ELLE BOWEN

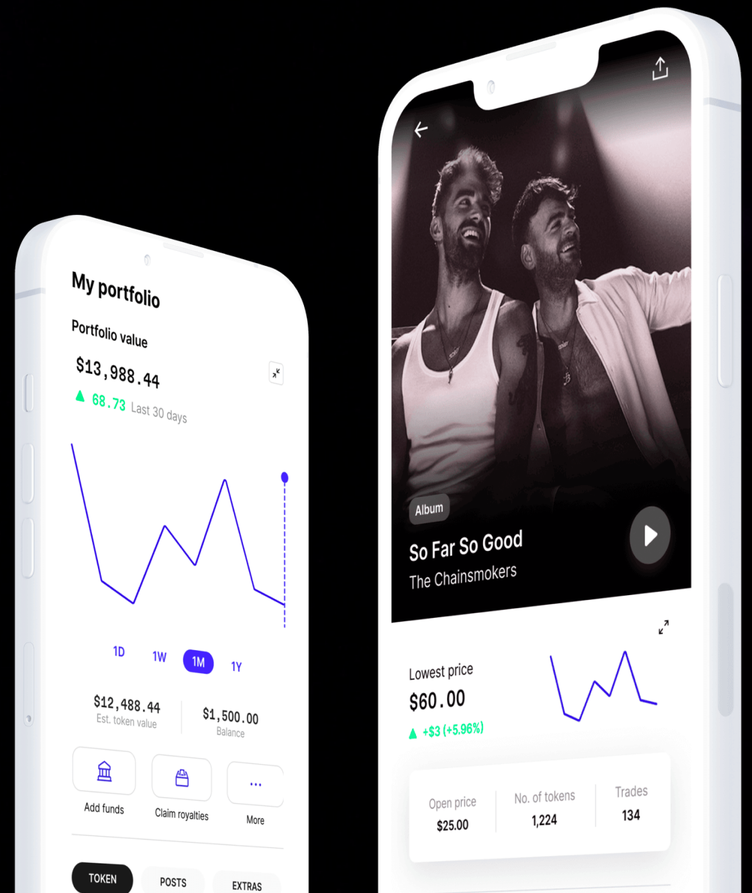
MA MUSIC BUSINESS ONLINE

MODULE: NEW TECHNOLOGY IN MUSIC & ENTERTAINMENT

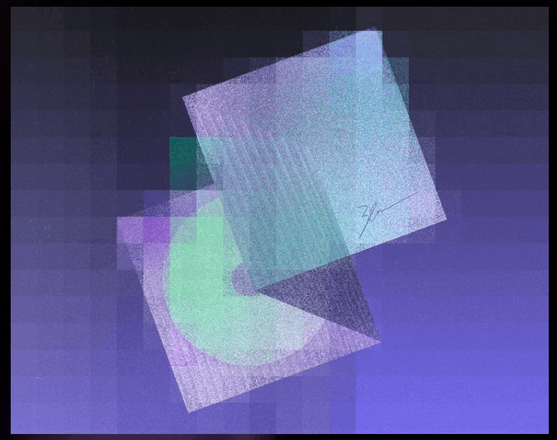
ASSIGNMENT 2: PRESENTATION


royal
A NEW ERA OF ARTIST-TO-FAN CONNECTION

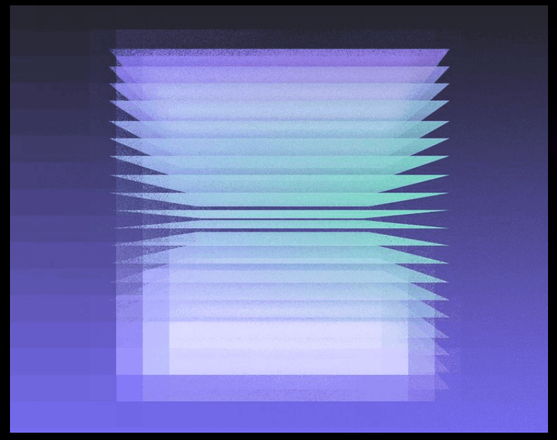
ROYAL IS A MARKETPLACE THAT ENABLES ANYONE TO INVEST IN MUSIC AND EARN ROYALTIES ALONGSIDE ARTISTS



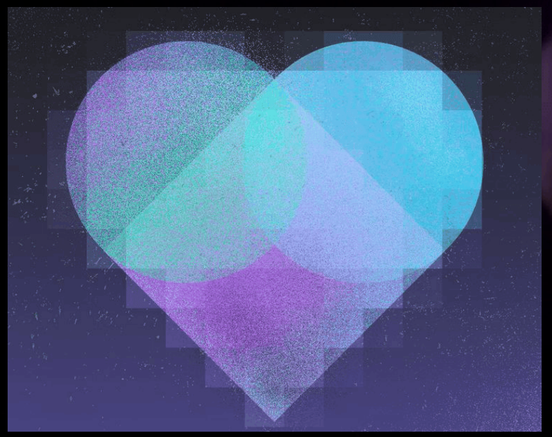
IMAGINE A WORLD WHERE ARTISTS AND FANS OWN MUSIC TOGETHER



BUY AND TRADE MUSIC

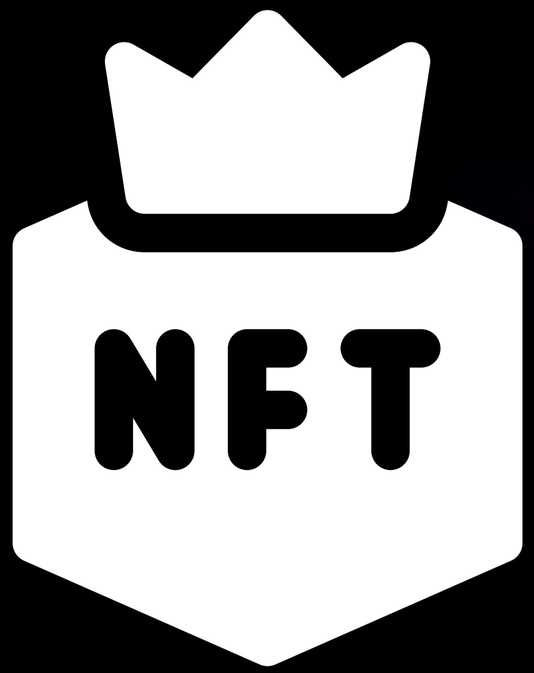


EARN ROYALTIES AS IT STREAMS



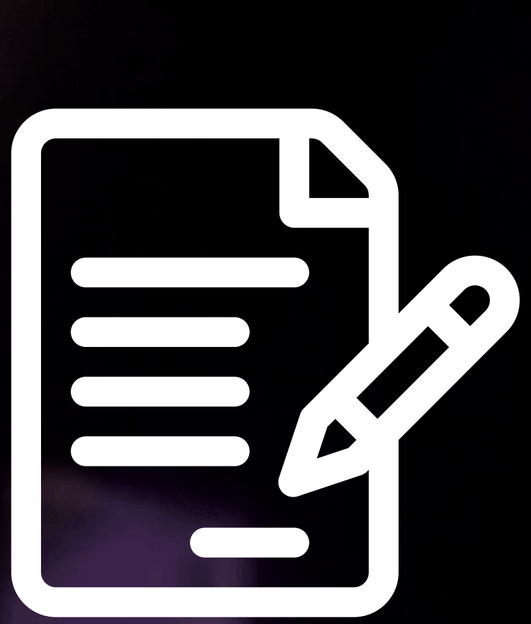
PARTNER WITH ARTISTS YOU LOVE

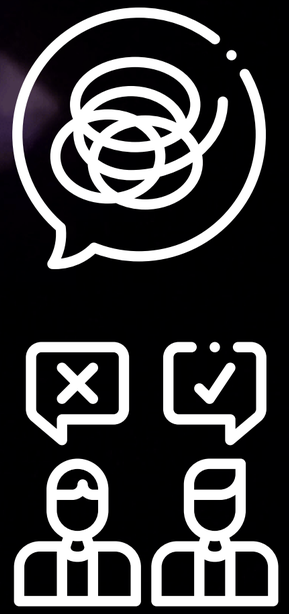
ALL MADE POSSIBLE BY THE POWER OF BLOCKCHAIN




£20

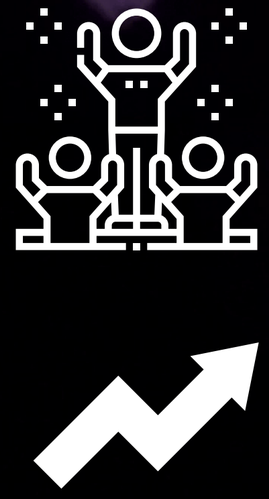
BLOCKCHAIN AND ROYAL





TRADITIONAL MUSIC INDUSTRY





ROYAL WANTS TO REVOLUTIONSE THE INDUSTRY

THE RESULTS SO FAR

9.2K
FANS & COLLECTORS

$1.3M
SOLD IN MUSIC RIGHTS

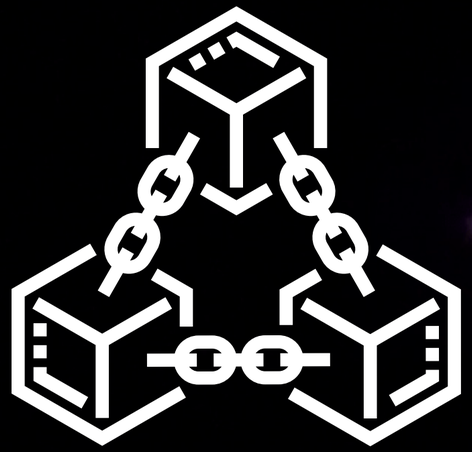
11
COUNTRIES

$100K
ROYALTIES DELIVERED

THE VISION



Music Royalties



Transparency



Sustainable

KEY FEATURES

royal

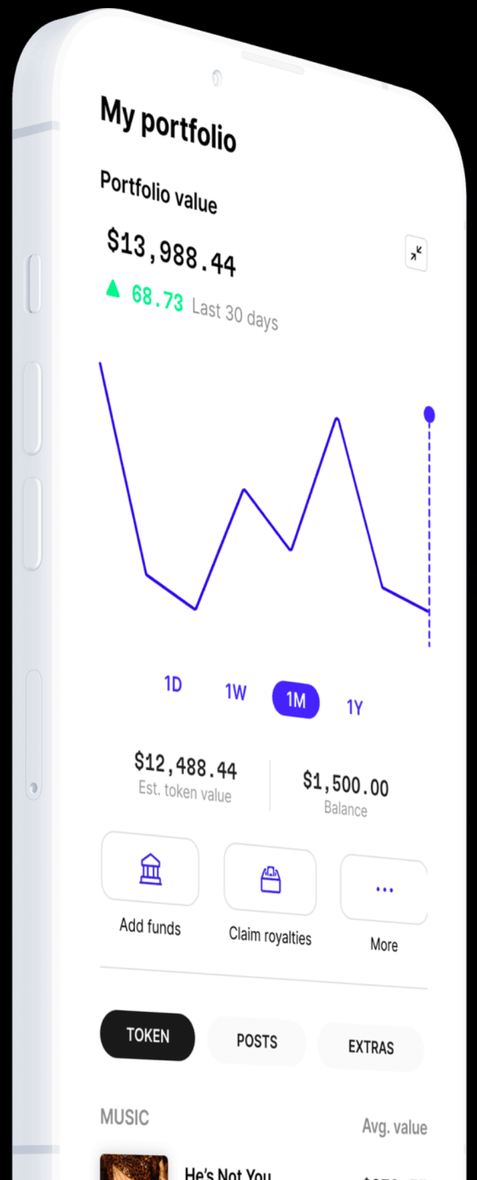
FROM THE FAN'S PERSPECTIVE

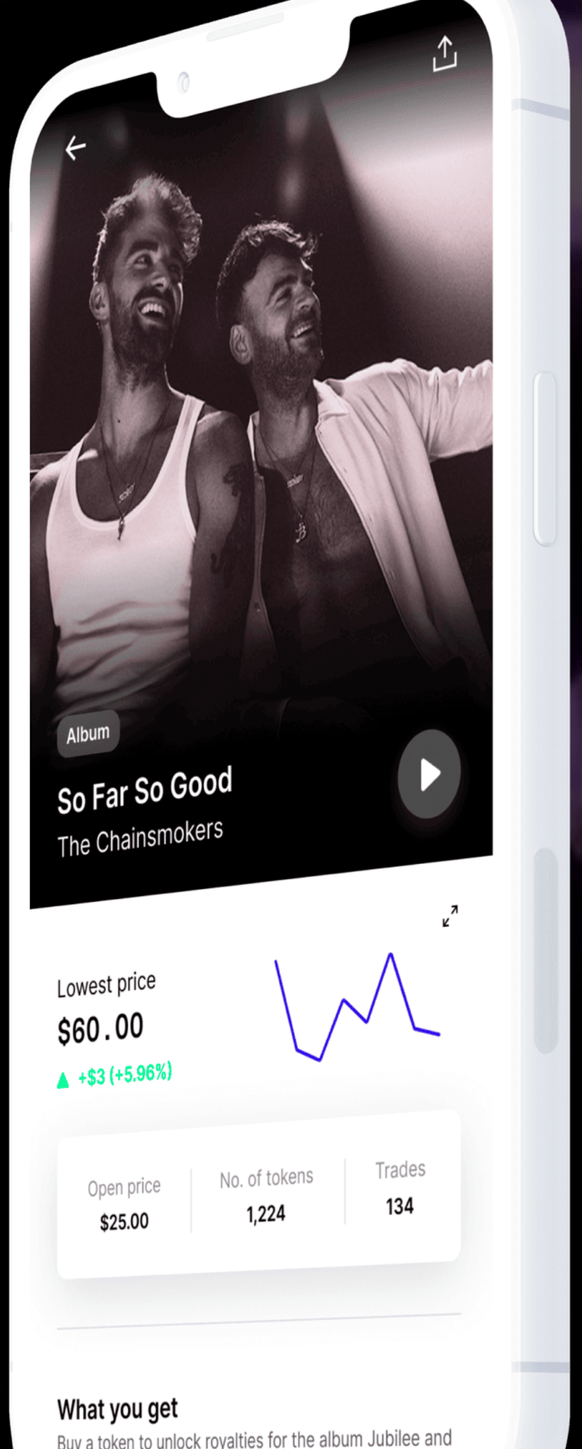
Free to sign up

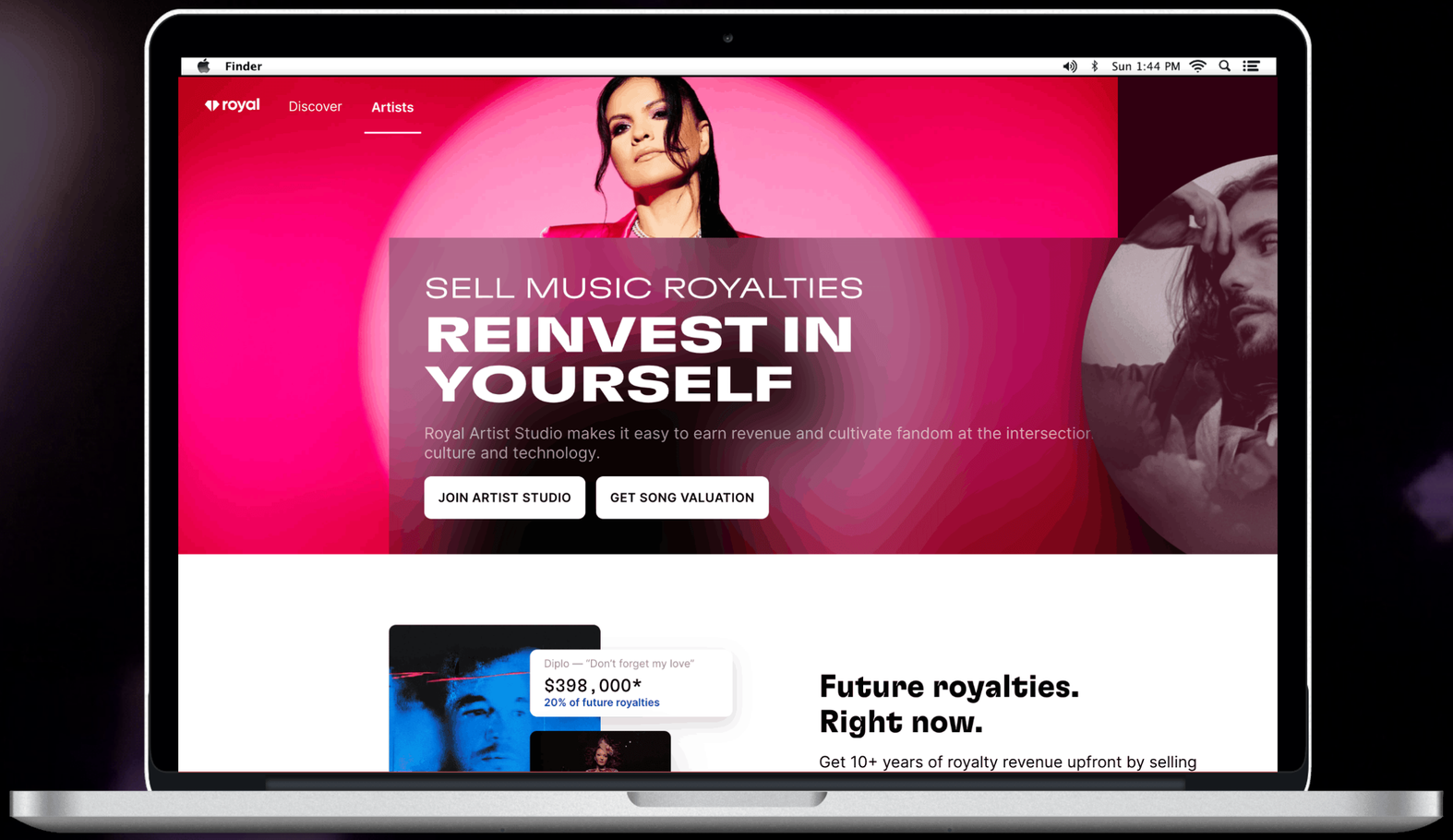
Purchase a token through "drops"

Access to dashboard

Buy and sell in music rights marketplace







FROM THE ARTIST'S PERSPECTIVE

Artist Studio

Expert advice on the drop and valuation

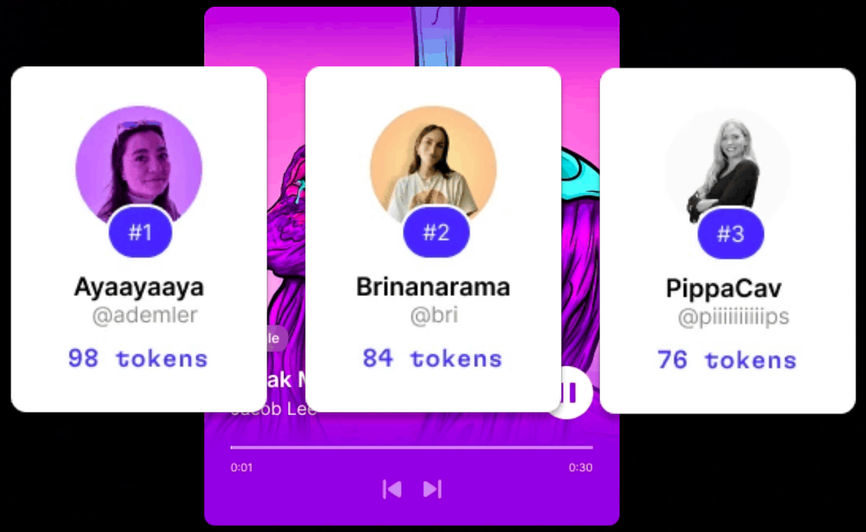
Promotional guidance

Automated royalty splits

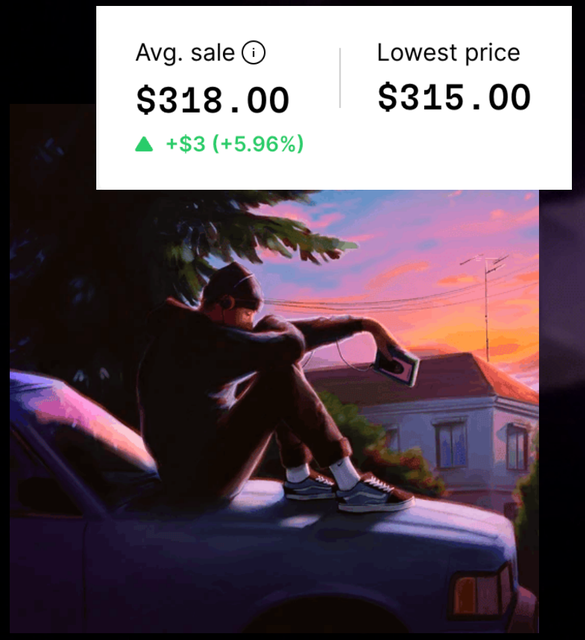
THE BENEFITS FOR ARTISTS ARE HUGE



FUTURE ROYALTIES.
RIGHT NOW



UNLOCK NEXT-LEVEL
FANDOM



YOUR MUSIC,
YOUR WAY

NOW AND TOMORROW

royal

PRESS & PR

DIPLO IS THE LATEST ARTIST TO LET FANS BUY SHARES IN HIS STREAMING ROYALTIES ON $55M-BACKED NFT PLATFORM ROYAL

265 SHARES

MARCH 25, 2022 BY MURRAY STASSEN



In January, Blockchain-based music investment platform Royal let fans invest in hip-hop legend Nas's music on the platform by buying shares in the royalties earned from streaming for two of his tracks.

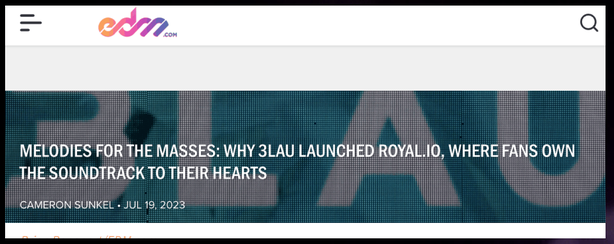
NAS TO LET FANS BUY SHARES IN STREAMING ROYALTIES VIA NFTS ON MUSIC INVESTMENT PLATFORM ROYAL

1.1K SHARES

JANUARY 6, 2022 BY MURRAY STASSEN



Nas Shannon Brown



3LAU's Royal Debuts Marketplace to Bring Music NFTs to the Masses

Following music NFT drops with Diplo, Nas, and The Chainsmokers, Royal's marketplace is finally live—and a mobile app is on the horizon, too.

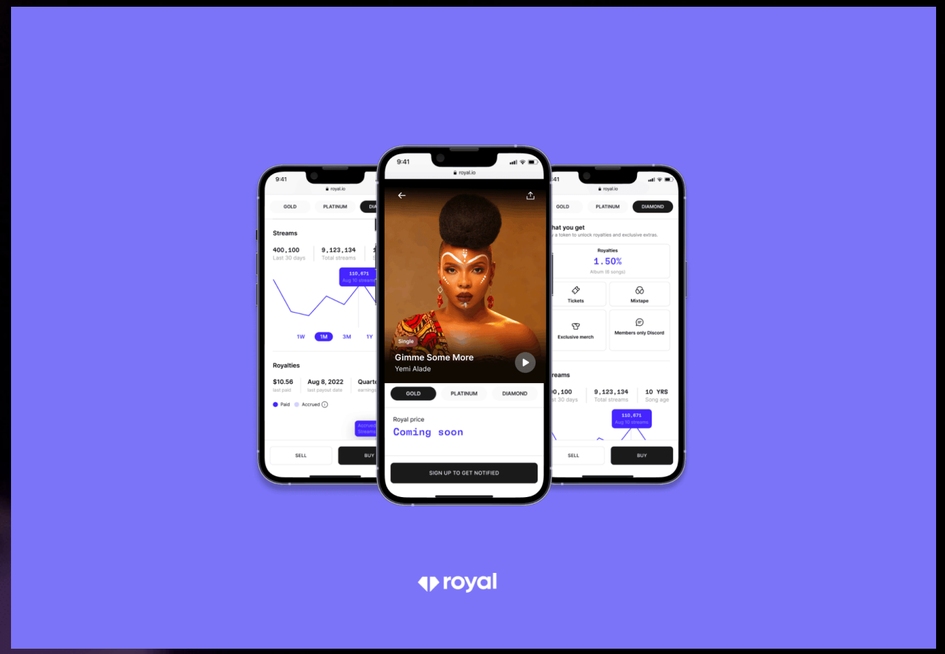
By Kate Irwin

Nov 17, 2022

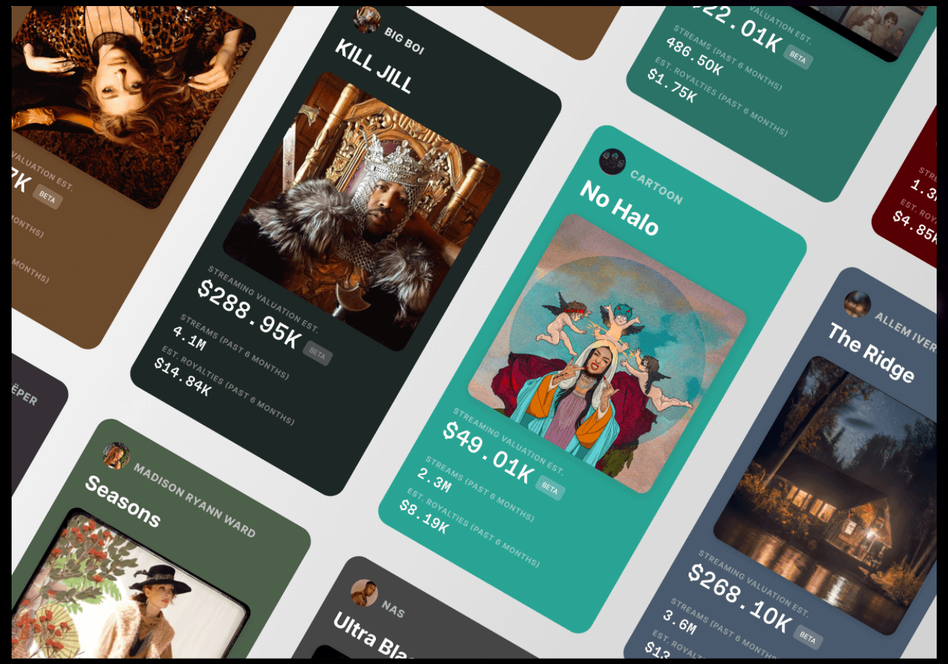
6 min read



STRIVING TO EVOLVE



Music Royalties Marketplace



Song Valuation Calculator

FINANCIALS / INVESTMENTS

Blockchain Music-Investment Platform Royal Raises $55 Million From Nas, The Chainsmokers, Kygo, and Others

Dylan Smith November 23, 2021 2



The Chainsmokers in 2015. Photo Credit: Love This City TV

Highlights

Funding Rounds 3	Total Funding Amount $71M
Lead Investors 3	Investors 15

KEY TAKEAWAYS

1

ARTIST TO FAN CONNECTION

2

CHANGING THE OUTDATED SYSTEM OF THE MUSIC INDUSTRY

3

AN EXCITING FUTURE AHEAD

THANK YOU!

DO YOU HAVE ANY QUESTIONS?