



**UHPH  
Token**

**White Paper**

# UHPH Token



*Revolutionizing  
the Hip-Hop  
Industry Fast.*

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# 1. Executive Summary

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It comes as no surprise that the music industry is huge, and it exists in every part of the world. People listen to a variety of music types. Pop, rock, and classical music have been popular forms for decades. Over the last three decades, hip-hop music emerged as a leading music genre.

People like to associate with hip-hop musicians and singers. A typical hip-hop lover spends a significant portion of income on hip-hop music albums, hip-hop events, hip-hop concerts, and hip-hop merchandise. They do not get anything in return when they spend money on hip-hop music.

The Universe of Hip-Hop Media Group (UHHMG) has started different types of cryptocurrency (UHH Crypto) utility tokens to help hip-hop music lovers get the most out of their spending on hip-hop music. Their tokens are based on the Simple Ledger Protocol (SLP).

UHH Crypto of UHHMG is about to launch its UHH Platinum token very soon. This white paper outlines the importance of hip-hop music, how blockchain and SLP can empower it, and how the UHH Platinum token will provide utility to hip-hop music lovers.



## 2. Hip Hop Industry on Blockchain

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People around the world listen to the music of many genres. If we talk about the market revenue for music, in 2019 it was around 20,992 million USD. However, it's expected to rise to 36585 Million USD by 2025, accompanied by a CAGR of approximately 9.7%, between 2020-25 ([Market Watch](#)). The total number of music purchasers has risen over the years and is further expected to rise. Generally, the music industry basically consists of individuals and companies which earn money through new song creation, selling live concerts as well as shows, video, and audio recordings, sheet music and compositions,

and the associations and organizations that represent and aid the creators of music. In the year 2019, the total global revenues for the music market grew from 8.2% to approximately US \$20.2 bn in total. On the other hand, the streaming revenue rose by 22.9% to US\$11.4 bn and for the very first time, it accounted for more than half, which is 56.1% of the world recorded revenue of music. The growth in the streaming basically offset the total of -5.3%, physical revenue decline, and in comparison, a slower rate than the year 2018 ([IFPI](#)).

### 2.1. Popularity of Hip Hop Music

Rap music, in other words, is also known as Hip Hop music. It's a genre of popular music that is developed in the US by the Latino Americans and the African Americans inner-city within the Bronx borough of the New York City in year 1970s. Such kind of music has become really famous around the world. This is something happening for the first time in the music history, hip-hop has now become

mainstream and is thus considered as the most famous A.K.A. Pop music. This basically implies that whatever music that you're listening right now, probably has its pieces of the rap in it. The truth reflects that it's the youth who dictate the famous culture such as the trends and fashion. This is because where Hip Hop is right now.

### 2.2. Cryptocurrency for Hip Hop Lovers

Hundreds of millions of people around the world love hip-hop music and they regularly spend time and money on this music genre. People are passionate about hip hop and they would like to benefit from their passion. A digital currency that revolves around hip hop music will bring many blessings for hip hop enthusiasts. People will be

able to save money and get different benefits through utility token. A utility token for the hip-hop music industry will come with plenty of benefits. We will now discuss how UHH Platinum Coin will benefit music listeners.

### 3. UHH Platinum Coin

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Each of Universe of Hip Hop Platinum (UHHP) token is more of a utility token that will give token holders the access to win free:

- Exclusive DJ mixes
- Concerts and events tickets
- Hip hop merchandise (T-shirts)
- Exclusive pre-releases of upcoming albums and singles
- Exclusive VIP access to artists and non-public events
- And more exciting things are coming up

UHH are tokens for Universe of Hip Hop Media Group (UHHMG). This white paper is only about Universe of Hip-Hop Platinum UHHP Token.

UHHMG tokens are divided into 3 distinct classes:

1. Hip Hop
2. Hip Hop Platinum
3. Hip Hop Black

UHH are created on the Bitcoin Cash blockchain using Simple Ledger Protocol (SLP). There are many reasons for choosing SLP for UHHP Token.

Let's discuss why we chose SLP.

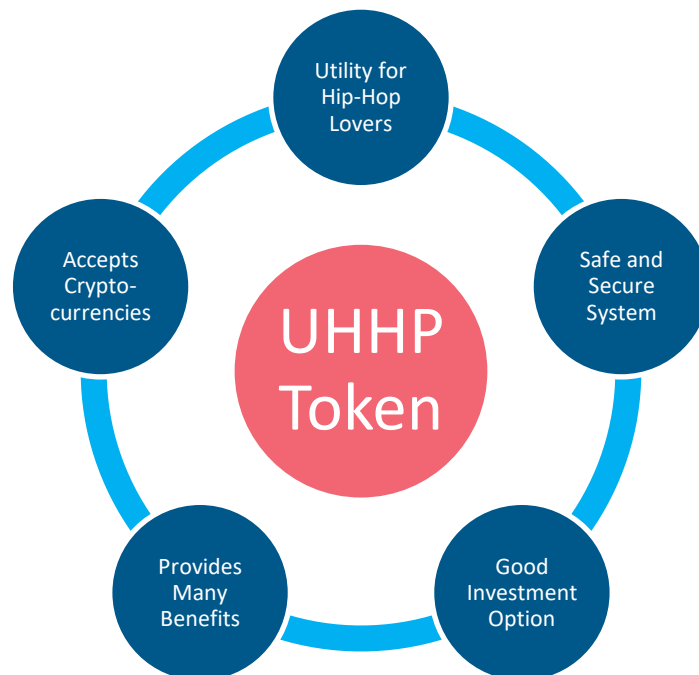


Figure 2: Main Features of UHHP Token

## 4. Why Simple Ledger Protocol (SLP)?

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The reasons for choosing a blockchain network is to make transactions secure and transparent. More importantly, blockchain suits our business model. It will allow UHHP token to be traded peer-to-peer without any middleman thereby helping us create a one-of-a-kind marketplace in the music sphere. Furthermore, Simple Ledger Protocol (SLP) strengthens and empowers a crypto-currency.

SLP is a simple token system for Bitcoin Cash which helps us create fast, simple, and liberating token system. SLP tokens can easily be created, traded, and managed on the Bitcoin Cash blockchain within seconds and that too at a minute cost per transaction. SLP has all features that we need to easily issue, spend, or trade our crypto token.

### 4.1. Features of SLP

- 100% on blockchain a network
- Extensible; the protocol can be extended
- Simple to understand, unlike most systems
- Reliable and robust; prevents loss of tokens
- Be direct with Bitcoin Cash; no native token
- Flexible Issuance; choose from a fixed supply
- Simplified Payment Verification (SPV) Friendly
- Permissionless; no trusted third party required
- Scriptable; multi signature addresses can be used
- Open Source; has free and paid wallet implementations

## 5. Tokenomics

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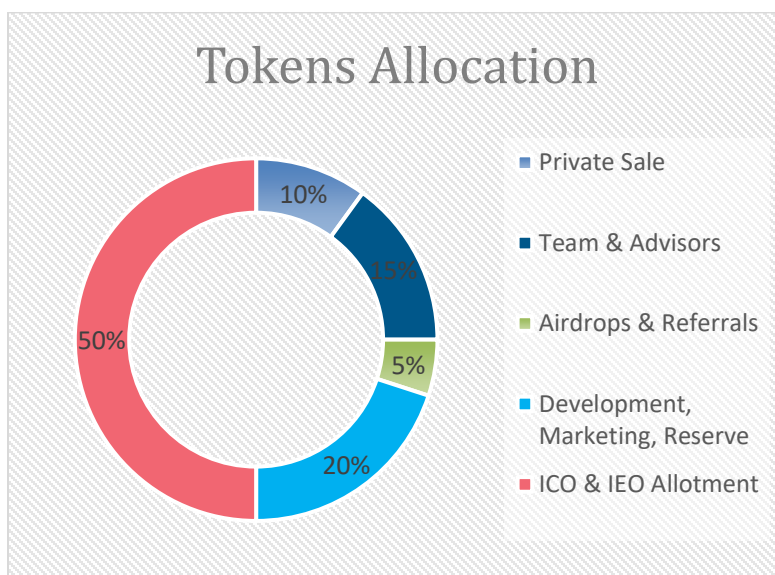
UHHP Token will be the native currency in the UHHP's ecosphere. The UHHP Token is an ERC-20 token based on the Ethereum blockchain. Please check the tokens and funds details below:

- |               |                              |                   |                         |
|---------------|------------------------------|-------------------|-------------------------|
| • Name:       | UHHP Token                   | • Initial Supply: | 100,000,000 UHHP Tokens |
| • Symbol:     | UHHP                         | • Total Supply:   | 150,000,000 UHHP Tokens |
| • Token Type: | Simple Ledger Protocol (SLP) | • Private Sale:   | 15,000,000 UHHP Tokens  |

### 5.1. Token Allocation

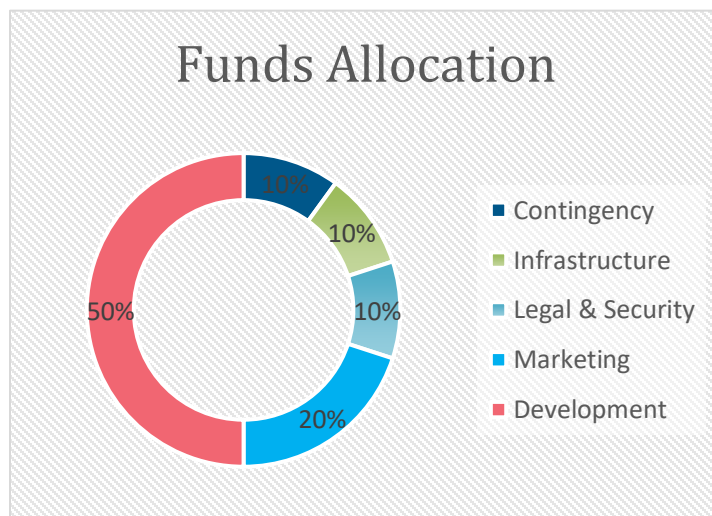
- Private Sale - 70%
- Team and Advisors - 8%
- ICO and IEO Allotment - 3%
- Airdrops and Referrals - 12%

- Development, Marketing, Reserve - 7%



## 5.2. Funds Allocation

- Marketing – 10%
- Contingency – 55%
- Development – 10%
- Infrastructure – 15%
- Legal and Security – 10%



## 6. Roadmap

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- **Q1, 2021:** Project Launch
- **Q2, 2021:** Initial Coin Offering
- **Q3, 2021:** Listing in Exchanges
- **Q4, 2021:** Partnerships with Artists
- **Q1, 2022:** Launch of Hip-Hop Platform
- **Q2, 2022:** Launch of Platforms for Mobiles
- **Q3, 2022:** Payment System Development
- **Q4, 2022:** Launch of New Features





## 7. Team Members

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**Cole Manning**, General Partner, Universe of Hip Hop Media Group (UHHMG). Cole is a prolific music producer who has produced and collaborated with various artists, including Neo Soulstress, Big Juicy, DJ Mello G, Javier Sanchez, Pablo Rivera, Agent 0019, DJ Kingpin, DJ Stack Papers, and many more.

**Sean Dukes** aka DJ Wizz the Waxxkutta, General Partner,

Universe of Hip Hop Media Group (UHHMG). DJ Wizz is legendary hip hop DJ, mixtape king, on-air radio personality (103.9FM), party promoter, and also a prolific music producer. He has produced and collaborated with various artists, including Daddy Freddy, Kash, Drop, Selecta Remo, DJ Carlos, DJ Double Dagger, DJ Scratch Master G, DJ Fyah, DJ Slice, Max Kelly, Selekt Supreme Soundz and many more.

## 8. References And Further Study

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- Universal of Hip-Hop Music Group Crypto: <https://uhhcrypto.com/>
- Simple Ledger Protocol (SLP) Technology: <https://simpleledger.cash/>
- IFPI issues annual Global Music Report: <https://www.ifpi.org/ifpi-issues-annual-global-music-report/>
- Global Music Market 2020: COVID-19 Impact on Industry Size, Future Demand, Distribution Channel, Sales, Revenue and Market Share, 2025 Forecast Report: <https://www.marketwatch.com/press-release/global-music-market-2020-covid-19-impact-on-industry-size-future-demand-distribution-channel-sales-revenue-and-market-share-2025-forecast-report-2020-12-02#:~:text=The%20Music%20market%20revenue%20was,9.7%25%20during%202020%2D2025.>

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### Contact UHH Crypto

*If you like hip-hop music, you should check how Universal Hip-Hop Group works. Feel free to contact us if you need more details.*

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