



MUSE INCORPORATED
White Paper v1.0

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1 INTRODUCTION

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1.1 Abstract

What drives creativity? What is the fuel that pushes artists to express their inner most passions? In today's society, what is the essence that engulfs one to communicate in such innovative and iconic ways?

A persons Muse can be directly defined as:

Noun, "a person or personified force who is the source of inspiration for an artist..."

This is directly referring to any person, event, or situation that drives one to produce artistic expression in their own creative way. A muse represents an instance or period of reflection, a time one takes to openly communicate with one's inner being, and bring thoughts to fruition that truly resemble a time or feeling that needs to be expressed. It is a driving factor behind most, if not all, artistic expression, and is what connects the artist



1.2 Muse Incorporated

Muse Incorporated is a blockchain based media start-up development established in San Francisco, California and founded by partners—Anthony Colón and Brett Whervin. The company’s culture is diverse, and it’s morals focused around the needs and desires of the artists and listeners that make what Muse is today. Muse Protocol is a company dedicated to fair profit margins, decentralized ownership, transparency, and most of all, power to the people as a whole. With Muse Protocol, the world can become that much closer with art, and art can become more profitable in its true, raw essence.

Muse Incorporated challenges the current structure of the music industry, disrupts the available market at its core, and implements a new era of listener engagement that truly places listeners up close and personal with the music they love so much. Muse is exactly what it stands to be, the driving force behind what makes music what it is today.

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1.3 What is Muse Protocol?

Muse Protocol is the foundation that Muse Incorporated is built on. It is an innovative approach to an autonomous and transparent means of royalty distribution and media rights ownership. It is a next-generation publicly verifiable form of technology dedicated to bringing transparency and ground-breaking innovation to the way the music industry operates.

Muse Protocol is a digital ecosystem built on a set of automatic, pre-arranged agreements, called smart contracts, that allows for the trust free management of profit generated by music and the transformation of fanbases into their own symbiotic economies. This smart contract contains thousands of lines of code that describe what should happen when any number of related events takes place within the Muse Ecosystem. These events are registered within the Blockchain and are unchangeable from the moment they are submitted to the network of verifiers from that moment forth. Muse Protocol is capable of autonomously handling any event thrown at it including; registering a artist or listener account, registering works of art for ownership, verification of copyright infringement, automatic collection of earned royalties, automatic distribution of collected royalties, and much, much more.

What Muse Protocol seeks to become is the bridge that connects the void of trust between artist, listener, and music industry. Establishing hard-coded contractual agreements between listener, artist, and service providers ensures ease of use and an extremely transparent customer experience. Muse Protocol is a truly unique approach to sparking a new era of listener engagement, and driving in the next wave of creative genius.

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2 BACKGROUND

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2.1 Current State Of The Music Industry

According to the 2019 Global Music Report, In 2018 the global music market has grown by 9.7% and has shown positive growth for the 4th consecutive year in a row. This comes with a huge push from a 32.9% growth in paid streaming, with 37% of that accounting for total revenue. The entire market has now risen to just above \$19.1 Billion in global industry revenue with \$0.4 Billion arising from Synchronization Revenue, \$2.3 Billion arising from Digital Sales, \$2.7 Billion arising from Performance Rights, \$4.7 Billion arising from Physical Sales, and a whopping \$8.9 Billion arising from Digital Paid Streaming Services globally.

Digital Music alone now maintains an impressive 58.9% chunk of global revenue, and boasts a massive 355 Million paid subscription market size. The market shows extensive growth, and plenty of potential for a massive boost in profit margin if an efficient system like Muse Protocol is implemented to bridge the gap between artist and consumer in an effective way.

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2.2 A \$19.1 Billion Dollar Problem

Current platforms used to collect and distribute Digital Royalties are costly, inefficient, non-transparent, and deliver no means of collaboration between artist and listener to create true value for creative works. The segregation between Marketing, Publishing, Distribution, Recording, and Royalties (MPDRR) creates major inefficiencies that drastically reduce the profit margin for the artist and raises the cost for the listener. To wrap this into as simple terms as possible; the current music business is outdated, outpaced, and extremely behind on any type of innovation of the business model.

This extremely unnecessary diversification of tasking is solved with the implementation of the Muse Protocol, and creates more efficiency and true avenues for earning for both artist and listener. Muse Protocol becomes the artists MPDRR Solution and integrates the consumer into every possible aspect of the artists development. Never before has it been possible to break new aspiring artists into the spotlight with something as simple as a few creative works, and pure as the proof of drive to succeed with it.



2.3 The People Behind Muse Incorporated

Muse Protocol was created by a handful of extremely creative minds. Established to produce a truly harmonious environment for the production and enjoyment of musical art—Muse Protocol is created by the people, for the people. Uniquely empowered by the Blockchain, Muse Protocol is a decentralized team of founders, administration, developers, shareholders, artists, and listeners.

Anthony Colón

Co-Founder

Anthony is a start-up and business development specialist with over 6 years of experience in cryptocurrency related developments and market operations. Anthony is an avid music lover, and has over 12 years of freelance experience in Music Production, Post-Production, and Sound Engineering. Anthony hopes to introduce the world to a new era of listener engagement, and revive the music industry through an innovative revision to the current business model that forms the music industry today.

Bretton Whervin

Co-Founder

Bretton is business marketing and development specialist with strong market and technical project analysis skills. He carries several development patents, and during his free time, offers his marketing and promotion skills to help break new aspiring artists into the industry. Bretton is an experienced trade analyst with several notable investments proving to be profitable ventures to date. He is a high supporter of cryptocurrency adoption, and seeks to innovate the music industry with a strong technical approach to listener engagement and artistic expression.

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2.4 Building On The Blockchain

Blockchain has opened up the door for an era of innovative technology that ushers in a completely new approach to business methodology. Decentralized Applications create global people owned online businesses immune to censorship and regulatory factors that limit real-world solutions. Ultimately, Blockchain is true economic freedom through truly decentralized initiatives from people who truly want to produce content that benefits both the creator and the people who make it what it is by using it!

Blockchain is described as a form of database or ledger that maintains an ever expanding record of all agreements and transactions conducted within that particular ecosystem. The major difference being that in a regular database or ledger, anything can be changed at anytime, and all records are centralized to the location that the database owner stores that information. With the Blockchain, there is no centralized control over information, transactions, or agreements. All transactions are conducted “trust-free” and all interactions, triggers, and conditions are outlined before hand utilizing a smart contract.

Smart Contracts are the foundation of most, if not all, decentralized applications and autonomous organizations. They create immutable hard-coded rules and regulations that ensure any and all transactions conducted utilizing it’s contract follow a set order of conditions that must be met to conduct a successful transfer of value from one party to another. Smart Contracts are a new form of auditing, escrowing, and insuring all kinds of actions and agreements that happen today that require a trust-free, but insured, method of value transfer.



2.4 Building On The Blockchain

Value Transfer is accomplished through the use of Tokens. These tokens are each Blockchain's unique way of representing a certain value within their ecosystem. Most tokens carry some form of utility within the relating ecosystem and normally are used to accomplish some sort of task or request relating to services offered. This can be anything from paying for memberships, submitting a vote, purchasing subscriptions, and even resembling equity into a development. All in all, value is stored in a token, a token is used by a smart contract, a smart contract is created on a Blockchain, and a Blockchain is maintained by the people who harness its abilities in their daily lives.

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3 PRODUCT DESCRIPTION

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3.1 The Muse Protocol

The Muse Protocol is the foundation of the Muse Ecosystem. It is a collection of permanent rules and triggers that outline key functions for operations throughout the decentralized applications built utilizing The Muse Protocol. Built on the Tron Blockchain, Muse Protocol is a TRC-20 Compliant Smart Contract created to issue and maintain an immutable record of all transactions conducted within the Muse Ecosystem. This includes Muse Platform, Muse Exchange, Muse Application, Muse Token, and Muse Dollar. Muse Protocol will also feature a built in trustee system, security oversight, and democratic expansion system. All of which will be described more in depth in the Muse Incorporated Technical Paper.

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3.1a Muse Token (\$MUSE)

Muse Token is the ecosystems ownership and delegate voting token.

Every smart contract ecosystem generates a utility token used as a form of “gas” which initiates, transfers, and maintains different transactions following the set rules and conditions outlined in the smart contract it is born from. Muse Token is the voting utility token generated by The Muse Protocol Smart Contract and is used as a form of delegate token to measure the amount, and weight, of a vote within the ecosystem.

The amount of Muse Token one holds determines several factors including: amount of votes during quarterly democratic expansions, the weight of those votes as normal or master delegate votes, and the amount of quarterly stable gas distributed based on that held amount. Based on the type of proposal created, a certain amount of master delegate votes is required to make it pass, along with a certain amount of normal delegate votes. This amount of required votes will vary entirely based on the magnitude of the change proposed to the ecosystem and the urgency of the proposal. 1 Muse Token is equal to 1 normal delegate vote, while 1,000 Muse Tokens is equal to 1 master delegate vote.

Every quarter, Muse Token holders will be alerted with a list of ideal proposals, frozen transactions, budget statements and other votable items that all pertain to the future of Muse for the quarter moving forward. Voting on these changes will enable your gas distribution to take place for the previous quarter, and enables your delegate status to remain active within the community. Maintaining a positive delegate status within the ecosystem is the key to becoming a Muse Stable Gas Distributor. A more in-depth technical explanation on Muse Token and Stable Gas Distributors can be found in our Technical Paper.



3.1b Muse Dollar (\$MUSD)

Muse Dollar is the “gas” or “full utility” to the Muse Decentralized Applications.

Each \$MUSD is worth \$1.00 and is fully backed dollar for dollar by Muse Reserves accrued from application usage. It can be used across all platforms in the Muse Ecosystem, including; Muse Exchange, Muse Platform, Muse Application, Muse Events, Muse Advertisements, and Muse Artist Shops. It can also be used at select vendors that have adopted Muse as a means of payment for their services or goods.

Muse Dollar is created via several instances including; payment received for subscriptions via debit/credit card and cryptocurrency, commissions received from out of network sales, and by purchasing Muse Dollar directly for storage of value and/or gifting to a receiver. The Muse Protocol handles all issuance of the Muse Dollar and requires a third-party trustee's verification to ensure proper review and disbursement upon creating the stable gas. The third-party trustee is responsible for auditing the mint request, ensuring the necessary funds are available in the reserves account, and verifying that the protocol has the correct addresses to send the stable gas to once minted.

Muse Dollar can easily be referred to as the stable tether gas of the Muse Ecosystem. While it's main use-case will be to fuel transactions that take place within the ecosystem, it will also feature a number of real-world use cases—including storage of value. Muse Dollar always holds its \$1.00 value tether because it is directly backed by Muse Reserves created through use of the platform. Holders of Muse Dollar enjoy the convenience of being able to utilize Muse Dollar both in-platform and in-person as a means of direct transfer of value. Sending to a friend, relative, or business associate has never been easier through the use of Muse Dollar, and this need for convenience is exactly what drives Muse Incorporated to provide a stable form of value transfer to our users.

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3.1b Muse Dollar (\$MUSD)

The use of Muse Token and Muse Dollar are directly related. Holding a certain amount of Muse Token allows the holder to become a Stable Gas Distributor. This means that every quarter, Muse Dollar is distributed to these token holders to use or allocate to the public at a value they deem fair and at a rate they deem sustainable. This ensures the economic model of Muse Token and Muse Dollar are decentralized and 100% “holder-controlled”. A more in-depth technical explanation of the Muse Dollar can be found in our Technical Paper.



3.1c The Muse Platform is the “heart” of the Muse Protocol.

The Muse Platform is the “heart” of the Muse Protocol.

Muse Platform is the first decentralized application that will be built on top of Muse Protocol. It is the central “hub” of data containing all records pertaining to songs, streams, and sales. It will also be a great place to gather information on the artists and service providers people enjoy so much.

The main use case for Muse Platform, is to maintain publicly verifiable record of all songs, streams, sales, trades, and actions conducted via use of the Muse Application and Muse Exchange. It will primarily be used by Artists, Service Providers, and Delegate Holders and will feature statistical, financial, and personal information pertaining to artists and service providers. This information is available to the artists and service providers, and will also be available to the delegate token holders that support them through sales, promotion, or through an Artist Token Offering.

Statistical, Financial, and Personal information pertaining to the artists and service providers is gathered in a number of ways. Muse Platform will collect information from third-party service providers, such as Spotify, and present this data to the artists and service providers. It will also handle the task of collecting artists royalties from these platforms as well. This collective gathering of information is what builds the available Artist Portfolio and provides accurate statistical, financial, and personal information pertaining to the artist and service provider. This information is extremely important to all Muse Token holders, because it determines the potential performance an artist can deliver and the potential financial outcome if one were to support this artist as an investor.

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3.1c The Muse Platform is the “heart” of the Muse Protocol.

The beginning for every Muse Artist will start much alike, and progress much the same. They will begin with a KYC procedure geared to maintain legitimacy and true ownership over artistic expression. Once passed, the artist is then capable of submitting owned creative works to begin his/her journey into the entertainment world. Doing so allows a digital record to be implemented into the Muse Blockchain that you own the specified work of art! This digital record becomes a part of your Muse Identity, and you can then begin to distribute this content and earn money selling your verified content on the Muse Application. The process is much the same for Service Providers, they as well must follow a KYC procedure, but will be met with the opportunity to host their own podcast streaming service with us if they would like to do so. To the average listener, Muse Platform will feature Top Charts and trends, latest news and media, and an easy way to find the Muse Application directly from their mobile phones. A more in-depth technical explanation of the Muse Platform can be found in our Technical Paper.



3.1d Muse Application

The Muse Application is the main-point of consumer interaction.

Muse is an interactive application where artist, service provider, and listeners meet on common grounds and unify harmoniously to promote positive growth for creative works. It is both a mobile wallet and versatile creative works engine that offers decentralized streaming, marketing, influence, sales, earnings, and participation by utilizing the Blockchain and combining it with all the needs of the artists themselves and listeners who want to interact with them. Artists can connect with people through their influencer page in the Muse Application and directly notify them of upcoming material that is soon to arrive. We went one step further and made it extremely easy for an artist to find local service providers and send verified content to them directly to pay for or earn some airtime on their radio or podcast stream. Have a bit of spare \$MUSD at hand and want to go global? Create an Artist Bounty to market your creative works through other social media accounts through interactive tasks for a bit of \$MUSD! Never has it been easier for an artist to break the ice globally.

We have made it just as easy for a Service Provider to get their names out there to the larger market. Podcast Hosts can use the Muse Application to pair their verified Muse Platform accounts directly to their mobile applications. This allows for immediate access to Podcast Creation where you can directly stream Pay-to-Play Premium Content, Free Upcoming Artist Content, Paid Marketing Content, or any other form of media works you have chosen. There is even an option to stream your voice directly to your listeners with some awesome effects! Interact directly with your following through voice, video, and graphic media display through your station channel and keep your listeners engaged.

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3.1d Muse Application

With all of these awesome features for artists and service providers; We really want to emphasize that Muse is the ultimate listener experience as well. Both a feature rich media player, and a versatile cryptocurrency wallet, Muse is the listeners way to directly become a piece of the creative works they love so much. The listener is capable of engaging directly with their favorite entertainers through Artist and Station Bounties, and they can earn a bit of change along the way! Love an artist? They love you too for bringing all your friends to stream and listen to their hard work and dedication. They love you so much, they are kicking you back a percentage of their streaming profits directly to your wallet every time one of your friends purchases that song you all love through that playlist you worked so hard on putting together. Want to become a part of the music you love so much? There is an option to invest into Album Token Offerings worldwide via Muse Exchange. A more in-depth technical explanation of the Muse Application can be found in our Technical Paper.

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3.1e Muse Exchange

The Muse Exchange is the latest innovation in media investments and artistic potential.

Muse Exchange works in hand directly with Muse and Muse Platform allowing for a safe and secure foundation for Album, Tour and Service Token Offerings to be held, and for Artist Futures Contracts to be traded. Artists and Service Providers can create Token Offerings to collect funding from their following to produce creative works and in return offer percentages of all earnings produced from associated material.

Security and Integrity are maintained through strict funding release requests that are geared to ensure the artists and service providers spend funding on necessary related expenses only. Producing a funding request is as simple as submitting necessary proof documentation of how much funding is needed to be released, and which party the funding would be received to. This request is then placed into a 1 to 5 day vote period depending on amount of investors into the ATO/STO/TTO and requires a minimum of 20% of investors to submit a "Yes" or "No" vote to approve, or deny, the funding request. If the request is approved, the necessary \$MUSD is released to the artists personal wallet for easy control of funding from that point on. If it is denied, the artist can submit another funding request after discussing with his investors why the request was denied. If the vote is not gathered up minimum quorum, the decision will be returned back to the Artist or Service Provider to request a Vote Extension, or to cancel and revise the Vote Request as a whole.

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3.1e Muse Exchange

The Muse Protocol brings true decentralization to ownership of creative works and offers a way for everyone to participate and earn their fair share into digital royalties and content ownership. Our services are diverse, but offer all necessary aspects to completely return the power of creative art to the creators, and the power of listener control to the people. A more in-depth technical explanation of the Muse Exchange can be found in our Technical Paper.

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3.2 The Artistic Token Offering

The Album, Service, and Tour Token Offering—also called the Artistic Token Offering—is an innovative approach at creating a turn-key approach to reducing the amount of time, resources, and exposure that it takes to break an artist or service provider into the spotlight. The Music Industry has done extremely well at segregating and controlling the entire market at hand. They have made it nearly impossible for truly talented individuals to break into the industry without some form of prior agreement that limits their future potential as an individual. The introduction of the ATO will remove the power that the Music Industry has over new artists, and distributes that power to the people who believe in that artists future as an individual.

The Artistic Token Offering operates much like an STO, but delivers a different type of equity ownership into artistic works of art or service. Artists create their portfolio and informative document, ultimately creating a form of Artistic White Paper. This information is presented to the Muse Ecosystem, and those who find interest in hearing that artists story and supporting their future, are able to back that artist or service provider by funding their Token Offering. In return, the supportive listeners can earn profit based on a number of factors including; the amount of equity the artist offers into their song sales, the amount of sales the artist makes of his artistic works, and the general potential listener base that the artist has acquired.

Completing a Token Offering is a huge success and offers many benefits to your listeners and to the offerer alike. Successfully completing a Token Offering means your community is now capable of trading “Artist Futures Contracts”. Artist Futures Trading allows Token Offering participants to gauge the future sales potential of the offering at hand, and to hedge risk of artists potential profit margins that are to come. Artist/Tour/Service Futures Trading is a new innovative approach to profiting from the “hype” that artists bring to the market through their content, and to create a versatile means to generate attention to an artists market by proven growth and chart history.

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3.3 Decentralized Digital Royalties

The Muse Protocol targets two main issues crippling the music industry — the transparency of earnings and the unnecessary segregation of services. Digital Royalties require decentralization to ensure the proper revenue stream reaches the correct hands without unnecessary fee schedules, taxes, or in worst cases, theft of artist revenue. Combining the efforts and technology of The Muse Protocol and applying it to Digital Royalties as a whole will usher in a new generation of transparent, trust-free royalty payments known as Decentralized Digital Royalties.

Presently, conventional digital royalties are distributed to non-transparent, privately owned companies that maintain a massive amount of control over fee schedule and taxation of artist generated revenue. This means that both the listeners, and mainly the artists themselves, do not know the true value generated from their creative works, and generally must settle for what is sent their way from these companies. Furthermore, the lack of a decentralized environment encourages foul-play and embezzlement of generated revenue due to a lack of proper transparency in a market established by the people, for the people.

Decentralized Digital Royalties (DDR's) creates a new people-centric living ecosystem built around the Artists themselves. The Muse Platform maintains this living ecosystem, while the application and exchange nourish the growing market at hand. DDR's are media royalties payments that are neither controlled or owned by one entity. This means that profit share modules can easily be implemented to offer equitable investment options for listeners who desire to support their favorite artists on an entirely different level. Ultimately, implementing industry-wide DDR's will create a proper balance between the music industry—who manage the artists, and the listeners—who support the artists. Muse Protocol creates a truly perfect environment for Decentralized Digital Royalties to thrive. It creates, and nourishes, an entirely new market for artistic expression and disrupts the industry right down to its core method of operation.



3.4 A New Era Of Listener Engagement

Current forms of listener engagement are limited to conventional methods of interaction. This includes sales, streams, and events, but does not provide a truly lasting and publicly impressionable market for the listeners. With the implementation of the Muse Protocol, an entirely new method of interaction is produced, and a new era of truly collaborative listener engagement comes to fruition.

Artist Bounties are an innovative way to create massive amounts of organic promotion through collaborative paid efforts. With Muse, the artist no longer has to worry about overpriced marketing costs and can ensure their message reaches a wide, diverse audience. They are no longer locked down to one niche form of marketing, and can reach out and create lasting impressions in entirely new groups of people. Artist Bounties are the future of media marketing, and allows for a decentralized approach benefiting both artist and listener.

Muse offers a huge advantage over other streaming, marketing, and media sales platforms to date. Unlike others who simply offer a streaming and sales solution, Muse offers the same with an added marketing and promotion solution to allow listeners to collaboratively support their favorite artists through symbiotic marketing efforts. This solution is called "Artist Bounties" and creates a platform for artists to offer various amounts of Muse Dollar for completing tasks like sharing, retweeting, following, and other means of public information display that can help the artist get the word out about an upcoming project, song, or event.

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3.4 A New Era Of Listener Engagement

Bounties are created by the artist, for the artist, and are paid in Muse Dollar. They can involve most social networks including; Twitter, Facebook, Instagram, Snapchat, and other top social networks that can help the artists gather conversion to their content. Listeners easily receive information on latest bounties, and choose whether to opt in to the bounty by completing the task to receive their Muse Dollar earnings. These earned Muse Dollars can then be used to purchase songs, downloads, artist gear, or be exchanged for other cryptocurrencies on the Muse Exchange.

Muse Protocol truly creates a new era of listener engagement, and offers much more than current platforms do to both the listeners and artist. It decentralized the entire music industry down to its core, and realizes the true potential of utilizing proper listener engagement to create a global impact for artists and listeners alike. With Muse, control over the artistic expression known as Music is returned back to the artists who create, and the listeners who engage!