

WHITEPAPER

# ANIMAL CONCERTS

NEXT GENERATION  
ENTERTAINMENT  
EXPERIENCE

# EXECUTIVE SUMMARY

## THE PROBLEM

With declining album sales, the increase in streaming and limited touring capacity, artists' revenues have been declining sharply, yet fans are starved for interaction and are looking for a more personal connection with their beloved musicians.

Events globally are moving online – especially in the last year. The Belgian mega rave Tomorrowland went online in 2020 and sold over 1 Million tickets. People threw parties in their houses, invited their friends and partied like they were there. This is now becoming mainstream and the potential here is enormous.

## OUR SOLUTION

We are creating the next generation entertainment experience. We produce unforgettable concerts, while leveraging cutting-edge technology to bring these experiences to fans worldwide through the metaverse and utilising NFT technology.

- + Focusing on Metaverse experiences and live concerts
- + Unique NFT drops featuring our artists which include collectible album art, tangible items (handwritten lyrics), NFT tickets and NFT experiences (meet and greet)
- + NFT ticketing systems means on-chain ticket and NFT revenues easily and transparently make their way back to users Sponsorships & Partnerships
- + Marketing, Data & Advertising opportunities
- + Introduction of the next 100 million users to the cryptocurrency space

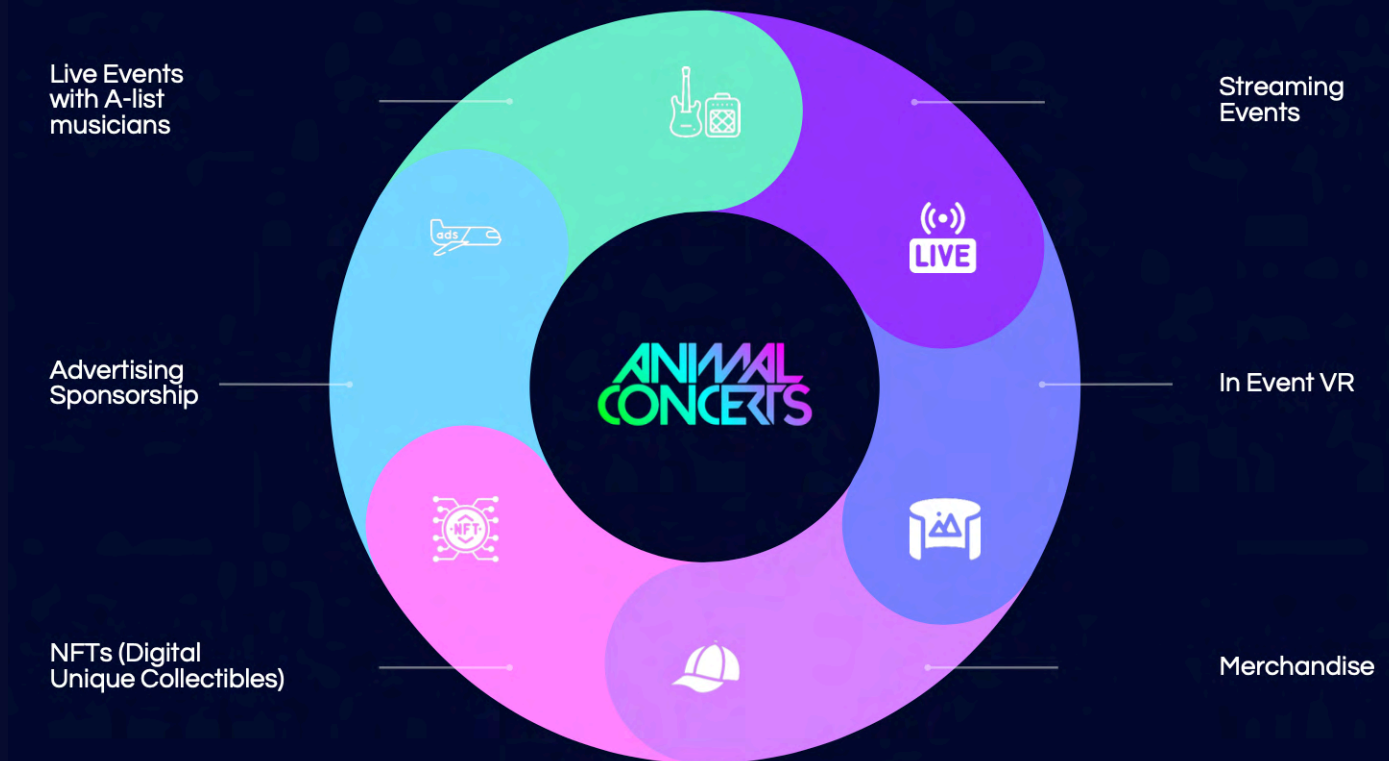
## REVENUE POTENTIAL

A big artist can easily sell 100,000 tickets for a venue in just one city – opening this up to the entire world via online streaming – we can sell millions. Once we have an active community of millions, the potential for additional revenue streams in advertising, promotion and partnerships is massive. We can have Super Bowl style sponsors, partner with entertainment or crypto companies, and we already have lines of additional merchandising in the works. Even the data we can collect via optional surveys in exchange for free tokens, is incredibly valuable from this most desirable demographic.

Every band has an army of fanatical followers we can bring to our community. We will have entire lines of merchandising for each artist and sell VIP tickets to the intimate venues where the concerts are performed, and we can produce and sell collections of NFT's on the artists behalf. GenZ are used to buying digital assets like in-game spending. Many kids today prefer to spend money on digital assets rather than purchasing physical goods themselves. We can sell them a T-Shirt from a concert, and then they can wear this T-shirt on their Avatar in their favourite game.

## CREATING AN UNPARALLELED EXPERIENCE

We will bring artists and their fans closer together on our platform creating new and innovative experiences and opening up the world of Watch to Earn entertainment to millions. Our concerts will be fully immersive allowing fans to experience being on stage with their favourite band, but from their own living room. This is made possible by cutting edge 360 Degree cameras on stage.



## UTILITY

Our Animal token will be the Digital Currency for our ecosystem where users can purchase concert tickets, wearables, NFT's and other products directly from the app. The additional use cases include a robust reward system and protocol governance, further described below.

- + Medium of exchange within the ecosystem
- + Watch 2 Earn – users earn rewards for active participation in our metaverse events
- + Governance of the NFT marketplace and on-chain treasury which is directly linked to digital merchandise sales
- + Artist/Fan interaction through voting and participating in concert activities
- + Stake to earn status, tickets, perks and entries into limited edition giveaways

## ON A MASSIVE SCALE

Our contracts with the artists include many social posts on Instagram/Facebook/Twitter mentioning us – some of these artists have 20 million+ followers. We are aiming to have the biggest social following of any cryptocurrency – as no other coin has the mainstream reach we will have by using big name celebrities as our marketing arm. We will also sell tickets via Ticketmaster, Eventbrite and Resident Advisor, ensuring fans who follow their favourite artist on these platforms, will be notified about a concert but not just in one city – but all around the world. Our token will be listed on premium reputable exchanges so that we are open and accessible to everyone.

## OUR AMAZING TEAM

We have built a very solid team of experienced experts and entrepreneurs from industries like technology, finance, real estate and media – but also experienced bookers in the music industry – coupled with experts on blockchain and NFT’s to help us achieve our goals and roadmap. We are working hard building the plan for the concerts, the technology, marketing & promotion and we will work tirelessly to make our vision become a reality. We have some significant targets and goals but we have the team, the energy and the ambition to make it happen.

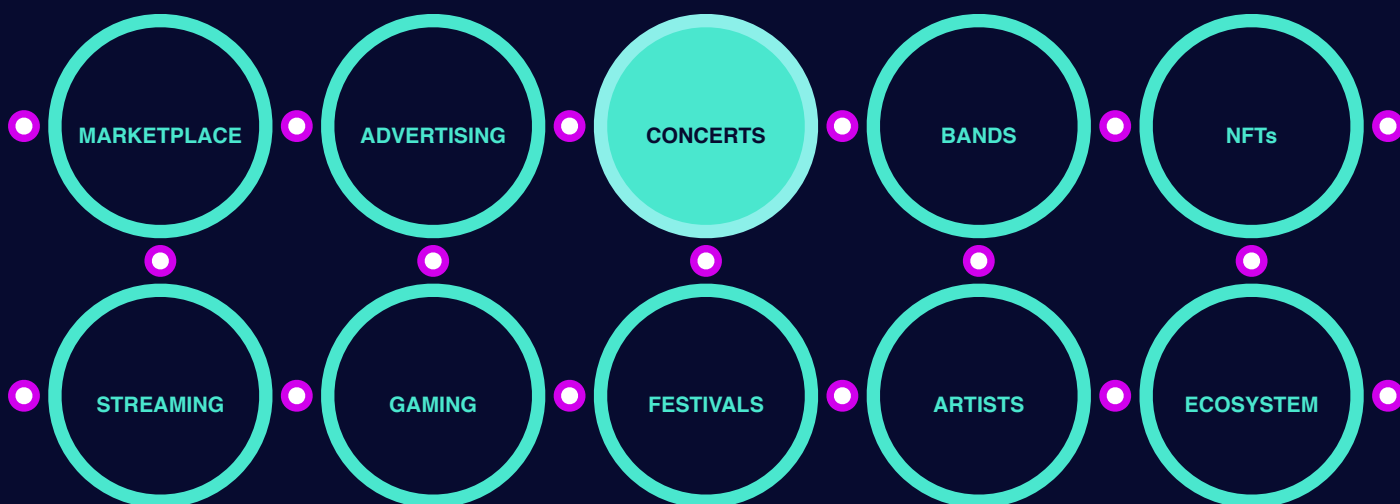
## JUST THE BEGINNING

Animal Concerts shows incredible promise on a multitude of fronts: Revenue from ticket sales, Advertising, Promotion & Merchandising, and even NFT’s but also with real token utility across the entire ecosystem. Household name artists will be promoting us to our fans helping us get exposure to the masses quickly like no other Cryptocurrency. With many more avenues for additional revenue potential in video games, art and in person concerts – we are incredibly excited about the phenomenal possibilities of this project.

## HOW WILL ANIMAL RESHAPE THE INDUSTRY

Animal is expected to reshape the entertainment industry. In doing so, we see revenues being generated through a combination of strategic initiatives:

- + To bring online streaming concerts to the next level
- + Book top tier artists for concerts and have them promote our brand and platform
- + Multiple potential verticals including Art, Music, Video Games & NFT's



## WHY SHOULD CONCERTS USE A CRYPTOCURRENCY

Banking and payment systems are inefficient and outdated. Using our native Animal Tokens you can easily jump on an App and make accurate & fair payments to participants or artists involved. No longer do we have to wait to “wire transfer” or worry if the banks are open during weekdays. Animal Tokens provide the platform for dedicated fans to directly participate, whilst artists get compensated via the Artist to Audience protocol.

This is the first step that Animal is conducting to reshape the industry. But let’s also address the elephant in the room; cryptocurrency is considered more attractive to the next generation of consumers, those who grew up as digital natives. But primarily, a tokenised ecosystem enables

## Additional Benefits of a Tokenised Concerts Ecosystem

- + Ability to capture a greater percentage of users discretionary income
- + Integrating into a digital environment such as the Metaverse requires a digital currency to reduce friction
- + Traditional revenue models experience significant leakage due to middlemen and inefficiencies

**“CURRENCY IS JUST ONE TINY LITTLE ASPECT OF [CRYPTO]. IT’S ABOUT CHANGING HOW WE INTERACT IN A BUSINESS SETTING.”**

GRAMMY-WINNING ARTIST RAC.

## MUSIC ENTERTAINMENT MARKET

### AT A GLANCE

**\$3 BILLION**

2021-2022  
LIVE MUSIC  
GROWTH

BUSINESSWIRE MARKETS

**\$29 BILLION**

2021 GLOBAL LIVE  
MUSIC MARKET

BILLBOARD MUSIC  
RESEARCH

**\$32 BILLION**

2022 GLOBAL LIVE  
MUSIC MARKET

PWC'S GLOBAL ENTERTAINMENT & MEDIA OUTLOOK  
2018-2022

**19.9%**

STREAMING  
GROWTH

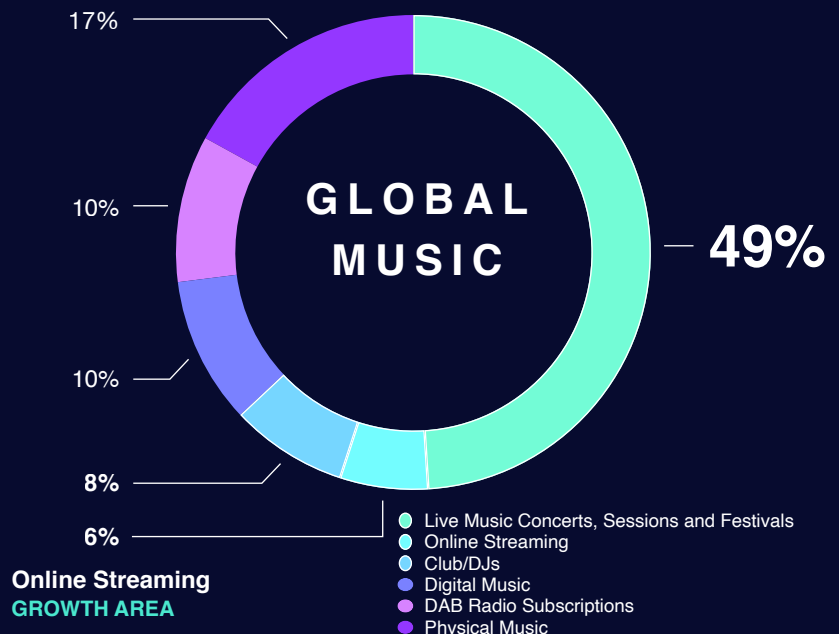
Music industry revenue shift from physical and digital sales to streaming, live events and VR represents the highest level of engagement and revenue opportunity for interactive music streaming.

Animal is especially well placed to offer the most unique service and marketplace offering live, streaming and VR, forging relationships with the top music talent agents and concert organisers and brands to feature the top 200 artists and bands.

A key segment in the Animal concerts roadmap is VR; Citibank estimates the VR Market will reach \$1 Trillion USD by 2035

## LIVE CONCERTS AND FESTIVALS CONTINUE TO DOMINATE

Animal’s live, streaming and VR concerts feature the biggest artists offering brands and sponsors a new, engaging and robust value proposition.



# AN INTERACTIVE EXPERIENCE

Animals plans to offer realistic synchronous communication with other users, allowing users to enjoy experiences together across the globe. Such features serve to simulate the experience of attending live events with friends.

## ARTIST AND MUSIC FUELLED COMMUNITIES

### ARTIST FANBASES PROPELS STREAMING GROWTH

Music events are about experiences and music concerts are synonymous with visually delightful experiences. Our platform and marketplace add many layers of engagement to the musical experiences. Music historically drives new platform use because of its universal appeal. For example, the fan base of the top video game is dwarfed by the artist fan base of leading artists and bands.

We will have agreements and confirmed bookings with the world's top 50 bands and artists, working with the best agents and organisers to hold 200 spectacular events in our first year.

One such partner AMA Music organises over 300 music events per year.

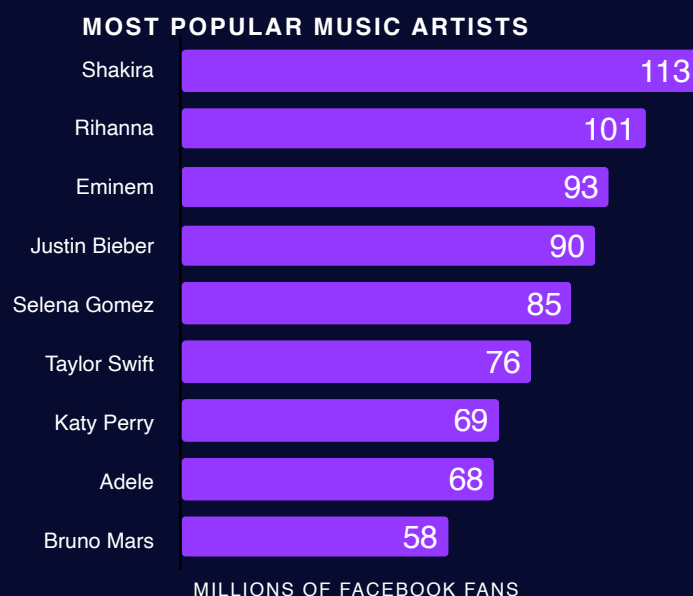
Our artists want to work with Animal because we offer far better opportunities to engage with fans and reach new communities and significantly greater than industry standard revenue shares.

## ENGAGEMENT ANALYTICS

Animal's backend analytics will provide deep insights, interaction time, heat maps and other engagement telemetry on how users are interacting during events as well as media views, news, artist social media posts and content launches are announced with our community and marketplace. Our platform roadmap includes auto reporting and other label, content creator services such as rights management, publishing and NFT sales.

Our dashboard provides aggregated transaction and user reports across multiple platforms and devices, all of which will be available to export and visualise for artists, brands, sponsors and partners to gain special insight. Since these behaviour maps are generated through through our platform controls, it is possible to record the details on the blockchain, making it highly effective for measuring engagement and creating transparency in reporting.

Artists and Bands are contracted to help promote their events on all social media platforms (10 posts each). Standard contracts include 20 meet and greets, 50 backstage passes, 10 VIP passes. NFTs will add millions to our marketplace revenue. Typical NFT contracts include 100 signed guitars, signed lyrics and backstage passes as NFTs to the holders NFT ticket



# GLOBAL MARKET OVERVIEW 2020

Users want to engage with their favourite artists and are demanding the next unique, interactive experience.

In 2020, the global recorded music market grew by 7.4%. This marked the sixth consecutive year of increasing revenues, thanks to a continued rise in paid subscription streaming revenues which offset a decline in physical and performance rights revenues.

There was growth in eight of the top 10 markets globally, largely driven by streaming. Revenues from subscription streaming, in particular, increased across the board.

Record companies' ongoing hard work and investment laid the foundations for a now predominantly digital industry and helped to ensure its resilience against the extraordinary circumstances of 2020. Record companies have continued to invest in artists, as well as in their own infrastructure and networks around the world, to drive the development of the industry. Alongside this, they have engaged in diverse methods of bringing music to fans across a range of digital services, ensuring that there are more opportunities than ever before to experience music.

Other sources of music income, especially live music, have suffered during the pandemic. Social distancing restrictions have severely impacted the live music market. For example, Live Nation, a leading live entertainment company, experienced a 98% year-on-year revenue decline in Q2 2020, driven by global concert shutdowns. Live Nation management expects concerts to return to scale by summer 2021. Goldman Sachs projects live music revenue will recover to pre-pandemic levels by 2022

The music industry is nothing if not resilient, having experienced a dramatic turnaround over the past five years. Technological advances driven by streaming had ushered in a period of growth. However post pandemic new revenue streams are what's needed to complete a recovery and to grow further.



Voice Chat, Messaging between fans, groups, bands and artists



Search and Filter event attendees, locate friends attending this event that are within 1 mile of your location



All our events will be live events with VIP tickets to sound checks, meet and greets and backstage passes



Watch together, Immersive AR and VR Join friends and Events, Invite, Favourite



Easy to purchase and attend events. Supreme customer experience. Discounts for using ecosystems currency in our marketplace



Interact, voting and tipping favourite artists, collect unique collectibles and NFTs Rewards for regular engagement and attending multiple events

# A RETURN TO LIVE CONCERTS PAIRED WITH STREAMED EVENTS

After a definitive halt to live music events in 2020, fans will be itching to see their favourite musicians live, surrounded by the ambiance that only an in-person concert experience can provide. Live music events will change to introduce AR, VR, and event streaming 'everything everywhere' at scale. The music industry doesn't have to stick with one specific way to tour. Drive-in concert events, intimate and unique at-home live streams, and other adaptations to the concert experience give performers ways to ease into the live music scene again and to revive earnings.

As with the music genre crossover and the mood-setting aesthetic that people crave, there'll also be an increase in festival gatherings. Various artists will come together and provide a multi-faceted experience that will introduce fans to music in the same way genre-less playlists and algorithms aim to with technological innovation.

Fans drive music industry trends. With more people using Animal Concerts, a first-hand platform to share their thoughts, preferences and dislikes directly with artists and execs at major record labels, it makes gathering data easier to make smart decisions that benefit all. As with any music trends that've been popular in the past, it requires leading the pack in what's popular in the moment and then learning how to capitalise on it for the long-term.

Our research and experience tells us that blockchain will accelerate and enable further technological advancement. Not least the building of artist led communities and fanbases that have insatiable appetite for live and streaming concerts, events and festivals

Animal takes Interactive Voting to a "next level" experience allowing them to vote for the best parts of the show, with feedback to the artist. Enabling them to vote on all content released by the artist to their community.

Our events and experiences are the catalyst needed to revive the industry and introduce new capital which until now has been focussed on music IP investing and acquisitions.

**UP 7.4%**

GLOBAL RECORDED MUSIC MARKET GROWTH

**DOWN 10.1%**

PERFORMANCE RIGHTS  
REVENUES REVENUE DECLINE

**UP 19.9%**

STREAMING GROWTH 2021

**443M \$USD**

USERS OF PAID SUBSCRIPTION ACCOUNTS

**62.1%**

STREAMING SHARE OF GLOBAL REVENUES

**UP 18.5%**

GROWTH IN PAID SUBSCRIPTION STREAMING  
REVENUES



# 2020 IN NUMBERS

In 2020, recorded music revenues totalled US\$21.6 billion, an increase of 7.4% on 2019 and the sixth consecutive year of growth. Growth was driven by streaming revenues – particularly paid subscription streaming – which more than compensated for declines in revenues in other formats.

**A deep dive look into the formats tells a different story. The music industry is suffering and so are artists.**

## ANIMAL CONCERTS IS THE VITAMIN SHOT TO REVIVE MUSIC

### STREAMING

**UP**  
**19.9%**

It was a strong year for streaming and revenues grew by 19.9% in 2020 to US\$13.4 billion. Paid subscription streaming was the key driver of this, growing 18.5%. Streaming was the dominant format and accounted for 62.1% of global recorded music revenues. It represented more than half of revenues in 48 markets worldwide, an increase of 12 markets from 2019.

### DOWNLOADS AND OTHER DIGITAL

**DOWN**  
**15.7%**

Music consumption continued the move from an ownership model to an access model in 2020 and revenues from downloads and other digital fell 15.7%. Revenues from permanent downloads declined 17.3% to represent less than 6% of total revenues and just over US\$1.2 bn.

### PERFORMANCE RIGHTS

**DOWN**  
**10.1%**

Revenues from performance rights – use of recorded music by broadcasters and public venues – declined by 10.1% in 2020 as the COVID-19 pandemic impacted public performance revenues, interrupting more than a decade of continuous growth in this sector.

### SYNCHRONISATION

**DOWN**  
**-9.4%**

Revenues from synchronisation – the use of music in advertising, film, games and TV – declined by 9.4% in 2020 due to production delays resulting from pandemic restrictions after growth in 2019 of 4.4%. Sync's share of total global revenues (2.0%) was slightly lower than the 2.4% recorded in 2019.

### PHYSICAL

**DOWN**  
**4.7%**

Physical revenues fell by 4.7% in 2020 to a total of US\$4.2 bn. This was a slightly slower rate of decline than the previous year (5.3% prior year). Alongside a reduction in revenues from CDs (down by 11.9%), vinyl had a very strong year and revenues grew 23.5% compared with 6.1% in 2019.

# REAL WORLD EARNINGS POTENTIAL

## TRIPLE DIGIT \$M ARR FORECAST

A big artist can easily sell 100,000 tickets for a venue in just one city – opening this up to the entire world via online streaming – we can sell millions. Once we have an active community of millions, the potential for additional revenue streams in advertising, promotion and partnerships is massive.

- + **Selling concert tickets;** targeting sales in the millions of tickets, at \$10-15 per producing repeatable extremely high margins on an incrementally lower cost base, leading to a healthy 10x CAGR when compared to current industry benchmarks
- + **Building and enhancing blockchain communities; offering crypto natives new experiences. Appealing to non crypto natives via social media.** Our CAC (Customer Acquisition Cost) is as low as possible. 100s of millions of people are crypto native music fan and we will deliver the best experiences to all fans
- + We will **sell merchandising for bands through our platform** replicating the existing model at concerts with none of the drawbacks with stock levels and margins
- + **Creating Unique Limited Edition NFT's** especially prepared for a band has multi million MRR potential
- + We are working with bands to **offer 100s of creatives** from each band or artist including images from previous concerts, signed guitars, handwritten music and other amazing items
- + We will directly **appeal to big brands generating advertising revenue whilst generating brand loyalty with Super Bowl style ads** at start and end of concerts
- + With the help of our growing audience, community and fan base we see multiple opportunities to **add promotions and sponsorships both inward and outward facing adding yet more revenue growth**
- + **Partnerships and collaborations;** we are already seeing related businesses and partners wanting to use our platform for a number of the opportunities we have spoken about above. In addition there are a number of technical partnerships to expand our reach and capability further in areas such as multi chain interpretability, multi wallet compatibility, asset and token custody, payments and asset exchange
- + Keeping customers' data safe is our first data priority. However with customer permission we will use **Identity and purchasing behaviour data to offer customers better rewards, deals and experiences.**
- + We offer **simultaneous streamed gigs into multiple venues.** Fans can experience more than 1 gig per night with on demand access to their favourite DJs, Bands and Artists.
- + **We will offer concerts dedicated to schools, colleges and universities.** We know this is a ready made, eager market for us given positive feedback from top UK and US universities and colleges.

# MAXIMISING TOKEN UTILITY FOR ALL

Our Animal token will be the Digital Currency for our ecosystem where people can buy concert tickets, merchandise, NFT's and other products right from the app. It will also be the currency used by our sponsors and partners want to do business with us, thus solidifying real token utility in the long term.

## PLATFORM AND PLATFORM UTILITY

- + For smaller stadia and venues we will charge a per event fee similar to Sky Box Office Commercials Distribution Agreements to receive the event or concert stream. We recognise this significant potential to scale. However **venues can earn back tokens if their sell out in record time, each time**
- + Centralised and decentralised **streaming services** pay to be a recognised supplier and one of the hosts or access portals to a streaming experience - they can also be **rewarded with tokens in line with the quality of their streaming service when they join our platform network and protocol - ensuring we deliver the best experience possible - its a win for all!**
- + **Promoters, distributors and sales agents** earn tokens for faster than agreed sales of tickets vs their contract, their contract replicated in a smart contract - encouraging a healthy amount of competition with transparent and fair terms
- + **This solves a number of existing concert ticket sale website issues:** Ensuring buyers can buy when they want, accessing platforms without issues so we experience fewer abandoned purchases. **Fans who often fail to get tickets to traditional events we feel your pain**
- ★ **Token rewards encouraging partner platforms promote us and deliver the best technical service and experience,** in doing so, fans and artists will naturally gravitate towards those that perform the best, offer the best price whilst offering the best service
- + We are working with a number of global **infrastructure providers. They will** accept FIAT and tokens from us - ensuring **our cost base does not increase significantly with scale**
- + **Complimentary additional marketplaces** add to our distribution and sales reach to sell content, digital merchandising and NFTs accepting FIAT and tokens, **offering discounts and rewards with tokens**
- + **NFTs as a service:** to bands, publishers and record labels and media organisations from inception to custody to distribution to recovery
- + We **assist a number of non crypto native businesses become crypto native** and they pay us for our platform services.
- + **Exclusive brand launches with our digital partners** with unique digital content to be featured in games and online worlds - offer fans access to the latest big brand digital NFT trainers sold alongside the physical pair or instead of the physical pair
- + **Advertisers, Brands and Partners** can purchase the Animal Token in order to advertise with us at preferential rates and select times

IN SUMMARY ANIMAL IS THE DISTRIBUTED AND DECENTRALISED STREAMING SERVICE FOR CONCERTS AND METAVERSE EVENTS

# THE WAY WE THINK ABOUT TOKEN UTILITY

Fans, artists and partners alike should benefit from animal token and its extensive use - it's that simple.

- + **Purchasing tickets;** Paying with our tokens generates a discounted price. The discounted rate based on loyalty and history, similar to a weighted discounted cashflow model
- + **'VIP evangelists' and Animal community contributors;** our VIP members accrue loyalty discounts faster and in greater quantity. Contributions include becoming genuine positive voices, affiliate ticket sales, affiliate social media followers, posting on social media and reviewing their experiences online
- + **VIP members;** receive exclusive access to **limited run tickets, limited edition** merchandise, content and artists music, releases and other unique materials and collectibles - related to your favourite bands and artists
- + **Members tiering to VIP levels** based on their ticket purchases with tokens and viewing history leading to ever greater rewards and discounts
- + **ALL Members earn tokens through viewing;** the more you VIEW the more you EARN
- + **ALL Members earn tokens through participation;** the more you PARTICIPATE the more you EARN. This includes watching, voting for your favourite act and favourite parts of the show
- + **ALL Members earn tokens through participation;** the more you PARTICIPATE the more you EARN. This includes completing surveys, requests for feedback, social support and reviews
- + **NFT's:** We are creating a catalogue of 40 digital assets for the bands most passionate fans to collect. **Each ticket will be an NFT itself**
- + **Rewards and competitions:** The Animal Token will be paid out for qualifying rewards and competitions. Competition entry will also be offered to those staking the most Animal token for the longest period
- + Service providers and partners in our ecosystem can redeem tokens for FIAT

THE MORE YOU PARTICIPATE IN THE ANIMAL ECOSYSTEM THE MORE YOU CAN EARN AND BENEFIT FROM FURTHER TOKEN UTILITY.

# ADVANCING PUBLISHING RIGHTS

## MODERNISING CONTENT DISTRIBUTION AND PAYMENT FOR CONTENT AND SERVICES

Leveraging blockchain we simplify content distribution and enable more effective payments across the community. This will improve transactions between artists, vendors, fans, and other content producers or services providers.

We plan to share a percentage of our earnings among stakeholders, meaning that content producers and artists receive value and rewards. This in turn creates economic stability for content producers and artists.

An individual's contributions to the staging, development and performance can be tracked and linked permanently using Animal ecosystem, which runs on blockchain.

Content can be digitised, release and automatically distributed using smart contracts. Vendors, artists and consumers can interact and do business with one another in one ecosystem.

Contracts hold parties to account to deliver their obligations, they ensure consistent distribution of rewards and enable the fair sale of goods and services directly to the specific fanbase. This rewards the community for their support and loyalty with merchandise and product opportunities.

Blockchain technology has the potential to remove intermediaries from the equation ensuring the link between supply and demand is immediate, direct, and immutable. With Animal running the foundation of the network ensuring content delivery and commercial opportunities are marketed to both consumers and artists (producers).

With blockchain, artists will be able to track their content distribution through our ecosystem and benefit from network and community payment systems for consumers and fans. Artists can create special edition pieces effectively becoming their own content distributors, as the first point of contact for fans to interact with them and their artistry

Accessory products including merchandise and unique digital content will be created to increase awareness of an artist and or their new content and latest creations. Helping to keep consumers engaged in an artist's story.

# BLOCKCHAIN ENSURES FAIR RIGHTS DISTRIBUTION AND THE UNIQUENESS OF DIGITAL CONTENT IS GUARANTEED

A decentralised ledger can be programmed to allow certain access to fans under certain conditions (eg. special releases or special performances.) However, it's also the enabler for artists to conduct any transaction with fans to further enhance their reach and their bond with their fanbase.

Our ecosystem powered by will simplify the tracking of all interactions, touch-points, content, and transactions, whilst enabling the creation of digital memories that can be shared by fans and their beloved artists.

## DIGITAL PROPERTY MANAGEMENT

### AN ADDED BENEFIT WITHIN OUR ECOSYSTEM

Our platform is the catalyst for the digital music and streaming ecosystem by providing intellectual property rights. Animal ensures that all 'actor' rights are maintain without bias or favour. Meaning that digital content can finally enjoy the same natural protections as physical content.

In the past this has prevented artists from earning royalties on secondary sales and lending fees. Even well known digital music platforms have avoided royalties through legal and usage loopholes.

Our network maintains the rights of all ecosystem participants especially the artists and consumers. Our platform offers an opportunity to make artists content and content owned by consumers already more valuable than ever before by monetising is consumption and use, this is only the beginning of what can be done with our technologies.

Animal enable a world where artists can share and create content and sell this content to anyone who demands it. We enhance relationships with brands and sponsors looking to support events. Artists can also release, track and control free content to their fan base. Animal will emerge as the most secure way of storing, streaming and delivering Artist content and performances to their fan base and audiences electronically. Once a story is written, it can never be changed without leaving a trace.

We are blockchain agnostic and believe in interoperability. We are working on a multi-chain basis. Our chosen blockchain will ensure a secure payment system for fans, vendors, service providers, sponsors and artists by using smart wallets. Our encrypted wallets will be able to trade in our token and in time directly with FIAT as an alternative. Our token will represent a discount to FIAT when used to pay for goods and services within the Animal ecosystem. Equally our token will represent a Premium to FIAT for artists and suppliers if they choose to be paid in tokens.

Ultimately our token ecosystems ensures we share part of the reward with our community whilst removing third party payment services like Apple and Google that only demand a premium for a very narrow service layer.

## ENSURING DIGITAL RIGHTS ARE SECURE, UPHELD AND MAINTAINED

Animal will ensure productive copyright. One problem that has long plagued the publishing and distribution part of the music industry is literary theft. Stealing artist's work with Animal DRM is now impossible.

Our technology automatically adds timestamps, originator and ownership stamps to published materials, content and creations. These contracts define the rights on who can access the content, when, how and under what circumstances. This incorporates who owns the content, who originated the content and what is permitted for distribution.

Our protocol is significantly more effective than traditional methods which in this technological era have proven inadequate and frequently hacked by those with low levels of technical expertise. Current copyright and digital protections have little to no purpose and to not achieve their goal in todays increasing complex digital world.

Our foundation and network rules protect rights for fans, artists, contributors and connected businesses. Artists and fans are able to trace the ownership of property back through the record of ownership using embedded easy to read, transparent smart contracts. All blockchains are immutable, meaning that records of origination, ownership, rights and transactions can't be manipulated or deleted.

# WEARABLES

## SUMMARY

Animal is developing relationships with world-leading agencies and their artists to create additional merchandising opportunities through combining the traditional concert model with blockchain technology. This model involves acquiring the rights to sell merchandise via concert deals. Artists are searching for additional revenue streams. Animal intends to host over 200 concerts with over 1000 artists annually to mass audiences in person and online.

## THE MARKET

Last decade, the merchandise industry continued its booming growth as the sales of music merchandise increased from \$2.79 billion in 2015 to \$3.1 billion in 2016.

Companies diversified their business model into this cash cow, as seen by how Warner Music Group in November of 2018 spent \$180 Million to buy Germany-based music merchandise maker EMP Merchandising. Merchandise has the potential to build such loyal followings that similar companies can even sell novelty items like “limited edition bricks” as is the case with the clothing brand Supreme, or branded board shorts and jackets in the thousands of dollars.

## OPPORTUNITY

There are tens of millions of fans who want a richer experience of their favourite artists. When unable to attend concerts live, they often turn to purchase merchandise to feel more connected to their beloved band.

Through a high volume of concerts we will provide a platform to expand a mass of opportunities for merchandising products for both fans and artists via the blockchain. Two examples of this are Disney’s purchase of Marvel merchandising rights and Apple’s purchasing of Beats by Dre headphones. They both took a great product with a loyal fan base and gave it greater exposure. We intend to do the same with artists in our ecosystem.



# ADVERTISING

## SUMMARY

Animal capitalises on the traditional model of advertising and gives it new life through integrating blockchain and other digital technologies. Most concerts are lacking in advertising space, such as Super bowl-style ads. We are looking to bring the ad space to the concert industry.

We maximise effectiveness by ensuring our ticketing provider sends targeted emails to fans based on their purchase history whilst not annoying ones who are less likely to be interested. The customer journey is optimised by automatically syncing with sites like “Bandsintown” to have a seamless one-click journey right from the alert to the ticketing site of their favourite artist.

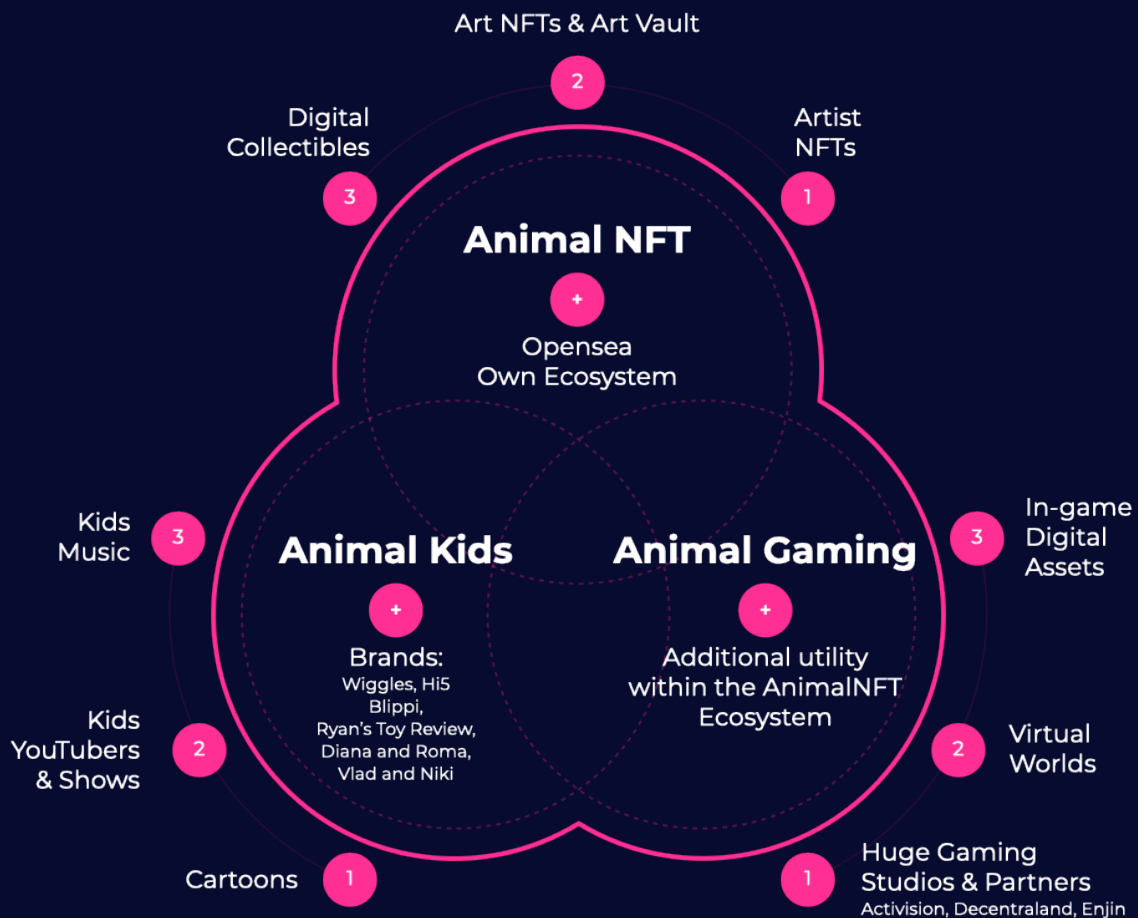
## THE MARKET

- When they're not actively searching out new shows, hardcore festies are reading about and talking about shows on news articles and social media,
- Forty-five percent of hardcore festies have discovered a festival through online advertising campaigns.
- 54% have discovered festivals via radio or TV ads. Keep these digital spots targeted, and be sure to track your ticket sales by region to measure your ads' results.
- The traditional advertising model has been struggling ever since consumers shifted from watching tv to using streaming services. A 30- second commercial in the Super Bowl topped \$5 million this year which was half the cost of production. TV consumption has dwindled, especially among younger viewers.

# FUNDRAISE & LAUNCHPAD TARGETS

Token Allocations	Percentage	Tokens	USD	Vesting	Cliff
Seed	0.80%	100,000,000	1,250,000	18 months linear vesting	3 months cliff, 0% on tge
Private A	5.00%	625,000,000	1,562,500	18 months linear vesting	3 months cliff 5% on tge
Private B	18.00%	2,250,000,000	7,875,000	18 months linear vesting	No cliff - 10% on tge
Public	5.90%	737,500,000	3,318,750	25% on tge, then 25% every 2 months	-
Team and advisors	20.00%	2,500,000,000	-	18 months linear per block vesting	3m cliff
Exchanges	7.00%	875,000,000	-	-	-
Treasury	16.00%	2,000,000,000	-	12 months linear per block vesting	-
Marketing	14.30%	1,787,500,000	-	12 months linear per block vesting	-
Reserve	13.00%	1,625,000,000	-	12 months linear per block vesting	-
SUM	100.00%	12,500,000,000	-	-	-

# MULTIPLE ADDRESSABLE MARKETS



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