

Dancecoin™

“In a Music Marketplace, Dancing is the Leverage”



dancecoin.co

Whitepaper version 1.0.1
[Draft]
October 2018

Abstract

The Problem

The music industry has been transforming rapidly in the past twenty years and is now facing a choice, to continue their unbalanced relationship with artists using Digital Right Management and other methods, or to find a way to use technology to establish a flexible equity for all involved parties.

The Solution

Dancecoin™ is an ERC 20 token used to track ownership information of the music distributed on the TrackStream™ platform.

It allows TrackStream™ users to send real-time MotionFeedback™ to the artists they are listening to and in return, get rewarded with the token.

Artists can use Dancecoin™ to promote their tracks by offering an incentive to those who dance on them, they can also organize geolocalised events where their new releases will be streamed.

The Dancecoin™ is an integral part of TrackStream™ as is the token used to store asset values in the blockchain and reward participants.

In order to understand its use, we will explain how the platform works.

TrackStream™ is a music streaming platform where emerging artists can publish their music.

The platform has a built-in mechanism that allows all song ownership information to be stored in a blockchain and allow flexible publishing rights management for artists and publishers.

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How it works

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© 2018 Dancecoin™ is an ERC 20 token used by TrackStream™ a stream monitoring service from Mo-Nito™ a Division of Human Level Technologies Inc.

When a TrackStream™ user dances while listening to a track on his mobile, the app captures the motion of the body dancing to the music, the data is sent back to TrackStream™ and processed in real-time through our ActiveListening™ algorithm.

Artists have now access to a biofeedback of their creation being consumed in real-time and the sensor capabilities of mobile devices are such that choreographed movements can be detected and rewarded in Dancecoin™.

Any media (images, videos, etc.) taken with the app is sent to the artist being listened to, this brings a new level of interaction between artists and their fans which can go even further with the use of Dancecoin™ as reward as well.

TrackStream™ users can also monetize on the platform with playlists that can earn them Dancecoin™ through ActiveListening™.

In order to build a follow-up, a user can build public playlists that other can follow and get rewarded a portion of their Dancecoin™ for providing the selection.

we also offer TrackStream™ Events, where any user can broadcast music to their immediate surrounding and earn more Dancecoin™ when other people join in by connecting their devices and dancing to the music together (ActiveListening™).

At the launch the platform, a song will generates the equivalent of \$0.01 USD in Dancecoin™.

The Dancecoin™ generated is then shared between all parties.

The TrackStream™ user receives a third (1/3) of the generated coin in his wallet. The artists and publishers share the remaining portion (2/3), according to their pre-established agreement.

The value of the reward per song will constantly adjust itself according to market values, song popularity and artist promotions and a 3% fee will go back to TrackStream™ for maintenance.

Beside private sales, Dancecoin™ token can only be minted through the day-to-day usage of the TrackStream™ platform.



TRACKSTREAM™

If you want to be part of our community,
sign up for a free account at
www.trackstream.com