AN INVESTIGATION AND ASSESSMENT OF BLOCKCHAIN APPLICATIONS FOR ROYALTY MANAGEMENT PROCESSES IN THE MUSIC INDUSTRY

MASTERS OF MANAGEMENT: BUSINESS PROCESS MANAGEMENT

BOB VRIJHOF

BACKGROUND & INTRODUCTION

BACKGROUND

THE MUSIC INDUSTRY

- History of innovation
- Powerful major corporations
- New business models
- Struggling musicians

ROYALTY TYPES

PERFORMANCE
- MECHANICAL
- SYNC
- PRINT

METHODOLOGY

BACKGROUND & INTRODUCTION

- AN INVESTIGATION AND ASSESSMENT OF BLOCKCHAIN APPLICATIONS FOR ROYALTY MANAGEMENT PROCESSES IN THE MUSIC INDUSTRY
- Nakamoto, S. (2008). Bitcoin: A Peer-

ROUROYALTY MANAGEMENT PROCESSES

UPSTREAM [1]

1. Data Processing
2. Data Collection
3. Data Registration
4. Data Transparency
5. Technology
6. Innovation
7. Politics
8. Policies & Procedures
9. Laws & Regulations

DOWNSTREAM [1]

1. Data Processing
2. Data Collection
3. Data Registration
4. Data Transparency

BACKGROUND

- Decentralized blockchain
- Technology
- Information

NEEDS

- Simplified data display
- Simplified & verifiable data registration process
- Standardized data formats
- Data recognition tool
- Verfied public database
- Transparent and simplified payment processes
- Increased decentralization

PROPOSED APPLICATIONS

1. Decentralized blockchain database
2. Transaction platform utilizing smart contracts
3. Data standardizing smart contracts governed by AI
4. Data visualization application
5. Audio fingerprinting application

CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS

1. Decentralized blockchain database
2. Transaction platform utilizing smart contracts
3. Data standardizing smart contracts governed by AI
4. Data visualization application
5. Audio fingerprinting application

RECOMMENDATIONS

Supervisor: Mieke Jans

Sources: