

# Napster 3.0

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This paper was issued by the Napster Foundation, an independent non-US entity formed for the purpose of issuing the \$NAPSTER token



01

# Introduction

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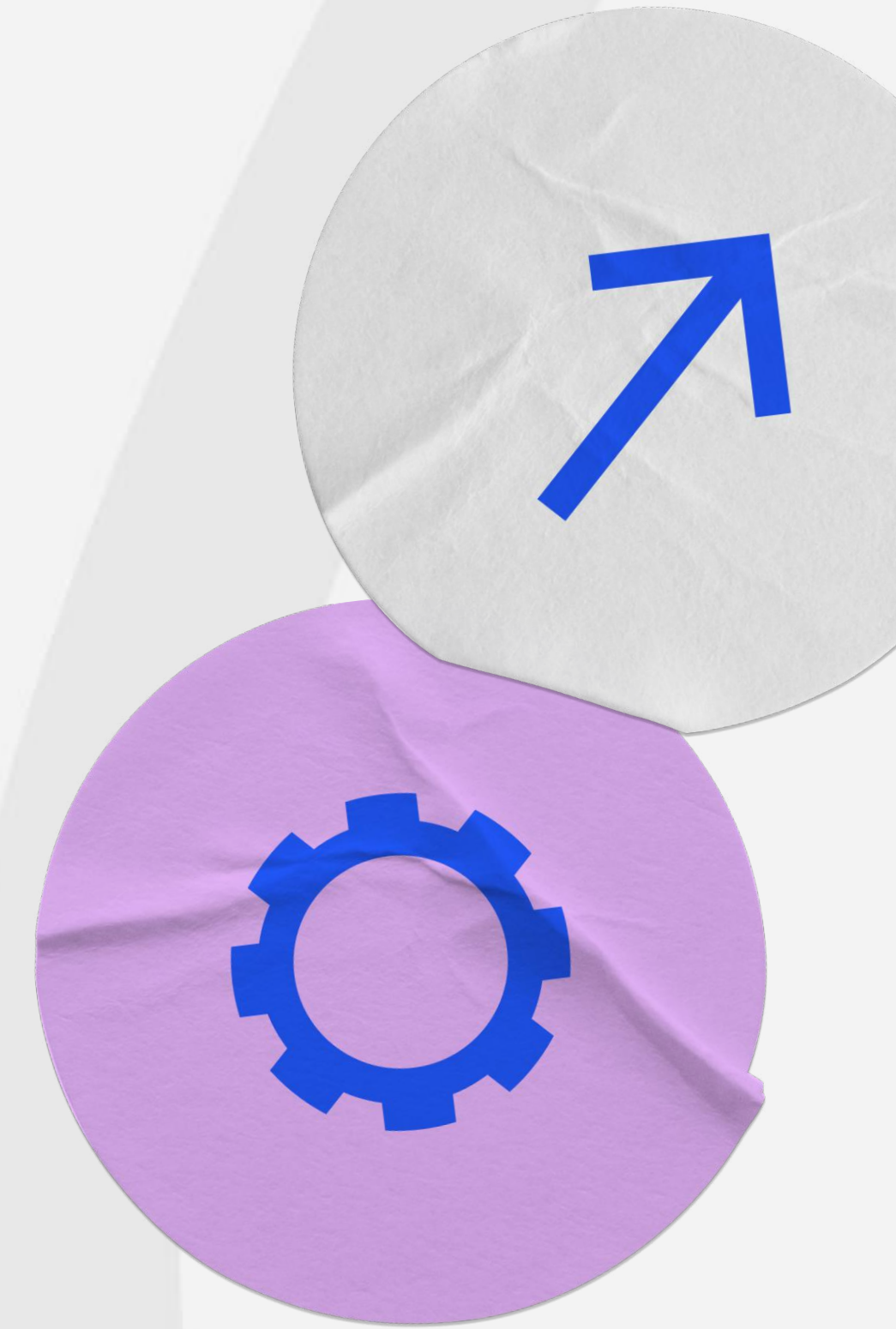
Napster was the original music industry disruptor of the Web1 era. A name steeped in innovation, it is proudly synonymous with music. It started a revolution as the very first platform to imagine how we would all enjoy entertainment in the future.

Utilising peer-to-peer technology, the original Napster put fans front and centre by creating a new means of music distribution. In subsequent years, it evolved into a fully licensed subscription-based music streaming service.

Now, Napster is going back to its roots and will launch as a decentralised music-first ecosystem to the benefit of fans, music makers and rights holders.

These communities will be empowered by the adoption of the tools of Web3 to unlock meaningful new ways for artists to build sustainable careers on their own terms and for fans to get even closer to the music.

The Web3 space provides a unique opportunity to deliver something truly ground-breaking for music makers, their fans, and rights holders. True to our DNA, that will be the focus of our innovation.



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# The Opportunity



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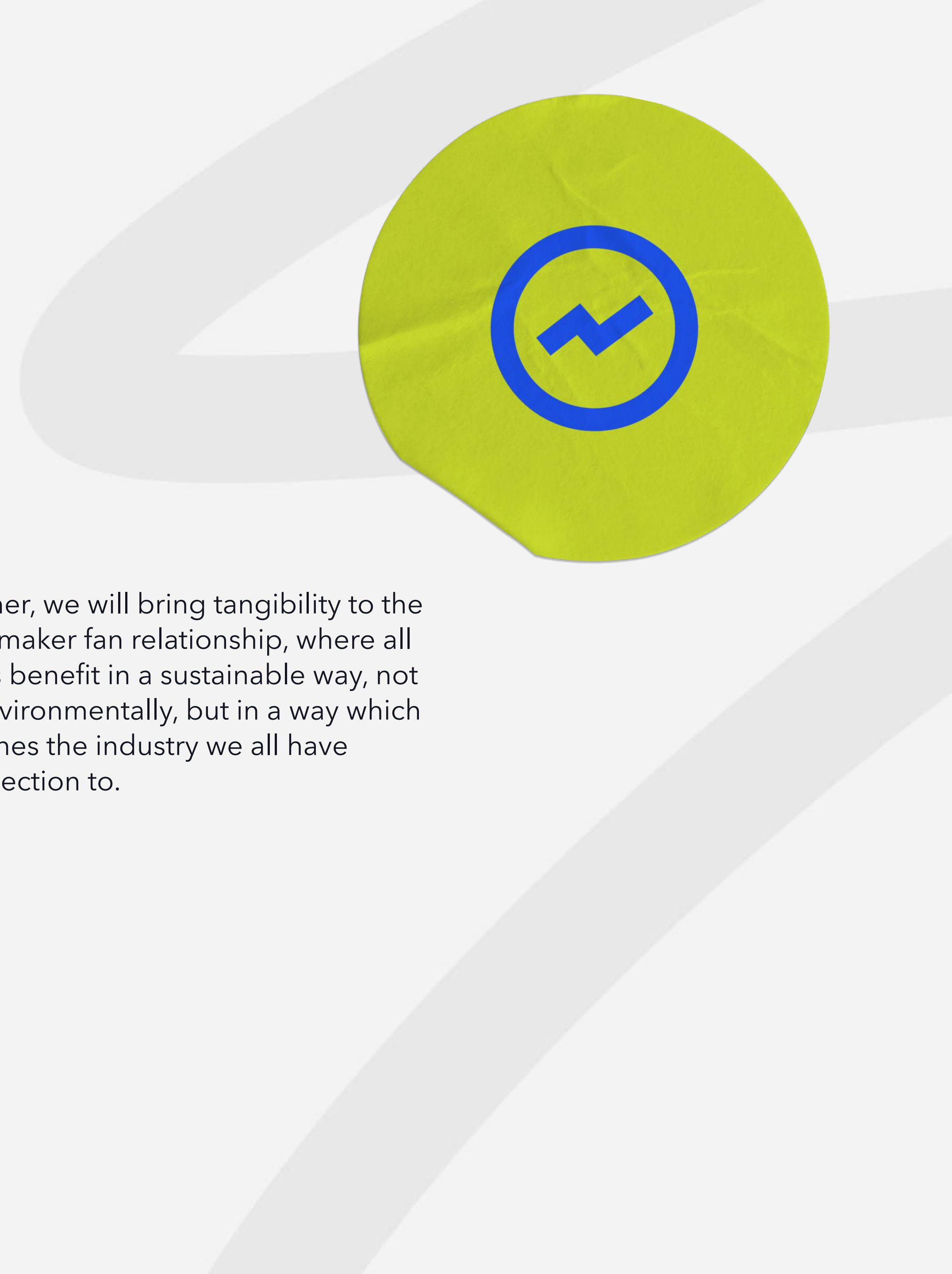
The natural evolution for Napster is to utilise these new and emerging technologies, and to present them in a way that music makers can swiftly adopt and adapt, to best take charge of their careers and the communities that support them.

Web2 gave artists a platform to speak to their fan base through third party properties, such as social media, without direct ownership of the connection with their biggest supporters. Web3 as a decentralised environment, with peer-to-peer communication at its core, allows for

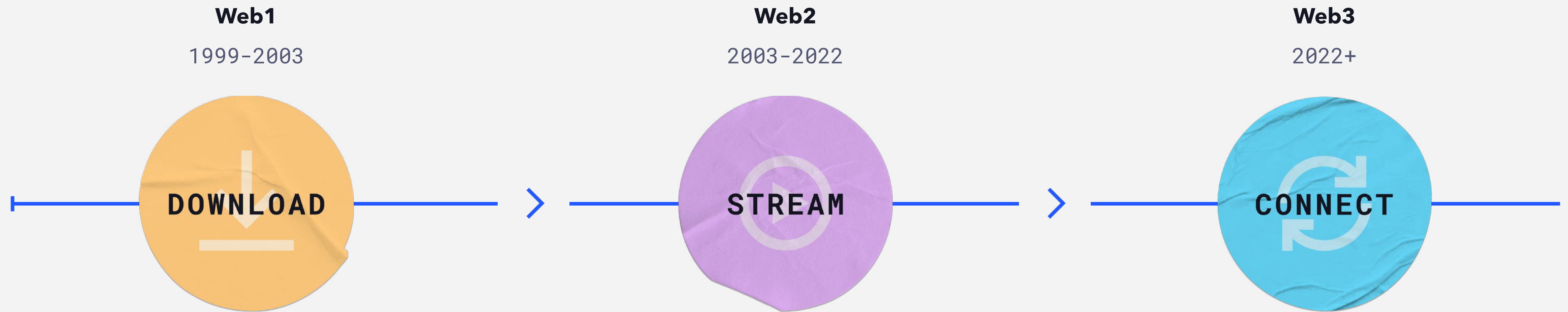
a collaborative two-way relationship unlocking new opportunities for value exchange between fan and artist alike. Furthermore, music makers are able to own their creative narrative and bring fans into their story.

Napster will unlock all the opportunities of Web3 for fans, rights-holders and music makers, backed by the Algorand blockchain protocol (the only carbon-negative blockchain infrastructure currently in existence).

Together, we will bring tangibility to the music maker fan relationship, where all parties benefit in a sustainable way, not just environmentally, but in a way which nourishes the industry we all have a connection to.



# Our Past & Future is Music Innovation



- The original disruptor, pioneering P2P technology used in blockchain and cryptocurrency to this day.

- Revolutionised music distribution from physical formats to online universal access.

- Pioneered how all forms of entertainment are consumed today.

- Rhapsody was the worlds first music subscription service (purchasing Napster in 2011).

- Native app featuring everything fans love in one place. Music, video, immersive audio & human curation.

- Powering music streaming behind behind global brands like Sonos, Huawei, SFR & Vivo.

- Introducing tokens to our ecosystem to empower and financially benefit fans, music makers and rights holders.

- Creating and strengthening new ways for the intangible relationship between music maker and fan to grow.



# Fans

Napster is music-first and is staffed by ardent fans who love music of many kinds. Our commitment to artists and artistry sets us apart from any perceived competitors. As fans, we are committed to artists at all stages of their professional lifecycle - the bedroom troubadour, the stadium-filling megastar, and everything and anything in between.

Whenever, wherever and however you connect with your favourite music, we'll be there. Developing a closer relationship with the music and artists we adore is everything to us. From being part of an exclusive content drop, to collaborating in the studio with your favourite band, Napster will host a range of ways for you to get closer to the music.





# Music Makers

Napster's vision is firmly centred on artists and empowering their creativity in Web3 and the real world.

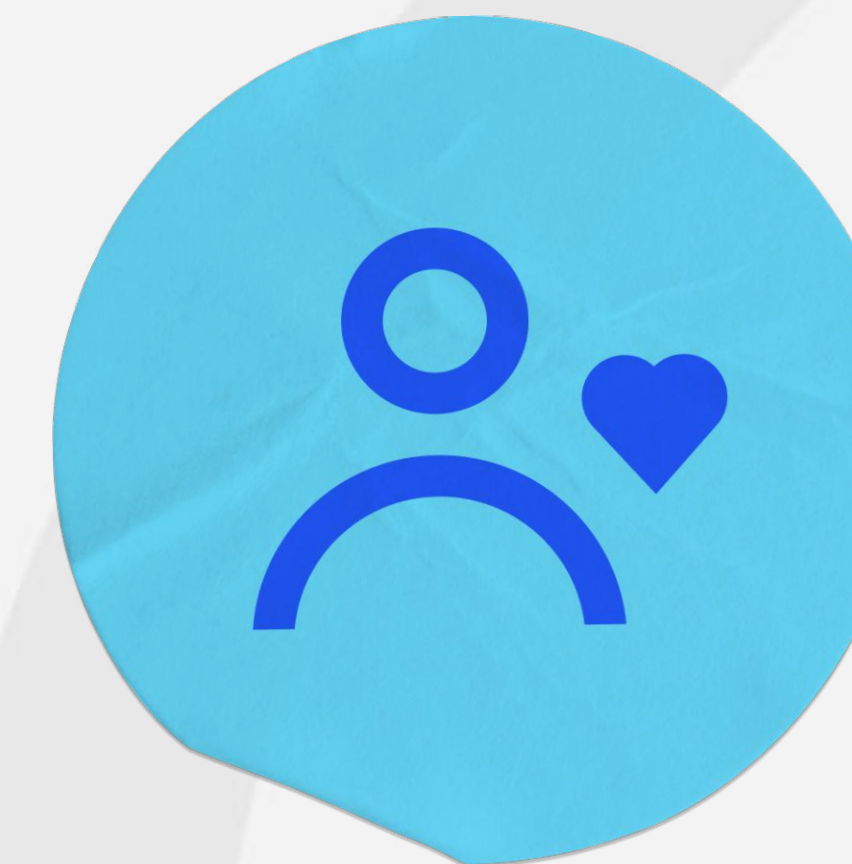
Artists will be able to control their own narrative and build stronger relationships with their fanbase, powered by Web3 integrations in a secure, open and carbon-negative ecosystem. Artists and fans can connect, create and profit together - narrowing the gap between creators and supporters.

By facilitating a more direct relationship with their fans, artists can harness the passion and enthusiasm to help grow the fanbase, collaborate creatively and unlock paths to supplementary revenues over and above their streaming incomes.

Owning the connection with your fans directly (versus arms-length connection via third party social media and streaming platforms) will democratise the opportunities open to emerging, established, legacy and superstar artists. Napster will facilitate a range of tools to establish, build and manage a super-

connected fanbase - we call this collection of tools and services the Artist Studio.

Additionally, over time the network will evolve to enable artists to orchestrate in-person, remote, live, and offline/asynchronous experiences all from one platform. The Napster Network unlocks new experiences for fans and new opportunities for artists.



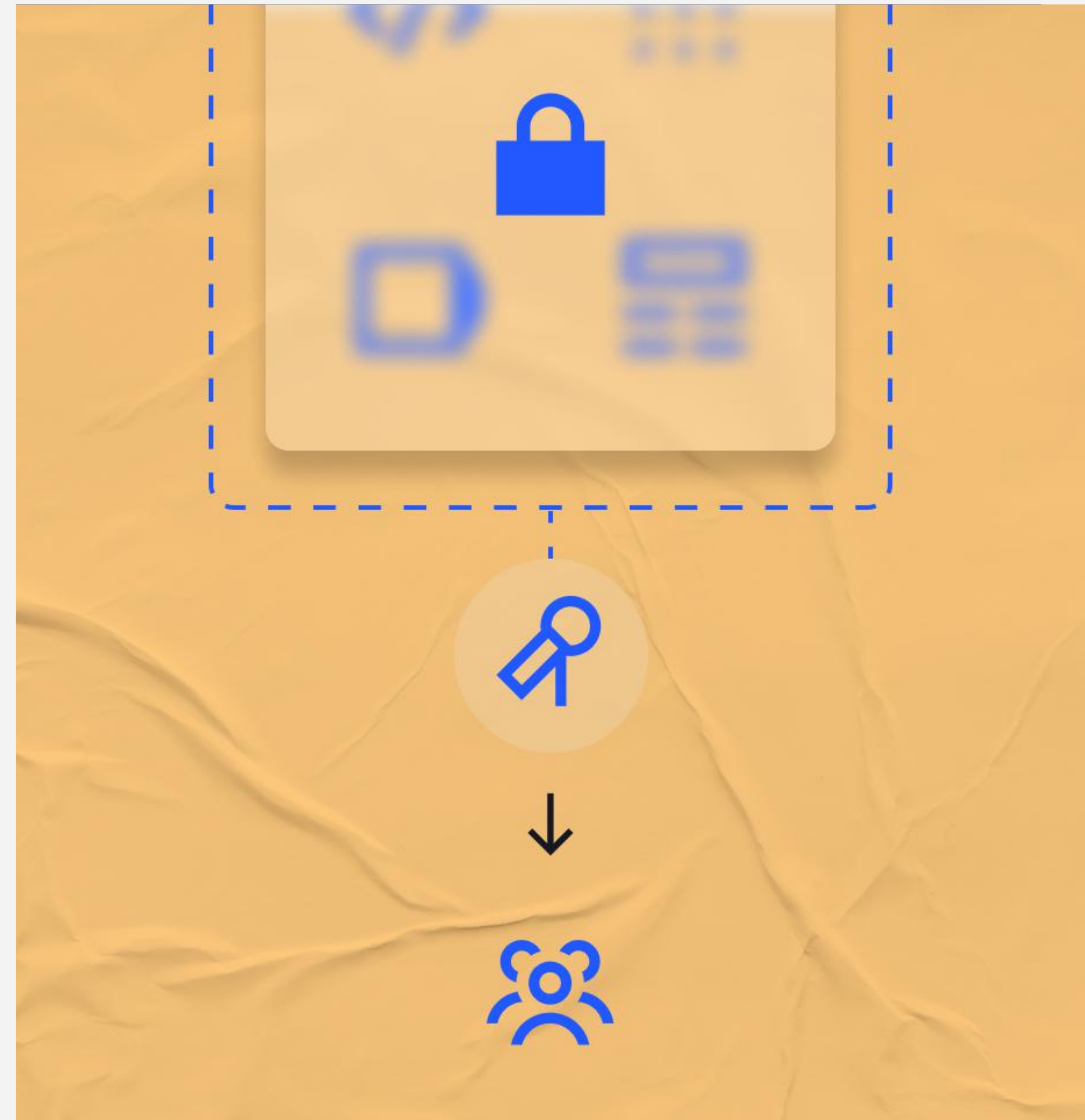


# Rights Holders

Napster aims to bring together all the opportunities of Web3 in a clear and attractive way to rights holders to ensure that their IP is treated with the highest levels of security and transparency.

In comparison to other music streaming platforms, we have the agility and stakeholder support to create an ecosystem that is sympathetic to existing business relationships, whilst offering a genuinely meaningful opportunity to safely explore and pursue commercial Web3 strategies.

Increased interaction and connection between artists and fans presents obvious commercial opportunities that such a rich relationship would suggest. Current and future rights holders will be integral in supporting all artists in growing the value of their existing and future content.



# Not Just Another Face In The Crowd

The intersection of Music and Web3 is already a busy place, with many start-ups trying to present solutions where they see a gap in the market. Everything from direct-upload distribution services to music-making collaborations with fans, and fractional investments in IP/royalty-share to digital merch and self-minting NFTs; there is no shortage of new kids on this block.

A tidal wave of disruption in very specific parts of the music industry threatens to overwhelm and alienate the very people it is intended to serve, thus stifling actual innovation, opportunity and creativity for the music making community.

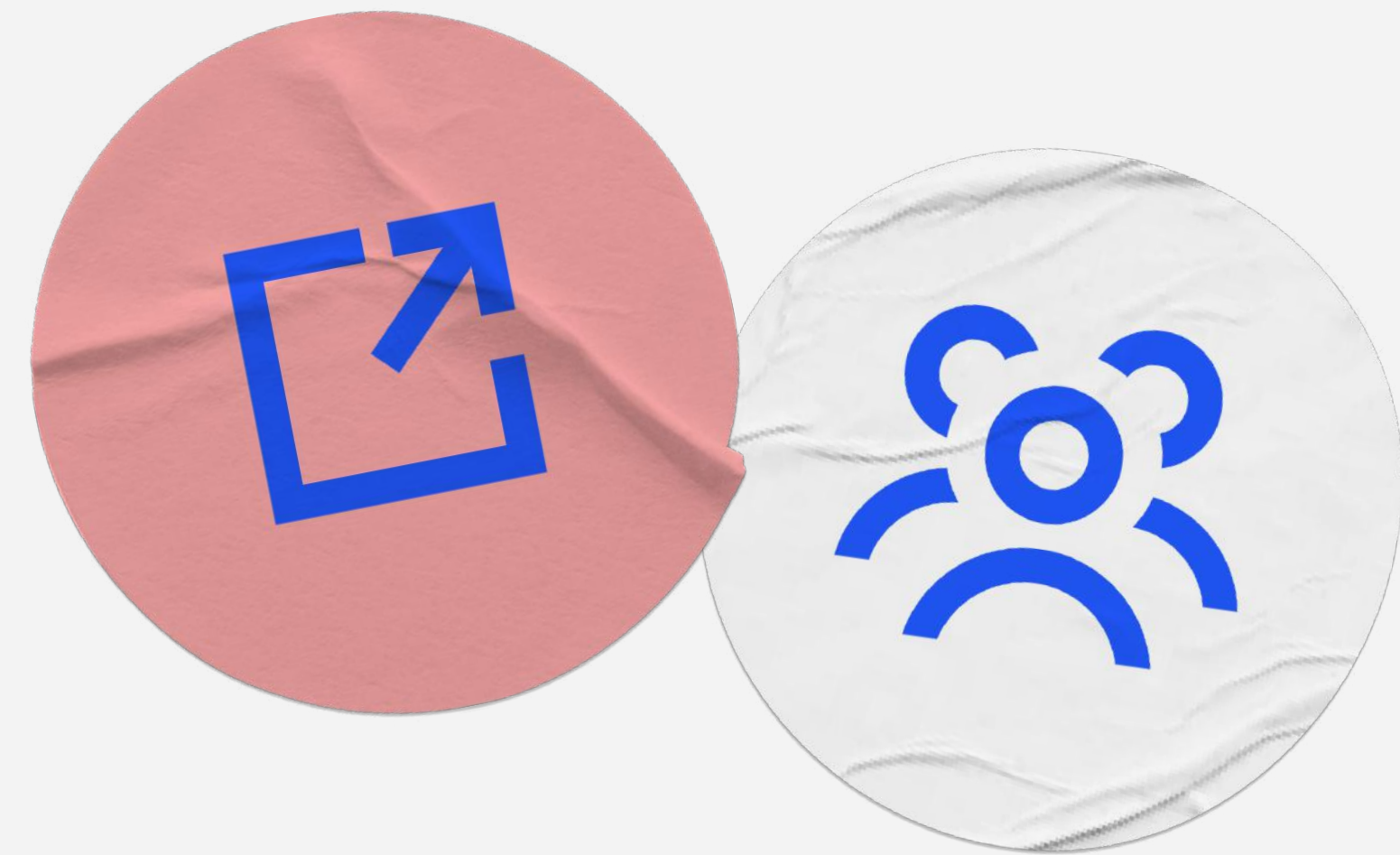
What is missing is an established brand name with tangible brand equity and a universal understanding of all aspects of the music industry, how it works and how it interconnects; and the means to bring disparate threads together to create a meaningful ecosystem which improves and innovates with the stakeholders.

A platform where fans can get all of the music they love, and explore deeper relationships with all of the artists interested in doing the same.

Where artists can easily plug into the latest innovations, choosing from a simple menu of proven options without the need to develop

specialised technical expertise or get bogged down by dealing with multiple different parties for each facet of their creativity.

Where rights holders have confidence that the integrity of their IP is rigorously protected, and they have a go-to home for Web3 activations and innovations.





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# The Napster Network

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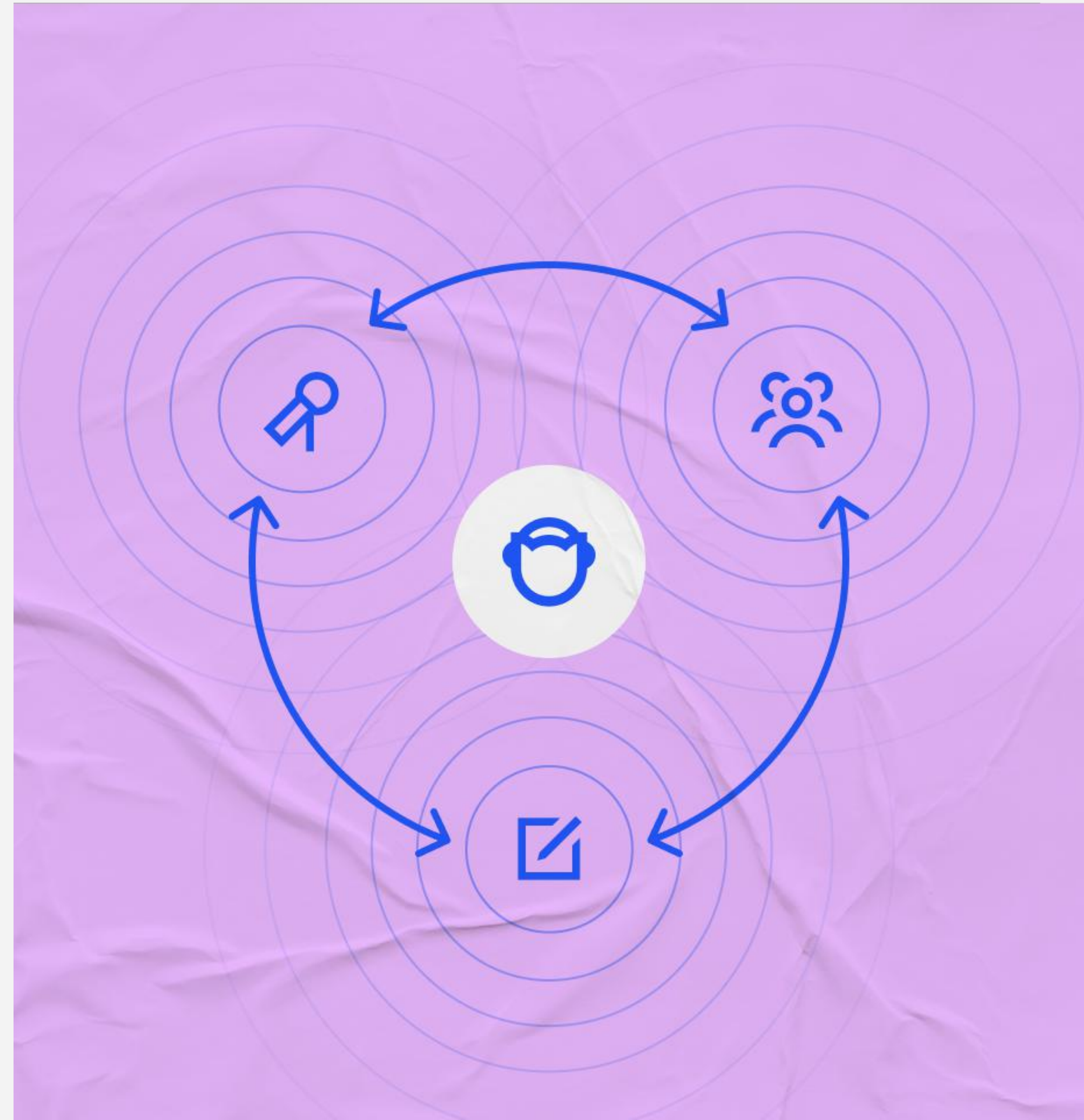
Napster is in a unique position to bring music makers, fans and rights holders together in one ecosystem, powering the widespread adoption of Web3. We're an established, globally recognised brand with a proudly disruptive legacy, with existing agreements in place with industry stakeholders.

Napster 3.0 is backed by the Algorand blockchain and a deep pool of resources from informed and successful Web3 entrepreneurs.

We are creating new ways for fans to more directly support their favourite artists, developing tools and mechanisms to get closer to the music.

We'll provide music makers with a fair, equitable way to distribute their music and generate income over and above music streaming.

We'll collaborate with rights holders to offer an industry-leading secure ecosystem to leverage their IP, and partner with them on Web3 activations - with unparalleled transparency.





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# \$NAPSTER

# Creating Value

We believe that blockchain technology, specifically token based incentives, will play a key role in aligning the interests of all stakeholders in the Napster Network.

To this end, the new Not-for Profit Non US entity conducting the initial launch of the Napster Network, which we will refer to herein as the “Web 3 Music Foundation”, is introducing the Napster Token, (“\$NAPSTER”). \$NAPSTER is the foundational medium of exchange that will be integrated throughout the products, tools, and ecosystem partners that constitute the Napster Network.

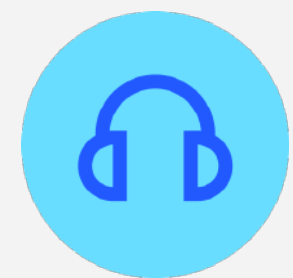
In order to bootstrap this new economic system, the Web 3 Music Foundation will implement a series of systems to reward stakeholders in \$NAPSTER for completing useful work. We call these systems, “Napster Incentives.” Initially the Web 3 Music Foundation will publish the conditions to qualify for useful work, but over time we will look to the community to propose, vote and approve new Napster Incentives to determine the future direction of the Napster Network.





# Objectives

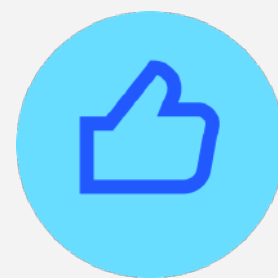
With regards to the Web 3 Music Foundation's objectives, these are the high level outcomes for the \$NAPSTER release:



Wallet and Custody support (both personal wallet and institutional custodial support)



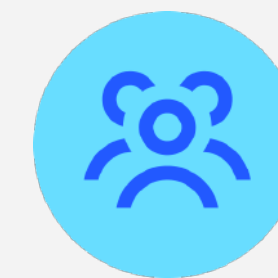
V1 of the Artist Studio & \$NAPSTER utility



V1 of Napster Incentives



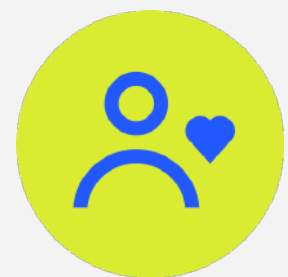
Cross-Chain Interoperability and bridging of \$NAPSTER to other blockchain ecosystems



3rd Party Integration framework for \$NAPSTER utility and third party content upload

# Token Treasury

With regards to the initial \$NAPSTER token treasury, we are contemplating the issuance of 10 billion tokens. We believe the majority of tokens should be provided to the community, including but not limited to the following subcategories:



Fan incentives



Creator incentives



Rights Holder incentives



Developer incentives



Strategic Partner(s)

Specific Fan, Creator, Rights Holder, Developer & Strategic Partner incentive programs will be released over the coming months.



# Initial \$NAPSTER Utility

\$NAPSTER will be utilised within the network protocol to gain access to a number of goods and services, including but not limited to:



Napster Streaming  
Service Subscription



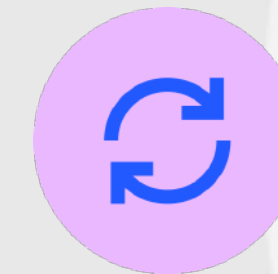
Streaming Service  
Premium Features



Unique Artist Content  
and Artist Presales



Napster Incentive  
Programs



Purchase of goods &  
services from 3rd party  
applications that are  
interoperable with the  
Napster Network

# Incentives

By performing useful work, users will be able to unlock access to the Napster streaming service, new premium features in the streaming service, Artist Studio content, and will be able to access additional tiers of the Napster Incentive programs.

In addition to unlocking access to various types of content and services, the Web 3 Music Foundation is investing in a series of open

source developer tools that will enable any third party application to integrate and leverage \$NAPSTER, Napster Network smart contracts, and publish content that is interoperable with the Napster Streaming application.

Initially, third party content will be limited in scope to music related media but over time the Napster Network will expand to support multiple genres and content

formats all of which will be interoperable with the Napster streaming application. The Web 3 Music Foundation will publish a series of Napster Network Standards for third party and user generated content.

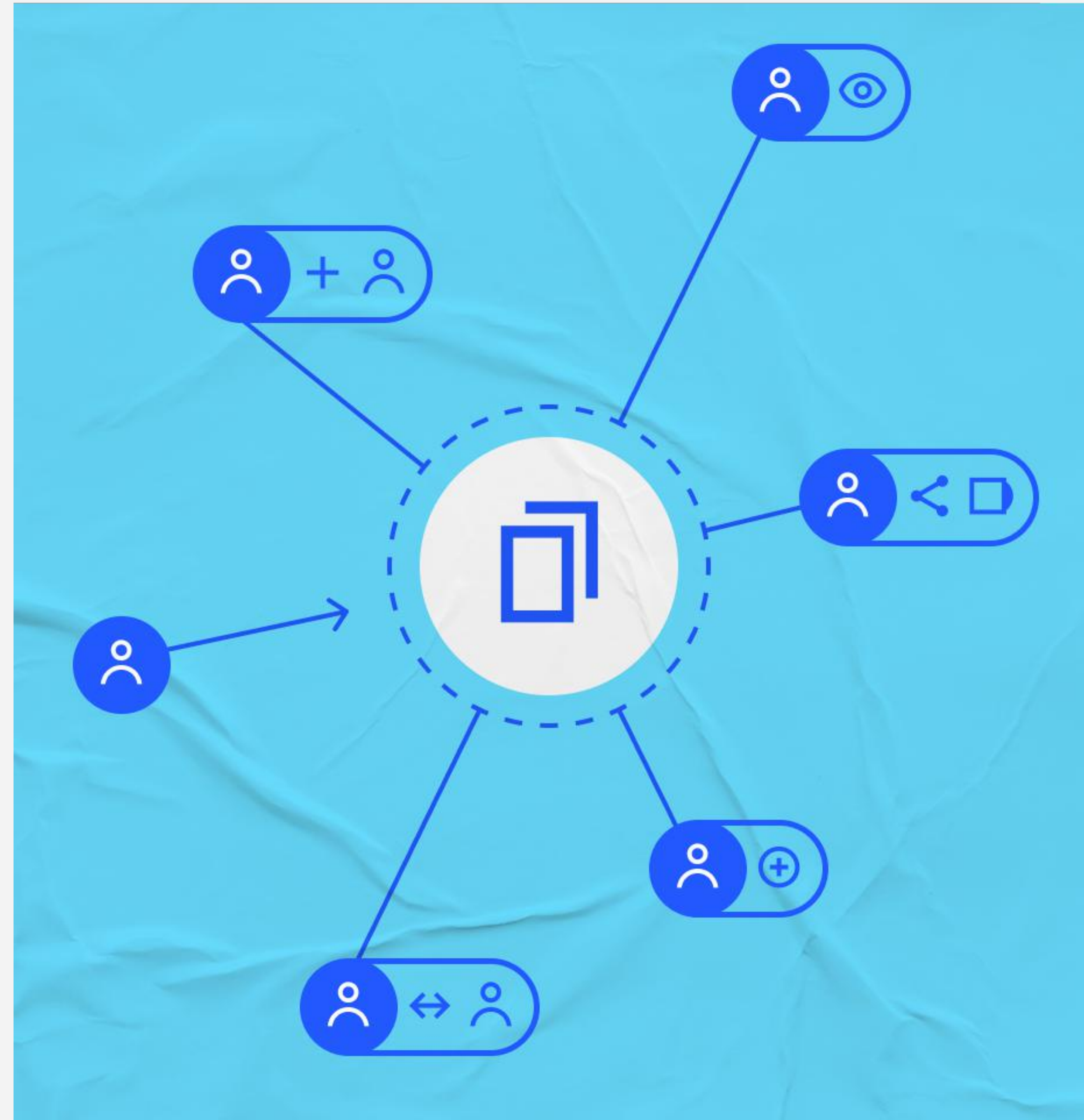




# Napster Network Tech

In order to facilitate the creation and distribution of digital content within the Napster Network, the Web 3 Music Foundation is publishing a series of open source smart contracts that any Napster Network partner will be able to leverage. Initially these smart contracts will enable the creation of an asset, orchestrate the trade lifecycle (order, listing, match making, transfer, and settlement) and will act as the escrow agents that fund the Napster Incentive programs.

If there is a desire to expand/adapt the initial set of smart contracts, the Web 3 Music Foundation will update the Developer Napster Incentives for firms to modify, audit, and subsequently publish new versions of these smart contracts for use by the Napster Network.



# Learn More

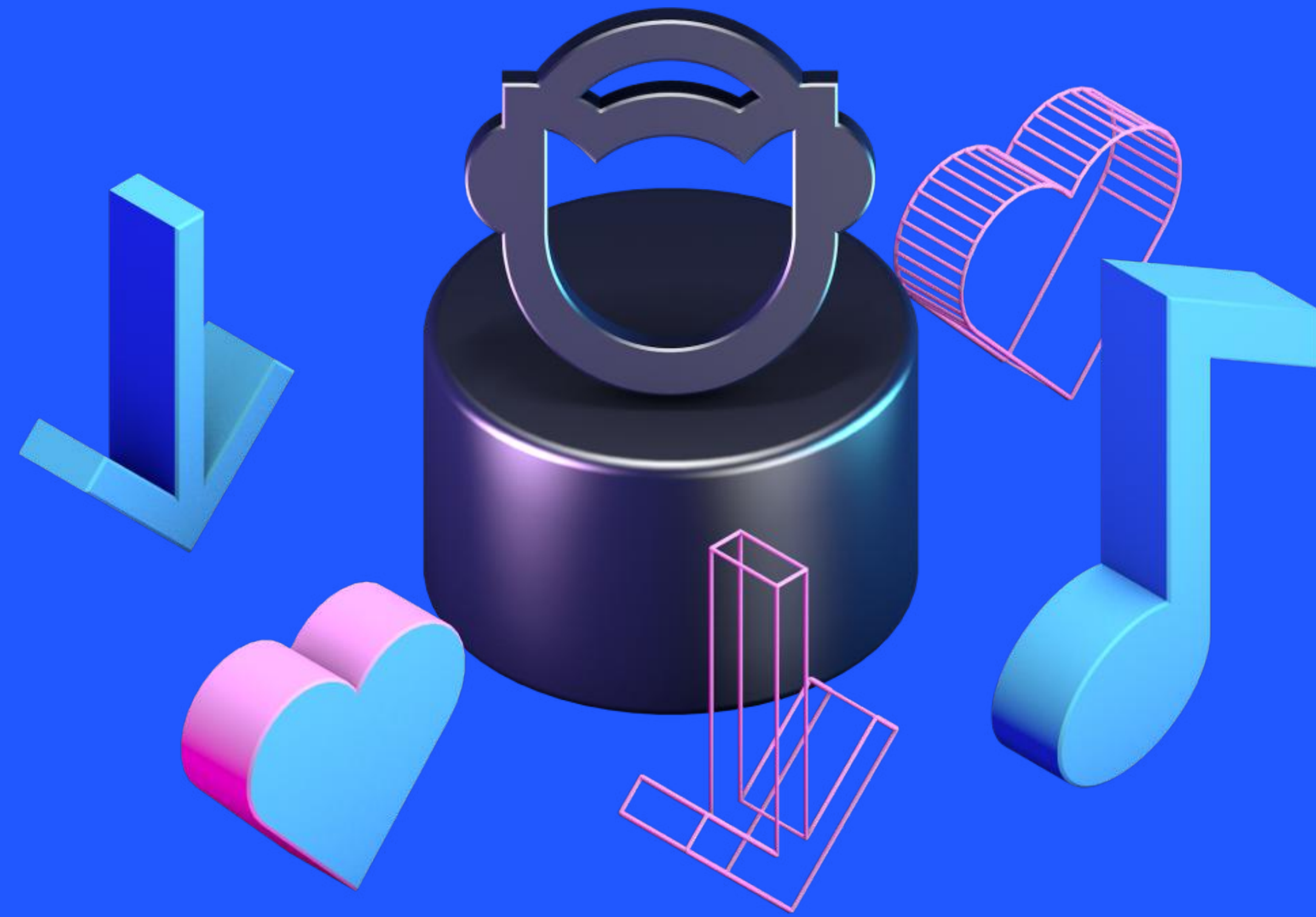
With the launch of the Napster Network, we are forging new paths, developing new technology and pioneering the creation of a new fan:creator paradigm.

If you're a [Napster Subscriber](#), input your email below for guaranteed early access to the Napster Network; otherwise, join our waitlist:



[napster.com/web3](https://www.napster.com/web3)





Thank You