

bitsong

THE FIRST
DECENTRALIZED
MUSIC STREAMING PLATFORM

A NEW ERA IN MUSIC STREAMING

Whitepaper 0.9

CONTRIBUTORS

Angelo Recca, **Founder & CEO**
Rosario Ticli, **Co-Founder & DJ/Producer**
Iulian Anghelin, **EMEA Manager**
Salvatore Farruggio, **VP Product**

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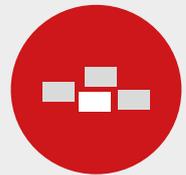
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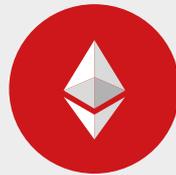
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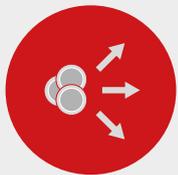
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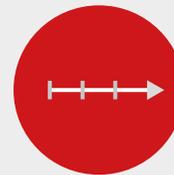
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ABSTRACT

BitSong is a new platform, that will be built using the Ethereum blockchain and the IPFS distributed file system.

The focus of the developers is one near to their heart. It is a project dedicated to musicians and attempts to solve a major problem for emerging artists. Through Bitsong, musicians will have the opportunity of producing their own songs and listeners will enjoy and hear new content from any device they own.

90%
OF PROFITS

Additionally musicians may also receive donations from fans that could contribute to their next album. Advertisements will be upload by the Advertiser and each time an advertisement is listened to, the artist and the listener will receive 90% of the profits from the Advertiser.

BitSong will provide the user with the possibility of using the platform in a number of ways from, free streaming, to requests for donations, payments and the insertion of advertising sponsors.

OBSTACLES AND BUREAUCRACY

The project aims to overcome the bureaucratic and economic obstacles within this industry and reward artists and users for simply using the platform. The Bitsong platform is unique both in the details and additional services it offers.

COMPETITORS

It differentiates itself from other music streaming platforms by assisting to finance music and video artists and gifting tokens to its users, from music/video enthusiasts to those for commercial activities).



PROJECT VISION

Our vision is to create a new revolutionary brand linked to music streaming that is unlike any other platform.

SMART TV CHROMECAST

BitSong will generate profits for artists and the users who listen to their songs, while creating a money saving opportunity for advertisers. Our goal is to be present on any Smart TV equipped with Chromecast, through Smartphone app stores, on any personal computer through a web interface or software and finally any car equipped with a Smart Radio.

USE OF BLOCKCHAIN

BitSong will be the new point of reference for the music market and will be fully developed using the technologies that the blockchain has available. Using the blockchain affords Bitsong with the means to be decentralized and be more community – based compared to its competitors. Currently viewing a music video is via YouTube, listening and streaming is via Spotify, marketing is on iTunes or Beatport and advertising is on social media. BitSong aims to solve this problem once and for all.

AUTONOMY

Bitsong will provide artists with full autonomy to upload their song (without a distributor or a label), and their own music video, advertise it through their own fanpage (on the BitSong platform) and interact with their fans.

BITSONG PLATFORM

A holistic one – stop shop approach, choice is given to the user, to watch videos, stream music and have the ability to use whichever device they own to partake in Bitsong. This also permits the artist to manage their social media fanbase from one source, their Bitsong channel, thereby retaining their fans on one single decentralized music platform.

WEB RADIO /TV

We have already planned to create an official Web Radio / TV that will stream the best tracks on the platform, there will also be musical contests in which the artist will promote his music (only users with BTSG tokens can express their preference) . In addition to the official Web Radio / TV, there will also be the possibility to open a streaming channel where you can broadcast your events, or perform live via our platform.

BLOCKCHAIN CHARTS

Today musical rankings are easily influenced or modified by external sponsorships. BitSong will propose to store all user reactions (such as streams, like, comments and anything else) on their blockchain, thus generating the first verifiable and above all, real music classification for rankings.

Our aim is to evolve as the world of blockchain evolves and create new opportunities for our community to support our platform.

DISCLAIMER

This White Paper is intended for distribution solely on information purposes. BitSong (also referred to as 'BTSG') does not guarantee the accuracy of conclusions and statements reached in this white paper.

GUARANTEES

Moreover, this white paper is provided "as is" with no representations and warranties, express or implied, whatsoever, including, but not limited to: (i) warranties of merchantability, fitness for a particular purpose, title or non-infringement; (ii) that the contents of this white paper is free from error or suitable for any purpose; and (iii) that such contents will not infringe third-party rights. All warranties are expressly disclaimed.

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LONG TERM VISION



Take part in revolution!

180.000 USERS

Together with our community (about 180,000 users) we want to create a special environment, a new way to hear, see and enjoy music, where every artist can be his own distributor, sponsoring it on world music channels, where clarity and transparency rule and users can be rewarded for listening and viewing advertising.

DISTRIBUTOR ARTISTS

Together we can succeed in creating a new era where every artist can be his own distributor, with no intermediary, everything clear and transparent.

PROBLEM

When an artist creates a new single or musical album, he must invest his time to create that piece from an original idea through to the product.

They finance it with their own money, contact a record label in the hope that they are interested in the song, investing and publishing it to get the most sales. This all takes many months before outcomes can be achieved .

FUNDS

Often however, this does not happen, as the artist does not have the necessary funds to create a music video, because he does not have the right contacts, and because the record label (given the huge amount of songs they receive) rarely invests their time and effort into the song. An artist can often find they have spent substantial time and funds without gains or revenue.

BitSong, due to the Ethereum blockchain, finally wants to resolve these problems that hinder emerging artists within the world of music.

ADVERTISER

Bitsong will provide opportunities for the advertiser to easily reach their audience, thus avoiding intermediaries who only increase the advertising cost. We will give them the choice to choose the amount to invest in each individual advertising.

In addition, advertisers will get data to measure the results of their marketing campaign.

EARNINGS

Think about the last time you used a steaming platform, listening or watching music videos containing advertisements. You negotiated the use of the platform by giving away your time while adverts played. You gave away your time without getting anything out of it. Bitsong aims to change that by giving the user who listens to the music, the chance to be paid for listening to the advertisement within the piece of music, in proportion to the amount spent by the advertiser. Ten percent of the amount will be retained by BitSong for ongoing costs of developing the platform and the remaining 90% will be divided between the user who listens and the artist who creates the song.

MIGRATION

Moreover, thanks to our innovative listening platform paying for user attention, we believe users will abandon the traditional ecosystems of listening to music, by using BitSong on any device (TV, Smartphone, PC, Car Radio).



SOLUTION

BitSong has resolved problems for the artist by permitting them to upload their songs without any need for a record label.

The artist can receive donations in BTSG tokens which can be converted to cash or it can help sponsor the development of their own piece of music. Artists can also get revenues from advertising generated by their piece of music and by reselling their own songs. This will be enhanced by the social network created on the Bitsong platform and the loyalty of fans.

CRYPTO WALLET

Funds via the Bitsong token \$ BTSG will be credited to the artist wallet immediately and they will be able to withdraw or convert as they see fit.

REAL TIME PROGRESS

Artists need no longer wait several months before a record label sends various reports, they can check the progress in real time directly within his Ethereum Wallet.

NO INTERMEDIARIES

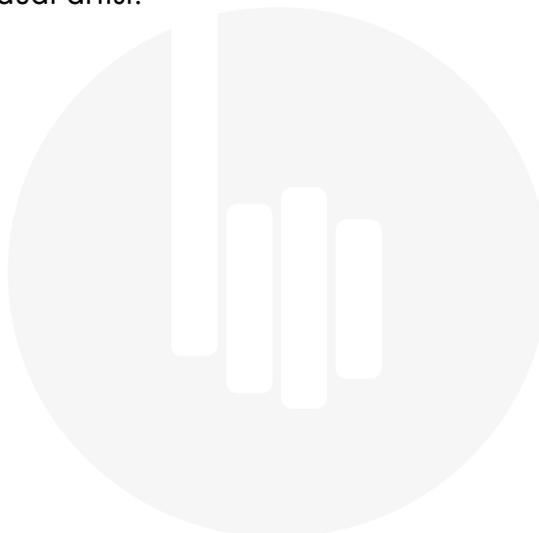
Through BitSong, the advertiser will also have greater clarity on costs and will not have to pay additional intermediaries. They can create their own advertising campaign through a special advertising tool within the Bitsong platform, choosing the appropriate target.

Once a target is selected, the advertiser can choose the amount (in \$ BTSG) he wants to invest for each advertising session. The higher the bid, the more visibility the advertising will have. Finally the advertiser will not have to pay astronomical figures, as BitSong completely eliminates the intermediaries and allows the advertiser to decide the budget they wish to spend for individual advertising.

NO PLAGIARISM

BitSong accepts within their platform, all songs, that are not plagiarism, but the result of the originality and work of an artist, without thereby harming the work of other artists.

In the event that our technology detects that a song has already been registered previously by other users, the BitSong platform will require further verification through the official social profiles and certificates, to protect the work of the individual artist.



MARKET

In recent years, the music industry has experienced a huge increase in sales thanks to the streaming and sale of digital albums.

17.4 BILLION USD

IFPI (International Federation of the Phonographic Industry) has indicated how the music industry has achieved a 5.9% increase in sales of digital albums, on a market capitalization of 17.4 billion USD.

52 BILLION USD

The music industry is projected to grow exponentially over the next few years and is expected to reach a \$ 52 billion USD capitalization by 2020. The revenues arising from music streaming show a sharp increase and the trend remains bullish. At BitSong, we are revolutionizing the music industry by making the user and artist the main actors.

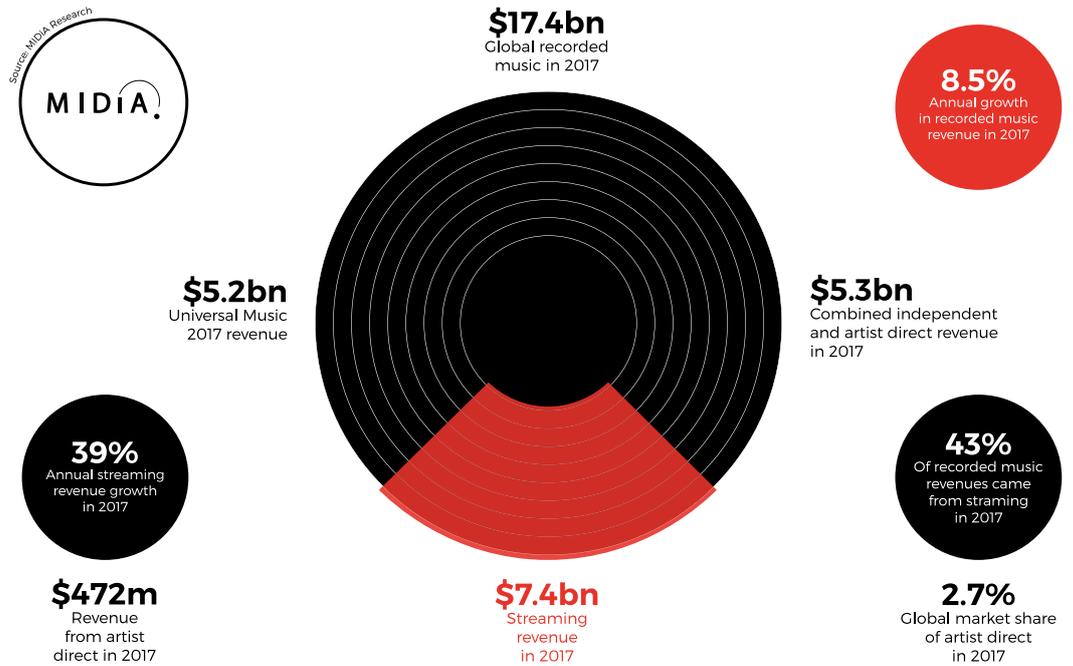


STREAMING

Streaming services have saved the music business and has become the most used instrument in the modern music environment, generating increases in the main markets and thus unlocking the enormous potential in terms of reaching the public.

17,4 BILION USD 2017

Global recorded music revenues reached \$17.4 billion in 2017, up from \$16 billion in 2016 – an annual growth rate of 8 percent. Streaming revenues in particular have contributed to this growth, and were up 39 percent year-over-year to reach \$7.4 billion, or 43 percent of all revenues (Sarah Perez, Techcrunch, 2018).



MARKET GROWTH 59%

The year 2016 saw streaming revenue as the top contributor to market growth with an increase of 60.4% - the largest growth in eight years. It now makes up 59% of the total digital music revenues, to the tune of \$ 7.8 billion. From the beginning of 2015 to the end of 2016, the number of indie music listeners grew by 141%.

80% FROM 2014 TO 2020

USD. PSAM (P. Schoenfeld Asset Management), one of the leading American hedge funds, project that stream music will lift industry revenues from more than 80% from 2014 through 2020 and the industry can reach 15% annual revenue growth before the end of the decade. This is accompanied by a tremendous increase in consumer appetite for independent music. From the beginning of 2015 to the end of 2016, the number of indie music listeners grew by 141%. These numbers will continue to grow as streaming music services and shared playlists increase in popularity.

14% OF MARKET

The revenue generated by the use of recorded music by broadcasters and public venues – has grown by 7% to \$2.2 billion USD in 2016. This revenue stream accounts for 14% of the market but remains significantly undervalued.



IPFS is a peer-to-peer distributed file system that tries to connect all devices within the same file system.

IPFS

INTERPLANETARY
FILE SYSTEM

In some ways, IPFS is similar to the World Wide Web, but however IPFS can be seen as a single BitTorrent swarm, which exchanges objects within a Git repository. In other words, IPFS provides a high-throughput block storage model and with content addressing, with via hyperlinks to content. The keyword of the Interplanetary File System is therefore decentralized.

This technique makes it possible to distribute information on a rather large network of nodes and making it them easily traceable. The search for the contents will then be based on the a hash identifier, so as to be.

This ensures that one can sure to find exactly what was one is looking for sought while remaining in the shelter of possible protected of possible network malfunctions. precisely because of the fact that the information on it is based on the project are is disseminated and made redundant on numerous independent nodes.



ETHEREUM

Ethereum is a decentralized Web 3.0 platform for creating and publishing peer-to-peer smart contracts.

ETHEREUM-BASED CONTRACTS

Ethereum is different from Bitcoin because it allows you to create smart contracts that can be described as highly programmable digital money. Contrary to many other cryptocurrencies, Ethereum is not only a network for the exchange of monetary value but a network to run contracts based on Ethereum.

These contracts can be used safely to perform a large number of operations: electoral systems, registration of domain names, financial markets, crowdfunding platforms, intellectual property, etc.

BitSong reserves the right to use one or more blockchains within its project. This will allow us to be totally decentralized without depending on a single technology.

TOKEN INFORMATIONS

The BitSong Token (symbol: BTSG) will be used as currency within our platform, and will therefore be used for sponsorships, donations, purchases and votes.

Using the Ethereum blockchain our community will be able to receive payments safely and quickly, thus eliminating the annoying problems and slowness of the fiat currencies.

LONG TERM PROJECT

BitSong is a long term project, all our calculations have been made in order to guarantee an "uninterrupted" production flow, (all this regardless of the various market fluctuations).

Our token will be essential for:

- Sponsorship
- Making a donation
- Purchasing a song
- Voting
- Buying tickets
- Purchasing merchandising

COMMUNITY CONTRIBUTOR REWARDS

We encourage and reward our community and who will support us, this activity is necessary in the launching phase of our service and also subsequently throughout for a continuous growth and fast expansion.

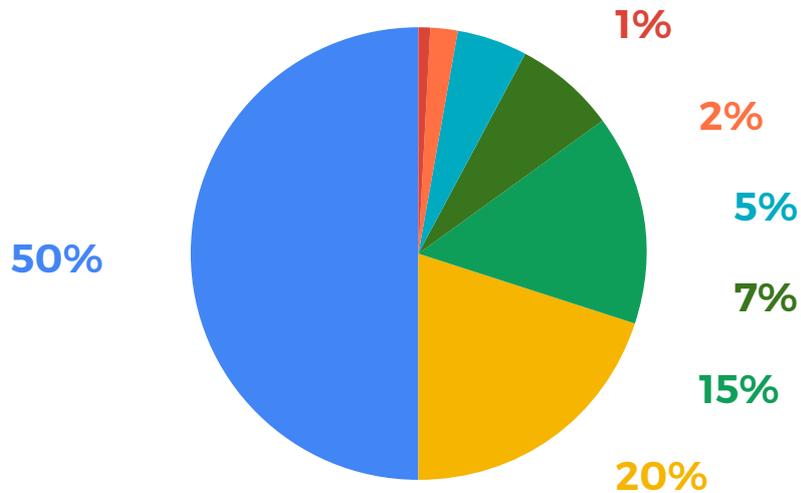
SMART CONTRACT

In order to guarantee the adoption of our platform, we have implemented a Smart Contract that will reward the new subscribers, who those will who invite other users and who will those create creating various contents of various types.

TOKEN DISTRIBUTION



The token distribution will be designed to increase community benefits and provide long-term incentives.



PRESALE & PUBLIC SALE

Presale & Public Sale - 50% of the BTSG tokens will go on sale. This sale will permit the development of the application and the expansion of our project. The unsold tokens will be moved to the "Reserve Fund" and will also be blocked for a period of 18 months and gradually released.

AIRDROP

In order to create an "active" community within BitSong, we have decided to give away 1% of our tokens in Airdrop. At present our Airdrop, has created more than 180,000 users for Bitsong.

BOUNTY

The Bounty Program is born from the need to create a strong and sustainable community. In this case, all users who bring added value to BitSong will be rewarded with BTSG tokens.

PARTNERSHIP

We strongly believe in the creation of a partner network linked to the music world. This fund will allow us to increase this network, to develop our project and to enlarge our community.

ADVISOR

In order to guarantee the success of our crowdfunding, we have reserved a 7% fund for our advisors and related costs.

RESERVE FUND

The reserve fund is necessary to guarantee "long-term" survival of the project and will be blocked for a period of 18 months. Later it will be unlocked (if necessary) in 10% monthly batches to refinance new features.

TEAM

We have allocated 20% of the BTSG token and destined to the for Owner Founder and Teamteam. This fund will be blocked for a period of 6 months, at the end of the 6 months the BTSG tokens will be unlocked in batches of about 2-3% per month.



USE OF FUNDS

In order to be able to manage and exploit the funds available in the best way, BitSong intends to use them according to a strategy and a well-studied plan.



EXPANSIONS AND BUSINESS DEVELOPMENT

We aim to expand globally our business in other countries, all over the world, starting from with the European Union followed by, the U.S.A, Canada, Asia markets and eventually extending to all countries that are and want to invest in the digital music world through the blockchain.

TECHNOLOGIES AND LOGISTICS

The blockchain is a sector that is still developing, investing heavily in new blockchain technologies will allow us to keep our project in a decentralized way. The Three locations have been identified establishment of 3 locations in Europe for the establishment of our business. is already planned, aAll 3 three locations are in geographically strategic positions for the partnerships network that are already active and linked to the musical world.

RESEARCH AND DEVELOPMENT

To do this we need to improve and develop our platform through technical and strategic improvements, acquire and develop new activities that the platform can offer to our Community and , licenses, mergers and collaborations collaborate with other partner companies.

MARKETING AND PR

The fund related to Marketing & PR fund is the of utmost important importance of theto the whole project. An unknown application is an unused application. The therefore these funds will be used for the to enhance costs of our marketing strategy . Precisely for this reason we intend to push our marketing as much as possible, in this way we will be able toaimed at connecting to our customers. with the largest number of users and consequently the achievement of our goal. This fund will also be used for to invest heavily in events, sponsorships, contests related to artists, public relations, advertising campaigns, social media campaigns and newsletters. Any means necessary to expand the brand and achieve our goal will also be considered.

ICO TIMELINE

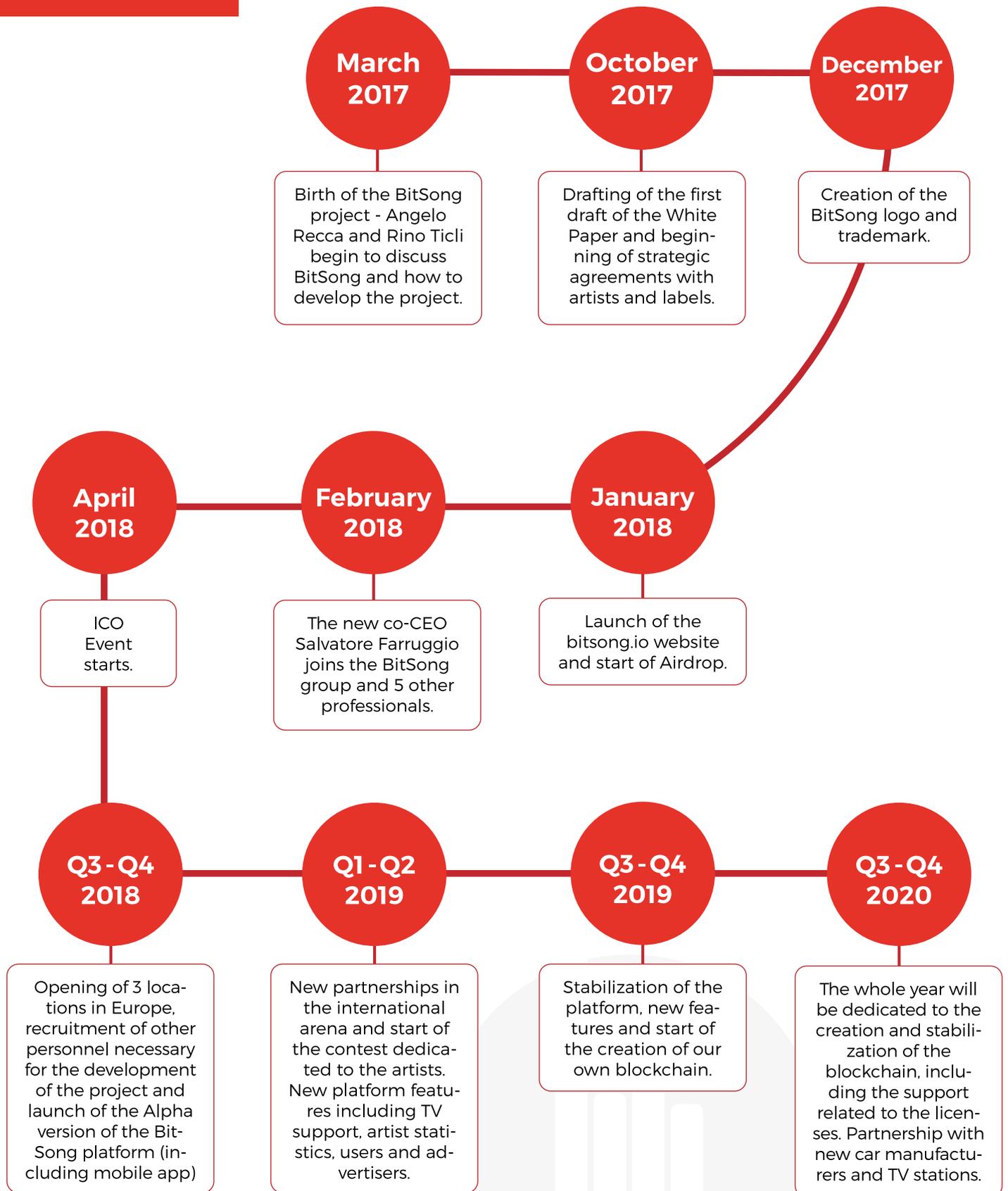
PHASE	DATES	BONUS %	DURATION	HARD CAP BTSG
PRE-ICO	05/14/2018	40%	7 DAYS	20,000,000
PRE-ICO	05/21/2018	30%	7 DAYS	15,000,000
PRE- ICO	05/28/2018	20%	14 DAYS	10,000,000
PRE- ICO	06/11/2018	10%	21 DAYS	5,000,000
PUBLIC SALE	07/20/2018	0%	–	435,000,000

* All unsold BTSG tokens in the various phases (eg PRE-ICO) will be entered in the last phase of the Public Sale

TOKEN DETAILS

Symbol	BTSG
Role	Token utility used to get access to services within BitSong
Accepted Payments	BTC, ETH,
Total Supply	1,000,000,000 BTSG
Presale	Estimated start April, 2018 (whitelisting)
Public Token Sale	Q2/2018
Tokens	Presale: 47,500,000
Available	Public Token Sale: 452,500,000
ICO Price	\$ 0.062 / BTSG
Minimum Contribution	Pre-sale 40% bonus: min. 3 ETH Pre-sale 30% bonus: min. 2 ETH ICO 20% bonus: min. 1 ETH ICO 10% bonus: min. 0.50 ETH ICO 0% bonus: min. 0.05 ETH
Bonus Discount	Pre-sale 40% for first 20,000,000 sold, 30% for next 15,000,000 sold ICO: 20% for first 10,000,000 sold, 10% for next 5,000,000 sold, 0% for remaining 435,000,000 sold
Soft Cap	\$ 4,500,000
Hard Cap	\$ 25,000,000

ROADMAP



Please note that the Roadmap is subject to change until June 25th 2018, as architecture and design decisions are still being made at this point. Please check <https://bitsong.io> for the final version of the Whitepaper at that date.



Angelo Recca - BitSong Founder

begins began to take his first steps in the world of computing at the tender age of 8 years. To date he is the administrator of his company (SpazioRC web hosting compan. Angeloy) is a Full-Stack Developer, Blockchain Expert and promoter Entrepreneur othroughf the launch of 3 other startups.



Rino Ticli - BitSong Co-Founder

he began his career as a DJ at the age of 14. He immediately started playing in the clubs of the his province until it he became renown and expanded all over the internationally territory collaborating with record labels such as Blanco Y Negro, Dance and Love, Saifam Music and Executiva Music. Also known in Malta for Electronic Dance evenings.



Salvatore Farruggio - VP Product

administrative manager of the company INTEGRA CORPORATION which carries out courses of high entrepreneurial training and human resources and Academy business;



Gas Incatasciato - Music Producer

in art "GAS". Record producer, talent scout, composer. Graduated from the V.Bellini Conservatory of Catania, percussion branch, boasts numerous musical collaborations with various national and international artists. A discographic producer within the musical project of Ticli & Gas.



Fabio Vindigni - Digital Video Strategist

at the age of 21 he follows a self-study course of video production, which includes shooting, photography, editing, directing and vfx. In the same year he began working as a rock, pop, metal, orchestral and soundtracks composer for videogames. At the age of 24 he works as a videomaker, composer and voice actor for local and provincial clients on commercials and music videos.



Alfonso Santitoro - Marketing Director

is a digital consultant for startups and companies. He has worked in the digital world for about 4 years, as a marketing expert, he has guided a lot of national and international projects. He is the founder of blockchainews.it, blog writing about cryptocurrencies and blockchain technology. He is the digital marketer of one of the biggest italian cryptocurrency's academies.



Julian Anghelin - BitSong EMEA Manager

passionate about blockchain technology and cryptocurrencies. Graduated in the tourism field, with excellent skills in problem solving, communication and relational relationship management. He is fluently in five languages and at intermediate level others 2 in two others.



Giovanni Melfi - Computer engineer, expert developer and blockchain enthusiast

joined the project almost at the beginning. A graduate of the University of Catania, he is actively involved in the development of the application.



Francesco Martorana - Artist Manager

founded Wla Booking (Booking Agency for Artists) in September 2011. He joins the BitSong Team and, thanks to his experience, will take care of the selection of our artists, he will also take care of forging important partnerships within the music world and with the first international artists.



Tiziana Mazza - Social Media Manager

Passionate about public relations, but also a great lover of music in all its forms. She knows BitSong from its foundations, succeeding in this way in transmitting to the public what it represents, in the smallest details. She had the opportunity to be part of this project also thanks to his past experiences as a promoter, which allowed her to learn how to deal with the general public.



Serena Di Pasquale - Social Media Manager

She had the opportunity to work in the past as a model, allowing her to successfully get into the fashion and social media's world. The influence towards the general public gave her the opportunity to interact with the public, also for the bit-song project, where she managed to combine her passion for music, with the passion for beauty in general, in fact is collaborating with BitSong as a social media manager and image/model girl.



Alessandra Recca - UI/UX Designer

Committed Designer with a passion to build engaging experiences for the Digital products. Strong conceptual skills and ability to translate ideas into creative UI design. Responsible, reliable and passionate about UI and UX design and methodologies. I love when I can use design and design thinking to make a meaningful impact on my community.





Changelog
Version 0.9
Initial Public Whitepaper

