

Reimagine Wacken Music Fests with Block chain for everlasting Fan Experience.

Introduction and Current state of Wacken Fest:

Musicians are stars, stars are brands, brands produce content, content is everything, everything is content, and no value is created for experience creators who make it happen, basically the Fan base.

To understand better, let's look at the current state of Wacken Music Fest throughout its time. It's imperative that music fest need to undergo several costs from real estate, lights, audio & video equipment's, infrastructure, technology partners, artists and other sponsors. Every stakeholder or partner firms are directly involved to sign various agreements as part of fest from content rights to partner share governed by event management firm or audit firms or some legal firms. This again requires additional costs which is indirectly infused into Fans expense in the form of tickets. So, to conclude music fests are run by various silos that has price for everything. All these costs are included in Fans ticket price or marketplace which is created within fest to raise profit for music fest. This traditional model of accounting and pricing model leaves fans really awful and decreases overall experience towards fest. Due to these factors, its evident, that majority of Fans distributed globally may not afford to reach world's best metal band – Wacken. Moreover, the relationship between Fans and Fests are killed once the fest is over.

To overcome this model and to increase Fans experience, its imminent to keep the cost in control, decentralize few areas, credit the benefits to all stakeholders including Fans. This is most important as traditional fest model does not create any relationship, pre-fest or post-fest which directly reduces Fans engagement for upcoming fests.

This is awakening call to every wacken fan to have the light lit up till the next fest and make Wacken Music Fest more futuristic, contextualized by engaging wackeners / fans directly from planning to execution of upcoming fest where they could be rewarded by Wacken crypto currency named as Njord Coin (Njord - God for Wealth (among Norse Gods) - Golden Apple is considered as treasure for norse gods)

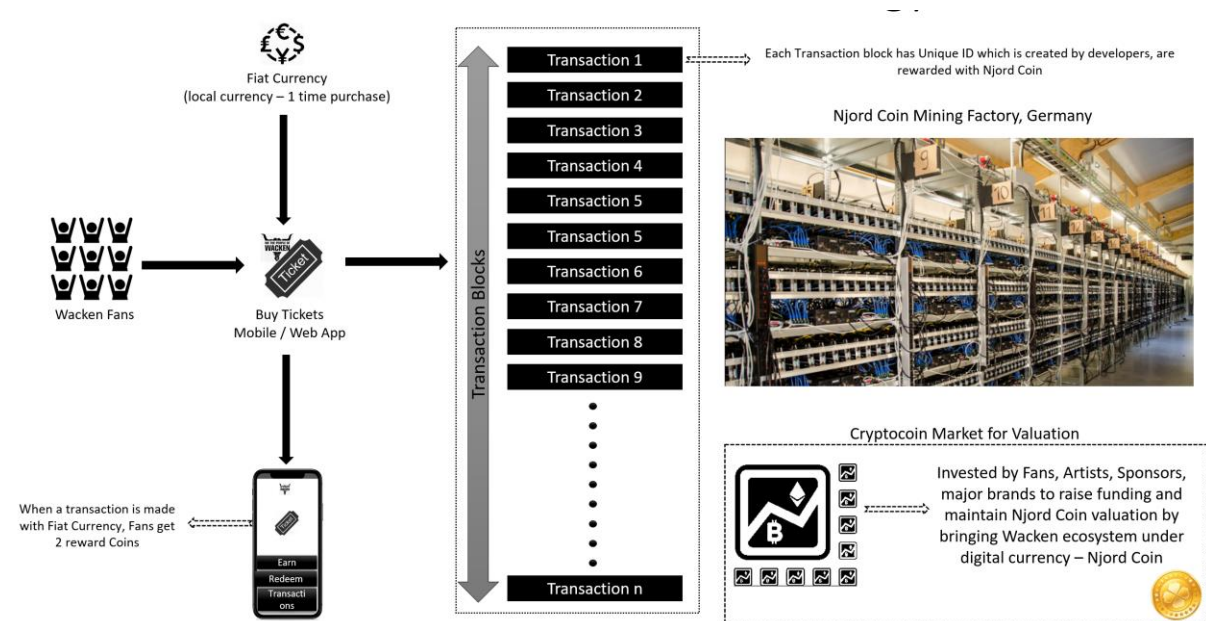
Wacken Fest powered by Block chain:

The solution for reimagining Wacken music fest could be possible by bringing all stakeholders under one umbrella leveraging Blockchain technology. So what is block chain? block chain is technology name. Its all about maintaining transactions or contracts in a Block. Block is a unit in very large server – kind of supercomputing machines. Each block is identified by unique token. Token address is generated by miners or coders, whoever finds

unique address to a block is rewarded with crypto currency Njord Coin. This is how trade for Njord Digital coin would begin.

Blockchain is a game changer to eliminate any middlemen in music fests like legal firms who manage contracts and partnership. With block chain all contracts between stakeholders are tightly bound digitally in a block. For example, a music band agrees to take 30% share with event management firm, it means this contract is visible and available between these two parties and stored securely in a block, in turn this particular block has unique ID which is secured, stored and available only between these two parties. So, there is no need of middleman to manage these contracts. This is just one use case in terms of how block chain could play a role in eliminating middleman. Now, coming to technology part, this consolidates entire data, security and IT Infra. It takes care of everything in terms of buying, selling and managing services even contracts between lyricists and artists can be stored here. Its just one time purchase of tickets through Fiat currency (regular local currency eg: Euro, Dollars) for Fans to receive rewards in the form of Njord Coin. To conclude entire Data is managed and secured by block chain technology team replacing traditional IT backend services team.

Below diagram is conceptual model of block chain for Wacken Music Fest:



Blockchain for Wacken Pre-Fest Operations:

Now, let's see various use cases in terms of Data Management, Payments and Transactions. Most important factor in music fests are accounting, for instance it could be tickets sold, marketplace earnings, No of Songs to be played by a band group, other inventories so..on. Traditional ticket system has lot of flaws and not transparent enough to see availability of tickets and inflatory pricing mechanism has made lot of fans to get disappointed before start

of fest. Even most of music fests sell out tickets within a day's time. It also have lots of fraud, predatory pricing during resale and can do fraud to enter fest premises. Blockchain based ticketing and payments system stores each transaction in a block and cannot have different pricing mechanism whereas traditional pricing system is based on supply and demand. Leveraging blockchain helps in transparency of payments, distribution of risks and trust to each Individual in terms of ownership and transferring the tickets. These tickets are distributed as Unique ID in Wacken Mobile App for Protection, certification of Identity and intellectual property rights of a Fan.

Few of Wacken Pre-fest operations that are envisioned:

- All Contracts between all stakeholders in Block (Artists, Event Management, Local Authorities, Security Agencies, Sponsors etc)
- Tickets and Payments
- Fans created Pre-Fest Celebrations and earnings (rewards) (Share Pic, Like, Comments, Polling, Interviews, Excitements, signature moments from last year fest)

Blockchain for Wacken On-the Fest Operations:

During Fests, there are various plays or fan engagement models which could be created to earn rewards for Wacken Fest. Few of plays could be make noise and earn reward, share a pic of fest, share pics with Fans, Share Video, and Feedbacks. Rewards earned will be redeemable for next year tickets, merchandises, food & beverage at heavily discounted rates. Option to redeem for exclusive experiences like artist meet & greets, backstage tours, VIP upgrades, and other elements of festivals that are currently inaccessible to members of the music festival community.

For those who cannot attend fest can have VR live experience by buying ticket via the Wacken mobile apps and earn Njord coins, further earn by sharing testimonial of remote VR experience or other engagement activities .

Blockchain for Wacken Post-Fest Operations:

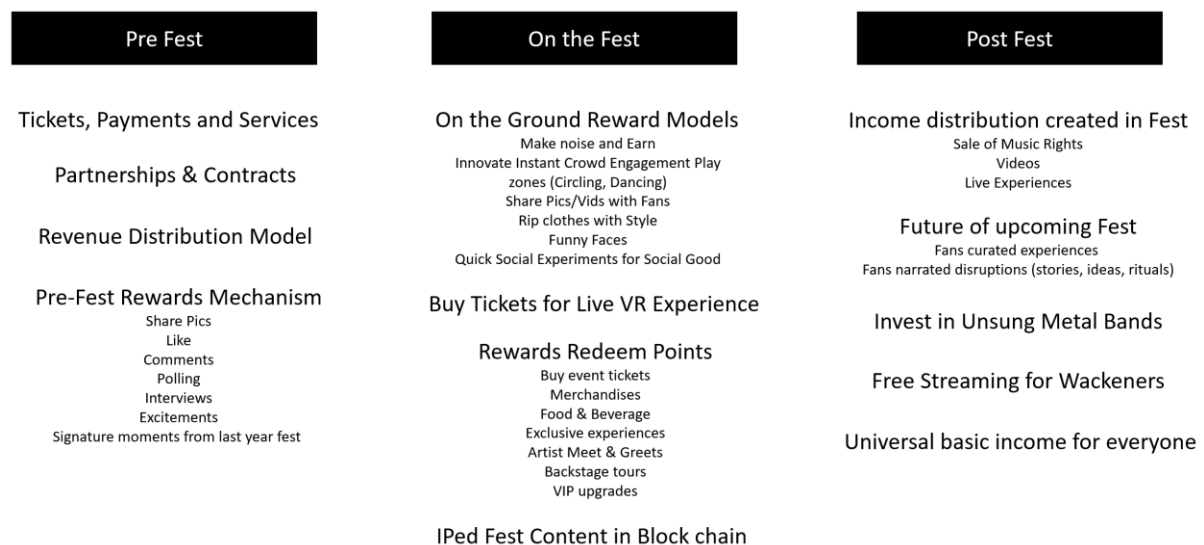
All the content created during fest can be copyrighted, provide rights to every stakeholder of the fest and revenue sharing could be distributed among all wackeners. Any media created in Wacken fest (such as 360 Degree Videos, Event Videos) could be enabled with Intellectual property rights for every stakeholder and distribute rights instantly.

So, lets not stop with this, in order bring fully fan based experience fest, make fans available and work for next music fest with their own initiative / ideas / Stories, Fan based influencing for upcoming fest and events, localised promotion activities made by fans, encouraging unsung artists by raising and investing via Njord Coin could be other possibilities to keep the

experience Live. With this mechanism everyone in Wacken can have income directly just by attending fest, invest more in Crypto market and come for Fest to reveal True Self.

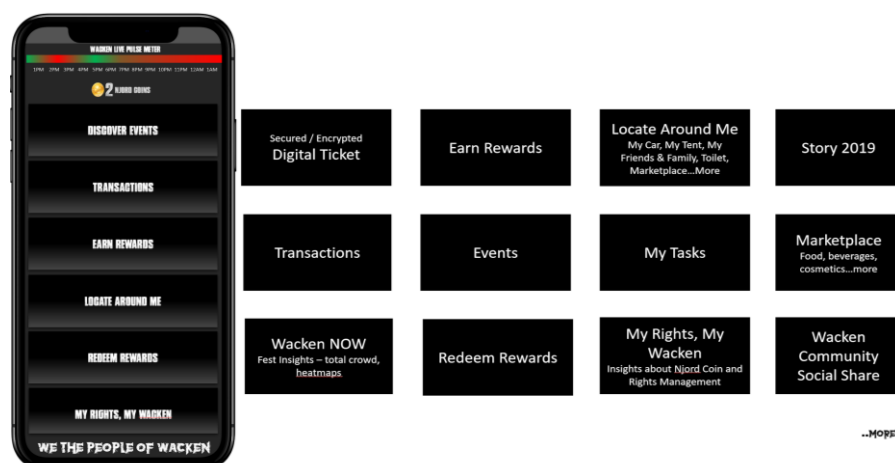
Njord Coin can be a entity for Wacken ecosystem with all stakeholders who invest in becomes rightful person to get credited or benefited for all the happenings or income that are created before fest, during fest and after fest.

Below diagram gives brief summary of activities that could be brought under Blockchain, but not limited to below tasks/activities:

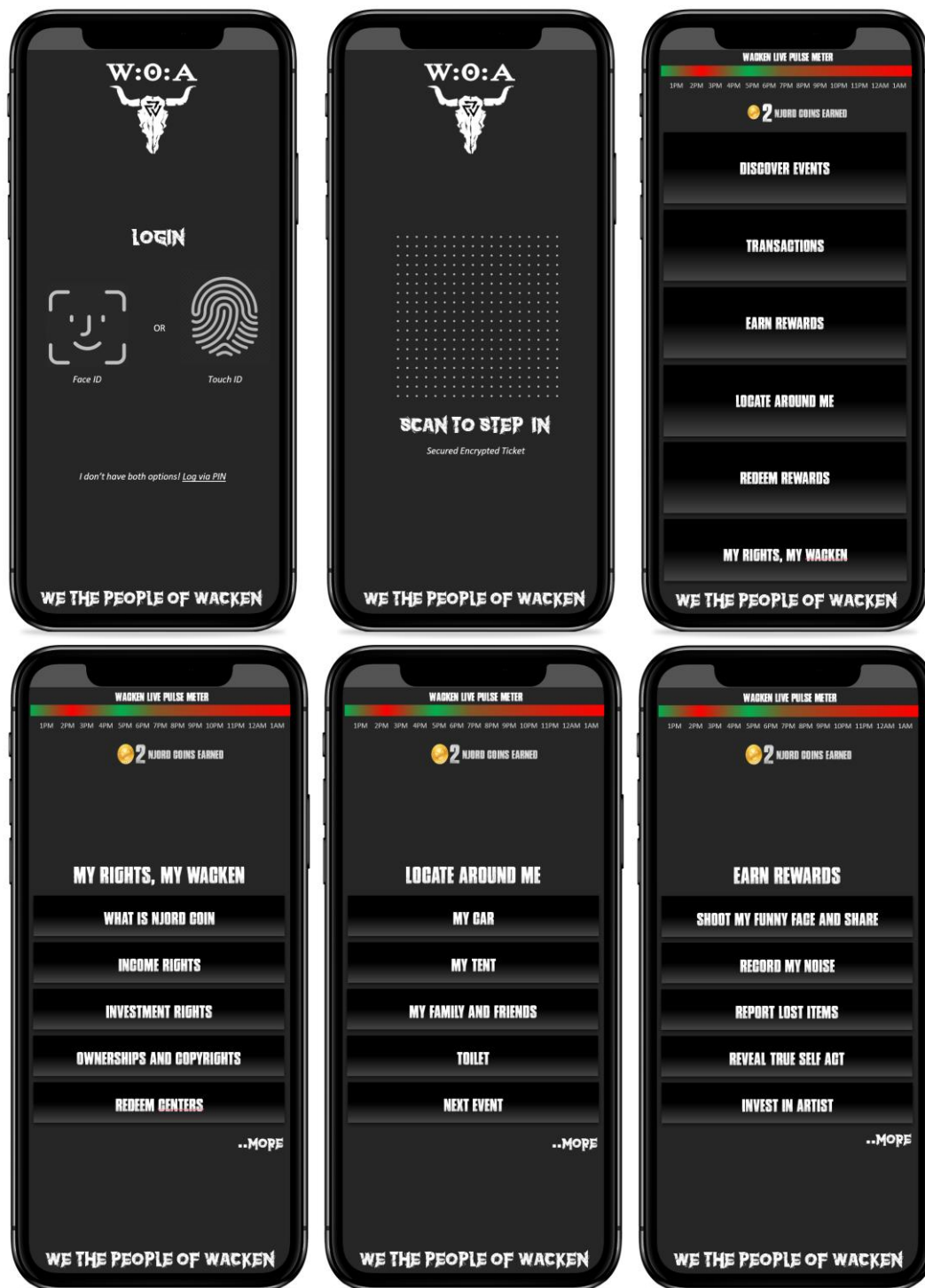


Wacken Mobile App for Fans Engagement:

To send clear message to Wackeners, its important to connect everyone with lively mobile app which helps to track, monitor and manage real-time transactions / events for wackaner and also a robust engagement medium to track all updates about the event. A conceptual model in terms of app features are given in below diagram.



Sample protos in terms of Fans engagement from locating vehicles to knowing Fans rights are represented in below sample mobile app prototype.



To differentiate strongly a promotional site for Wacken Music Fest 2019 could be launched to make Wackeners aware about the new way of celebrating fest to create fully functional fan based music fest.

Conclusion:

Overall ticket cost per fan for the fest is reduced leveraging Blockchain Technology due to significant drop in 3rd party fees (Event Management, IT Services, Regulators / Auditors) and crowd engaged revenue model. It's not only about reducing cost, its true relationship between Wackeners and Wacken Brand that collectively helps to create a new ecosystem with Njord coin, that gives Universal Basic Income to Musicians, artists, fans and other 3rd party companies who are directly involved with Fest.