# Muusic Coin White Paper

Bringing the world of music together,
combining blockchain technology

**MUUSIC.FM**
THE DJS DIGITAL NETWORK

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## About the Music industry

The music industry is evolving and ever-changing. We have come a long way from the times of pure radio/sale of copyright, moving into analog recordings and physical sales of records, tape, CDs, and vinyl. Next, analog made way for digital forms of recording - although the physical form of sales remained. This was the way of things for decades, and there was very little much change until the advent of the Internet. Today, physical sales have been almost entirely replaced by digital sales and mediums - industry wide - in the form of downloads, online streaming and online radio. The dance music industry is no exception, with these technologies and various other online elements now being the backbone of the industry. This has led to a shift in the dynamic of how artists and creators get paid. Much of the time musicians are not being rewarded adequately - or not being rewarded at all in some cases.
The Muusic Platform is set to change this - and add balance back into the industry.

## Challenges facing creators

With music streaming, online radio and digital downloads now dominating the world it's becoming much harder for content creators to attain a share of the income that is generated from the music they create. The majority of revenue generated from these services tends to end up in the hands of the music labels and streaming service providers - not the actual content creators. The Muusic Platform is looking to change this balance through both our reward system that ensures all content is rewarded and also through our general model which aims to ensure 75% of any additional revenue generated is returned to the creators.

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## Muusic FM concept and creation

Muusic.FM is the brainchild of music media guru Paul Cartwright. The initial concept was to bring Global Online radio and radio synchronisation to the masses without cost and advertising. Over the 18 months the platform has been running, muusic.fm has achieved a foothold within online radio and partnered with many industry leaders, music creators, and DJ's. From the inception of muusic.fm we have always had the intention to incorporate blockchain technology into the platform.

## Muusic Coin concept and creation

The Muusic coin concept was created by our talented team to bring the muusic.fm platform and blockchain technology together and create the first global online radio and music media blockchain platform – The Muusic Platform.
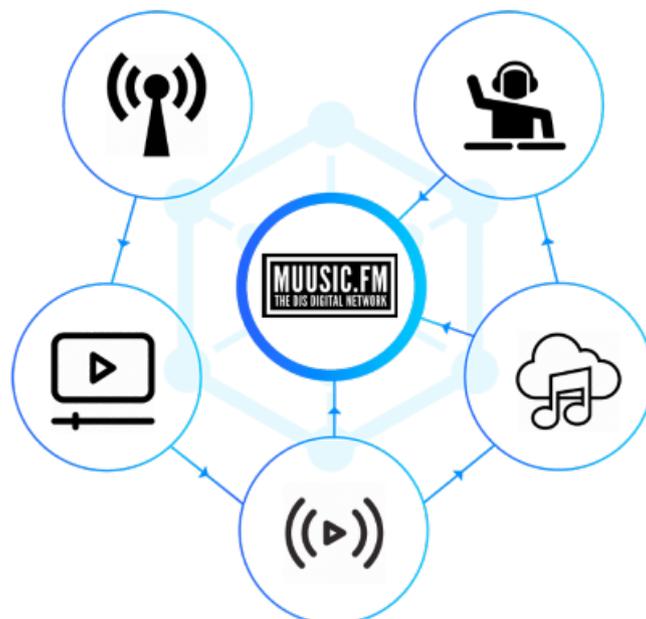
Global Online Radio Service

Global online radio now has a massive footprint in the music media world. However, since its early beginnings it hasn't progressed much technologically, and creators of radio shows in most cases are still not being rewarded for their work. In fact, in many cases artists actually still have to 'pay to play'. The upcoming Muusic Platform will evolve past this aged system by integrating our reward system to ensure all creators are rewarded for the shows they produce in addition to receiving a majority share in any additional generated revenue.

Live Video and Audio streaming

Over recent years, live streaming has become increasingly difficult for artists with various platforms unable to honour copyrights of the tracks being played. The upcoming Muusic Platform will have online radio and streaming licences in place to ensure compliance and no downtime of streams.

Recorded Mix and audio file Hosting

Hosting mixes online for music creators is very easy these days using free services, however these generate revenue streams that the music creators do not get a share of. Our reward system allows creators to receive rewards in Music Coin (MUU) which can be used on the platform or traded on an exchange.

Music and Audio Marketplace integration

Integration with key music marketplaces is an important piece of the puzzle. The Muusic Platform and the ability to use MUU as a payment method, as well as conventional payment methods brings a whole new layer to the music and crypto industry. This is all in addition to the Muusic marketplace that will be a key part of the Muusic Platform following the crowdsale.

## Unique and dedicated blockchain

One of the main priorities for the Muusic Platform and its corresponding blockchain was to create a unique blockchain solution for this project. It was very important to us not to run our systems as a layer on an existing blockchain such as Ethereum or EOS as this would mean the platform is always reliant on the stability of that blockchain.

We have therefore built Muusic Coin on its own unique blockchain to ensure we always have a stable network with both fast and secure transactions. Our network also operates on a system of masternodes and this gives us the ability to perform near-instant transactions using the MUU coin.

## Staking and Masternodes

Proof-of-Work, the mining mechanism used in Bitcoin, Ethereum and many other cryptocurrencies requires computer hardware (computer processors, graphics cards and ASIC miners) in order to process and verify transactions on the blockchain. Only miners with this particular type of hardware can mine coins on the network.

While miners play a very important role of processing and verifying transactions, Proof-of-Work mining uses a lot of electricity to maintain the blockchain. Not to mention the expensive upfront costs of acquiring the specialised hardware to mine.

Proof-of-Stake - the mechanism used in the Muusic coin codebase - allows for anyone with a balance of MUU coins to be 'staked' in their wallet to act as a miner. This system ensures that only users with a balance can mine.

By simply only requiring and maintaining a balance of Muusic coins to mine, the blockchain is much more energy-efficient. A miner simply needs a computer to be online and running the Muusic coin wallet software, with any amount of Muusic coins in the wallet. The wallet will now act as a miner on the network and will process and verify transactions and receive a share of the block reward.

In the same way as Proof-of-Work where a miner with, for example, 10% of the hash (computing) power on the network will earn 10% of the block reward, a Muusic coin holder with 10% of the coin supply in their wallet will mine 10% of the blocks. We chose Proof-of-Stake as the mechanism for the Muusic blockchain to ensure that the blockchain has a low impact on the environment and is also easy for users to participate and mine.

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## Staking and Masternodes cont..

The barrier to entry for those who would like to mine Proof-of-Work coins is very high due to the expensive cost of equipment. On the Muusic blockchain anyone with a Muusic Coin balance can act as a miner, who will secure the network, process and verify transactions and earn a portion of the block reward. Muusic coins blockchain is much more energy-efficient than Proof-of-Work blockchains due to the Proof-of-Stake mechanism. This will allow the Muusic blockchain to exist well into the future. When energy-efficiency becomes more of a global concern. In addition to the staking of coins to support the network, Muusic Coin also leverages masternode technology into the blockchain. A masternode is a server on a decentralized network. It is utilized to complete unique functions in ways ordinary nodes can't. It can be used for features like direct send / instant transactions, budget and voting. Because of their increased capabilities, masternodes typically require a sizable investment in order to run. As a masternode operator you will earn a portion of the block rewards.

## Coin specifications and Block Rewards

Block time: - 60 seconds

Total Blocks: - 14,800,000

Block Reward: - 20 MUU

Maximum supply: - 320,000,000 (320 million) MUU

Consensus mechanism: - Proof-of-Stake (30% masternodes, 70% POS)

Masternode collateral: - 5,000 MUU

Features: - SwiftTX, Budget, Treasury, Voting and Masternode governance is enabled

RPC Port: - 3232

P2P Port: - 32121

## Roadmap

August 2017 - Muusic.FM platform launched

October 2017 - Dj's and music creators join Muusic.FM

August 2018 - Advisors join the Muusic platform

September 2018 - Supporters join the Muusic platform

October 2018 - Muusic Coin crowd sale begins

January 2019 - Muusic platform development begins

Q2 2019 - Core launch of the new Muusic platform

Q3 2019 - Muusic platform extensions begin to roll out

Q3 2019 - Muusic platform mobile apps roll out

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"The Muusic coins being sold as part of the Muusic Coin crowdsale are a functional part of the blockchain-driven music distribution platform described herein."

"These coins are neither designed nor expected by us to increase in value over time. The Muusic Coins are not intended be to be an 'investment opportunity' of any kind and should not be perceived as one by purchaser. They are not intended to be treated as a 'security' in any jurisdiction and, by purchasing coins, you acknowledge this position."

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*To participate in the Muusic Coin crowdsale, I hereby acknowledge that:*

I am not a person of these states or a citizen or resident (tax or otherwise) of any country or territory where transactions with digital coins and/or digital currencies are prohibited or in any other manner restricted by applicable law. "Person" is generally defined as a natural person residing in the relevant state or any entity organized or incorporated under the laws of the relevant state.

I have thoroughly read and understood the White Paper (including, but not limited to, section "Disclaimer of liability"), Coin Sale Terms, Privacy Policy, and Website Terms of Use, I agree with these terms.

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