



ATOMLOGY

White Paper v1.0

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1 INTRODUCTION

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1.1 Abstract

What drives creativity? What is the fuel that pushes artists to express their inner most passions? In today's society, what is the essence that engulfs one to communicate in such innovative and iconic ways?

A persons Atomlogy can be directly defined as:

Noun, “a person or personified force who is the source of inspiration for an artist..”

This is directly referring to any person, event, or situation that drives one to produce artistic expression in their own creative way. A atomlogy represents an instance or period of reflection, a time one takes to openly communicate with one's inner being, and bring thoughts to fruition that truly resemble a time or feeling that needs to be expressed. It is a driving factor behind most, if not all, artistic expression, and is what connects the artist

1.2 Atomlogy Incorporated

Atomlogy Incorporated is a blockchain based media start-up development established in San Francisco, California and founded by partners—Anthony Colón and Brett Whervin. The company’s culture is diverse, and it’s morals focused around the needs and desires of the artists and listeners that make what Atomlogy is today. Atomlogy is a company dedicated to fair profit margins, decentralized ownership, transparency, and most of all, power to the people as a whole. With Atomlogy, the world can become that much closer with art, and art can become more profitable in its true, raw essence.

Atomlogy Incorporated challenges the current structure of the music industry, disrupts the available market at its core, and implements a new era of listener engagement that truly places listeners up close and personal with the music they love so much. Atomlogy is exactly what it stands to be, the driving force behind what makes music what it is today.

1.3 What is Atomlogy?

Atomlogy is the foundation that Atomlogy Incorporated is built on. It is an innovative approach to an autonomous and transparent means of royalty distribution and media rights ownership. It is a next-generation publicly verifiable form of technology dedicated to bringing transparency and ground-breaking innovation to the way the music industry operates.

Atomlogy is a digital ecosystem built on a set of automatic, pre-arranged agreements, called smart contracts, that allows for the trust free management of profit generated by music and the transformation of fanbases into their own symbiotic economies. This smart contract contains thousands of lines of code that describe what should happen when any number of related events takes place within the Atomlogy Ecosystem. These events are registered within the Blockchain and are unchangeable from the moment they are submitted to the network of verifiers from that moment forth. Atomlogy is capable of autonomously handling any event thrown at it including; registering a artist or listener account, registering works of art for ownership, verification of copyright infringement, automatic collection of earned royalties, automatic distribution of collected royalties, and much, much more.

What Atomlogy seeks to become is the bridge that connects the void of trust between artist, listener, and music industry. Establishing hard-coded contractual agreements between listener, artist, and service providers ensures ease of use and an extremely transparent customer experience. Atomlogy is a truly unique approach to sparking a new era of listener engagement, and driving in the next wave of creative genius.

2 BACKGROUND

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2.1 Current State Of The Music Industry

According to the 2019 Global Music Report, In 2018 the global music market has grown by 9.7% and has shown positive growth for the 4th consecutive year in a row. This comes with a huge push from a 32.9% growth in paid streaming, with 37% of that accounting for total revenue. The entire market has now risen to just above \$19.1 Billion in global industry revenue with \$0.4 Billion arising from Synchronization Revenue, \$2.3 Billion arising from Digital Sales, \$2.7 Billion arising from Performance Rights, \$4.7 Billion arising from Physical Sales, and a whopping \$8.9 Billion arising from Digital Paid Streaming Services globally.

Digital Music alone now maintains an impressive 58.9% chunk of global revenue, and boasts a massive 355 Million paid subscription market size. The market shows extensive growth, and plenty of potential for a massive boost in profit margin if an efficient system like Atomlogy is implemented to bridge the gap between artist and consumer in an effective way.

2.2 A \$19.1 Billion Dollar Problem

Current platforms used to collect and distribute Digital Royalties are costly, inefficient, non-transparent, and deliver no means of collaboration between artist and listener to create true value for creative works. The segregation between Marketing, Publishing, Distribution, Recording, and Royalties (MPDRR) creates major inefficiencies that drastically reduce the profit margin for the artist and raises the cost for the listener. To wrap this into as simple terms as possible; the current music business is outdated, outpaced, and extremely behind on any type of innovation of the business model.

This extremely unnecessary diversification of tasking is solved with the implementation of the Atomlogy, and creates more efficiency and true avenues for earning for both artist and listener. Atomlogy becomes the artists MPDRR Solution and integrates the consumer into every possible aspect of the artists development. Never before has it been possible to break new aspiring artists into the spotlight with something as simple as a few creative works, and pure as the proof of drive to succeed with it.

2.3 The People Behind Atomlogy Incorporated

Atomlogy was created by a handful of extremely creative minds. Established to produce a truly harmonious environment for the production and enjoyment of musical art—Atomlogy is created by the people, for the people. Uniquely empowered by the Blockchain, Atomlogy is a decentralized team of founders, administration, developers, shareholders, artists, and listeners.

Axel Hellinger

Co-Founder

Axel is a start-up and business development specialist with over 6 years of experience in cryptocurrency related developments and market operations. Anthony is an avid music lover, and has over 12 years of freelance experience in Music Production, Post-Production, and Sound Engineering. Anthony hopes to introduce the world to a new era of listener engagement, and revive the music industry through an innovative revision to the current business model that forms the music industry today.

Stylianos Kampakis

Co-Founder

Stylianos is business marketing and development specialist with strong market and technical project analysis skills. He carries several development patents, and during his free time, offers his marketing and promotion skills to help break new aspiring artists into the industry.

Stylianos is an experienced trade analyst with several notable investments proving to be profitable ventures to date. He is a high supporter of cryptocurrency adoption, and seeks to innovate the music industry with a strong technical approach to listener engagement and artistic expression.

2.4 Building On The Blockchain

Blockchain has opened up the door for an era of innovative technology that ushers in a completely new approach to business methodology. Decentralized Applications create global people owned online businesses immune to censorship and regulatory factors that limit real-world solutions. Ultimately, Blockchain is true economic freedom through truly decentralized initiatives from people who truly want to produce content that benefits both the creator and the people who make it what it is by using it!

Blockchain is described as a form of database or ledger that maintains an ever expanding record of all agreements and transactions conducted within that particular ecosystem. The major difference being that in a regular database or ledger, anything can be changed at anytime, and all records are centralized to the location that the database owner stores that information. With the Blockchain, there is no centralized control over information, transactions, or agreements. All transactions are conducted “trust-free” and all interactions, triggers, and conditions are outlined before hand utilizing a smart contract.

Smart Contracts are the foundation of most, if not all, decentralized applications and autonomous organizations. They create immutable hard-coded rules and regulations that ensure any and all transactions conducted utilizing it’s contract follow a set order of conditions that must be met to conduct a successful transfer of value from one party to another. Smart Contracts are a new form of auditing, escrowing, and insuring all kinds of actions and agreements that happen today that require a trust-free, but insured, method of value transfer.

2.4 Building On The Blockchain

Value Transfer is accomplished through the use of Tokens. These tokens are each Blockchain's unique way of representing a certain value within their ecosystem. Most tokens carry some form of utility within the relating ecosystem and normally are used to accomplish some sort of task or request relating to services offered. This can be anything from paying for memberships, submitting a vote, purchasing subscriptions, and even resembling equity into a development. All in all, value is stored in a token, a token is used by a smart contract, a smart contract is created on a Blockchain, and a Blockchain is maintained by the people who harness its abilities in their daily lives.

3 PRODUCT DESCRIPTION

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3.1 The Atomlogy

The Atomlogy is the foundation of the Atomlogy Ecosystem. It is a collection of permanent rules and triggers that outline key functions for operations throughout the decentralized applications built utilizing The Atomlogy. Built on the Tron Blockchain, Atomlogy is a ERC-20 Compliant Smart Contract created to issue and maintain an immutable record of all transactions conducted within the Atomlogy Ecosystem.

3.1 Atomlogy Token (\$ATG)

Atomlogy Token is the ecosystems ownership.

Every smart contract ecosystem generates a utility token used as a form of “gas” which initiates, transfers, and maintains different transactions following the set rules and conditions outlined in the smart contract it is born from. Atomlogy Token is the utility token generated by The Atomlogy Smart Contract and is used as a form of delegate token to measure the amount, and weight, of a vote within the ecosystem.

The amount of Atomlogy Token one holds determines several factors including; amount of during quarterly democratic expansions, the weight of those as normal, and the amount of quarterly stable gas distributed based on that held amount. Based on the type of proposal created, a certain amount of master delegate votes is required to make it pass. This amount of required votes will vary entirely based on the magnitude of the change proposed to the ecosystem and the urgency of the proposal.

3.3 Decentralized Digital Royalties

The Atomlogy targets two main issues crippling the music industry — the transparency of earnings and the unnecessary segregation of services. Digital Royalties require decentralization to ensure the proper revenue stream reaches the correct hands without unnecessary fee schedules, taxes, or in worst cases, theft of artist revenue. Combining the efforts and technology of The Atomlogy and applying it to Digital Royalties as a whole will usher in a new generation of transparent, trust-free royalty payments known as Decentralized Digital Royalties.

Presently, conventional digital royalties are distributed to non-transparent, privately owned companies that maintain a massive amount of control over fee schedule and taxation of artist generated revenue. This means that both the listeners, and mainly the artists themselves, do not know the true value generated from their creative works, and generally must settle for what is sent their way from these companies. Furthermore, the lack of a decentralized environment encourages foul-play and embezzlement of generated revenue due to a lack of proper transparency in a market established by the people, for the people.

Decentralized Digital Royalties (DDR's) creates a new people-centric living ecosystem built around the Artists themselves. This means that profit share modules can easily be implemented to offer equitable investment options for listeners who desire to support their favorite artists on an entirely different level. Ultimately, implementing industry-wide DDR's will create a proper balance between the music industry—who manage the artists, and the listeners—who support the artists. Atomlogy creates a truly perfect environment for Decentralized Digital Royalties to thrive. It creates, and nourishes, an entirely new market for artistic expression and disrupts the industry right down to its core method of operation.

3.4 A New Era Of Listener Engagement

Current forms of listener engagement are limited to conventional methods of interaction. This includes sales, streams, and events, but does not provide a truly lasting and publicly impressionable market for the listeners. With the implementation of the Atomlogy, an entirely new method of interaction is produced, and a new era of truly collaborative listener engagement comes to fruition.

Artist Bounties are an innovative way to create massive amounts of organic promotion through collaborative paid efforts. With Atomlogy, the artist no longer has to worry about overpriced marketing costs and can ensure their message reaches a wide, diverse audience. They are no longer locked down to one niche form of marketing, and can reach out and create lasting impressions in entirely new groups of people. Artist Bounties are the future of media marketing, and allows for a decentralized approach benefiting both artist and listener.

Atomlogy offers a huge advantage over other streaming, marketing, and media sales platforms to date. Unlike others who simply offer a streaming and sales solution, Atomlogy offers the same with an added marketing and promotion solution to allow listeners to collaboratively support their favorite artists through symbiotic marketing efforts. This solution is called "Artist Bounties" and creates a platform for artists to offer various amounts of Atomlogy Dollar for completing tasks like sharing, retweeting, following, and other means of public information display that can help the artist get the word out about an upcoming project, song, or event.