



Hosting concerts globally and engaging with the cryptocurrency community.

# The Problem



Artists earn less from album sales



Fans would like more of a personal connection with Artists

# Solution



We host large scale concerts and stream the event around the globe for maximum exposure. We create more revenue streams for artists via increased ticket sales, advertising, sponsorship, merchandising and creative personal experiences with the artists



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# Our Mission



Empower the music industry to generate revenues via involvement and collaboration with the cryptocurrency community



Give fans much needed interaction with their favourite bands via digital collectibles



Enable artists to sell VIP experiences via our cryptocurrency platform



To become the Household name for concerts in the blockchain industry



# Overview



- We are a large team of seasoned professionals from Industries such as Technology, Finance, Media & Law.
- We solve problems for both musicians and fans creating new interaction and revenue potentials without the problems of social distancing.
- We make major bookings with top artists to host large scale concerts and Coachella style digital festivals online, to a virtually unlimited audience, with multiple monetization opportunities.



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# Market Opportunity

- Global merchandise licensing generates \$12bn USD each year. With touring artists earning between 10-35% of their revenue through merch sales. Some of the biggest names can bring in \$300,000 USD in the space of a few hours.
- Global advertising revenue worldwide was \$578 Billion in 2020 and is expected to rise to \$762 billion in 2024. With global TV advertising spending in 2019 amounting to more than \$176 billion. Animal Concerts will showcase Super Bowl style advertising at each event.
- Tomorrowland sold 1 million tickets during the online streaming of its live dance festival and in 2017 fed 120 million euros back into the local Belgian economy. Animal Concerts has the potential for millions in profits based on the lessons learned from these events and industry best practices



# Ecosystem



Hosting concerts for 1 Million+ people has huge potential for monetization using sponsorship, merchandising Data advertising.



Our marketplace will enable any digital artists to sell to millions of fans and collectors and create communities In the process.



We will host concerts in large intimate venues and steam online, selling tickets just like they do for sporting events. A big event could have these happening all over the world.



We can be the bridge between fan clubs, artists and digital monetisation creating new possibilities.



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# Digital Hub

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We will become the central hub between musicians, artists, fans and collectors.



Providing an immutable ecosystem on the Blockchain for the creation, sale and exchange of digital memories.



We support portable protocols to other ecosystems so users can utilise our NFT's on other platforms such as in games and digital worlds.



# Advantages

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We solve the problem from both sides- by bringing together musicians and fans, therefore enabling new revenue streams.



Massive revenue potential from ticket sales alone, but also NFT royalties, sponsorship and promotion add ons.

# Token Ecosystem

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## Marketing

Allocations to generate brand awareness and usage to facilitate the protocol growth.



## Rewards

Incentivise liquidity staking and protocol use with emission models



## Funding & Advisors

A structured token sale provides the funding and expertise to build the protocol



## Ecosystem & Development

Total treasury for developing the protocol and its applications.  
Allocate a DAO treasury for responsive outputs to governance decisions



# Reward Channel

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## Liquidity Providers

Market makers get more rewards for providing liquidity to the ecosystem.



## Holding Incentivised

Retailers and consumers in the protocol get rewards for their respective activities.



## Voting

Commanding development by locking tokens in votes gets rewards.



## Staking

Token holders can lock into staking pools to ensure stability. They are rewarded for locking in periods.

# Roadmap

## FUTURE ROADMAP HIGHLIGHTS



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# Our Contacts



Phone



Instagram



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