ELLE BOWEN

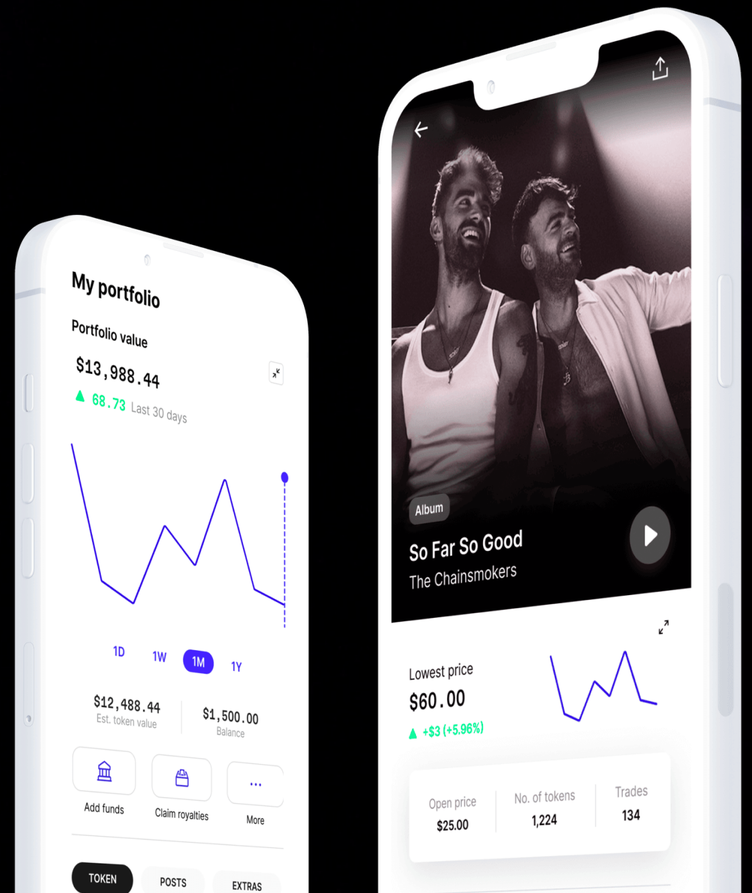
MA MUSIC BUSINESS ONLINE

MODULE: NEW TECHNOLOGY IN MUSIC & ENTERTAINMENT

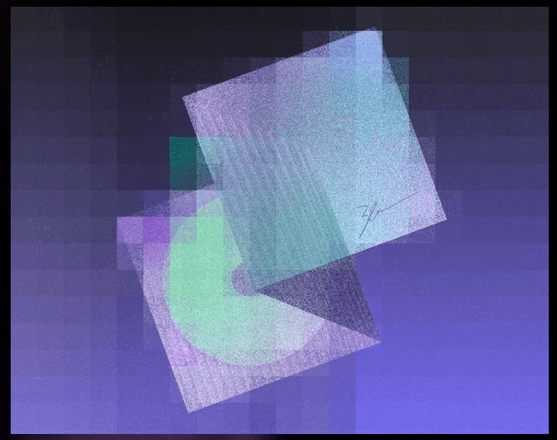
# ASSIGNMENT 2: PRESENTATION


royal
A NEW ERA OF ARTIST-TO-FAN CONNECTION

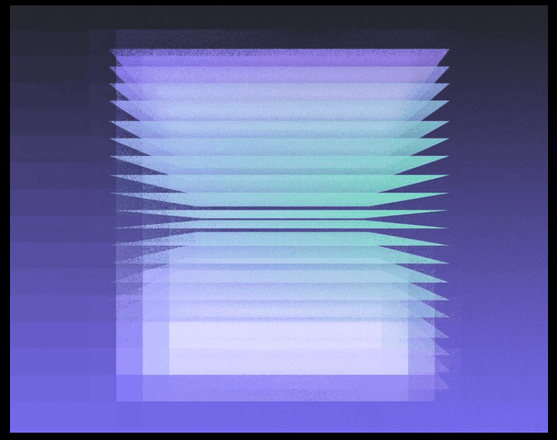
# ROYAL IS A MARKETPLACE THAT ENABLES ANYONE TO INVEST IN MUSIC AND EARN ROYALTIES ALONGSIDE ARTISTS



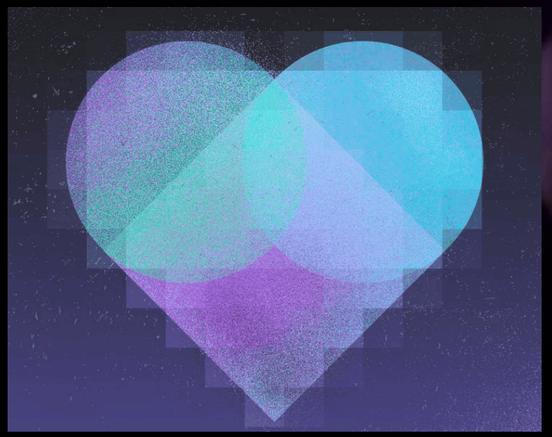
# IMAGINE A WORLD WHERE ARTISTS AND FANS OWN MUSIC TOGETHER



BUY AND TRADE MUSIC

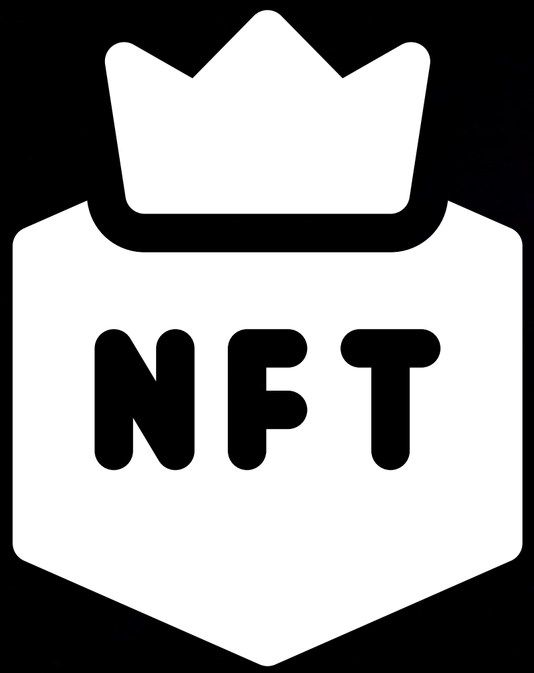


EARN ROYALTIES AS IT STREAMS



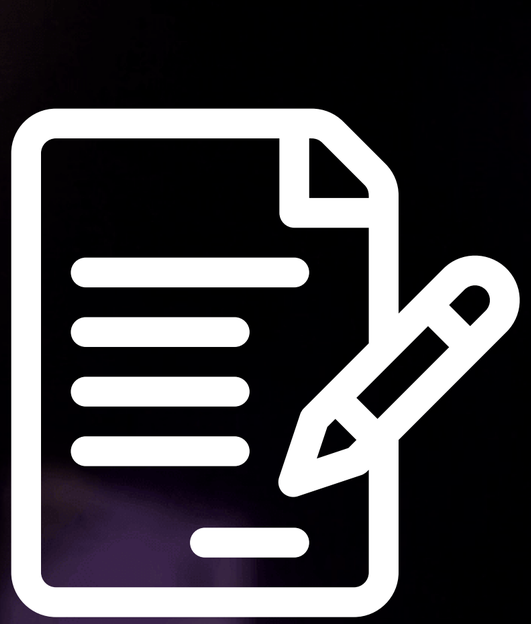
PARTNER WITH ARTISTS YOU LOVE

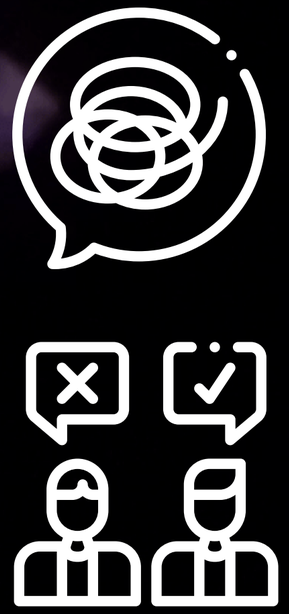
# ALL MADE POSSIBLE BY THE POWER OF BLOCKCHAIN




£20

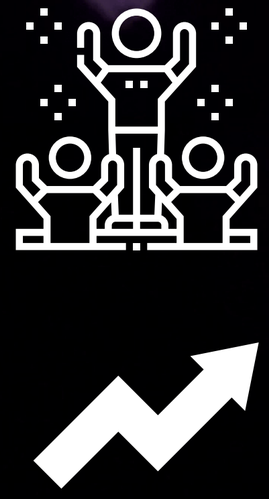
# BLOCKCHAIN AND ROYAL





TRADITIONAL MUSIC INDUSTRY





ROYAL WANTS TO REVOLUTIONSE THE INDUSTRY

# THE RESULTS SO FAR

**9.2K**
FANS & COLLECTORS

**$1.3M**
SOLD IN MUSIC RIGHTS

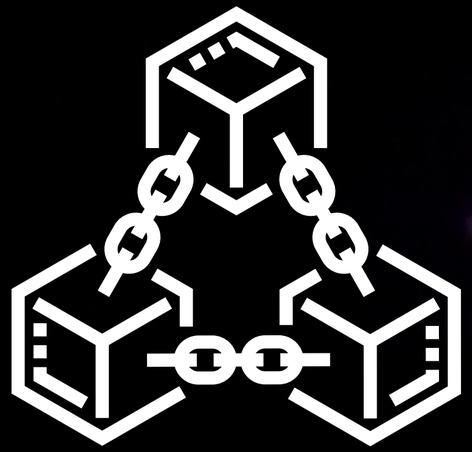
**11**
COUNTRIES

**$100K**
ROYALTIES DELIVERED

# THE VISION



Music Royalties



Transparency



Sustainable

# KEY FEATURES

royal

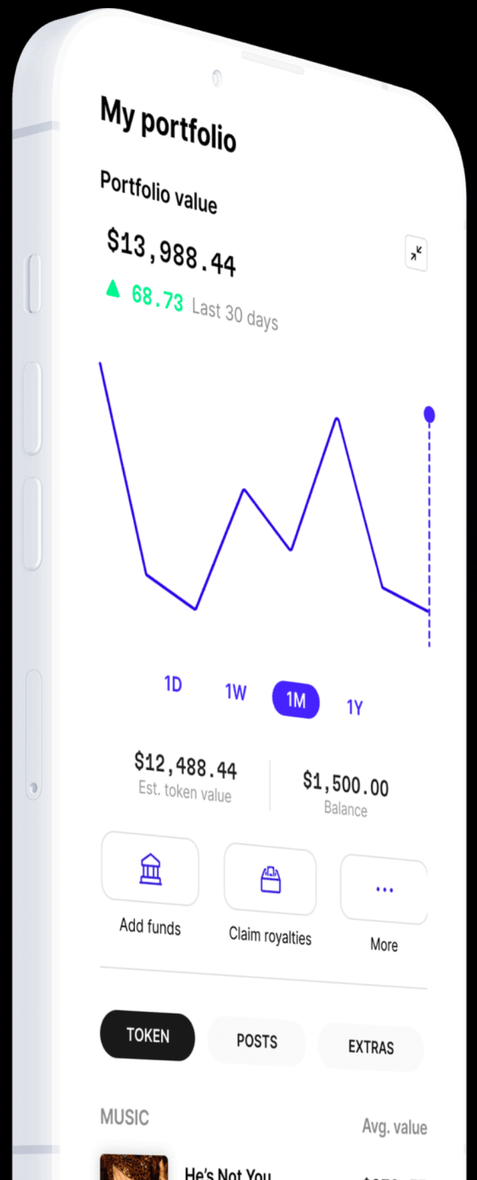
# FROM THE FAN'S PERSPECTIVE

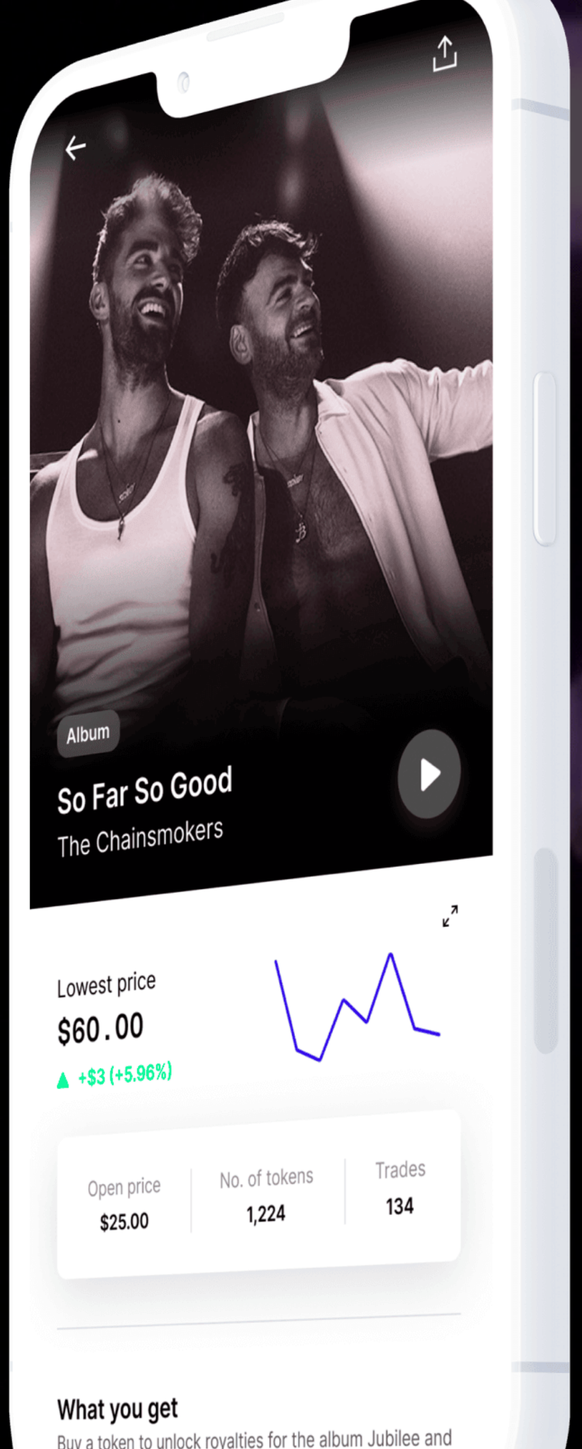
Free to sign up

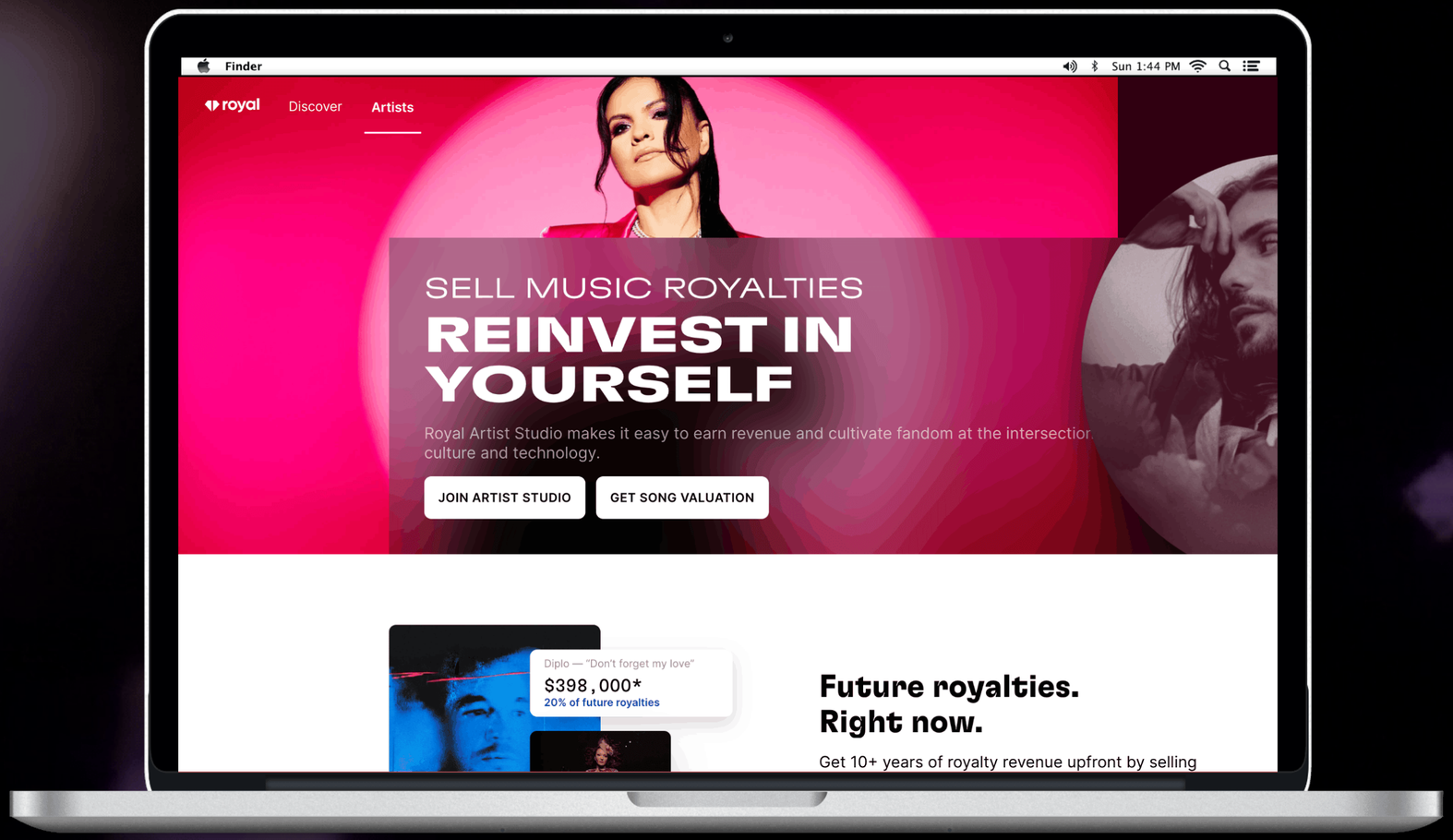
Purchase a token through "drops"

Access to dashboard

Buy and sell in music rights marketplace






# FROM THE ARTIST'S PERSPECTIVE

Artist Studio

Expert advice on the drop and valuation

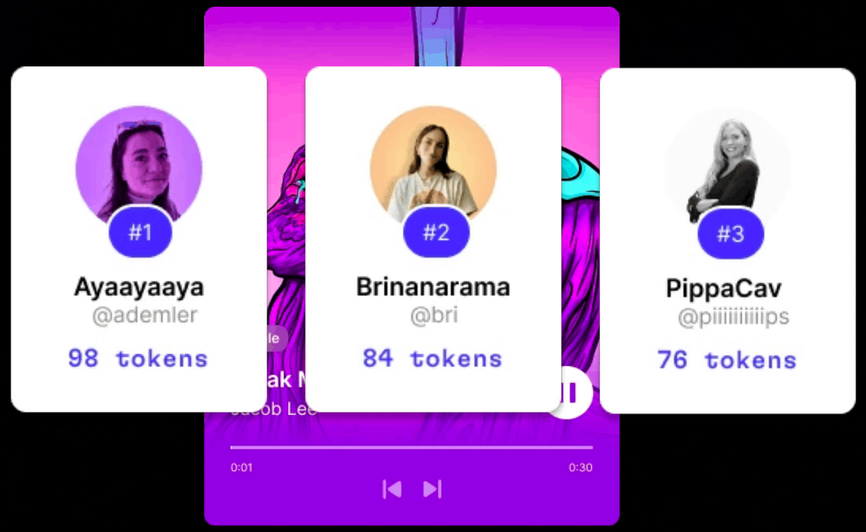
Promotional guidance

Automated royalty splits

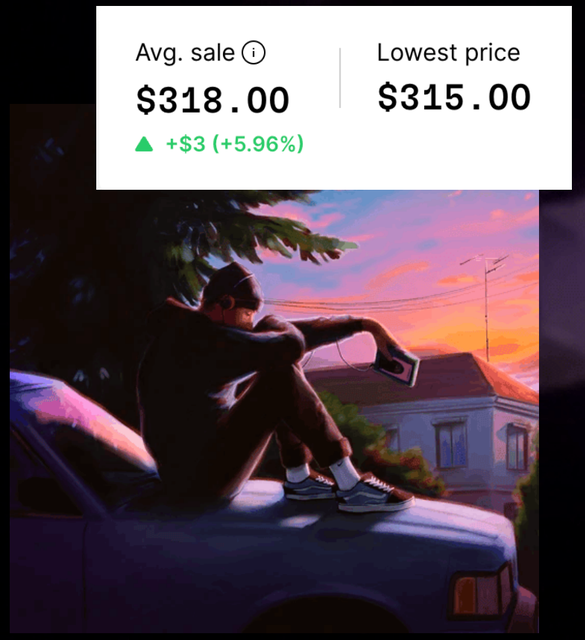
# THE BENEFITS FOR ARTISTS ARE HUGE




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.

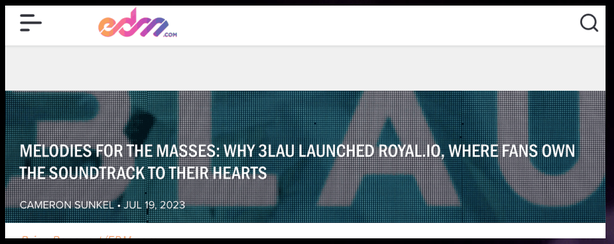
## NAS TO LET FANS BUY SHARES IN STREAMING ROYALTIES VIA NFTS ON MUSIC INVESTMENT PLATFORM ROYAL

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.**

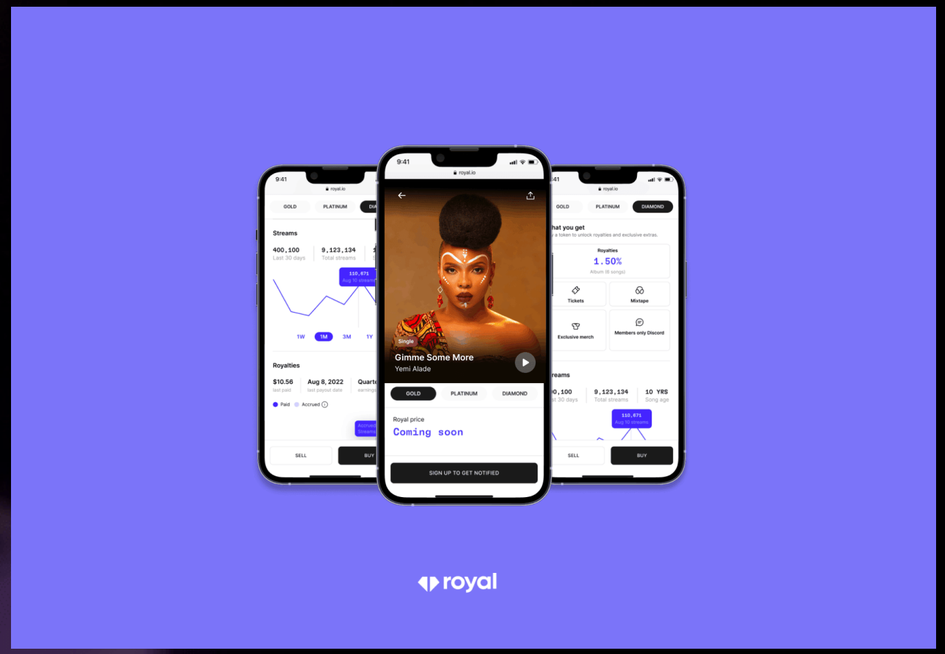
By Kate Irwin

Nov 17, 2022

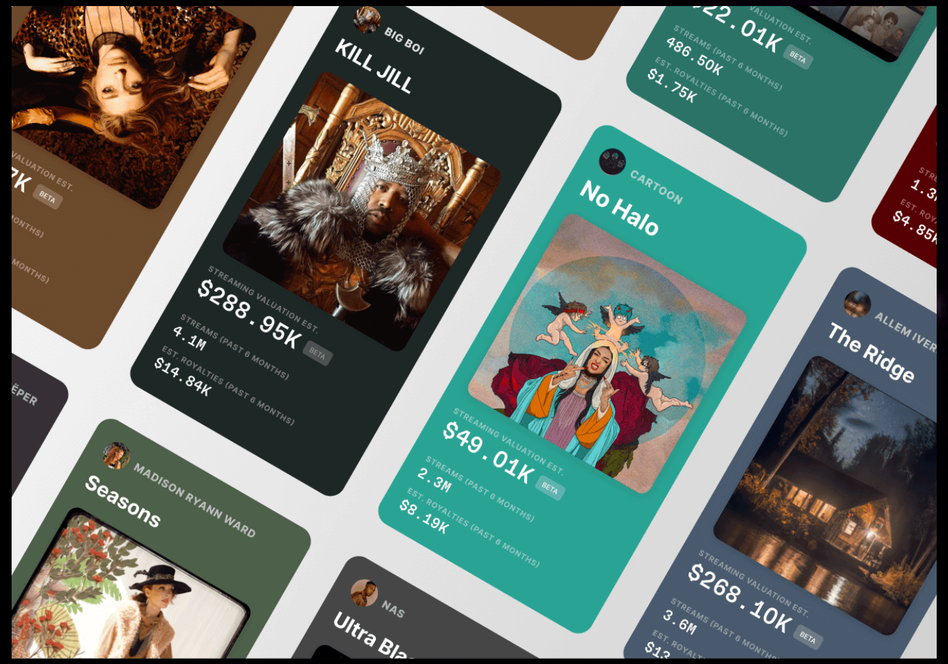
6 min read



# 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<br>3 | Total Funding Amount<br>$71M |
| Lead Investors<br>3 | Investors<br>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?