



\$NOISE Whitepaper

Powering the Future of Music Discovery and IP Ownership

1. Summary

\$NOISE is a token-based ecosystem that funds, promotes, and monetizes promising independent music in a transparent, community-powered way.

It solves one of the most pressing issues in today's music industry: talented artists and valuable intellectual property (IP) being lost in a flood of algorithmically surfaced content, while curators and early supporters receive little to no recognition.

The \$NOISE model creates a self-sustaining ecosystem:

- Artists receive transparent, on-chain advances to fund their growth;
- Curators earn recognition and rewards for identifying high-potential music;
- Repayments recycle back into the system to support future talent.

This creates a regenerative loop where fans, creators, curators, and communities participate in building and owning the next generation of music IP.

2. The Problem

The current model for IP discovery and monetization in music doesn't work for musicians and artists without significant backing.

Core Issues:

1. **Centralized Gatekeeping:** A handful of major platforms and labels control distribution and exposure, limiting opportunities for independent voices.

2. **Saturation Without Filtering:** Millions of tracks are uploaded to streaming services every month, with no scalable way to surface quality.
3. **Uncompensated Curators:** DJs, tastemakers, playlist editors, and community leaders who discover new talent are rarely rewarded for their work.
4. **Opaque and Unfair Artist Deals:** Traditional publishing and distribution deals are often complex, debt-heavy, and exploitative, leaving artists in poor financial positions even when they succeed.
5. **Lack of Transparency:** Rights management and royalty flows are difficult to audit, and creators often don't know what they're owed.

3. The \$NOISE Solution

\$NOISE introduces a circular, transparent model for music funding and curation, driven by real contributions rather than speculation.

Key Components:

1. Artist Campaigns: Artists submit unreleased or existing tracks. If selected, they receive an advance in \$NOISE tokens. These tokens are used to access marketing, playlist pitching, publishing administration, and other tools as part of the package.

2. Transparent Recoupment

Artists repay the advance at a fixed 1 to 1.1 rate. For every 100 tokens advanced:

- 10 tokens are burned (removed permanently).
- 90 tokens return to the treasury to fund future campaigns.

3. Curator and Fan Rewards

Curators and fans who nominate successful artists are rewarded based on real-world performance (streams, syncs, traction). They receive associated reputation, campaign access, and milestone-based token bonuses.

4. Smart Contracts for IP

The \$NOISE Foundation enters into IP agreements with artists that define ownership terms. Artists retain a portion of their master and publishing rights, with repayment conditions clearly set in advance.

5. Community-Guided Discovery

Rather than governing financial decisions, the community participates in Artists and Repertoire (A&R) activities such as artist scouting, voting, and milestone validation.

4. The IP Lifecycle in the \$NOISE Ecosystem

The \$NOISE ecosystem is designed to identify, validate, support, and monetize valuable music IP through a transparent and collaborative process. It ensures that all stakeholders, whether they be artists, curators, or the Foundation, are aligned and accountable at every step.

4.1 Community-Led Scouting

Instead of relying on an internal A&R team, narrowly defined by geographic region or genre, \$NOISE sources talent from a global network of fans, curators, tastemakers, DJs, and music community leaders.

These individuals nominate tracks based on cultural resonance, originality, and commercial potential.

4.2 Evaluation and Selection

The Foundation evaluates nominated submissions using the following criteria:

- **Market Alignment:** Relevance to current genre or platform trends;
- **Originality:** Distinctiveness in production, concept, or narrative;
- **Cultural Impact:** The track's potential to resonate with a specific community or scene;
- **Revenue Potential:** Evidence of audience engagement or monetization opportunity.

While automated tools may assist with filtering, the final decisions are human-led.

4.3 IP Validation

Before entering a partnership, the Foundation performs rigorous checks to ensure the legitimacy and ownership of submitted works. This includes:

- Audio fingerprinting and metadata verification;
- Legal review to confirm chain of title;
- Smart contract audits (for multimedia or Web3 submissions).

4.4 Campaign Agreement and Advance

If a track is selected:

- The artist signs an IP agreement with the Foundation;
- The Foundation receives 50% of the IP (masters and publishing);
- The artist receives a \$NOISE-denominated advance to be used within the ecosystem for promotion and distribution;
- The artist retains the remaining 50%, with royalty payouts beginning after the advance is fully repaid.

4.5 Recoupment and Recycling

Revenue from streams, licensing, publishing, and other forms of monetization flow back into the ecosystem. Once the advance is recouped:

- The artist's royalty share begins;
- 10% of the repaid tokens are burned;
- 90% are returned to the treasury to support future artist campaigns.

This ensures long-term sustainability without relying on inflationary tokenomics.

5. The Role of Fans and Curators

Fans and curators (curators) are at the core of the \$NOISE discovery engine. They help surface high-potential IP and are rewarded based on the traction that their picks generate.

5.1 Recognition and Rewards

Curators who nominate selected artists earn:

- Platform-wide recognition and editorial visibility;
- Early access to exclusive A&R campaigns;
- Milestone-based token rewards if the artist performs well.

These rewards are based the following concrete metrics:

- Streaming numbers;
- Sync placements;

- Playlist adds;
- Fan engagement.

Curators only earn rewards if the artist gains meaningful traction, reinforcing quality over quantity and disincentivizing pay-to-play tokenomics.

5.2 Gamification and Incentive Design

To encourage participation and accountability, \$NOISE includes built-in gamification features:

- **Leaderboards** track curator performance over time;
- **Badges and Tiers** recognize consistent contributors;
- **Refer-a-Curator** bonuses expand the network with proven talent scouts;
- **Milestone Rewards** unlock token incentives as nominated artists reach performance benchmarks.

This system ensures that curators are rewarded not for volume of submissions, but for their ability to identify and elevate genuine talent.

5.3 Performance-Based Access

High-performing curators will receive exclusive benefits, some of which may include:

- Invitations to help shape future campaigns;
- Access to unreleased tracks and early previews;
- Participation in planning sessions with artists and the Foundation.

All of this helps position curation as an essential and recognized creative role in the music ecosystem.

6. Managing and Monetizing IP

Once an artist's track is funded, the \$NOISE Foundation actively manages the IP to ensure it earns revenue and supports the ecosystem's sustainability.

6.1 Ownership Terms

- The Foundation holds **50% of the IP rights** (both master and publishing) for campaign-supported works;
- The artist retains up to **50% ownership**, with their share unlocking royalty payouts after recoupment is complete;
- All terms are formalized via transparent, binding agreements.

6.2 Advance Structure

- Advances are provided in \$NOISE tokens and must be used on campaign services: marketing, playlisting, publishing admin, and more.
- Advances are repaid at a **1 to 1.1 ratio**:
 - 10% is permanently burned.
 - 90% is recycled into the treasury to fund future artists.

6.3 Monetization Channels

The Foundation monetizes its share of IP through multiple pathways:

- 1. Streaming Royalties:** Tracks are distributed via partners like Unchained Music and generate revenue from major DSPs (Spotify, Apple Music, etc.).
- 2. Publishing and Sync Licensing:** The Foundation administers publishing rights and actively seeks licensing deals in film, TV, advertising, and games.
- 3. Web3 and Fan Engagement:** Where appropriate, the Foundation may explore token-gated releases, virtual experiences, or remix competitions powered by the \$NOISE ecosystem. All Web3 integrations must adhere to ethical use standards.
- 4. Non-Commercial Licensing:** Some tracks may be used in educational, nonprofit, or archival contexts to support broader mission-aligned goals.

All revenue contributes toward campaign recoupment and treasury sustainability. No royalties or licensing income are distributed to tokenholders based solely on holdings.

7. Token Utility and Ecosystem Design

The \$NOISE token powers real activity in the ecosystem and is designed to reward action, not speculation.

7.1 Core Use Cases

1. Campaign Funding: All artist advances and marketing services are paid in \$NOISE, creating utility demand within the ecosystem.

2. Recouptment and Recycling: When advances are repaid, a portion of tokens are burned, while the rest are recycled to fund new artists.

3. Milestone Rewards: Artists may receive additional \$NOISE grants when hitting campaign goals, such as:

- 10,000 verified streams;
- Placement in an editorial playlist;
- A successful tour or media campaign.

4. Curator Incentives: Curators are rewarded with \$NOISE for nominating artists that succeed in the real world. These are one-time bonuses and do not grant ownership or long-term royalties.

7.2 Governance Approach

The \$NOISE ecosystem is not governed by token voting. Instead:

- The Foundation manages treasury decisions, licensing deals, and financial oversight;
- The community participates in **creative governance**, including A&R campaigns, artist discovery, and platform recognition;
- This separation ensures compliance, operational clarity, and long-term viability.

8. Ethics and Transparency

To build long-term trust and protect all participants, the NOISE Foundation emphasizes transparency, ethical practices, and accessible education.

8.1 Protecting Creators and Curators

1. Fair Revenue Sharing: All royalty structures and IP agreements are transparent and should be governed by on-chain records. Artists and curators are compensated based on clearly defined terms and real-world outcomes.

2. Creative Consent: While the artist enters into a structured IP agreement with the Foundation, similar to a traditional label deal, the terms of use, licensing, and brand alignment

are clearly defined and agreed upon upfront. This ensures transparency, even as creative control is contractually shared.

3. Anti-Exploitation Protocols: Curator incentives are based on merit, not speculation. Reward systems are designed to prioritize quality, discourage spam, and protect creators from predatory community behavior.

8.2 Transparency Tools

1. On-Chain Reporting: All token burns, repayments, and treasury movements are visible via dashboards and smart contract logs.

2. Public Campaign Records: Each campaign's advance, recoupment status, and IP structure is accessible to participants, ensuring accountability.

3. Open Community Channels: IP decisions, ecosystem updates, and feedback requests are shared through structured channels to keep stakeholders informed and engaged.

8.3 Education and Onboarding

The ecosystem supports newcomers with:

- **Beginner guides** covering royalties, IP, and smart contracts;
- **Glossaries and diagrams** explaining key concepts;
- **Live Sessions and guest speakers** sharing case studies and updates;
- **Knowledge checks** for participants engaging in sensitive activities such as A&R voting or campaign nominations.

These tools ensure that curators, fans, artists, and community members contribute meaningfully and confidently.

9. Grants Program

The \$NOISE ecosystem includes a strategic grants initiative to accelerate growth, empower creators, and fund tools that extend the platform's reach.

9.1 Purpose

Grants are not handouts. They are targeted investments designed to:

- Expand the catalog of high-quality music IP;

- Enhance the technical infrastructure;
- Grow user participation and network effects;
- Increase real-world adoption of \$NOISE.

9.2 Categories

- 1. IP Holders & Artists:** Support for recording, legal setup, publishing administration, and onboarding royalty flows into smart contracts.
- 2. Curators & Scouts:** Funding for playlist tools, discovery workflows, and regional genre-focused campaigns.
- 3. Developers & Integrators:** Grants for building analytics dashboards, licensing APIs, or additional platform integrations.
- 4. Community Builders & Marketers:** Support for regional ambassador programs, educational content, and brand awareness campaigns.

9.3 Oversight and Disbursement

- **All grant proposals** are submitted publicly;
- **Funding is milestone-based**, with phased releases tied to KPIs;
- **Failure to deliver** results in removal from future grant rounds.

Successful projects are encouraged to reinvest outcomes via IP, royalties, or tooling back into the ecosystem.

10. Conclusion

The \$NOISE ecosystem is a new model for music IP creation, funding, and discovery.

Rather than replicating legacy systems, it rewards what truly drives the creative economy:

- Talent
- Taste
- Trust
- Transparent ownership.

By aligning artists, curators, developers, and community members through a service-based, on-chain funding model, \$NOISE empowers a more open and sustainable music industry.

This is not a speculative token. It is infrastructure built for participation, creativity, and long-term impact.

The next generation of music IP deserves better tools, better economics, and better recognition. \$NOISE delivers that future.