



The first decentralized music streaming platform

Blockchain Music Streaming
The new music streaming era

Whitepaper 0.8

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Summary

Abstract

BitSong is a new platform, which will be built using the Ethereum blockchain and the IPFS distributed file system. BitSong is a project dedicated to musicians and listeners, and tries to solve one of the major problems related to the world of music. Problems that a musician who wants to emerge knows very well. From today you will be producing your own song, the advertiser will upload his advertisement and the user will listen to the songs from any device. For each advertisement listened to, the artist and the listener will get up to 90% of the profits invested by the advertiser. You can also receive donations from your fans for your next album.

BitSong will give the user the possibility to choose how to exploit and / or use our platform from free streaming, to requests for donations, payments and the insertion of advertising sponsors. The project aims to overcome the bureaucratic and economic obstacles typical of the sector and both artists and users will be rewarded for the simple use of the platform. Its exclusivity consists not only in the absence of other similar projects on the market, but in the details and additional services it offers / develops and which differentiates it from already known streaming music platforms.

Bitsong will be a platform to finance music and video artists but will also give tokens to his users, who will use the platform (from music / video enthusiasts to commercial activities).

Project Vision

Our vision is to create a new brand linked to the music streaming, but unlike the other platforms, through BitSong will earn capital both, the artist and the user listening to the song and ultimately will also save capital the advertiser.

Our goal is to be present on any TV equipped with Chromecast or Smart TV, on any smartphone via App, on any personal computer via web interface or software and finally on any car that has a Smart Radio / Car Player.

BitSong will be the new point of reference for the music market and will be totally developed using the technologies that the blockchain makes available, this means therefore to be decentralized and more community-based compared to other competitors. Nowadays

to view the video of a piece of music we are forced to view it on YouTube, to listen to it in streaming on Spotify, to market it on iTunes / Beatport and to advertise it on social media.

BitSong will try to solve this problem once and for all, through us the artist not only can upload his song in full autonomy (without a distributor or a label), but can also upload his own music video, advertise it through his own fanpage (on the BitSong platform) and interact with his fans.

Why did we choose to introduce videos too? Our goal is to be present on any device, and we also want the user to decide whether to view the music video or choose to use our application as a regular music streaming player. In this way, the artist, will not have to deal with growing numerous social channels, but can instead devote himself to growing his own BitSong channel by retaining its users / fans on a single decentralized music platform.

We have already planned to create an official Web Radio / TV that will stream the best tracks on the platform, there will also be musical contests in which the artist will promote his music (only users with BTSG tokens can express their preference) . In addition to the official Web Radio / TV, there will also be the possibility to open your own streaming channel where you can broadcast your events, for example, or live via our platform.

Since the world of blockchain is constantly evolving, we do not exclude that BitSong can create its own blockchain where to save all information, or lean on an existing blockchain.

Another advantage that BitSong will bring to the music world is the generation of rankings. Today the musical rankings are easily influenced / modified by external sponsorships. BitSong will store all user actions (such as streams, like, comments and anything else) inside the blockchain, thus generating the first verifiable and above all real music classification.

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Long Term Vision

Together with our community (about 140,000 users) we want to create a new way to see / listen to music, to sponsor on world music channels, to be rewarded for listening / viewing advertising.

Together we can succeed in creating a new era where every artist can be the distributor of himself, no intermediary, everything clear and transparent.

Take part to the revolution!!



Problem

Very often, when an artist creates a new single / musical album, he must invest his time to create a piece, get an original idea for the creation of the music video, finance it with his own money, contact a record label in the hope that they are interested in his song, and that they are interested not only in publishing it but also in investing in it, to get the most out of sales, and only after several months, the artist can begin to see the result of what he has achieved. Many times, however, this does not happen, because the artist does not have the necessary funds to create a music video, because he does not have the right contacts, and because the record label (given the huge amount of songs he receives) rarely invests into the song. So the artist finds himself having wasted his time and his capital without having obtained any revenue.

BitSong, thanks to the blockchain of Ethereum, finally wants to solve all these problems that hinder the artist to emerge within the world of music.

We will make sure that the advertiser will easily reach its audience, thus avoiding intermediaries who only increase the advertising cost to be incurred, and we will give the possibility to choose the amount to invest in each individual advertising.

In addition, advertisers can get a clear overview of how their advertising is followed or not, and then measure the results of their marketing campaign.

Today, users who listen and watch music videos containing advertisements, they do it by giving away their time (called USER ATTENTION), in a few words we use our time and we are giving it away (without getting anything out of it). The user who listens to the music instead of giving his USER ATTENTION (finally) will be paid to listen to the advertisement within the piece of music in proportion to the amount spent by the advertiser. Moreover, thanks to our innovative listening system that pays for the USER ATTENTION, the listener user will have all the interest to abandon the traditional systems of listening music, by using BitSong on any device (TV, Smartphone, PC, Car Radio) .

10% of the amount will be retained by BitSong as the cost of developing the platform, the remaining 90% will be divided between the user who listens and the artist who created the song.

Solution

Thanks to BitSong, the artist can solve all these problems. From today the artist can upload his song without any need of any record label.

You can also receive donations in \$ BTSG which you can then convert to get cash or to sponsor your own piece of music.

You can get your revenues from the advertising revenue generated by your piece of music.

You can resell your own songs and use the social network on our platform to build loyalty with your fans.

Immediately, the artist will see his \$ BTSG credited within his wallet that he will be able to withdraw or convert as he sees fit.

The artist no longer needs to wait several months before the record label sends the various reports, but can check the progress in real time directly within his Ethereum Wallet.

Through BitSong, the advertiser will also have greater clarity on costs and will not have to pay additional intermediaries. It can create its own advertising campaign through a special advertising tool on our platform, choosing the appropriate target.

After selecting the target, the advertiser can choose the amount (in \$ BTSG) that he wants to invest for each advertising session. The higher the bid, the more visibility the advertising will have. Finally the advertiser will not have to pay astronomical figures, as BitSong completely eliminates the intermediaries and will also let the advertiser to decide the budget to spend for individual advertising.

BitSong accepts in his platform, all the free songs, which are not plagiarism, but the result of the originality and work of the artist, without thereby harming the work of other artists.

In the event that our music impression system detects that the song has already been registered previously by other users, the BitSong platform will require further verification through the official social profiles and certificates, to protect the work of the individual artist.

Market

In recent years, the music industry has experienced a huge increase in sales thanks to the streaming and sale of digital albums. IFPI (International Federation of the Phonographic Industry) has indicated how the music industry has achieved a 5.9% increase in sales of digital albums, on a market with a capitalization of \$ 15 billion USD. The music industry is projected to grow exponentially over the next few years and is expected to reach a \$ 52 billion USD capitalization by 2020.

The revenues coming from the music streaming are in sharp increase and the trend remains absolutely upward. At BitSong, we are aiming to revolutionize the music industry by making the user and the artist the main actors.

Streaming

Streaming has become the most used instrument in the modern music environment, generating increases in the main markets and thus unlocking the enormous potential in terms of reaching the public. The year 2016 saw streaming revenue as the top contributor to market growth with an increase of 60.4% - the largest growth in eight years.

It now makes up 59% of the total digital music revenues, to the tune of \$ 7.8 billion USD. PSAM (P. Schoenfeld Asset Management), one of the leading American hedge funds, project that stream music will lift industry revenues from more than 80% from 2014 through 2020 and the industry can reach 15% annual revenue growth before the end of the decade . This is accompanied by a tremendous increase in consumer appetite for independent music. . From the beginning of 2015 to the end of 2016, the number of indie music listeners grew by 141%.

These numbers will continue to grow as streaming music services and shared playlists increase in popularity

The revenue generated by the use of recorded music by broadcasters and public venues – has grown by 7% to \$2.2 billion USD in 2016. This revenue stream accounts for 14% of the market but remains significantly undervalued.

Technologies

IPFS (Interplanetary File System)

IPFS is a peer-to-peer distributed file system that tries to connect all computer devices with the same file system. In some ways, IPFS is similar to the World Wide Web, but IPFS can be seen as a single BitTorrent swarm, which exchanges objects within a Git repository. In other words, IPFS provides a high-throughput block storage model and content addressing, with hyperlinks to content.

The keyword of the Interplanetary File System is therefore decentralized. This technique makes it possible to distribute information on a rather large network of nodes and make them easily traceable. The search for the contents will then be based on the hash identifier, so as to be sure to find exactly what was sought while remaining in the shelter of possible network malfunctions precisely because of the fact that the information on it is based on the project are disseminated and redundant on numerous independent nodes.

Ethereum

Ethereum is a decentralized Web 3.0 platform for creating and publishing peer-to-peer smart contracts. Ethereum is different from Bitcoin because it allows you to create smart contracts that can be described as highly programmable digital money. Contrary to many other cryptocurrencies, Ethereum is not only a network for the exchange of monetary value but a network to run contracts based on Ethereum. These contracts can be used safely to perform a large number of operations: electoral systems, registration of domain names, financial markets, crowdfunding platforms, intellectual property, etc ... BitSong reserves the right to use one or more blockchains within its project, this will allow us to be totally decentralized without depending on a single technology.

Token Information

The BitSong Token (symbol: BTSG) will be used as currency within our platform, and will therefore be used for sponsorships, donations, purchases and votes.

Using the Ethereum blockchain our community will be able to receive payments safely and quickly, thus eliminating the annoying problems and slowness of the fiat currencies.

BitSong is a "long term" project, all our calculations have been made in order to guarantee an "uninterrupted" production flow (all this regardless of the various market fluctuations).

Our token will be essential for:

- Make a sponsorship
- Make a donation
- Buy a song
- Take a vote
- Buy tickets
- Buy merchandising
- Purchase the goods present in the musical event that will collaborate with us

Community Contributor Rewards

In order to guarantee the adoption of our platform, we have implemented a Smart Contract that will reward the new subscribers, who will invite other users and who will create contents of various types. We encourage and reward our community and who will support us, this activity is necessary in the phase of launching our service but also subsequently for a continuous growth and rapid expansion.

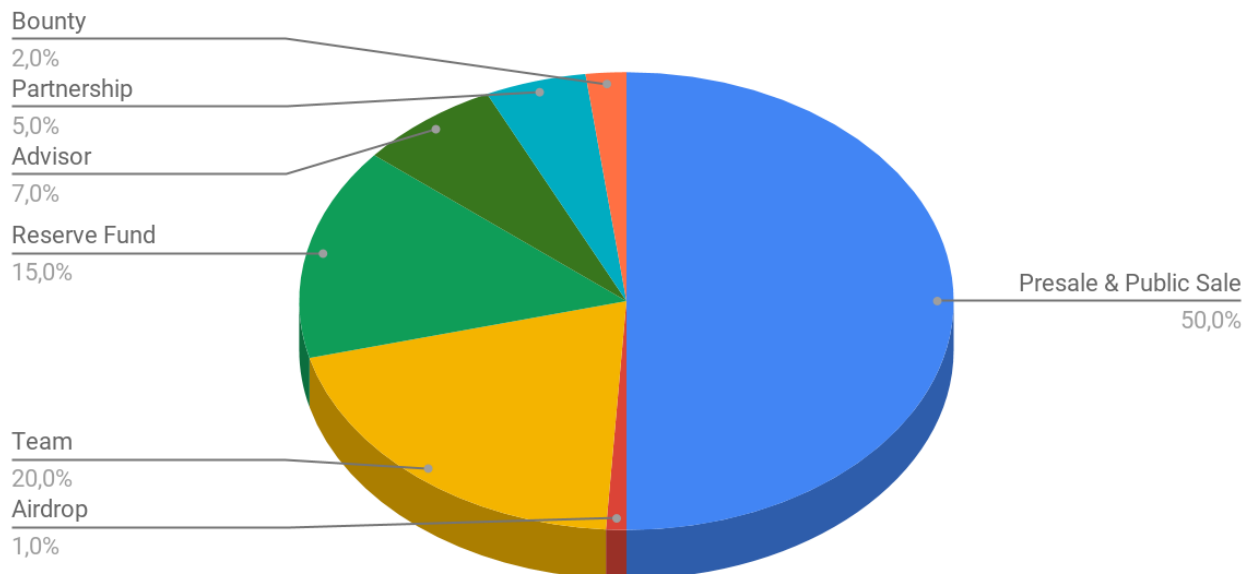
Token BuyBacks

The BitSong team may, at its discretion, from time to time make bids to redeem the tokens in circulation directly from the token holders. This type of event may be necessary in a situation where a large investor / partnership wants to become part of the project, or in situations where the reserve of our project requires to be increased.

Token Distribution

The token distribution will be designed to maximize community benefits and provide long-term incentives.

Token Distribution



Bounty - The Bounty Program stems from the need to create a strong and sustainable community. In this case, all users who bring added value to BitSong will be rewarded with BTSG tokens.

Partnership - We strongly believe in the creation of a partner network linked to the music world. This fund will allow us to increase this network, to develop our project and to enlarge our community.

Advisor - In order to guarantee the success of our crowdfunding, we have reserved a 7% fund for our advisors and related costs.

Reserve Fund - The reserve fund is necessary to guarantee "long-term" survival of the project and will be blocked for a period of 18 months. Later it will be unlocked (if necessary) in batches of 10% monthly to refinance new features.

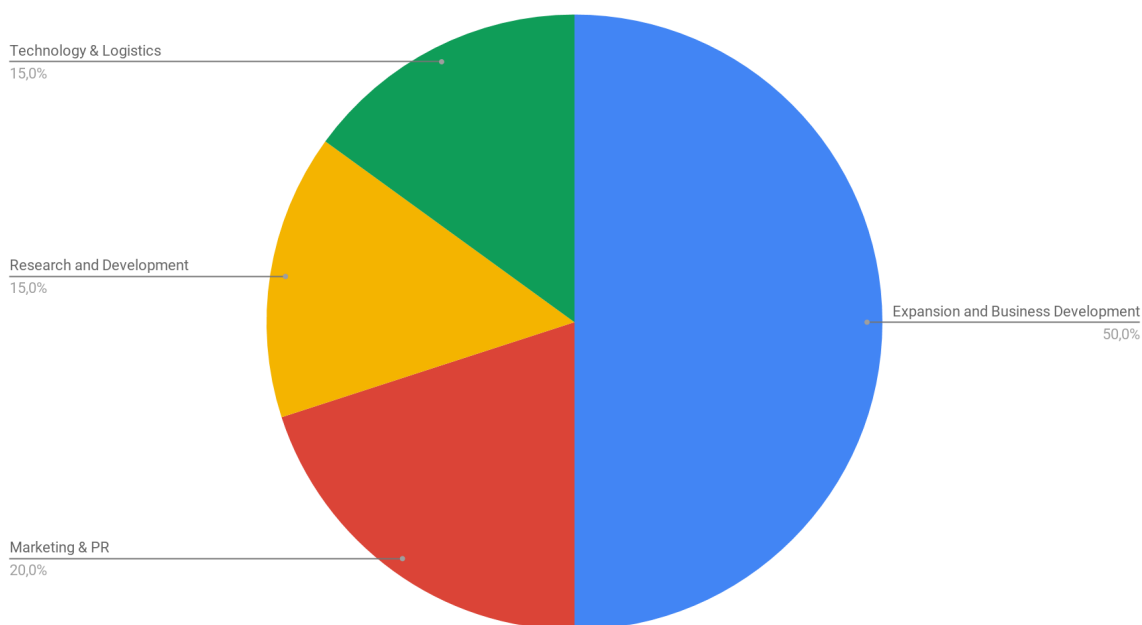
Team - We have allocated 20% of the BTSG token and destined for Owner and Team. This fund will be blocked for a period of 6 months, at the end of the 6 months the BTSG tokens will be unlocked in batches of about 2-3% per month.

Airdrop - In order to create the first "active" community of BitSong, we decided to give away 1% of our tokens in airdrop. At present thanks to our Airdrop BitSong already has more than 130,000 users.

Presale & Public Sale - 50% of the BTSG tokens will go on sale, this sale will allow the development of the application and the expansion of our project. The unsold tokens will be moved to the "Reserve Fund" and will also be blocked for a period of 18 months and subsequently released gradually.

Use of funds

Use of funds



Expansions and Business Development - We aim to expand our business in other countries, all over the world, starting from the most relevant European Union markets and extending to all countries that are and want to invest in the digital music world through the blockchain.

Research and Development - To do this we need to improve and develop our platform through technical and strategic improvements, acquire and develop new activities that the platform can offer to our Community, licenses, mergers and collaborations with other partner companies.

Marketing and PR - The fund related to Marketing & PR is the most important of the whole project. An unknown application is an unused application. These funds will be used for the costs of our marketing strategy. Precisely for this reason we intend to push our marketing as much as possible, in this way we will be able to make known to our customers the largest number of users and consequently the achievement of our goal. Always with the same fund

we will invest heavily in events, sponsorships, contest related to artists, public relations, advertising campaigns, social media campaigns and newsletters. Any means necessary to expand the brand and achieve our goal will also be used.

Technologies and Logistics - The blockchain is a sector that is still developing, investing heavily in new blockchain technologies will allow us to keep our project in a decentralized way. The establishment of 3 locations in Europe is already planned, all 3 locations are in geographically strategic positions for the partnership network already active and linked to the musical world.

ICO Timeline

Phase	Dates	Bonus %	Duration	Hard Cap BTSG
Pre-ICO	T.b.a	40%	7 days	20,000,000
Pre-ICO	T.b.a	30%	7 days	15,000,000
Public Sale	T.b.a	20%	14 days	10,000,000
Public Sale	T.b.a	10%	14 days	5,000,000
Public Sale	T.b.a	0%	28 days	435,000,000

* All unsold BTSG tokens in the various phases (eg PRE-ICO) will be entered in the last phase of the Public Sale

Token Details

Symbol BTSG

Role Token utility used to get access to services within BitSong.

Accepted Payments BTC, ETH, LTC, DASH

Accepted Payments

Total Supply 1,000,000,000 BTSG

Presale Estimated start April, 2018 (whitelisting)

Public Token Sale Q2/2018

Public Token Sale

Tokens Available Presale: 47,500,000

Available Public Token Sale: 452,500,000

ICO Price €0.05 / BTSG

Minimum Contribution Pre-sale 40% bonus: min. 3 ETH

Contribution Pre-sale 30% bonus: min. 2 ETH

ICO 20% bonus: min. 1 ETH

ICO 10% bonus: min. 0.50 ETH

ICO 0% bonus: min. 0.05 ETH

Bonus Pre-sale 40% for first 20,000,000 sold, 30% for next

Discount 15,000,000 sold

ICO: 20% for first 10,000,000 sold, 10% for next 5,000,000

sold, 0% for remaining 435,000,000 sold

Soft Cap €1,200,000

Hard Cap €24,250,000

Roadmap

March 2017 - Birth of the BitSong project - Angelo Recca and Rino Ticli begin to discuss BitSong and how to develop the project.

October 2017 - Drafting of the first draft of the White Paper and beginning of strategic agreements with artists and labels.

December 2017 - Creation of the BitSong logo and trademark

January 2018 - Launch of the bitsong.io website and start of Airdrop

February 2018 - The new CEO Salvatore Farruggio joins the BitSong group and 5 other professionals

April 2018 - ICO Event starts

Q3 & Q4 2018 - Opening of 3 locations in Europe, recruitment of other personnel necessary for the development of the project and launch of the Alpha version of the BitSong platform (including mobile app)

Q1 & Q2 2019 - New partnerships in the international arena and the start of the contest dedicated to the artists. New platform features including TV support, artist statistics, users and advertisers.

Q3 & Q4 2019 - Stabilization of the platform, new features and start of the creation of our blockchain.

2020 - The whole year will be dedicated to the creation and stabilization of the blockchain, including the support related to the licenses. Partnership with new car manufacturers and TV stations.

Please note that the Roadmap is subject to change until April 11th 2018, as architecture and design decisions are still being made at this point. Please check <https://bitsong.io> for the final version of the Whitepaper at that date.

Team

Angelo Recca - (BitSong Founder) begins to take his first steps in the world of computing at the tender age of 8 years. To date he is the administrator of his company (SpazioRC web hosting company) is a Full-Stack Developer, Blockchain Expert and promoter of the launch of 3 other startups

Rino Ticli - (BitSong Co-Founder) He began his career as a DJ at the age of 14. He immediately started playing in the clubs of the province until it expanded all over the international territory collaborating with record labels such as Blanco Y Negro, Dance and Love, Saifam Music and Executiva Music. Also known in Malta for Electronic Dance evenings.

Iulian Anghelin - (BitSong EMEA Manager) Passionate about blockchain technology and cryptocurrencies. Graduated in the tourism field, with excellent skills in problem solving, communication and relational. He speaks fluently 5 languages and at intermediate level others 2.

Giovanni Melfi - Computer engineer, expert developer and blockchain enthusiast, joins the project almost at the beginning. A graduate of the University of Catania, he is actively involved in the development of the application.

Gianluca Scifo - (BitSong Accounting Manager), with years of experience in the field responsible for accounting and BitSong accounts.

Tiziana Mazza - Communication Officer

Serena Di Pasquale - Social Marketing Manager

Alessandra Recca - UI / UX Designer

Changelog

Version 0.8: Initial Public Whitepaper.