MUSIC

Gala MUSIC Whitepaper

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Version 2.8

Disclaimer

The purchase or sale of any token or digital asset involves risk. The information in this Whitepaper is provided for informational purposes only, and we urge you to read this material carefully and ask us any follow-up questions that you may have before joining the Gala MUSIC platform. You should also consult with your legal, accounting, or tax advisors regarding any applicable laws, rules or regulations that might govern your purchase of the digital assets discussed in this Whitepaper or your participation in the Gala MUSIC platform, and regarding the tax or other financial implications of any purchase or sale. By your purchase or sale of any digital assets or tokens offered by Gala MUSIC, you agree to assume the risks of such participation, and Gala MUSIC disclaims any liability thereof.

This paper outlines a vision and a set of goals that guide our journey, yet it's important to acknowledge that the details are subject to change in response to shifting regulatory requirements and the practicalities of managing a decentralized ecosystem. While the landscape we operate in may evolve, and adaptability is key, the aspirations detailed here represent the heart of what we are striving to achieve together. This document, therefore, should be viewed as a reflection of our ambitions and a roadmap for our collective effort, albeit one that may adjust its course as necessary to navigate the ever-changing terrain of the blockchain world.

To get the most up-to date version of this document, please visit: https://music.gala.com/Gala_Music_Whitepaper.pdf

Contents

Music

Stream free.
Own tracks.
Earn rewards.

Summary

Blockchain music has the potential to disrupt the entire music industry by providing accountability and direct access to fans and artists. We believe that there is a very real possibility for a creative revolution as those that make music and those who enjoy it, begin to connect and take control of their experiences, together.

Gala MUSIC ('MUSIC') is a free platform for listeners. Through streaming, account holders can receive, earn and win perks such as tracks, concert passes, branded merchandise, artist access (meet and greets, video messages, VIP tickets etc), memorabilia and branded items, as well as other entertainment related content, collectibles and experiences.

Those who choose to buy music tracks and/or operate 'Gala MUSIC Jukeboxes' (nodes that host music on the platform), can also earn the platform's MUSIC token; $MUSIC. $MUSIC is a utility token, the emission of which is governed by a bonding curve that's designed to balance supply with the token's utility and level of demand.

A test version of the MUSIC platform was launched March 28, 2023. The full version, with its token $MUSIC, is set to be released December, 2023.

During its test phase, MUSIC attracted more than 88 artists, 6.8M streams, 162K account holders, 94K 'test' token holders, 13K+ track owners and had more than 11K active Gala MUSIC Jukebox Operators (hosts). There are over 25K Gala MUSIC Jukeboxes currently in the MUSIC ecosystem. MUSIC also delivered early versions of its live music companion app (STGE), as well as the platform's 'All Access' store. The early version of the store saw 1.2K+ items and experiences redeemed, with over a million of the platform's test token 'BEAMS' being burned in the process.

All of this is part of the broader ecosystem utility centering around the Gala MUSIC Jukebox ecosystem, the $MUSIC token, and the mechanisms to drive engagement for artists and music fans worldwide. Whether you are using $MUSIC to show an artist how much you care by tipping in STGE or supporting a new artist by buying some of their tracks, or enjoying experiences purchased from the All Access store, your participation in the Gala MUSIC ecosystem can help usher in a new era of growth for decentralized music.

1.0. Introduction

There's more to MUSIC

Gala MUSIC is changing the world. John Lennon said that "Music is everybody's possession. It's only publishers who think that people own it." This is why Gala MUSIC exists - to set the music free.

The existing music industry has been built on the backs of musicians for decades. To this day, nothing has set them free from the industry that - though often well-meaning - locks artists into restrictive contracts, builds a wall between artists and their fans, and stifles the free growth of creative expression in so many ways.

At Gala, we think this is bullshit.

Music is, and always has been, the heart and soul of the people. Our role, as the builders of the world's first ecosystem platform capable of handling the requirements of all of entertainment, is to provide the opportunity to allow artists to grow.

The lifeblood of this system is the $MUSIC token. It is a utility token which can be spent in the ecosystem's 'All Access' store, locked to show musicians how much you care, and used to incentivize ecosystem growth. The $MUSIC token can be spent on concerts, experiences, merchandise, collectibles, music and more. $MUSIC can also be used as a payment method within the ecosystem to increase the functionality of the Gala MUSIC Jukeboxes, formerly called "Player Nodes" - including the number of tracks they can host.

Everyone - all 8.1 billion people and counting - listen to music. We believe that in 2-5 years at least 20% of them will want, not just to rediscover the joy of curating their own collection, but subscribe to a more interactive and bespoke experience because of it.

Join us at Gala MUSIC while we break down the walls holding musicians back and enable seamless connection and interactivity, aligned economic incentives, and empower artists to be the musicians they have always wanted to be.

2.0.
Audience

In exploring the dynamic landscape of the music industry, it's essential to understand the total addressable market encompassing five key segments: Listeners, Fans, Owners, Hosts, and Artists. Each group plays a pivotal role in the ecosystem, contributing to the industry's vibrancy and economic potential.

MUSIC is for everyone

Listeners

Listeners will find an increasing catalog of artists 'streaming free' on the MUSIC platform, with high quality sound, mobile optimized site and concert and video features - users can access curated playlists, new music and exclusive tracks. Unique plays on the platform are tracked so that the most popular songs can be ranked, and the owners of tracks related to those songs, rewarded.

Gala MUSIC's companion app STGE is designed for fans to share live and authentic moments with performers. Finding or joining an artist on STGE not only puts a viewer next to a musician or group, with an uncut and unique viewpoint, but it also supports the ecosystem through further play counts, artist rewards (platform side) and other incentives including tips, competitions and giveaways.

Fans

The people who buy albums, stream songs or purchase tickets to shows, are largely invisible to an artist. With MUSIC, emerging talents and established names can see who their supporters are, giving them not just a unique insight into their fan-base but also a real chance to interact with them. For a fan, MUSIC is an opportunity to engage, interact and be recognized by an artist like never before.

Bringing existing 'fandoms' into the ecosystem and incentivising listening through recognition, also supports new musicians. For example, fans of one artist can be rewarded by discovering an emerging talent, with the platform proactively exposing established artist's fan bases to new tracks and names - creating new opportunities for both.

Owners

Those buying music tracks are able to host their track(s) by pairing the same with a Gala MUSIC Jukebox. Track Owners can receive $MUSIC based on how well the song related to that track is performing. Song performance is captured by the 'Popularity Algorithm' registering the number of listens a song has both on and off of the MUSIC platform.

| Hosts | Known as a Gala MUSIC Jukebox Operator, those who host music tracks share in the distribution rewards of those tracks, with the Track Owner. If the Gala MUSIC Jukebox Operator and Track Owner are the same person then they take 100% of the distribution reward associated with the track pairing. Gala MUSIC Jukebox Operators have the option to 'opt in' to being a community host - meaning they don't need to own tracks to earn $MUSIC but can share in the distribution with Track Owners who need a host. Gala MUSIC Jukeboxes have a 20 hours minimum uptime requirement and can (currently) host 10 tracks as standard - these tracks can be their own, or be owned by a member of the community who has opted in to have their tracks hosted. |

| Artists | MUSIC is an artist-first platform, providing each with on-chain data around their sales, streams and 'All Access' items and experiences. When releasing songs on MUSIC, an artist's song enters into a tier system, the number of tracks made available for any given song, can increase with the number of listens a song gets (i.e. its popularity). The release of tracks is the primary revenue stream for an artist and is supported by residual income from secondary market sales, as well as other platform incentives (tips, tracks and $MUSIC), which are obtained based on listens, fan and artist engagement. |

3.0.
$MUSIC

Supply
and Schedule

3.1.
Token Specification

3.1.1.   Max Supply:
1 billion.

3.1.2.   Token standards:
GalaChain token, bridgeable to the Ethereum chain as an ERC20 token.

3.1.3.   Emission type:
Dynamic.

3.2.
Initial Supply

3.2.1. Test token (BEAMS) were converted to $MUSIC (at a 1/1 ratio). This conversion resulted in 75 million $MUSIC.

3.2.2. An equal amount of 75 million $MUSIC tokens were also be minted and granted to the ecosystem operator for ecosystem partners and platform engagement activities, including development of the platform, its features and related products.

BEAMS
Conciliation — 50%
(75,000,000)   50%
(75,000,000) — Ecosystem
Allocation
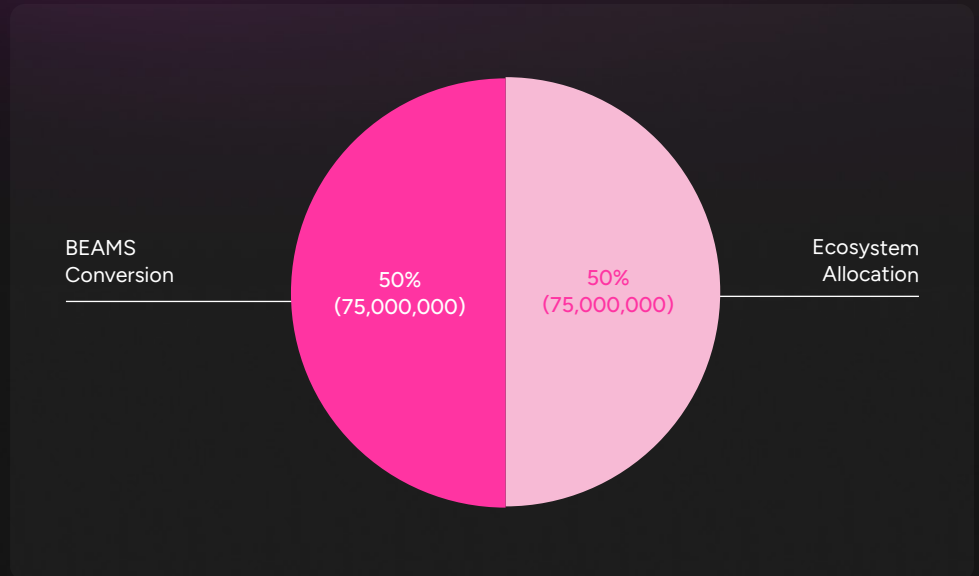
3.3.
Supply recipients

$MUSIC is distributed across five groups:

Curatorial Entity

Gala Music receives a portion of the distribution for their role in curating and maintaining the platform. While plans are in place for the eventual full decentralization of the network and reduction of this segment of the distribution, economic and legal review of this has not been completed and this plan will be released in the future.

Hosts

Upon meeting qualification criteria (minimum up-time of 20 hours), those who host music tracks, known as 'Gala MUSIC Jukebox Operators' are able to share in the distribution rewards of those tracks, along with the Track Owner. If the Gala MUSIC Jukebox Operator and Track Owner are the same person they would receive any applicable track rewards for both. There is also a segment of the distribution that node operators receive regardless of track hosting status for their general contribution to the network.

Owners	Those who hold music tracks are able to host their track(s) by pairing them with a Gala MUSIC Jukebox to create a track-Jukebox pairing that is eligible for any applicable listen-based $MUSIC rewards. Rewards are calculated based on the platform's 'Popularity Algorithm'.
Artists	As the heart and soul of the Gala MUSIC ecosystem, Artists receive both primary sales of their tracks, as well as a portion of the distribution based on their track's popularity as determined by the popularity algorithm.
Advocates	Listeners who actively promote the platform, engage in a number of promotional activities, and actively bring in new listeners receive distribution of $MUSIC, based on the efficacy of their promotional activities. This portion of the distribution is governed by the list of Ecosystem Supporting Activities in Section 4.7.

This upcoming section delves into more technical aspects, which might seem daunting at first. However, it's crucial for those engaged in the Web3 space to grasp these concepts. Understanding these finer details is key to fully appreciating the intricacies and potential of Web3 technologies and their impact on digital interactions.

3.4.
Supply Schedule

3.4.1. The $MUSIC token will adhere to a dynamic supply schedule governed by a mathematical formula akin to a bonding curve. This formula relies on an ecosystem activity parameter as an input; it has been designed to ensure that the supply of $MUSIC scales with both platform growth and token utility. This approach will mitigate issues of oversupply and undersupply that can be found in fixed supply schedules.

Specifically, the ecosystem parameter aligns to the creation (minting) of new music. The minting of music occurs as a response to a number of inputs derived from platform users and their chosen level of engagement.

3.4.2. Tracking the amount of music that the platform is minting on the blockchain ensures a transparent and true measure of demand, growth and by extension, with All Access artist requirements, $MUSIC utility.

3.4.3. The Bonding curve calculates the amount of mint allowance created as a result of new music tracks minted. Since the tracks are minted following ecosystem activities which scale with the token utility, the system ensures that the token supply only increases when the token utility increases.

The amount of mint allowance generated by 1 newly minted track decreases as the circulating supply increases. This results in the token supply growing slower than the token utility which creates a systematic shortage of tokens as the ecosystem grows.

New mint allowance is generated at the end of each day based on the amount of tracks minted on that day.

The relationship between new track mint and the token supply is described by the following equation:

$$MINT = \int_{x_0}^{x_1} \frac{-2a}{\pi} \log \cos\left(\frac{\pi}{2x}\right))$$

Where

MINT is the additional track mint on the day

x_0 is the existing token supply

x_1 x1is the new token supply after mint allowance creation

$x_1 - x_0$ is daily pool replenishment quantity

MINT is additional music listens on the Gala Music Platform

a is bonding curve parameter ($3e6$).

3.4.4. The chart that follows describes how the $MUSIC mint allowance generated from unit track, mint decreases as the supply of token increases.

$MUSIC Mint allowance generated from unit track mint

Mint allowance per 100 tracks (y-axis): 0 to 220000

Token Supply (x-axis): 1.0E+8 to 9.0E+8
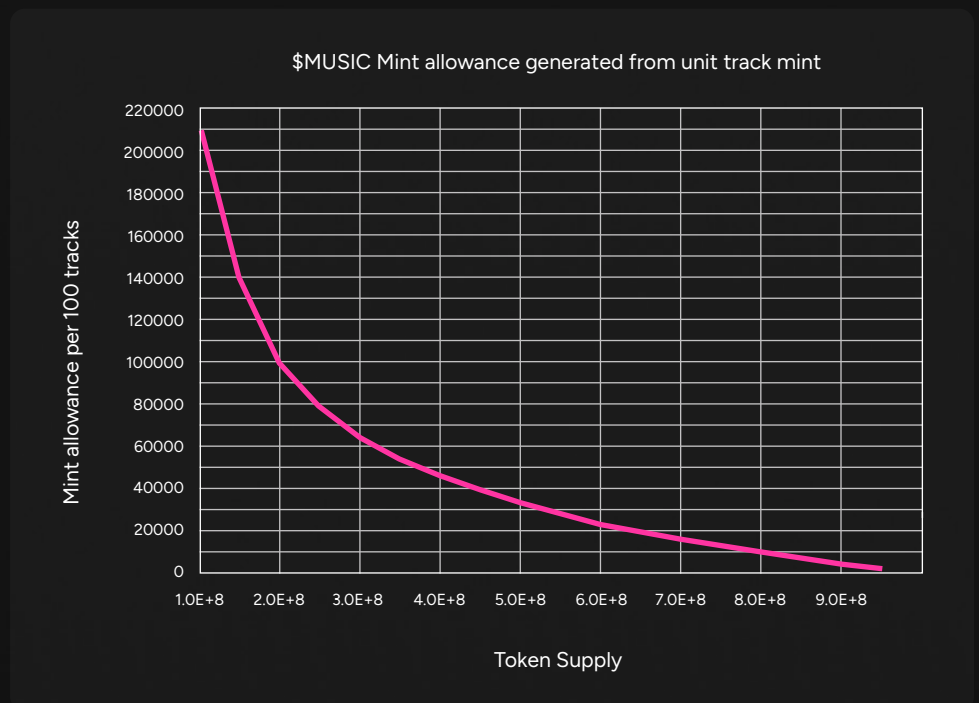
Existing token supply (x_0)	$MUSIC Mint allowance generated per 100 track mint
10,000,000 (10%)	210,233
20,000,000 (20%)	102,561
30,000,000 (30%)	65,412
40,000,000 (40%)	45,875
50,000,000 (50%)	33,331
60,000,000 (60%)	24,217
70,000,000 (70%)	16,983
80,000,000 (80%)	10,830
90,000,000 (90%)	5,279

3.4.5. $MUSIC is burned via token utilities such as the purchases made in the All Access store, along with other ecosystem related features, such as STGE tipping. When this type of activity increases, reducing the circulating supply of $MUSIC, the mint allowance derived from the ecosystem activity is increased. This reciprocal token mint and burn mechanism ensures the ecosystem's sustainable operation, with the two mechanisms eventually reaching equilibrium, resulting in a stable token minting and burning process without reaching close to the maximum supply.

3.5
Mint Allowance Pool

Track Mint → Replenishes → Mint Allowance Pool → 0.15% Daily consumption → Mint & Distribution

To prevent violent fluctuations in daily mint quantity, the mint allowance pool provides a buffer between ecosystem activity and the daily token minting process. The bonding curve, as explained earlier, determines the replenishment amount for the mint allowance pool.

Each day, 0.15% of the mint allowance pool balance is minted and then distributed as an ecosystem reward.

Initially, the mint allowance pool will be filled with 150 million tokens, which is equivalent to 15% of the supply cap, at the token launch. This strategic approach eliminates uncertainty associated with a fully dynamic supply schedule. Even in the absence of activity on the MUSIC platform, 90% of the 150 million mint allowance will be distributed over a period of four years.

3.6.
Distribution Types

At the Token Generation Event (TGE), 150 million tokens are allocated to the existing ecosystem participants. After the TGE, $MUSIC tokens are minted and distributed to the active participants on a daily basis. The distribution follows the fixed ratio as described in the table below. The amount of daily distribution is regulated by the bonding curve and the distribution pool mechanism outlined above.

3.7.
GAS Token
and L1 Chain

GalaChain, as MUSIC's L1 blockchain, leverages the power of $GALA as its designated gas fee token for seamless bridging in and out of the platform. This approach ensures efficient operations. GalaChain enhances the ecosystem without diminishing the value and purpose of the Gala $MUSIC token.

3.8.
Key Features
of GalaChain

- Near-real time settlement with low gas fees and sub-second latency
- Semi-permissioned L1 (GalaChain) to allow for tailoring and improved security
- Easy channel management - contracts and tokens are created using TypeScript
- Efficient blocks without the need for a high carbon footprint

3.9.
$MUSIC Audit

Certik has provided the audit of ERC-20 compliance for $MUSIC. They verified properties of the public interface of the token contract that implement the ERC-20 interface, including:

- Functions 'transfer' and 'transferFrom' that are widely used for token transfers,
- functions 'approve' and 'allowance' that enable the owner of an account to delegate a certain subset of tokens to another account (i.e. to grant an allowance), and;

- the functions 'balanceOf' and 'totalSupply', which are verified to correctly reflect the internal state of the contract.

The daily token mint will be distributed to ecosystem participants who contribute positively to the project and platform, incentivizing their beneficial actions. The allocation for ecosystem participants depends on the popularity of a track on a given date, and this conversion from track popularity to token allocation is managed through MUSIC's proprietary 'Popularity Algorithm'.
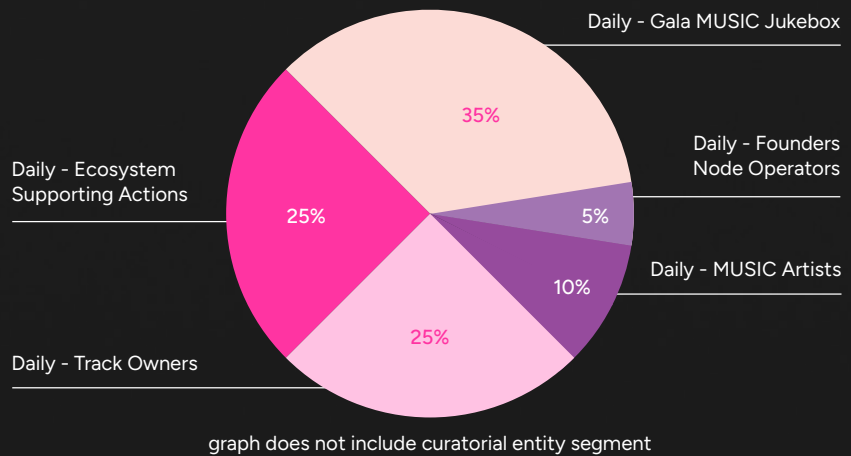
4.0.
Ecosystem Reward

Allocations and Pools

4.1.
MUSIC Platform Allocation

An initial 50% of the daily mint is allocated to operational needs. MUSIC has the flexibility to distribute these tokens as required to support ongoing operations.

Common categories that will be funded from this allocation will include:

- Development Costs
- Marketing
- Physical Events
- Partnerships and Licensing

Non-Gala MUSIC allocations

Daily - Gala MUSIC Jukebox 35%

Daily - Founders Node Operators 5%

Daily - MUSIC Artists 10%

Daily - Track Owners 25%

Daily - Ecosystem Supporting Actions 25%

graph does not include curatorial entity segment

Percentages are based on the 50% not going to Gala Music.

4.2.
Gala MUSIC Jukebox Operators

MUSIC relies on Gala MUSIC Jukebox operators to provide its music streaming service infrastructure and track owners who provide the content so that fans can discover, stream, support and interact with artists. Node operators receive 10% of the distribution for operating their node and contributing to the general ecosystem, as well as 25% based on listens and paired tracks.

4.2.1.
Track Owners

25% of the non-Gala distribution is distributed to track owners whose tracks are paired with Gala MUSIC Jukeboxes.

Each music track is paired with a specific Jukebox. A Jukebox can be paired with multiple tracks, the current track slot standard is 10, but a Jukebox Operator can choose to upgrade and add more using $MUSIC. To qualify for rewards a track must be paired with a Jukebox whose uptime is at least 20 hours a day. The platform will automatically discount a Jukebox's eligibility as a community host if they have failed to meet the uptime requirement for the previous day.

Token allocation for a track is calculated using MUSIC's proprietary Popularity Algorithm, with the daily $MUSIC mint amount being derived from the mint allowance pool. The token allocation is divided by the number of track-Jukebox pairings (a track hosted on a qualifying Gala MUSIC Jukebox), to determine the distribution amount each track-Jukebox pair should receive. The distribution amount for each track-Jukebox pair is equally split between the Jukebox Operator and the Track Owner.

4.2.2.
Founders Nodes

5% of the non-Gala distribution is distributed to operators of the Founders Nodes for their support of the ecosystem as a whole.

4.2.3
MUSIC Artists

Daily non-Gala distribution (10%*)
10% of the daily non-Gala distribution is allocated to artists based on the popularity of their tracks, as determined by the Popularity Algorithm.

Platform earnings Alongside the $MUSIC distribution reward an artist can receive (impacted by their number of listeners and fan engagements on the platform), they also earn from:

- Sales of their music via tracks
- Experience and merchandise related revenues from the All Access store
- Tipping through 'live party' music streams/performances on STGE by viewers and fans
- Pairing and hosting of their own content
- Referring users to the Gala Music platform

4.2.4.
Supportive Ecosystem Actors

In addition to the previously named ecosystem participants, there is a segment of the daily distribution specifically focused on growing the ecosystem. This is similar to the early Founder's Node referral reward model but instead of focusing only on sales/node operation, it also allocates rewards based on actual involvement with the ecosystem, rather than just referred sales.

To encourage the spread of content and attract new users, Gala MUSIC will distribute tokens based on what we deem to be positive ecosystem supporting actions.

There are many actions which could potentially qualify as ecosystem supporting behaviors. The list of these actions will eventually be published and users will be able to see which actions result in the greatest reward within any given distribution cycle.

Examples of these actions may include but are not limited to:

- Sharing Music
- Initializing A Node for the first time
- Pair a reward earning track
- Bridge tokens into GalaChain
- Refer a friend (who completes certain actions such as initializing nodes, operating nodes, and pairing content)
- Your referred friend refers a friend (who completes certain actions such as initializing nodes, operating nodes, and pairing content)

The key to this distribution is that all actions which qualify as "Ecosystem Supporting Actions" must be publicly visible and verifiable. This means that they either need to be written to chain or available in public in a way that the data surrounding them can be pulled via API and integrated into a distribution formula that is independently verifiable and transparent.

5.0. Popularity Algorithm

Rewarding Success

Everyday $MUSIC is distributed to qualifying track-Jukebox pairs on the platform, based on the related song's popularity. Fans are also incentivized to support artists' tracks - those making referrals are able to earn bonuses and those actively promoting songs can also qualify for rewards.

While the details of the popularity calculation will remain confidential to ensure fairness - the following factors are considered in the calculation:

- On-platform stream count
- Number of unique listeners
- External platform popularity
- Exclusivity status on the MUSIC platform
- Track Virality on Social Platforms relating to Gala Music

The ratio between on-platform streams and external platform streams is variable, though a greater weighting is given to plays of songs on the MUSIC platform. The Popularity Algorithm works in conjunction with the track tier system to ensure that popularity, rarity and rewards are all reflected in the distribution amount of $MUSIC that is available to ecosystem participants (amount available is based on the bonding curve, see 3.4.3.).

6.0. Earning Eligibility

Ecosystem Participation

In order to be eligible for daily $MUSIC distribution rewards, ecosystem participants will need to meet the following criteria:

Gala MUSIC Jukebox Operators:
- 20 Hours (daily) uptime
- A valid 'track-Jukebox' pairing

Track Owners:
- A valid 'track-Jukebox' pairing
- At least 10 monthly 'listens' (logged in state)

Artists:
- A qualifying track hosted in the ecosystem

7.0.
Track Rarity

Recognition and Rewards

Track upgrades, also known as track tiers, are designed to reward early artist supporters on the MUSIC platform, and allow for fans to participate in the ecosystem at a lesser/lighter level.

The first time an artist releases a song/single on the MUSIC platform, it is limited to an issuance of only 100 copies and granted the status of "Signature Edition." From the perspective of rewards, the Signature Edition has the lowest quantity and highest distribution multiplier of all tiers.

If you are an OG fan or want to support an emerging artist, this is the best way.

The platform reserves the right to patronize the artist by purchasing 10% of this initial Signature Edition as a token of our support for the artist.

If the popularity of the track is great and it sells out, then the next rarity tier unlocks. If/when this happens more tracks become available to collectors, with the previous tier holders automatically receiving an newly minted lower-tier version if they have their track paired to a Jukebox at the time the snapshot is taken. Note: The snapshot will be taken at the same time the distribution is calculated at the end of the first full day after the sellout of the previous tier.

Both versions will then be eligible (when hosted) for distribution rewards. As the tiers (and number of tracks) increase, the price point per track (along with the rewards distribution amount) decreases. Each time a track tier unlocks, holders of the previous tier track will receive a free newly-unlocked tier track.

Tracks purchased before Upgrade mechanisms were implemented are ineligible for the release of new supply tiers. These "Legacy" tracks will not have further supply released in any rarity tier.

In summary:

7.1. Music track tiers are designed to reward early artist supporters on the MUSIC platform as well as the fans who discover and want to collect/own the artists tracks after they become successful.

7.2. While higher rarity tracks are more expensive, they also have higher distribution multipliers.

7.3. Next tier releases can only initiate when there are no tracks left from previous tier.

7.4.

Upon unlocking of the next tier, existing track holders receive a free drop of the unlocked tier track. For instance, if a collector owns a Signature Edition track, they will receive a Pioneer Edition track if the track upgrades to the Pioneer Edition tier. If the next tier unlocks, then they will receive two Limited Edition tier tracks, one as a Signature Edition track holder and one as a Pioneer Edition track holder, the holder has to own the track to receive the newly unlocked versions. If a collector bought a Pioneer Edition track that unlocks the Limited Edition tier, then they will receive a single Limited Edition track.

Supply Limit	Tier	Price	Distribution Multiplier	Chart Score Criteria
100	Signature Edition	Set by artist	20	100 to upgrade
300	Pioneer Edition	Set by artist	15	200 to upgrade
1000	Limited Edition	Set by artist	10	300 to upgrade
3000	Standard Edition	Set by artist	5	400 to upgrade
Unlimited	Open Edition	Set by artist	1	N/A

Varies	Legacy Tracks	Set by artist	N/A	N/A

N/A	Pink/Common	N/A	1	N/A

8.0.
Pink and Entry Tiers

Incentives and Self-Service

Music tracks released/available in rarity from Limited Edition to Signature Edition are unique and limited in their total supply. To support giveaways, referral recognition, listener participation, fan attendance and other activity and incentives, MUSIC also has 'Pink/Common Tier' tracks. These are unlimited in quantity and can qualify for distribution rewards (7.4.) based on the Popularity Algorithm and being paired to a Gala MUSIC Jukebox. It should be noted that Pink/Common tracks are only ever made of tracks that have never been and never will be sold.

As the platform becomes more self-serve for artists (both for All Access as well as music releases), an 'Entry' level tier will also come online. For self-serve artists, it will be a requirement, prior to being able to release a track, to meet the 'Entry' tier criteria for both unique Track Owners and required number of

unique on-platform streams (7.4.). While an 'Entry' tier track does not qualify for distribution rewards, if the track upgrades to 'Open Edition' holders of 'Entry' tier tracks will be dropped a free 'Open Edition' track.

In keeping the promises made to the community and the ecosystem, if a Galaxian's wallet contains a BT Orb (Limited Edition), their daily distribution will receive a .0125% bonus. This bonus stacks and is cumulative for each BT Orb's (Limited Edition) and is unlimited. The Open Edition BT Orb's also receive a bonus, but one which is 10% of the Limited Edition BT Orbs. In the future, all holders of BT Orbs (both Limited Edition and Open Edition) will also receive an additional slot in one of their nodes. These slots will stack.

9.0.
Ecosystem Boosts

10.0.
Token Utilities

10.1.
All Access & Loyalty Points

All Access is the exclusive experience and merchandise marketplace of the ecosystem, where $MUSIC is the exclusive currency. Launched as a store during the MUSIC test phase, All Access is a key basis for the $MUSIC token, with the utility of $MUSIC scaling with the increasing size of the platform's artist portfolio, as well as the independent scale of the All Access store, which is designed as a self-serve fan store for artists (see 9.6.).

All Access is designed to ensure that dedicated fans are acknowledged and rewarded with access to exclusive artist products and experiences. MUSIC enables fans to publicly showcase their dedication to their favorite artists through the holding of $MUSIC tokens. The quantity of tokens held and the duration of the same are visible to the public, providing a means to verify fans' loyalty on the blockchain - a concept referred to as "Loyalty Points."

Locking tokens against an artist does not have a return associated with it and is not a "staking" mechanism in any sense. It simply provides on-chain proof of your dedication to an artist. Artists can, at their discretion, use the Loyalty Point balance of a user to offer users the first opportunity to purchase special experiences or gain special access. Gala MUSIC does not control or deliver on these experiences, and this is designed to be a decentralized way of allowing an artist to determine who their superfans are.

10.2.
Exclusive Access

Artists can grant exclusive access to their All Access products to fans based on the size and duration of the amount of $MUSIC they have held against them.

10.3.
Non-Exclusivity

It is planned that the All Access store will be a home for all artists, even those not releasing tracks on MUSIC. It will also be opened up as a marketplace for wider brand partnerships and entertainment related content. During the platform test phase MUSIC began to build out the supplier base and operational model for All Access, so that in the future those wishing to feature and sell items in store can do so through self-service, with complete visibility and more creative control.

10.4.
Token Burn and Artist Benefit

On purchases in the All Access store, 50% of the paid $MUSIC is burned and the other 50% is transferred to the artist on MUSIC.

11.0.
Decentralization

As mentioned there will be self-service capabilities for content creators and partners on the All Access store (9.6). There will also be open 'on-boarding' to all artists through the 'Entry' tier - which is governed solely by audience/fan engagement and tracked via the Popularity Algorithm.

Artist and Host Control

Alongside these features, MUSIC will also be sharing control and influence to those hosting the network (Gala MUSIC Jukebox Operators) and with those providing content for the network to host (Owners and Artists). This will include:

Curation	Gala MUSIC Jukebox Operators will be able to create and then vote on monthly playlists which will feature on the MUSIC platform
Events	Gala MUSIC Jukebox Operators will be able to vote on some physical activations, this might take the form of the activation itself (with them selecting their preference), or be in reference to its execution i.e. the location, date and/or line-up of the activation
Moderation	Gala MUSIC Jukebox Operators can vote to have content (and/or artists) deemed inappropriate removed from MUSIC
Voting	Major platform changes, such as track upgrade criteria, or Popularity Algorithm inputs may be put to a Gala MUSIC Jukebox Operator vote
Promotion	Artists who participate live on STGE will be able to curate their own set of tracks. These will be featured on the platform - the set must contain a minimum number of 6 artists

Conclusion

In conclusion, Gala MUSIC represents a bold and transformative vision for the future of the music industry. We've journeyed from recognizing the constraints faced by artists in the traditional music industry to forging a new path with the $MUSIC token - a tool that empowers artists and fans alike. Our mission goes beyond merely reshaping how music is distributed and experienced; it's about revolutionizing the very essence of the music industry. With a focus on community, creativity, and connectivity, Gala MUSIC is not just a platform but a revolution, inviting everyone to participate in a more equitable, dynamic, and vibrant musical world.

As we move forward, our commitment remains steadfast: to break down barriers, foster direct artist-fan interactions, and ensure artists have the freedom and support they need to thrive. By joining Gala MUSIC, you're not just witnessing a revolution; you're becoming an integral part of it. Let's continue this journey, setting music free and celebrating its true spirit, one note, one artist, and one fan at a time.
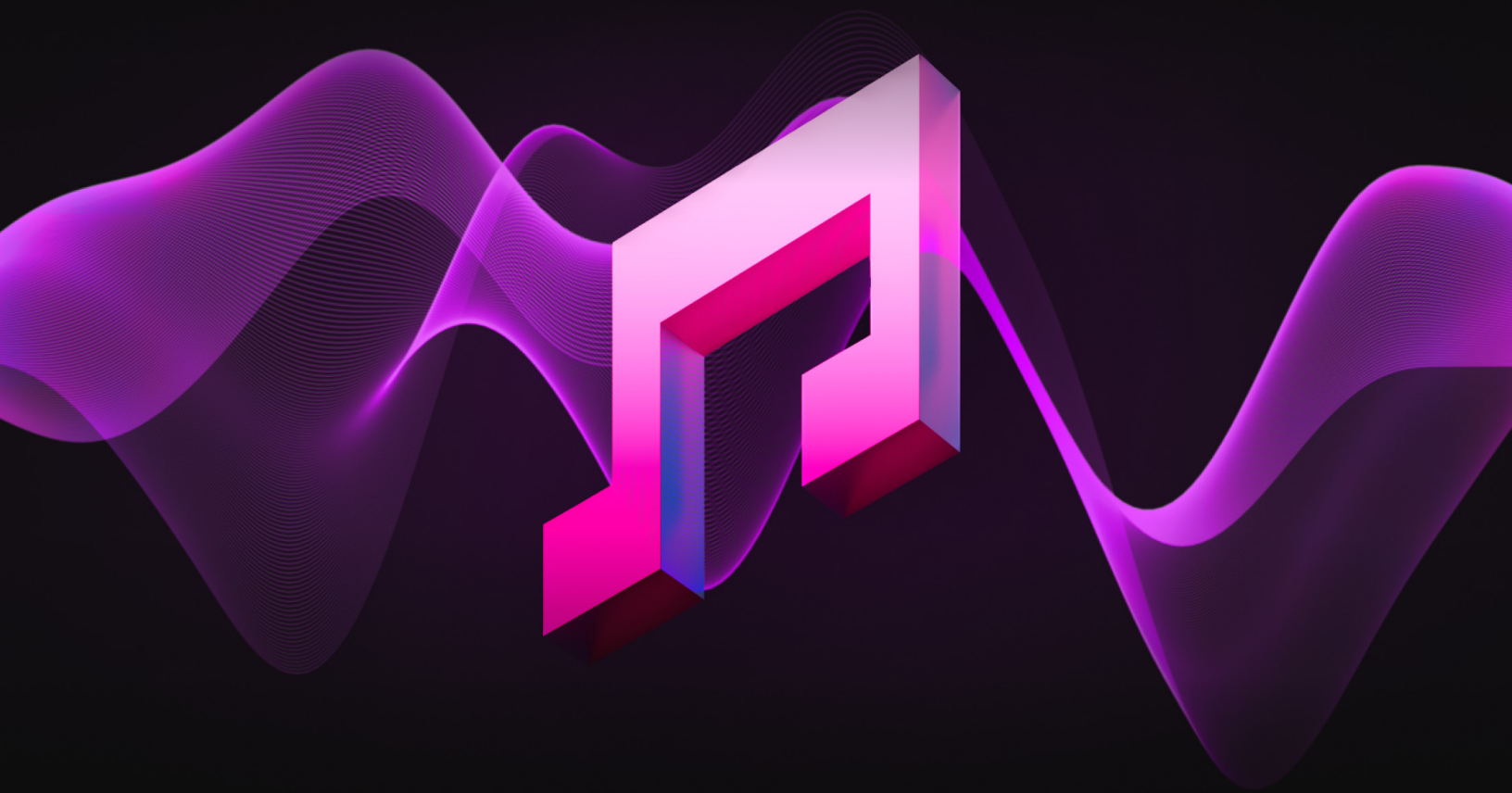
Change log

December 18th, 2023
Version 2.7

- Added the Change Log feature to track ongoing changes
- Changing track pricing to reflect the self-service model to allow artists to set their own prices
- Expanded the Artist Daily segment to 10% of the non-curatorial entity distribution and removed the 5% monthly pool

January 22nd, 2024
Version 2.7

- Updated Gala Music Whitepaper design

MUSIC