

This is just a general thought that I had for quite some time. As a music buff (of all sorts from classical to rap), I'm tired of seeing web3 companies get music personalities that really have no overlap with web3 whatsoever.

Let's talk branding. I guess backing Snoop and Eminem had a net positive effect on the BAYC brand just because of the general overall reach of these two artists. But was that branding opportunity optimized, and more importantly, does it set the stage for a new paradigm for music in web3? Also the [Timbaland thing that happened a few months back](#). Did BAYC and web3 as a whole get anything out of that other than a one time bull market pump?

Here's what I saw. I saw BAYC guys with a whole lot of money who were thinking, "How can we put music into web3 in the biggest way possible?" On the other side of that, I saw pop artists who were looking for a bag come in and say "We'll take any bag out there." And the final piece: Somebody somewhere in the BAYC community had a connection with these artists and said, "Oh spanky! We can get with Snoop/Eminem/Timbaland and make a splash quickly!"

Cool, but not optimized. I don't think these associations pushed web3 music forward in any substantial way. My alternative:

Web3 gets behind the giants of video game music production. Nobuo Uematsu (Final Fantasy). Naoto Shibata (Dracula Battle Perfect Selection). Guys like that. They have a definitive name for themselves, but haven't really hit the mainstream yet.

These guys

1. have better music (because they're actually musicians),
2. they fit the narrative of web3 in that they're nerdy, true blue video game guys,
3. web3 would have a collective "oh spanky!" moment that would cause a TRUE ORGANIC groundswell of support,
4. we raise up the artists who can usher in a NEW paradigm of video game composition being respected as an art form and get them mainstream popular success, and
5. this is a completely new lane for DAOs to take. Instead of backing western pop artists who sing about money and hedonism, we create a new, international lane for real musicians from all around the globe to flourish.

Just some thoughts, but thoughts I think need to be said.

Like, if ApecoinDAO backed Mr. Shibata to make the next [Perfect Selection](#) album, and actually gave him a budget to produce (or WE PRODUCED!) some AAA music videos for the singles, that... would... be... so... FIRE.