



BRINGING BALANCE
TO THE BLOCKCHAIN

2016

BASED ON BITCOIN,
BUILT FOR EVERYONE.

THE TAO OF MUSIC

—
IN THE PUBLIC TRUST



Executive Summary

The application of a distributed autonomous organization (DAO) to the stewardship and maintenance of a blockchain for the music industry becomes a public utility in the public trust, breaking the century old corporate monopoly on content distribution.



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The Tao Network crowd sale is a unique opportunity for individuals all over the world to participate in the creation of the technological innovations that will protect and secure artists' content potentially for generations. A DAO is the result of the collective actions of the individuals who participate, and as such the open structure enables unparalleled opportunities for innovation and implementation.

Several competing blockchain solutions are being developed by music publishing administration software companies which have captured the headlines, but there is the very real spectre of a format war as blockchain implementations can be rendered incompatible with each other and such a scenario benefits no one in the long run.

The Tao Network does not seek to add to this maelstrom, but instead seeks to harmonize with these solutions to create interoperability that is impossible to design given the current state of the industry. A proper solution must not only interact with other solutions, but still provide the accessibility and legal protections that comes with the application of blockchain technology.



THIS IS
TAO

OUR *PASSION*
IS TO
CONTINUOUSLY
INCORPORATE
THE LATEST
DEVELOPMENT
IN *BLOCKCHAIN
TECHNOLOGY*
INTO A SINGLE
NETWORK WHICH
PROVIDES
UNPRECEDENTED
LONG TERM VALUE
AND CONSUMER
UTILITY
WITHOUT
SACRIFICING
STABILITY.

Thinking About Creation, Rights, Ownership and Provenance

When one purchases music, one does not buy ownership of the music but the rights to consume that content on the platform of their choice. The act of creation is that which establishes provenance for the dissemination of rights to consume the content created.



Webster's Dictionary defines provenance as "the place of origin or the earliest known history of something." The establishment of provenance for artistic creations on a blockchain is truly revolutionary due to the decentralized nature and reliability of the information stored within. The cryptographic proofs which establish provenance may then be utilized to grant basic rights to content, making a music blockchain not a new DRM scheme, but a platform for the execution and management of those rights.

Rights to creation are universal in legal and regulatory support, but colloquial in execution. Provenance is the heart of any federal copyright system, and as such a properly designed solution for the music industry could then easily interface with any PRO required in any jurisdiction, and do so instantaneously

A true solution for the music industry does not seek to solve decades old disputes over creative works, but provide a means by which such disputes may finally be settled.

and at virtually no cost to the artist.

Every single piece of music that reaches the market is a creative collaboration of artists, performers, engineers, and publishers. A true solution does not simply address the concerns that currently exist, but seeks not to create further conflict or strife by including registration of each entity in the production process, providing unparalleled accountability and flexibility in contract negotiations.



The Act of Creation is where value is born.

The very act of creation is the point at which new ideas are manifested and may be monetized. Establishing provenance to a creative work assures that proper royalties are delivered.

Creating Digital Scarcity

Record sales plummeted and millions of dollars have been lost in technical innovations such as the MP3 and streaming. Such innovation benefited consumers but devalued the creative process. Restoring the inherent value of the creative process can be achieved through blockchain technology.

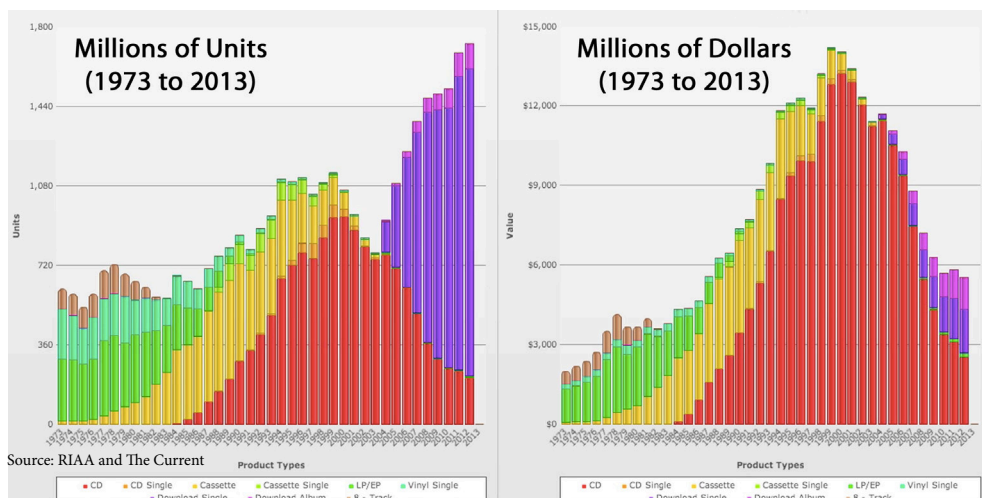
The woes of the music industry's flacid record sales is nothing new, but that the power of blockchain technology can be leveraged to change this decline is totally new. The ability to tokenize the right to access content creates digital scarcity which is the heart of the value of a record sale.

It is through this tokenization that entirely new aftermarkets can be created for the legal exchange of rights to content and without devaluing the creative work. The act of tokenization also creates a direct link between the fans and the artists that create the content through cryptography that can then be analyzed and utilized for further interactions.

The ability to create digital scarcity with creative works has the potential to create entirely new economies based on the abilities of a creator to promote their work and tell their story.

The economic value of a record sale is a function of its ability to measure the consumer desire for scarcity of the experience.

Digital scarcity is not a disruption, but a return to the very heart of what the music industry was established to provide: a unique consumer experience



Freedom through

Blockchain Interoperability

The Tao Network's ability to consume and interact with other blockchains assures that music publishing remains in the public trust and in the best interest of artists and creators.

The Tao Network was designed to end competition between blockchain solutions before it begins. A blockchain is a valuable data storage medium because it can be fully audited in both content and operation. The information provided to audit a blockchain also provides the information required to interact with it.

Any blockchain that cannot be fully audited isn't a real solution.

There is a real danger of entirely new "format wars" over which blockchain content solution an entity might employ in order to provide protection for content. The Tao Network harmonizes all such properly designed blockchain solutions through the incorporation of a framework to interface and communicate with other blockchains "in their own language." Artists need not be concerned about becoming cryptographic captives to a particular blockchain solution because the Tao Network enables their rights and provenance to move with them between systems.

While others are still enamoured with the promise that blockchain technology offers, the Tao Network is designed to develop solutions

Smart blockchain design avoids as many potential perils as problems that it solves.

to integrate any current or future blockchain application for the management of digital content.

It is in this manner that the Tao Network becomes a true public utility, providing legal access to artists' catalogs regardless of the publisher which carries the rights to them. Such a system provides unprecedented flexibility in the design of content delivery solutions without the potential negative legal ramifications which have plagued platforms such as Napster and Spotify.





IT ISN'T THE
FIRST TIME THAT
INNOVATIONS OR NEW
BUSINESS MODELS
HAVE CHALLENGED
THE EXISTING ORDER.

Glenn Stevens, RBA Governor

Participate In The Crowd Sale

The Crowd Sale is the chance for everyone, all over the world, to participate in one of the most ambitious projects in the blockchain industry.



30,000,000 TAO Tokens Available

Maximum 1\$ per TAO Token

30 Days

up to 50% Referral Rewards*

* Certain terms and conditions apply. Please see website for details.

The Experience Required To Make The Future Happen

Respecting the markets is vital to the long term success of any blockchain network. The Tao Network Crowd Sale is designed with the long term economic future of the network in mind, which includes the initial distribution of coins and providing enough information for accurate price discovery. Every trade has two sides, but the Tao Network Crowd Sale is designed to maximize the profit potential for every single investor.

THE SALE BEGINS
JULY 28
2016



Twitter

[*http://twitter.com/taoblockchain*](http://twitter.com/taoblockchain)

Slack

[*http://taoblockchain.slack.com*](http://taoblockchain.slack.com)

GitHub

[*http://github.com/taoblockchain*](http://github.com/taoblockchain)

[`http://tao.network`](http://tao.network)