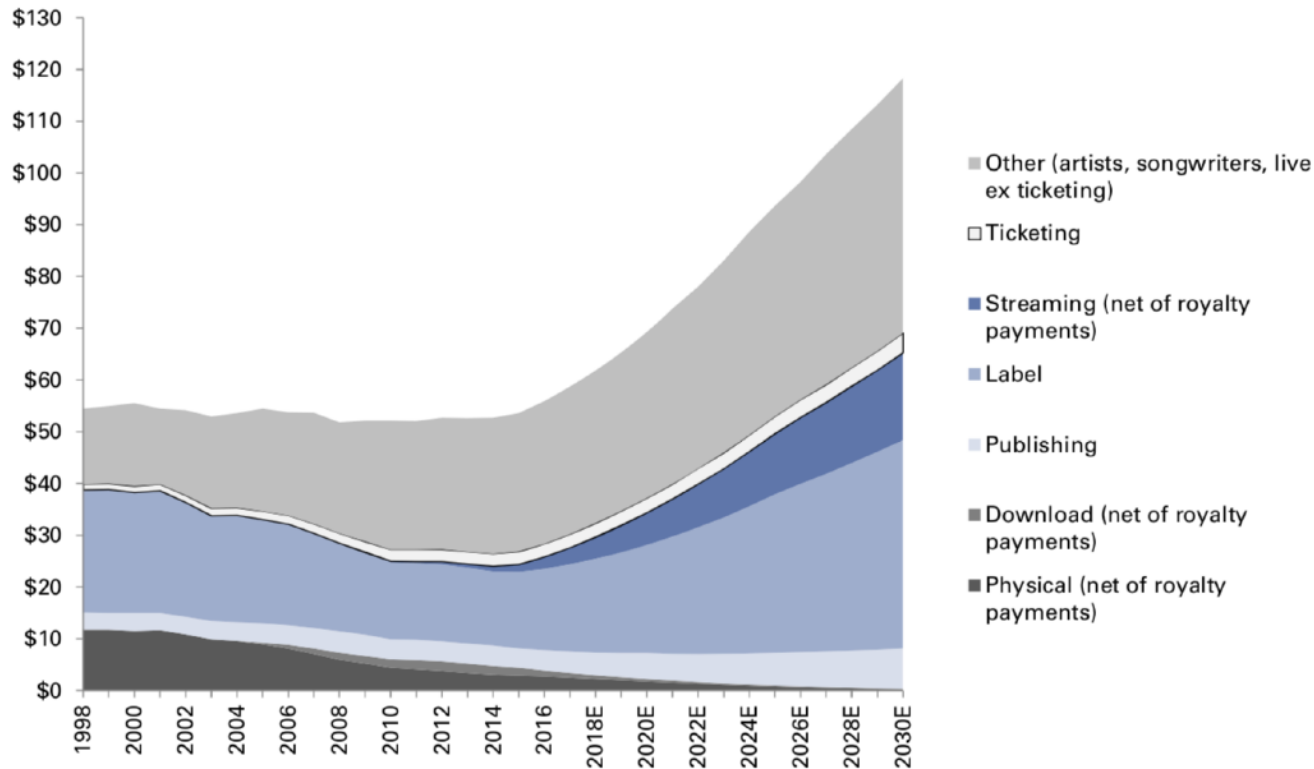


700,000 Independent
Revenue Sources Per Song



The Second Digital Revolution

The New Music Economy Is Growing Significantly



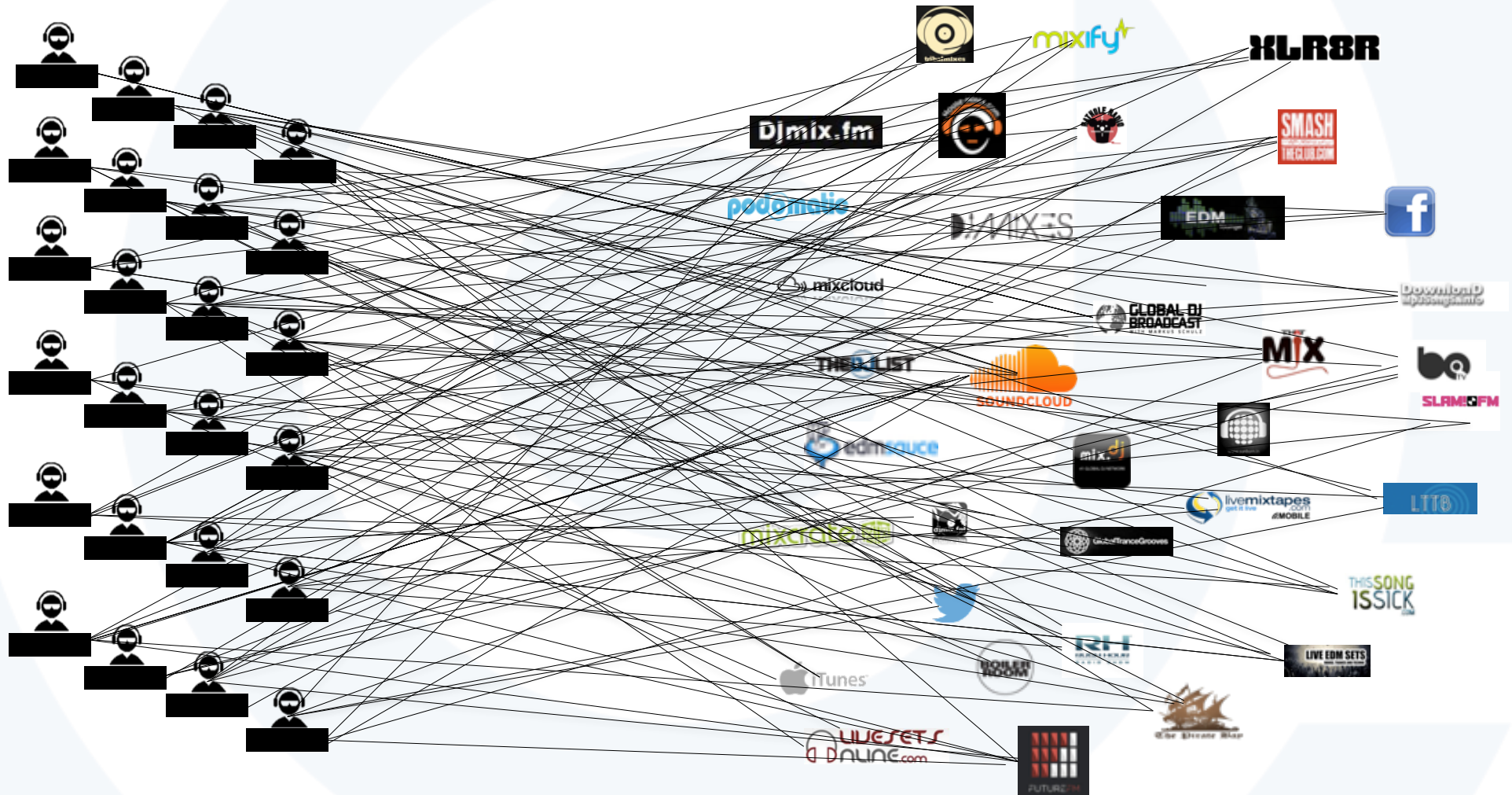
“Streaming services are poised to drive a second and more profitable “digital revolution” in music after more than a decade of value destruction from piracy and unbundling.” - [Goldman Sachs](#)

The global music industry is expected to double to ~\$100 bln in the coming decade.

Source: IFPI, Goldman Sachs Global Investment Research



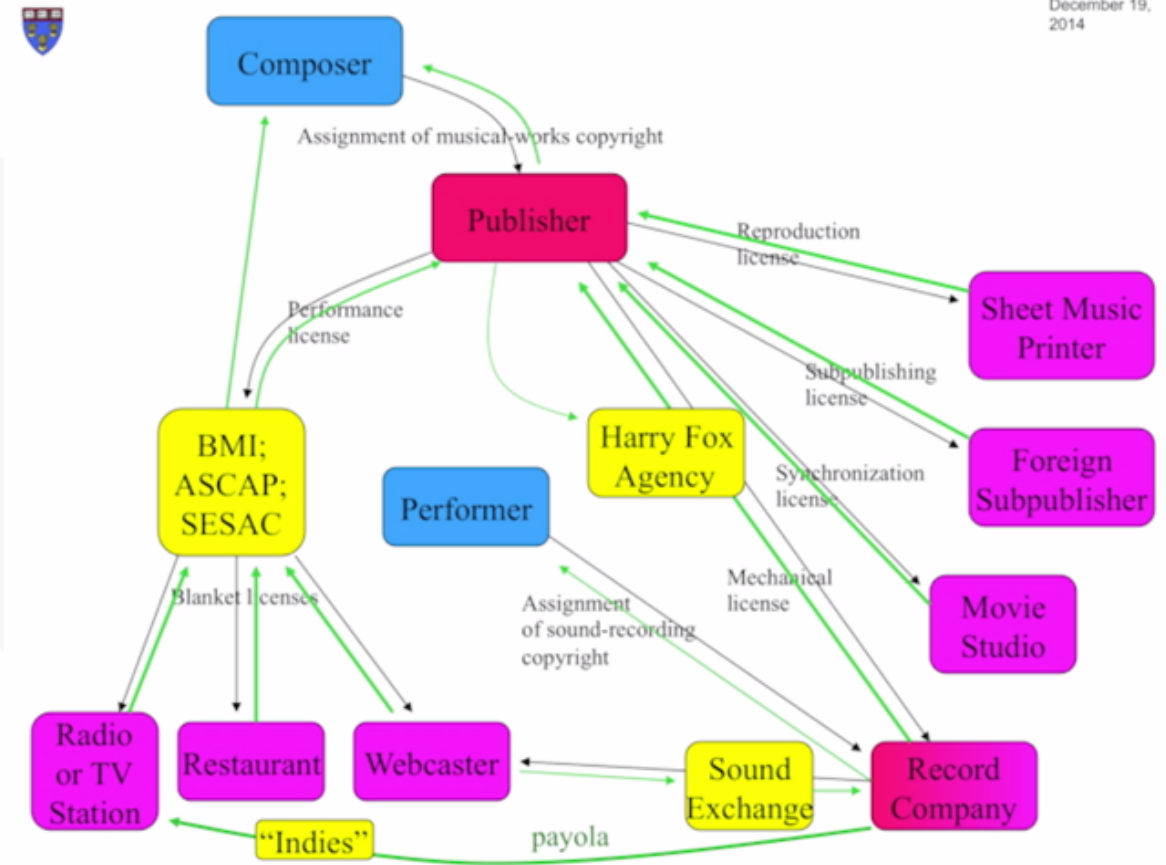
Technology Has Democratized Media Creation and Distribution...



...but Monetization of Media Rights is “Analog” ...

B2B business practices are:

- Bilateral or Private
- Based on Incomplete Data
- Slow
- Disassociated from Creators



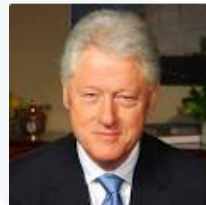
...and Current Music Formats are 25+ years old...

.WAV (song.wav) introduced
26 years ago (1991)

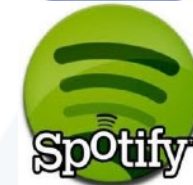
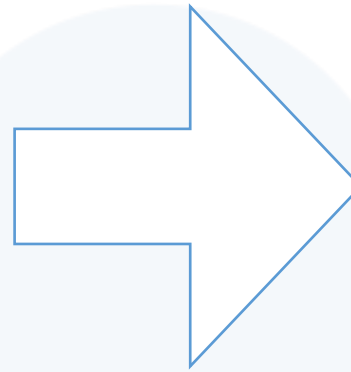


George H. W.
Bush
1989-1993

.MP3 (song.mp3) introduced
23 years ago (1993)



Bill Clinton
1993-2001



...when Music Creation Has Changed



140+ Songwriters & Collaborators
Listed In Credits

1. PRAY YOU CATCH ME

WRITTEN BY KEVIN GARRETT, BEYONCÉ, JAMES BLAKE / PUBLISHED BY WB MUSIC CORP. (ASCAP) OBO ITSELF, ROC NATION MUSIC AND KEVIN GARRETT MUSIC, WB MUSIC CORP. (ASCAP) AND OAKLAND 13 MUSIC (ASCAP) ALL RIGHTS ADMINISTERED BY WB MUSIC CORP. OBO ITSELF AND OAKLAND 13 MUSIC, SONY/ATV / PRODUCED BY KEVIN GARRETT AND BEYONCÉ / VOCAL PRODUCTION BY BEYONCÉ / MIXED AND RECORDED BY STUART WHITE / SECOND ENGINEERING BY RAMON RIVAS / ASSISTANT RECORDING ENGINEERING BY JOHN CRANFIELD / PIANO BY KEVIN GARRETT / JUPITER BASS BY JAMES BLAKE / STRINGS BY ERIC GORFAIN, DAPHNE CHEN, CHARLIE BISHARAT, JOSEFINA VERGARA, SONGA LEE, MARISA KUNEY, NEEL HAMMOND, SUSAN CHATMAN, KATIE SLOAN, AMY WICKMAN, LISA DONDLINGER, TERRY GLENNY, INA VELI, GINA KRONSTADT, YELENA YEGORYAN, RADU PIEPTEA, CRYSTAL ALFORQUE, SERENA MCKINNEY, LEAH KATZ, ALMA FERNANDEZ, RODNEY WIRTZ, BRIANA BANDY, ANNA BULBROOK, GRACE PARK, RICHARD DODD, JOHN KROVOZA, IRA GLANSBEEK, VANESSA FAIRBAIRN-SMITH, GINGER MURPHY, ADRIENNE WOODS, DENISE BRIESE, RYAN CROSS, GEOFF OSIKA / ORCHESTRATIONS BY ERIC GORFAIN / STRING ARRANGEMENT BY JON BRION / STRINGS AND KEYBOARDS ENGINEERED BY GREG KOLLER / PROTOOLS EDITING AND KEYBOARDS RECORDED BY ERIC CAUDIEUX AT HENSON STUDIOS, LOS ANGELES, CA AND THE APEX STUDIO IN BURBANK, CA / RECORDED AT CONWAY STUDIOS IN LOS ANGELES, CA / MIXED AT PACIFIQUE RECORDING STUDIOS, NORTH HOLLYWOOD, CA / PACIFIQUE STUDIO ASSISTANT: ARTHUR CHAMBAZYAN / MASTERED BY DAVE KUTCH OF THE MASTERING PALACE NYC AT PACIFIQUE RECORDING STUDIOS, NORTH HOLLYWOOD, CA



...when Music Creation Has Changed



27 Songs, 1 Hour, 40 Minutes

Shuffle

The Retrospective Mix: 2011 - 2017

Steve Aoki

Dance • 2018

SONG	ARTIST
1 All Night	Steve Aoki & Lauren Jauregui
2 Feel (The Power of Now)	Steve Aoki & Headhunterz
3 Delirious (Boneless) [feat. Kid Ink]	Steve Aoki, Chris Lake & Tujamo
4 Turbulence (feat. Lil Jon) [Radio Edit]	Steve Aoki & Laidback Luke
5 Melody (Radio Mix)	Steve Aoki, Dimitri Vegas, Like ...
6 Cake Face	Steve Aoki
7 Kolony Anthem (feat. iLoveMakonnen & Bok Nero)	Steve Aoki

"How amazing is it to be able to quickly and freely throw together a mix of tracks with no clearances or paperwork required? It's the dawn of a new era. I can't wait to see what aspiring DJs and Aoki fans do with my music in their own sets." - Steve Aoki



The Consequences Are Significant

**~100mm Tracks
un-monetizable**

due to lack of
ownership data



\$1.6 bn

Spotify Lawsuit

Yet again, over lack of
composition data



**800,000+
takedowns**

per month
due to inaccurate
ownership information

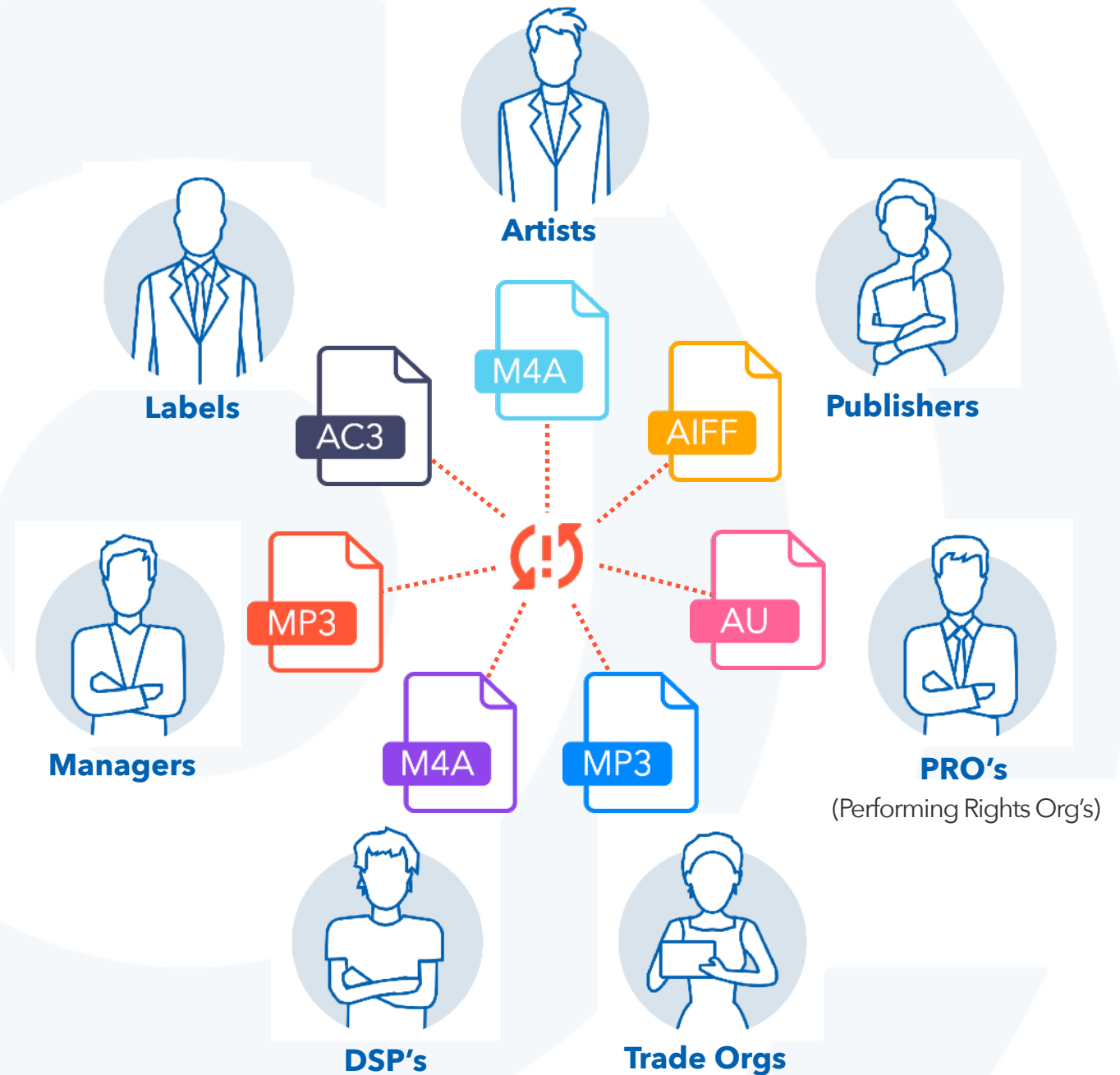


**We see an enormous opportunity to move media rights
management to the “Speed of Digital”**



Why?

Because **stakeholders** in the **music industry** do **NOT** share their data or use a **common file format**



What If.....

A new "dynamic format" for Media Data

Audio File(s)

Metadata

Ownership
Information

License
Information

Q: Who own the rights?



Shipping Containers?

- Standard dimensions
- Subdivide contents
- Multiparty ownership

Influenced size of every:

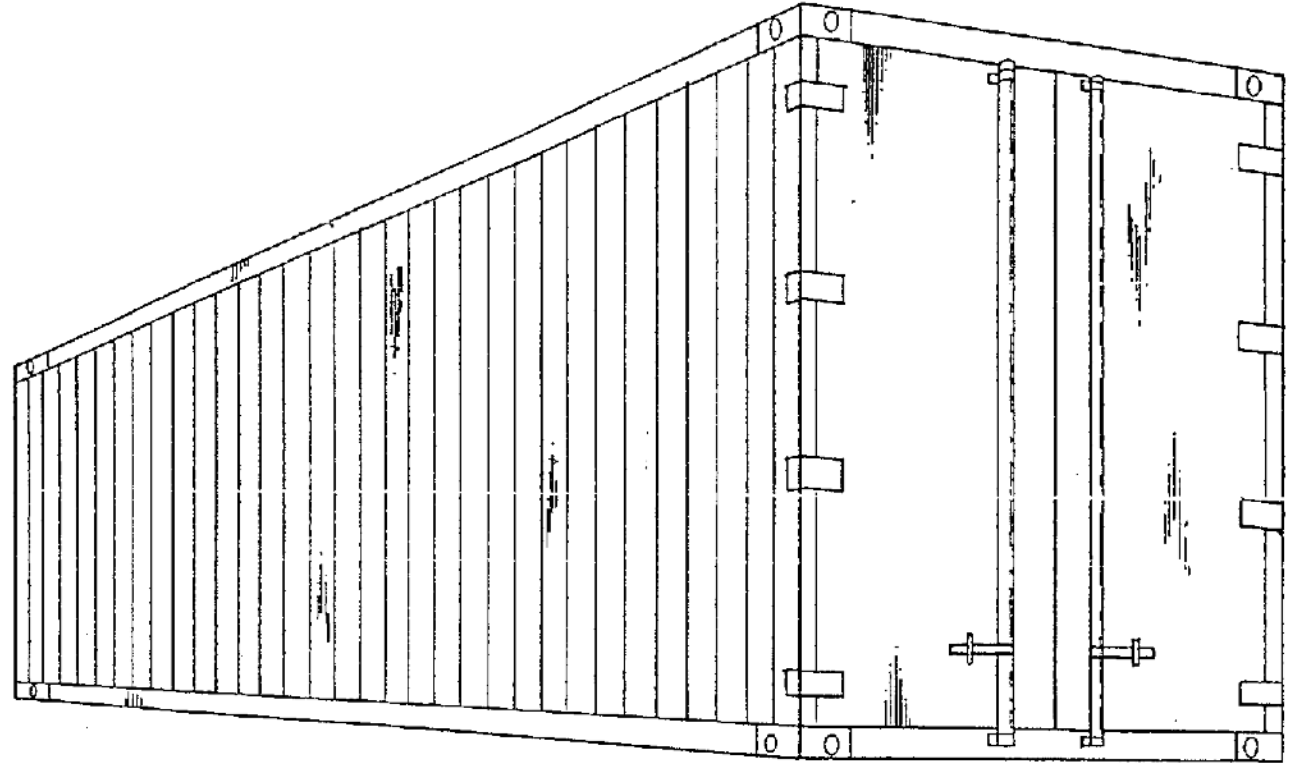
Truck

Train

Crane

Ship

Port

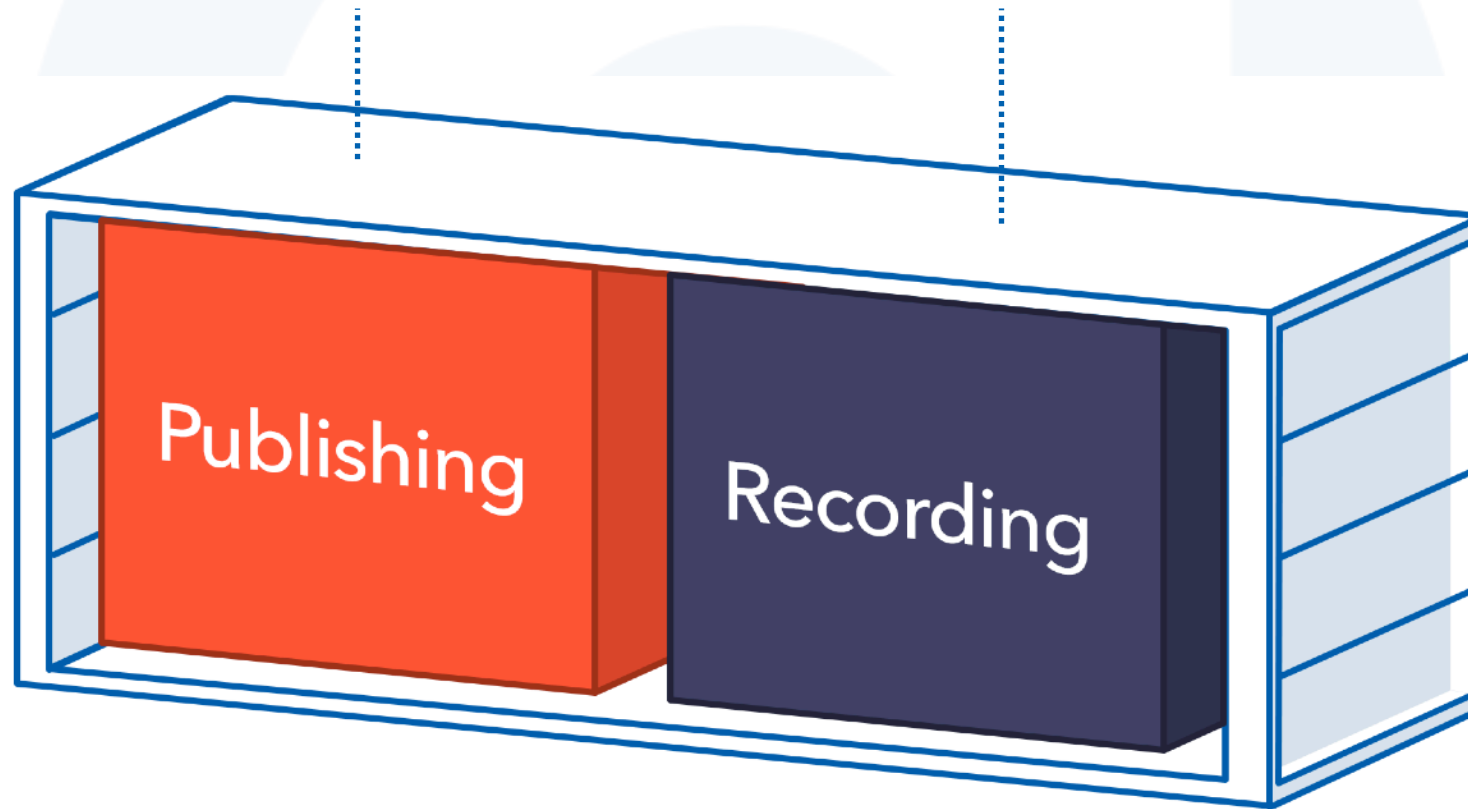


dotBC Multi Party Ownership

Super admin(s)

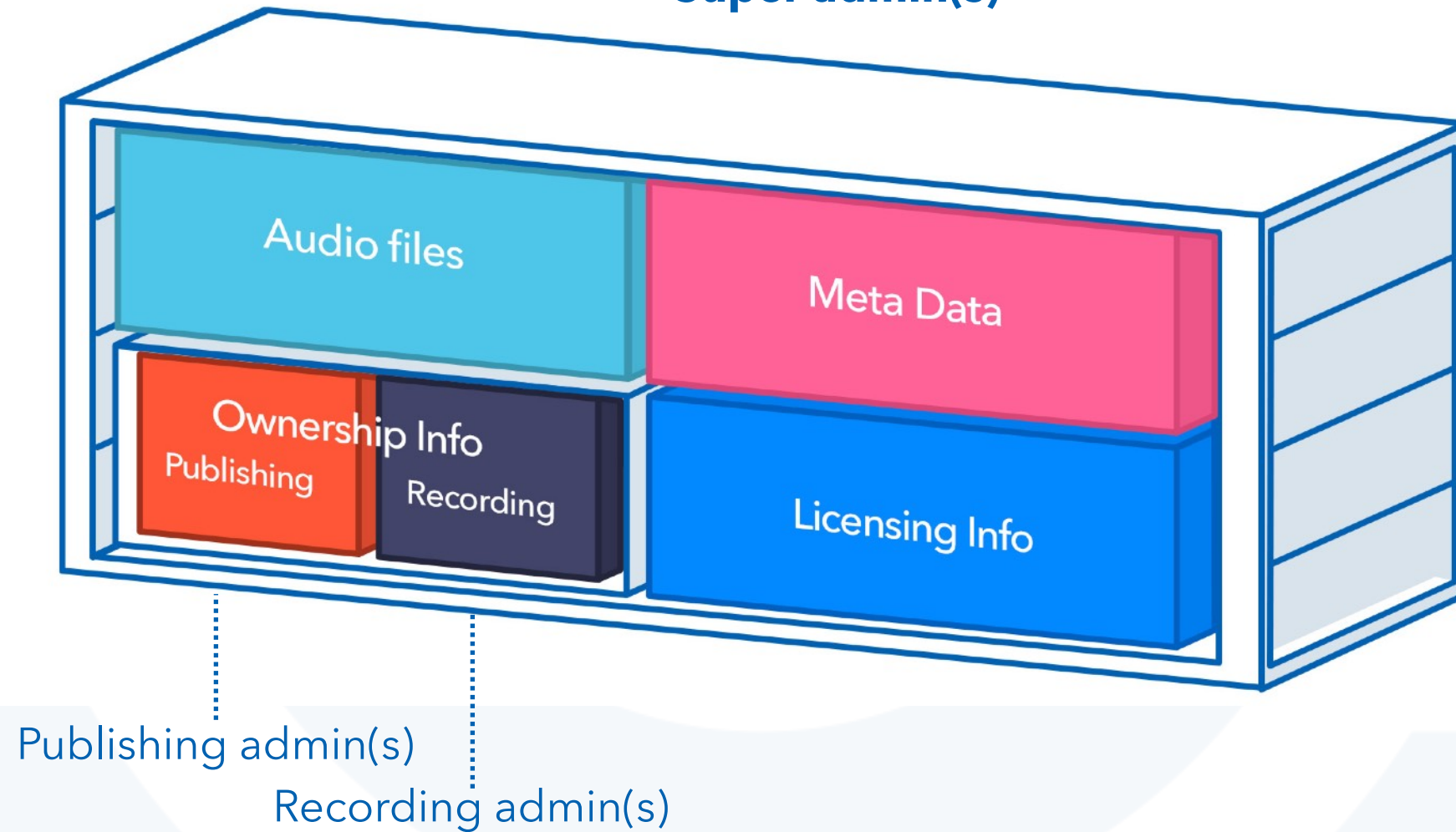
Publishing admin(s)

Recording admin(s)



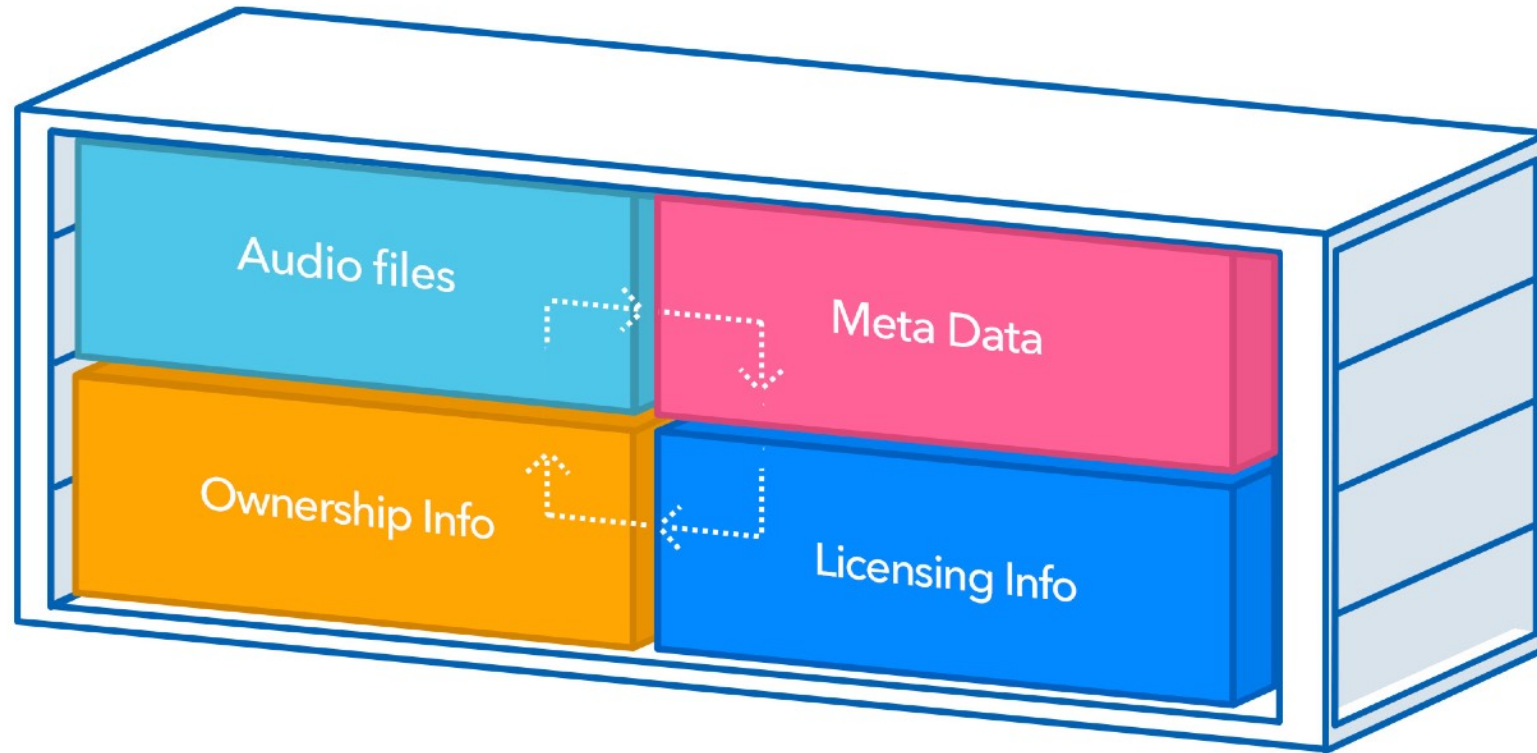
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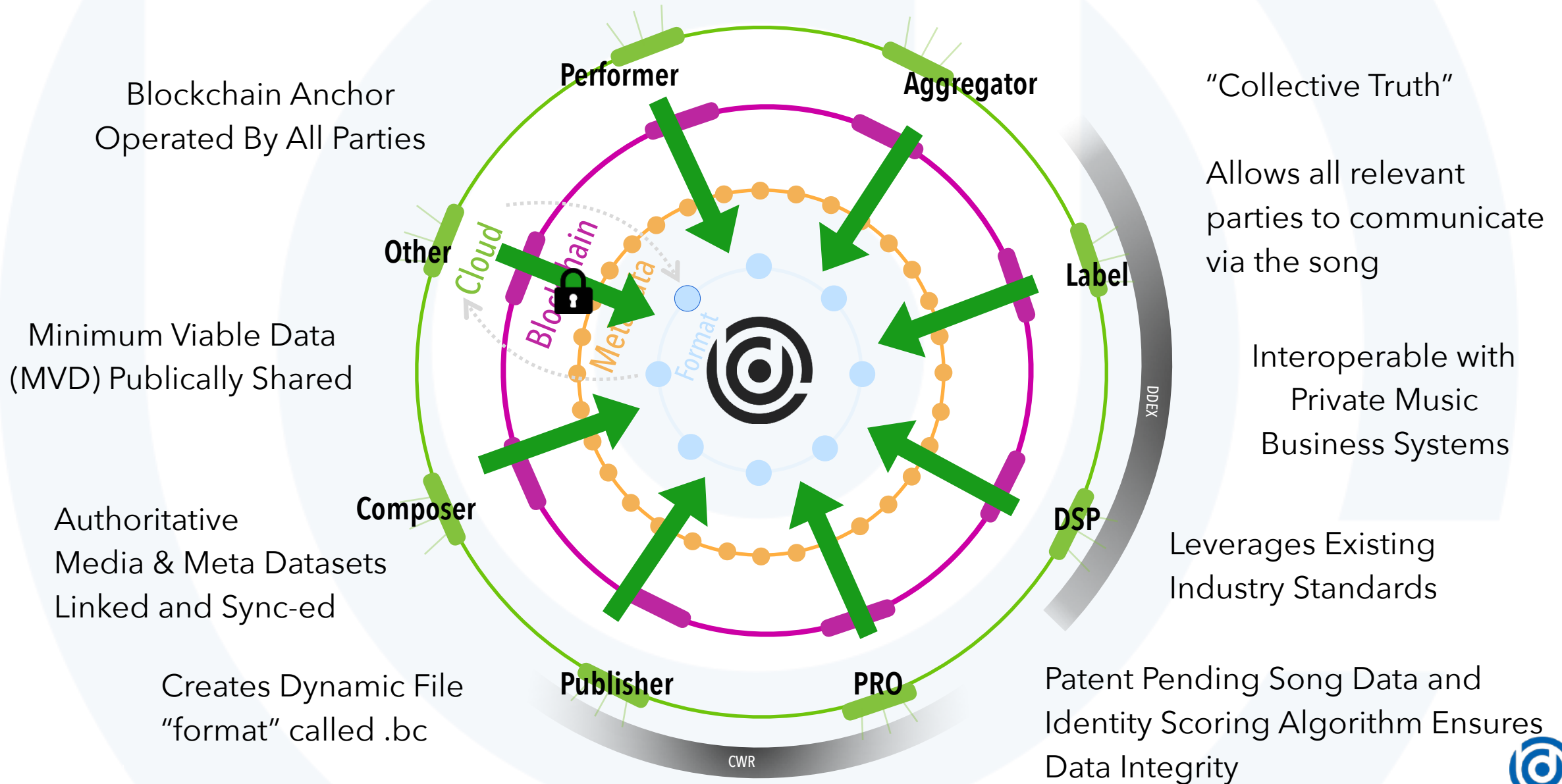


dotBC Data Synchronization

Super admin(s)



Communicate Through The Song



Each Song Has A Dashboard



DASHBOARDS

Today 3



NEEDS RESPONSE

Song Splits Proposal 4

License Requests 2

Publishing Info Requests 25

DSP Requests 1

AUTOMATICALLY PROCESSED

Song Verification 4

Artist Verification 2

FOR YOUR INFORMATION

New Work Registration 4

Metadata Updates 2

← Back

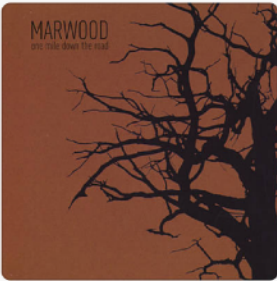
Song Splits Proposal

 TYPE OF REQUEST
Song Splits Proposal

STATUS
Pending Approval 

Song Splits Proposal

OCTOBER 12, 2017 2:45 PM EST



ARTIST
Marwood

RELEASE TITLE
One Mile Down the Road

RELEASE DATE
August 11, 2006

WRITER
Benji Rogers

PRO
ASCAP

WRITER 2
Bill Wilson

PRO
SOCAN

LABEL
Feckless Music Inc

Approve 

Deny with Comments 

Deny with Revision 

Song Splits Proposal

PROPRIETARY & CONFIDENTIAL PROPERTY OF DOT BLOCKCHAIN MEDIA INC.

ACTIVE PARTICIPANTS

ascap  +

BR  +

SOCAN  +

BEN ROGERS MUSIC  +

  +

FUGA  +

BW  +

  +

NOTIFIED

BR  Benji Rogers

BW  Bill Wilson



Participants Can Chat Within The Song



DASHBOARDS

Today 3



NEEDS RESPONSE

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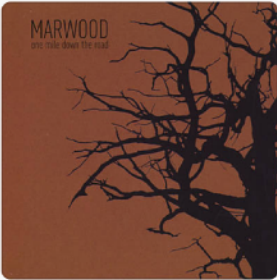
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FUGA 

BW 





NOTIFIED

BR 

BW 

Benji Rogers

Bill Wilson

Song Splits Proposal

PROPRIETARY & CONFIDENTIAL PROPERTY OF DOT BLOCKCHAIN MEDIA INC.



Making Data Great Again



	Before	After
<i>Album / Release Title</i>	Sticky Ankles	Sticky Ankles
<i>Artist</i>	Suffragette City	Suffragette City
<i>Label</i>	James, Wind & Fire	James, Wind & Fire
<i>Content Provider</i>	Case/Martingale	Case/Martingale
		CDBaby
<i>Songwriter</i>	David Bowie	<i><u>Songwriter</u></i> <u>Jones David Robert</u> <u>Bowie David</u> <i><u>Affiliate</u></i> <u>PRS</u> <u>PRS</u> <i><u>CAE/IPI</u></i> <u>15471209</u> <u>3960406</u>
<i>Publisher</i>	Screen Gems EMI Music	<i><u>Publisher</u></i> <u>Screen Gems - EMI Music Inc.</u> <u>Tintoretto Music</u> <u>BMG Blue</u> <i><u>Affiliate</u></i> <u>BMI</u> <u>BMI</u> <u>BMI</u> <i><u>CAE/IPI</u></i> <u>36205509</u> <u>232700507</u> <u>722301001</u>
<i>UPC</i>	693720050426	693720050426
<i>ISWC</i>		T-010452531-6
<i>ISRC</i>	USX8Y1000136	USX8Y1000136
<i>C-LINE</i>		© 2010 Case/Martingale
<i>P-LINE</i>		© 2010 Case/Martingale
<i>Year Release</i>	2010	10/13/2010



Think of dotBC “Dynamic Format” as...



Coordinated
Bundle Of Data

+



Real Time Collaboration &
Rights Administration

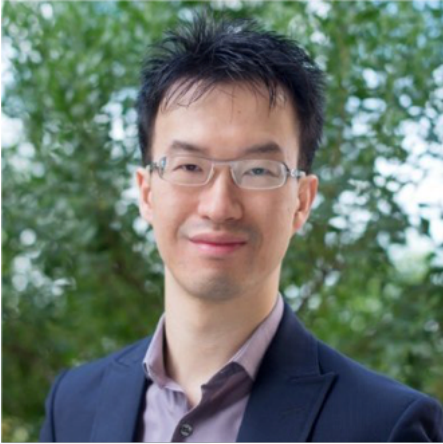
+



Real Time Communication



The dotBC Team



Chris Tse
Technology/Architecture
Cardstack/McGraw Hill



Benji Rogers
Chief Executive Officer
PledgeMusic



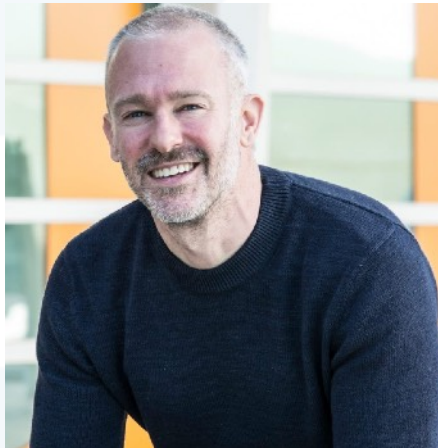
Ken Umezaki
Chief Business Officer
Digital Daruma



Chris McMurtry
Head of Data
Dart Data/Naxos/Apple



Bill Wilson
Metadata/Supply Chain
Music Business
Association



Allen Bargfrede
Copyrights/Legal
Berklee Rethink Music



5 Clients with Access to Majority of Relevant Music

SOCAN

music. people. **connected.**

 **medianet**™

 **cdbaby**™
DISCOVER MUSIC


Songtrust


FUGA
manage
distribute
promote
collect

6 announced clients represent a global cross-section of major music industry players:

~65 million songs and compositions

~1.5 million composers and artists

~ provides potential access to

Majority of commercially relevant repertoire

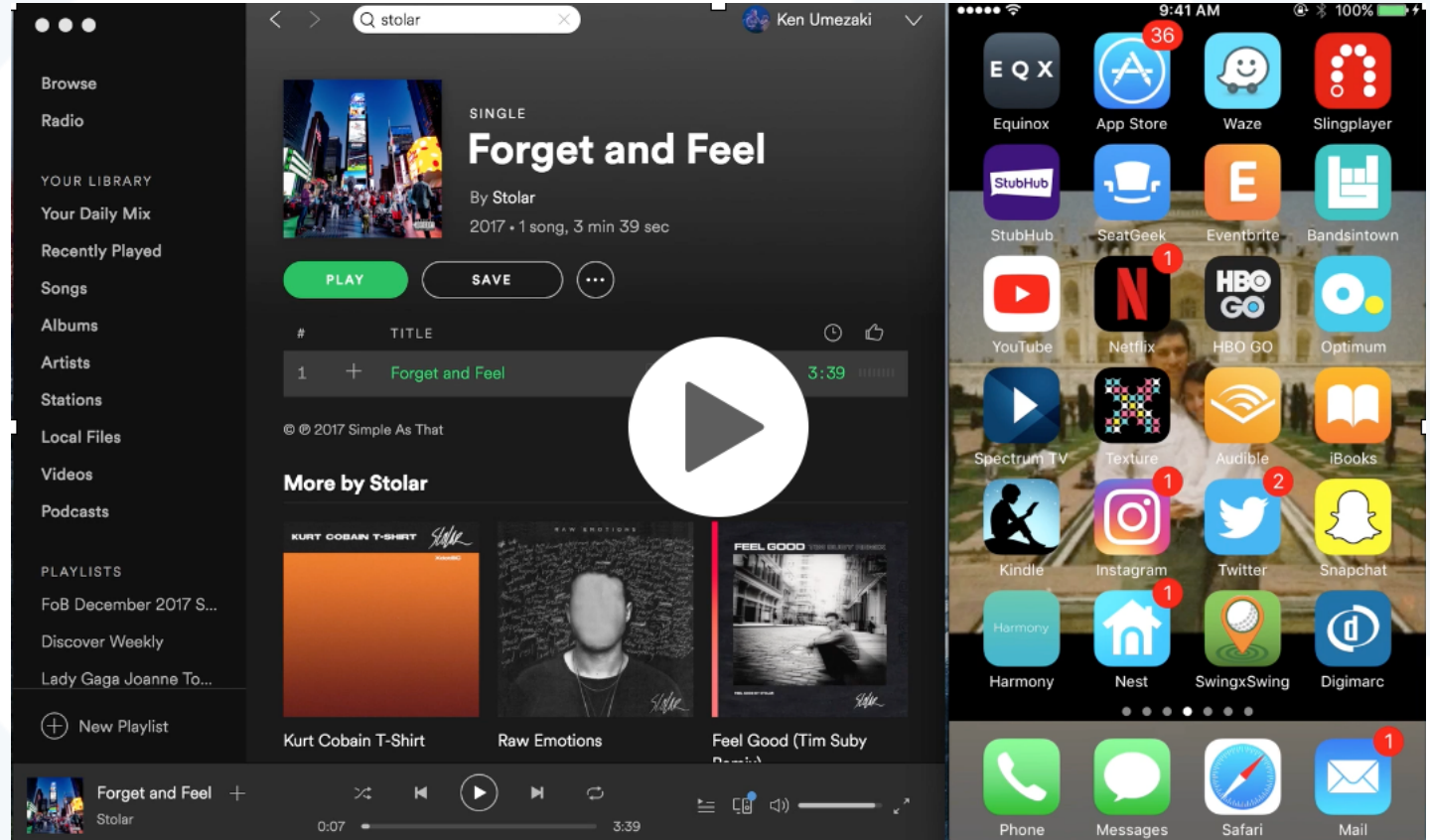


Product: Our First dotBCs Released

“Forget and Feel”
by STOLAR



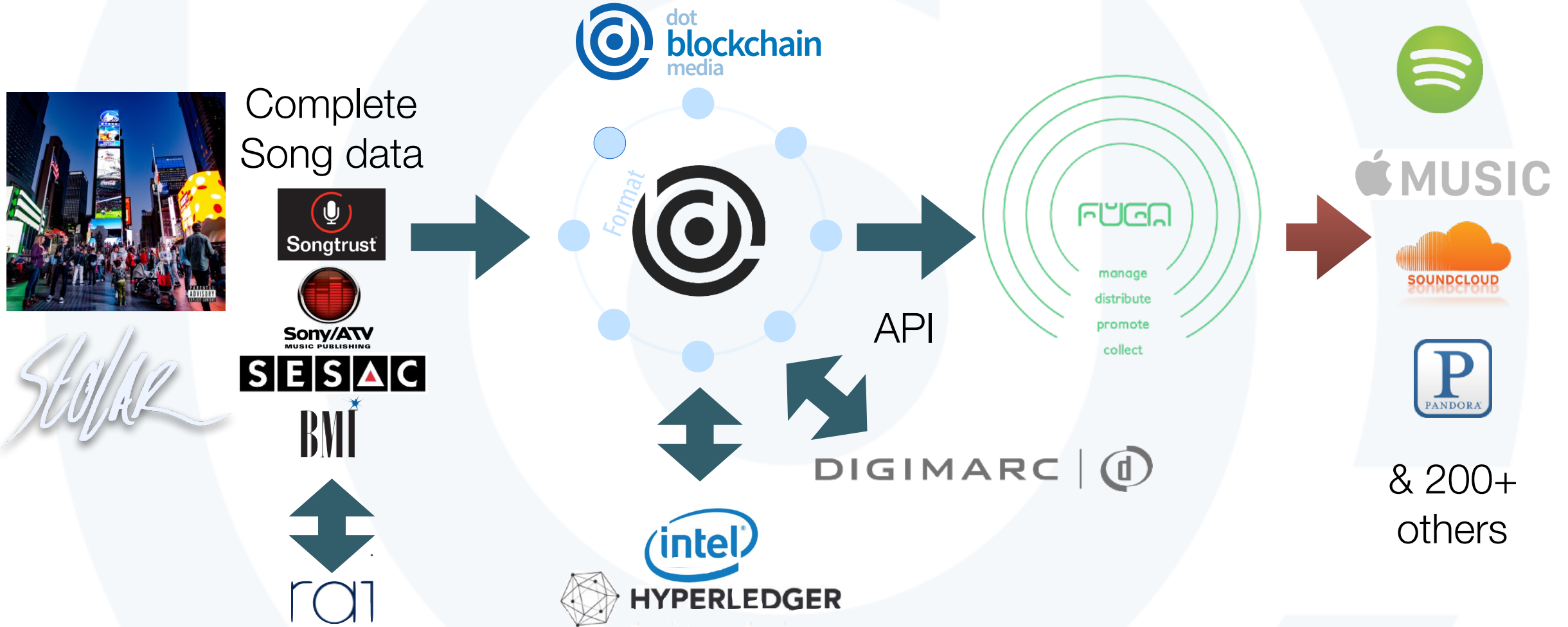
STOLAR



[Video Link Here](#)



Product: Inscribing Ownership In Audio

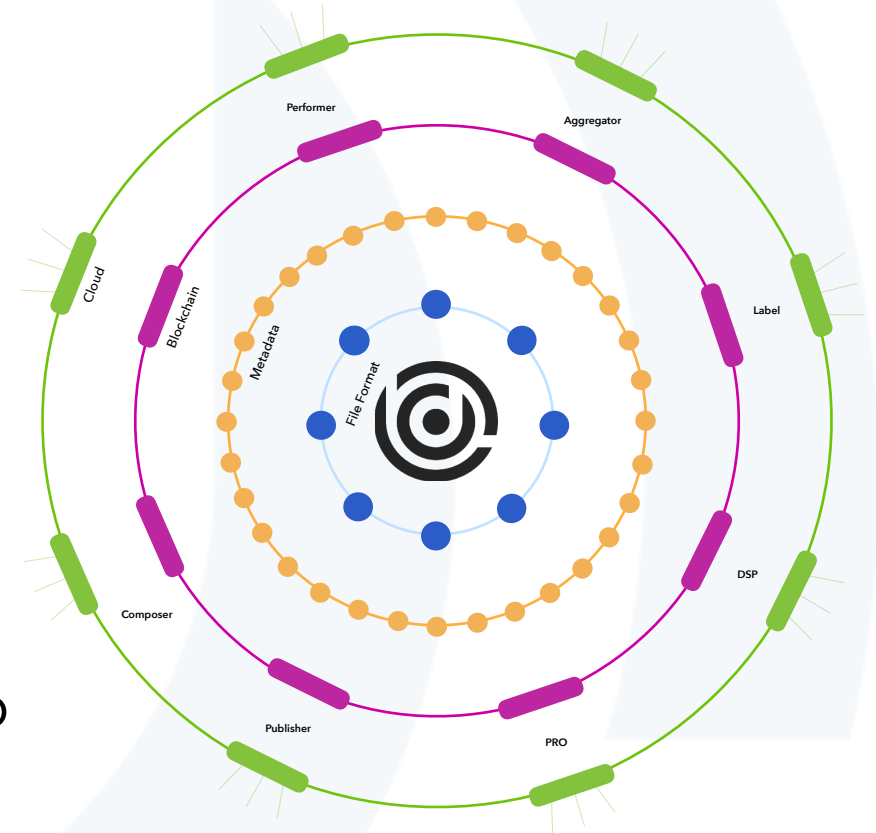


<http://dotbc.info/834a3625a80c50aac5f11731f49f5ed312f8bf6a58ab13962fa040478cb09316>



dotBC: The Data Protocol For All Digital Media

- The communication layer between all parties to music and media files
- How every piece of music and media will move around the web
- How all media creators and owners will securely encode their rights and identities into their digital assets
- The first modern, multiparty, blockchain backed digital media asset.



dotBC: A Dynamic Self Healing System

- **Authority At The Song Level** - Enabling digital Rights Expression
- **Amendment forward** - never backward (immutable change log)
- **It's not all public** - anything other than basic registration optional
- **Machine learning** - cleaning up data before it enters the blockchain
- **Conflicts solved and then broadcast** to entire network incentivizing better data
- **Decentralized repository** for global digital works - efficient distribution (P2P)
- **Bad actors** reveal who they are to everyone who runs the system



Interoperability

All **data managed replicated** and **sync'd** through **interoperable plugins** and a **common format** to the **Blockchain**



(Digital Service Providers)

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Creator Expression of Digital Rights

Imagine a world in which a song leaves the studio with the information on who wrote and recorded it hard coded into the music file itself and how the music is intended to be used.





dot
blockchain
media

dotblockchainmedia.com

Ken Umezaki, Chief Business Officer

ken@dotblockchainmedia.com

