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**WHITEPAPER 1.0**

# Music enters web3

*"An ecosystem thought to empower artists and enable fans to co-own their favorite music making listening a new experience"*

Powered by  **UNKRYPTED**

# STRUCTURE

Introduction .....	03
The problem .....	04
Market analysis .....	06
For the artists .....	08
For the fans .....	09
The BTLD token .....	10
Tokenomics .....	11
The Beatland ecosystem .....	13
The Marketplace .....	14
Accessibility .....	16
The Foundation .....	17
Roadmap .....	18
Artists .....	19
Team .....	19
Advisors .....	20
Partners .....	21
Contact .....	22

# INTRODUCTION

## A new era of music

Who doesn't love music? Music unites us. Music belongs to the fans.

## Music enters web3

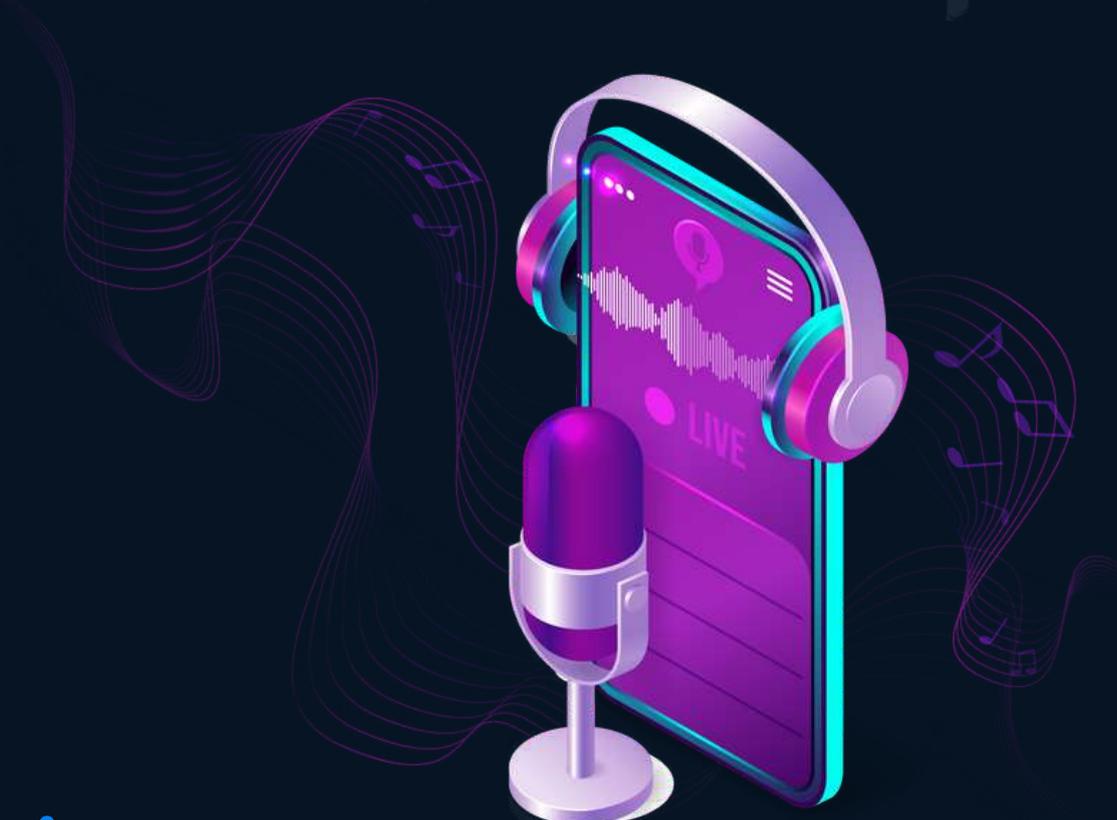
Web1 means "Read." Web2 means "Write." Web3 means "Own." Thanks to the Beatland ecosystem, music is entering the web3 revolution: everyone can be the owner of a fraction of their favourite song. You are more than a fan, you are part of the community of the artist.

## Your community, your label

Our vision is a world where artists are independent and nothing can stop their creativity. The community is the heart of the success of the artists: the more artists take care of their fans, the more they will be successful. Instead of having a record label, an artist will have thousands of labels: all his fans will own his token, listen to his music and act as ambassadors for his work.

## BTLN powering the ecosystem

At the heart of Beatland's ecosystem is the Beatland token, powering the NFT marketplace where artists can create NFT collections representing the economic rights to their songs and sell them to their fans.



# THE PROBLEM

## Artists are underpaid by 20% to 50%

At present, artists are underpaid by 20 to 50%<sup>1</sup>. This is due to the intermediaries standing between the artist and his fans, notably the labels.

The services provided by labels are distribution and promotion. The purpose of a contract with a label is to allow the label to exploit the sound recordings of an artist in return for royalty payments. It may also include an advance payment. This means that the royalties received by the artist are only a fraction of the revenue generated from his music: the revenue share attributable to the label often ranges from 50% to 90%.

## A business model of the past

This revenue share made sense in the previous era of the music industry, when a label had to bear many major costs before receiving revenues. Think about the time when the distribution method of music was the sale of CDs, or even during the sale of vinyl: before being able to sell a CD, the CD needed to be produced and shipped to different stores. In today's digital world, these costs do not exist, thanks to the main distribution method: 84% of music revenue came from streaming in the first half of 2021<sup>2</sup>. Listing songs on streaming platforms is not a major investment, compared to the investment made in the sale of CDs. At Beatland, we do not believe an artist should give up the majority of his revenue for the distribution of his music.

Artists are not only underpaid for their work regarding music distribution: with the emergence of 360 deals, artists give up a significant part of their income from all sources of income, including media appearances, merchandising, and product endorsements.

The sacrificed revenue is just not worth it.

While an artist may receive an advance payment at the signature of the contract, the advance payment needs to be fully recovered by the label before sharing the revenue of distributing the music.

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1. <http://www.rethink-music.com/download-page>

2. <https://www.riaa.com/wp-content/uploads/2021/09/Mid-Year-2021-RIAA-Music-Revenue-Report.pdf>

## Lack of freedom

In addition to this high retention of income, exclusivity clauses are often included in the contracts, meaning an artist cannot release new songs on his own or with another label. This reduces the freedom of the artist: his creativity is limited to what his label accepts to release. Part of these decisions regarding the creativity of the artist involves demanding deadlines with an endless cycle of production and touring.

Another issue is the ownership of the master recordings. Ownership is sometimes transferred to the label, meaning the master recording can be used for commercial purposes by the label without the artist having any say in the decision.

Many cases of independence issues occurred throughout the years, from the ownership of the master recordings by the label to the impossibility of recording new music: Kesha, Taylor Swift, Martin Garrix, Michael Jackson, the Backstreet Boys, Prince, and many more had issues with their labels.

## A near-monopolistic market that needs to be decentralised

The main source of these issues is the structure of the music industry: the market is monopolistic, and artists do not have the bargaining power to negotiate better deals with labels. By decentralising the record label industry, artists and fans gain the power they deserve.



# MARKET ANALYSIS

## Size of the music industry



Share of streaming in the total revenues generated <sup>3</sup>



Billions of dollars of revenue generated in 2020 <sup>4</sup>



Millions of songs listed on Apple Music <sup>5</sup>



Days of music added to Spotify every day <sup>6</sup>



Billions of dollars of revenue to be generated in 2029 <sup>7</sup>



Yearly growth of the industry <sup>7</sup>



3. <https://www.riaa.com/wp-content/uploads/2021/09/Mid-Year-2021-RIAA-Music-Revenue-Report.pdf>

4. <https://www.midiaresearch.com/reports/recorded-music-market-2020-pandemic-era-growth>

5. <https://www.apple.com/apple-music/>

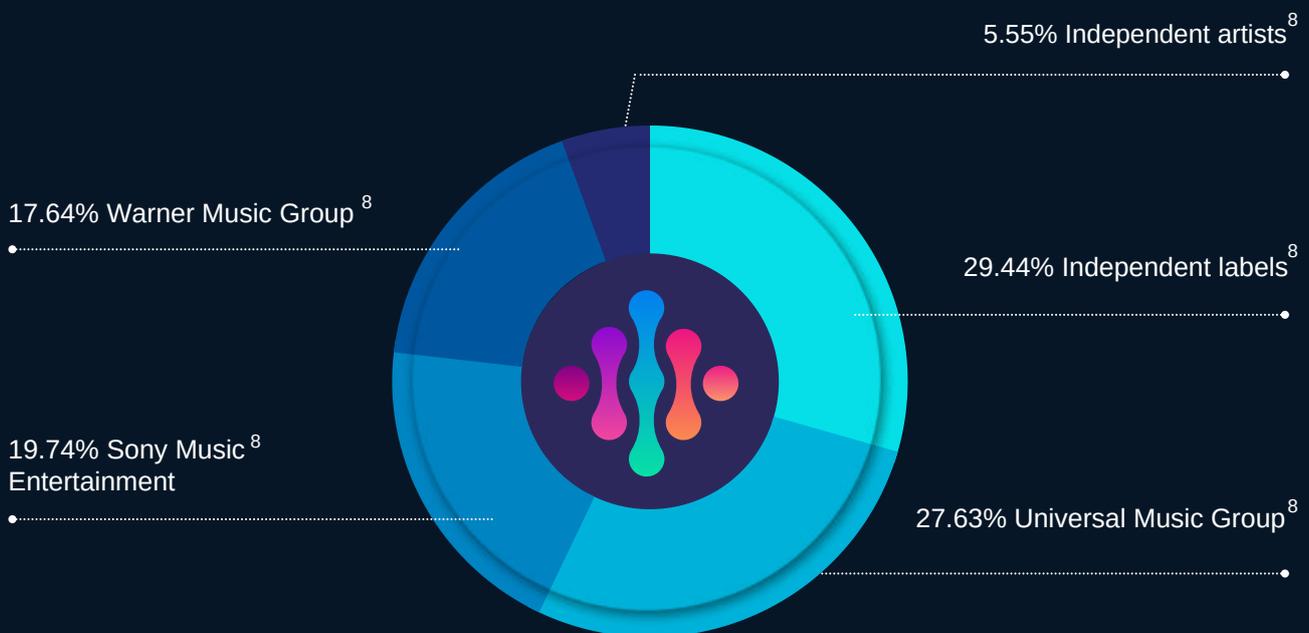
6. <https://www.musicbusinessworldwide.com/nearly-40000-tracks-are-now-being-added-to-spotify-every-single-day/>

7. <https://www.midiaresearch.com/reports/recorded-music-market-2020-pandemic-era-growth>

# A NEAR-MONOPOLY MARKET

To distribute its music, an artist can choose between several options:

- Signing with a major label
- Signing with an independent label
- Releasing the music on its own



The music recording and distribution business is a near-monopoly: 65% of the revenue generated by the industry comes from artists signed by the 3 major labels (Universal Music Group, Warner Music Group, and Sony Music Entertainment).

Due to the structure of this market, artists do not have any bargaining power when negotiating with record labels, and the music recording market cannot be considered an efficient market. Depending on whether an artist signs with a major label, an independent label, or releases songs independently, the revenue attributable to the artist differs due to the different intermediaries involved and the bargaining power in the negotiations.

8. <https://www.midiaresearch.com/reports/recorded-music-market-2020-pandemic-era-growth>  
<https://investors.universalmusic.com/reports>  
<https://www.sony.com/en/SonyInfo/IR/library/corporatereport/>  
<https://investors.wmg.com/financial-information/annual-reports>

# FOR THE ARTISTS

## A decentralised record label

We offer the same services as a traditional record label while providing fair remuneration and more freedom. Instead of receiving an advance payment, artists will receive income from the sale of NFTs while retaining the majority of the rights and income from their music. We do not hold any rights regarding the work of an artist: the people benefitting from the success of an artist are the artists themselves and their fans.



It also allows artists to be fairly remunerated and increases their income by 20% to 60%. Each artist collaborating with Beatland is in control of their career: they can release whatever pleases them, whenever it suits them. Their creativity has no limit.

## More than fans, a true community

As fans benefit from the success of the artist, the artist develops a community of faithful fans that will continuously stream the music of the artist and attract new listeners to the songs of the artist. Fans become ambassadors of the artist.



# FOR THE FANS

## You are more than a fan

We're introducing a new way for you to interact with your favourite artist: you're no longer just a fan, but also a business partner. You will be at the centre of the artist's activity: you are not only a consumer, but you are also part of the exclusive community of your favourite artist where everyone profits from the success of the music you love.

## Earn from your music tastes

Furthermore, you invest in the ability of your favourite artist to be successful: the more successful your favourite artist is, the more royalties you will receive from the token you own. Your ability to discover future stars is a talent that can make you earn an additional income with this solution. You can now earn from your music tastes.

## Safe and transparent

When investing in NFTs, you intend to make a profit. However, determining the intrinsic value of an NFT is not an easy process. Thanks to our valuation services, the value of an NFT is estimated, so you know if you are overpaying. Further, any NFT collector needs to be assured of the viability of the project that he is funding. Several NFT projects failed or experienced unmet promises. However, it is not in the interest of artists not to deliver what was promised: as their personality is known, it would seriously harm their career and they may face legal action.



# THE BEATLAND TOKEN

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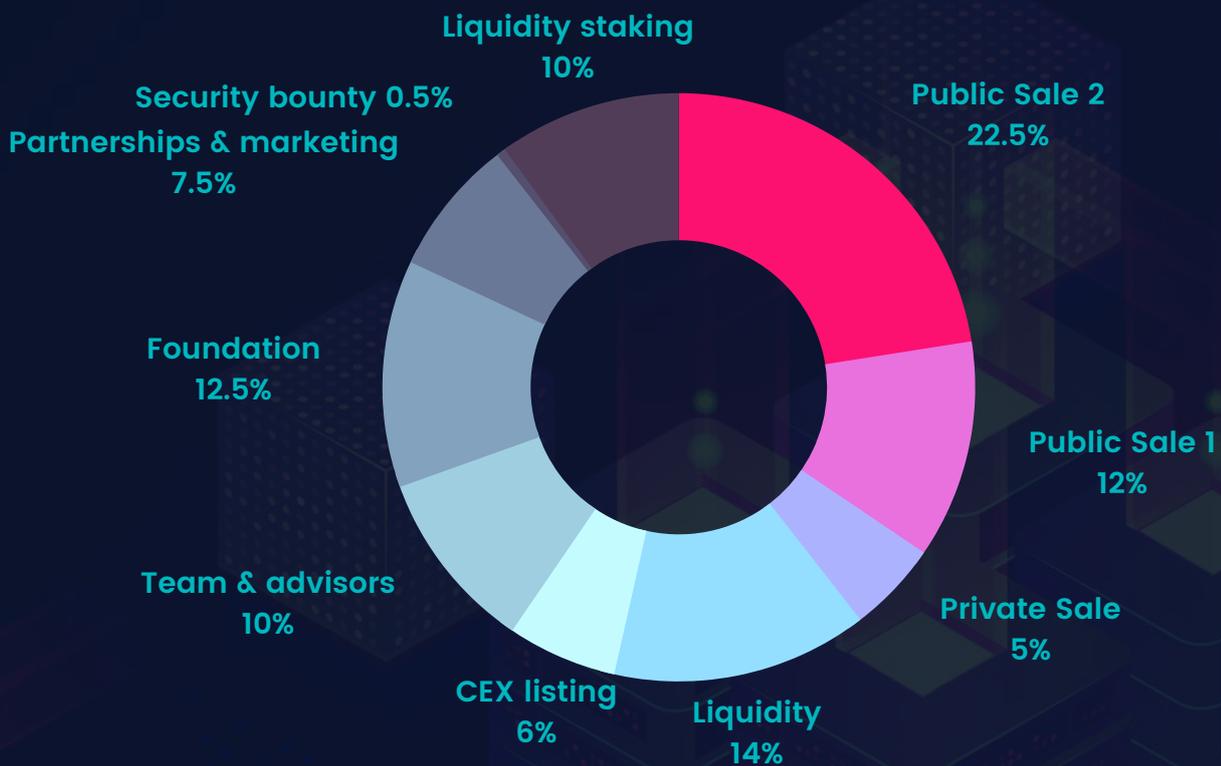
BTLD is the native token of the Beatland ecosystem. It is a utility token based on the Avalanche blockchain.

The BTLD serves as a governance token, enabling fast, secure, and cost-effective transactions on royalties and is expected to be widely accepted across the whole music industry in the future. It has the following uses:

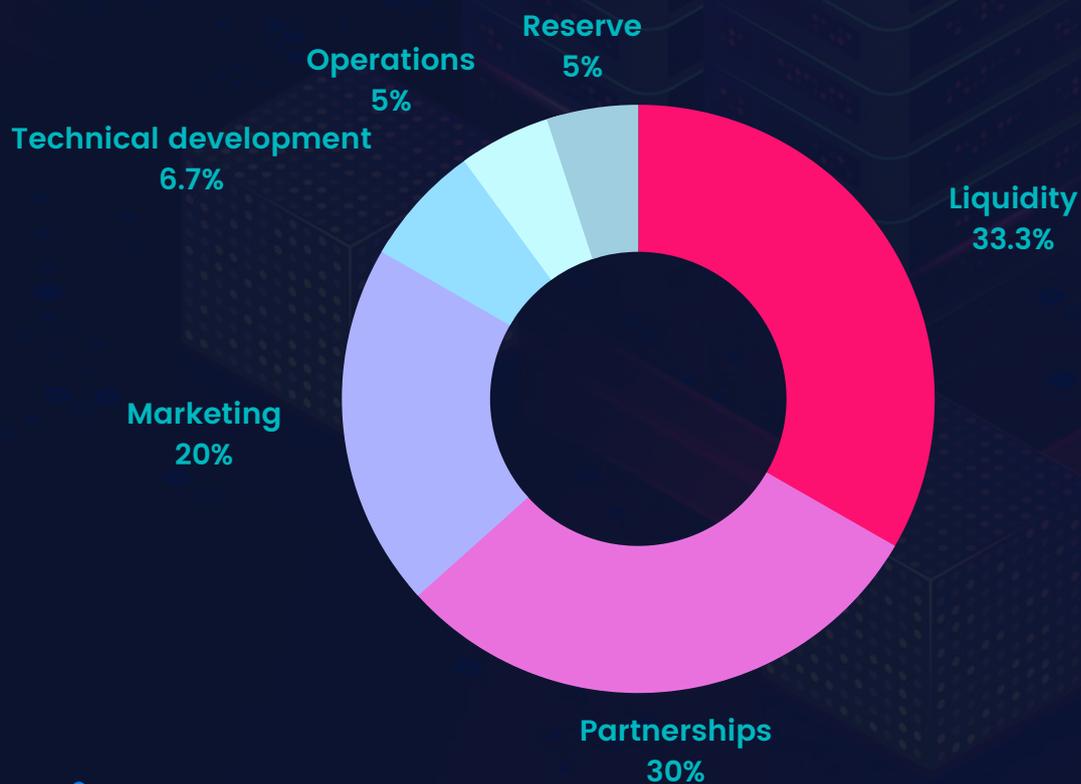
- **Payment of royalties:** The royalties deriving from the music of the NFTs will be paid in the form of BTLD tokens to the NFT holders.
- **Governance:** BTLD holders are allowed to participate in decisions regarding platform upgrades and community actions using a DAO structure. BTLD holders can either vote on decisions or delegate votes to other BTLD holders. Our processes ensure optimal transparency and decentralisation for all users.
- **Staking:** BTLD holders will be able to earn rewards through the staking program.
- **Foundation:** The Foundation aims to positively impact the music industry by supporting emerging artists in their growth. The DAO will allow the decisions regarding the artists that will be supported by the Foundation. The foundation will purchase the NFTs of these artists to finance the growth of their careers, and 50% of the royalties earned by the foundation will be airdropped to the BLTD token holders.
- **Transaction fees:** For each sale of the BTLD token, there is a 1.5% transaction fee. A third of the transaction fees will be used to burn a part of the supply, another third of the transaction fees will be airdropped to the BTLD token holders and the last third of the transaction fees will be used to provide liquidity to the BTLD token.

# TOKENOMICS

## Token distribution



## Funds allocation

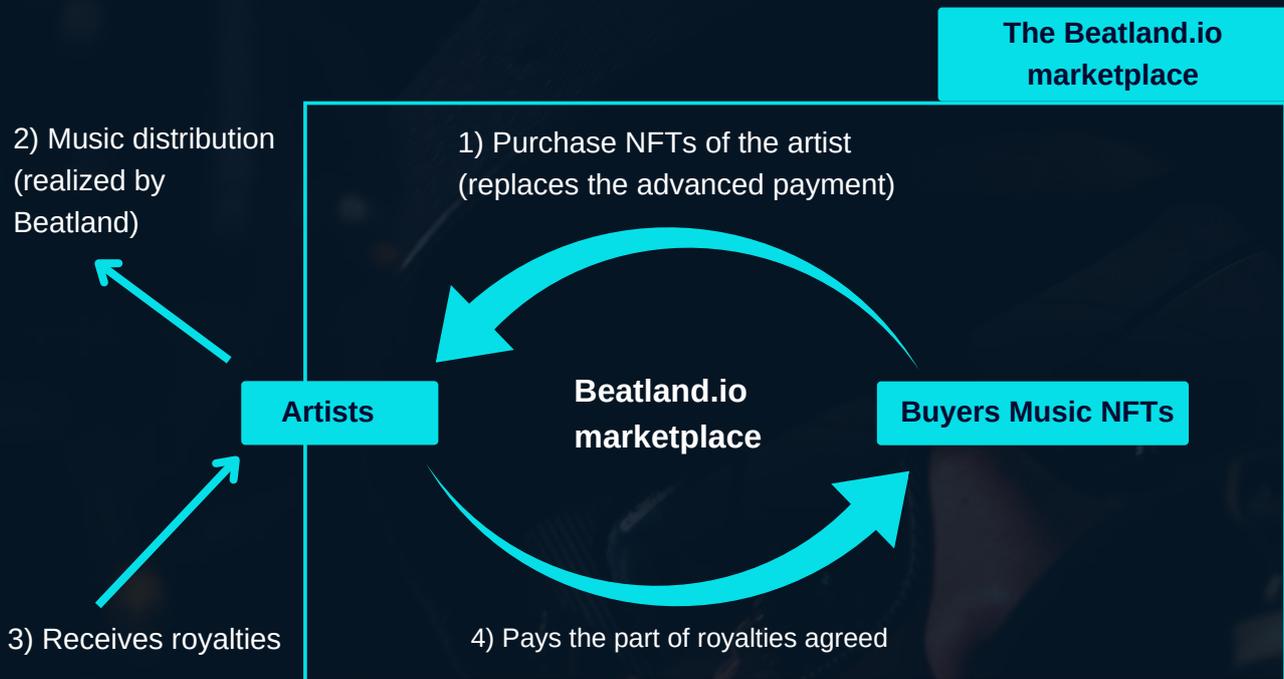


# TOKENOMICS

Item	Allocation	Tokens	Price	Vesting	Cliff	Sale period
Public Sale 2	22.5%	225,000,000	0.04\$			September 2022
Public Sale 1	12.0%	120,000,000	0.036\$	7 months		June 2022
Private Sale	5.0%	50,000,000	0.032\$	15 months		May 2022
Liquidity	14.0%	140,000,000				
CEX listing	6.0%	60,000,000				
Team	5.0%	50,000,000		4 years	2 years	
Advisors	5.0%	50,000,000		7 months		
Foundation	12.5%	125,000,000				
Partnerships & marketing	7.5%	75,000,000				
Security bounty	0.5%	5,000,000				
Liquidity staking	10.0%	100,000,000				
Total	100%	1,000,000,000				

In order to protect the value of the token, a clause was agreed with our advisors and partners: in case they intend to sell the token in the future, the company has the right to purchase them at market price over the counter, protecting the value of the token on exchanges.

# THE FEATURES OF THE BEATLAND ECOSYSTEM



## 1 Purchase of the NFTs

The first feature of the Beatland ecosystem is the NFT marketplace. An artist can list NFTs, allowing his fans to receive royalties from an album/single he is about to launch. All transactions on the NFT marketplace will be made in stablecoins.

## 2 Registration and distribution of the music

The music is distributed to streaming platforms and licensed for copyright and performance rights. This will allow the artist and the NFT holders to receive the royalties from the music.

## 3 Payment of the royalties

While the fans receive an income from the NFTs they own, the artist earns more from his activities. The income they earn depends on the popularity of the album/single linked to the NFT, creating an ecosystem benefitting the whole community.

# THE BEATLAND NFT MARKETPLACE

## MADE FOR MUSIC LOVERS

The Beatland marketplace is exclusively intended for music lovers. Only music-related NFT can be found on the marketplace, and special attention is paid to the needs of artists and fans when interacting with the marketplace: integration of Spotify, integration of a media player, and filtering fields specific to music, such as genre, are some of the features of the marketplace.



## SMART CONTRACT AUTOMATION

The smart contract is all the value of an NFT: it translates a contract into code, to rule all future interactions with the NFT. For every collection to be made on the platform, the smart contract will be fully automated, so the artist only has to worry about the fields of the NFT creation page. The list of customization includes royalties-related fields such as ownership rights and also includes exclusive experiences such as VIP tickets to concerts and access to private chats with the artist. At no point in the process should the artist worry about the smart contract of his collection.

## CRYPTO AFICIONADO OR NOT, EVERYONE IS WELCOME

Everyone loves music. Not everyone understands the technology. However, thanks to our combination of custodial and non-custodial wallets, everyone will feel at ease using the marketplace.

Traditional NFT collectors	Non-traditional NFT collectors
Non-custodial wallet	Custodial wallet
Connexion of the wallet to Beatland	Connexion with Beatland account (email & password), hosting the custodial wallet
Payment in crypto	Payment by credit card

## STABLECOINS FOR MORE CLARITY

By making all transactions on the platform through stablecoins, prices are stated in USD for more clarity for the users: prices are stated in a currency that everyone is comfortable making transactions with.

## CYBERSECURITY

The theft of NFTs is becoming increasingly problematic. For example, Axie Infinity was the victim of a hack worth \$625 million.<sup>9</sup> Our team of cybersecurity experts is here to ensure the security of all users and their assets while interacting with the Beatland ecosystem.

A bounty program was created to ensure solving any bug or security issue that may occur in the ecosystem.

All smart contracts of the marketplace will be audited by a security audit firm before being deployed.

## CERTIFICATION OF INTELLECTUAL PROPERTY

Intellectual property theft is another main issue in the cryptocurrency sector: some individuals create NFTs of art they do not have the rights to, meaning they are selling art they do not own.<sup>10</sup> Thanks to several partnerships, we will have processes ensuring that only rightful owners of intellectual property rights of songs can create NFTs of their songs. As an artist, you will never find your songs being sold on Beatland by an individual pretending to be you.

Of course, this does not concern the re-sale of NFTs: if a user purchases an NFT on Beatland, he will be able to re-sell it if he intends to.

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9. <https://edition.cnn.com/2022/04/03/tech/axie-infinity-hack-party-nft-la/index.html>

10. <https://www.theguardian.com/global/2022/jan/29/huge-mess-of-theft-artists-sound-alarm-theft-nfts-proliferate>

# ACCESSIBILITY

## Accessible for artists

Transferring economic rights seems complex when said like this. But accessibility and ease of use are at the heart of the wide adoption of this business model. The smart contract creation for the NFT collection is automated and customised, making the complex process easy to follow for any artist.

## Accessible for fans

A lot of people may be interested in owning tokens of their favourite artists while being uncomfortable with the technology. The process of purchasing the first NFT is complicated for the majority of people who are not used to cryptocurrencies and blockchain technologies. The process includes the creation of a wallet, the purchase of the right cryptocurrency on a crypto exchange, the transfer of the funds to the wallet, the connection of the wallet to the NFT marketplace, and finally the purchase of the NFT, provided the funds in the wallet are sufficient to cover the price of the NFT, gas fees included. The process is long and leaves room for costly mistakes. Being able to purchase NFTs by credit card is a key condition for attracting the majority of people. The Beatland marketplace will combine non-custodial wallets and cryptocurrency payments for traditional NFT collectors, and custodial wallets and credit card payments for non-tech-savvy.

# THE FOUNDATION

## A COMMUNITY SUPPORTING TALENTED ARTISTS

The foundation aims to help talented artists develop their careers. It is sometimes difficult for artists to gain the exposure their talent deserves. Thanks to the foundation, talented artists have the chance to be discovered and place their names in the music industry.

Talented artists will be able to access recording studios, receive funding for their next album, and gain exposure. It is their chance to be discovered and to make a name in the music industry.

Artists will participate in a contest, where they submit their songs to the foundation. The foundation community will vote for the artist they prefer. The winner of the contest will receive funding for the promotion of his single, access to recording studios, and marketing support from the foundation.

## DECENTRALISED AUTONOMOUS ORGANISATION (DAO)

The foundation is composed of all BTLD token holders and ensures that the most talented artists are part of the ecosystem, increasing the value of the token. Each BTLD token grants you one vote in every foundation decision, including voting for your favourite artist in the contests organised by the foundation.

## BENEFITTING TO THE BTLD COMMUNITY

The support provided by the foundation is made in the form of an NFT collection representing 20% of the economic rights to the song supported by the foundation. 50% of the royalties earned by the foundation will be airdropped to the BTLD token holders.



# ROADMAP

## May 2022

- Marketing launch
- Launch of the Private sale



## June 2022

- Increased marketing campaign
- Advisory board onboarding
- Ambassadors onboarding



## Summer 2022

- Launch of the beta test version of the marketplace
- First Beatland event
- Registration for the Foundation's artist contest



## September 2022

- Public sale 1 & 2
- Launch of the marketplace
- Enabling artists to sell NFTs to their fans
- Listing on exchanges



## Q4 2022

- Launch of the marketplace 2.0
- Second Beatland event



# ARTISTS

Please look at [beatland.io/artists](https://beatland.io/artists)

# TEAM



## Kevin Akpaca

**CEO**

- Expert in blockchain and Music business
- Experiences accross Europe, Africa, Asia-Australia & Middle - East
- Dual Masters in finance and international business, Hult Boston



## André Fauville

**CFO**

- Ex-KPMG Consultant in alternative investments
- Certificate in computer sciences, Harvard University
- Expert in regulatory compliance



## Eden Ouatmani

**CMO**

- Marketing strategy and community management expert
- Founded 2 digital marketing agencies
- Collaborated on around 90 projects related to e-commerce, NFT and cryptocurrencies

**More to be announced !**

# ADVISORS



**Laurent Leloup**  
ICO and blockchain advisor



**Benjamin Bouchard**  
ICO and dapps development advisor



**Raphael Molina**  
Blockchain Assets Lawyer



**Nicolas Nups**  
Tokenomics and liquidity monitoring

More to be announced !

# CONTACT US

## Headquarter

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## Operational office

Unkrypted Technologies FZCO  
DMCC  
Jumeirah Lake Towers, Dubai  
United Arab Emirates

## Email:

[investors@beatland.io](mailto:investors@beatland.io)

## Interested in joining the private sale?

We only accept strategic investors. Please share your credentials at [investors@beatland.io](mailto:investors@beatland.io)

