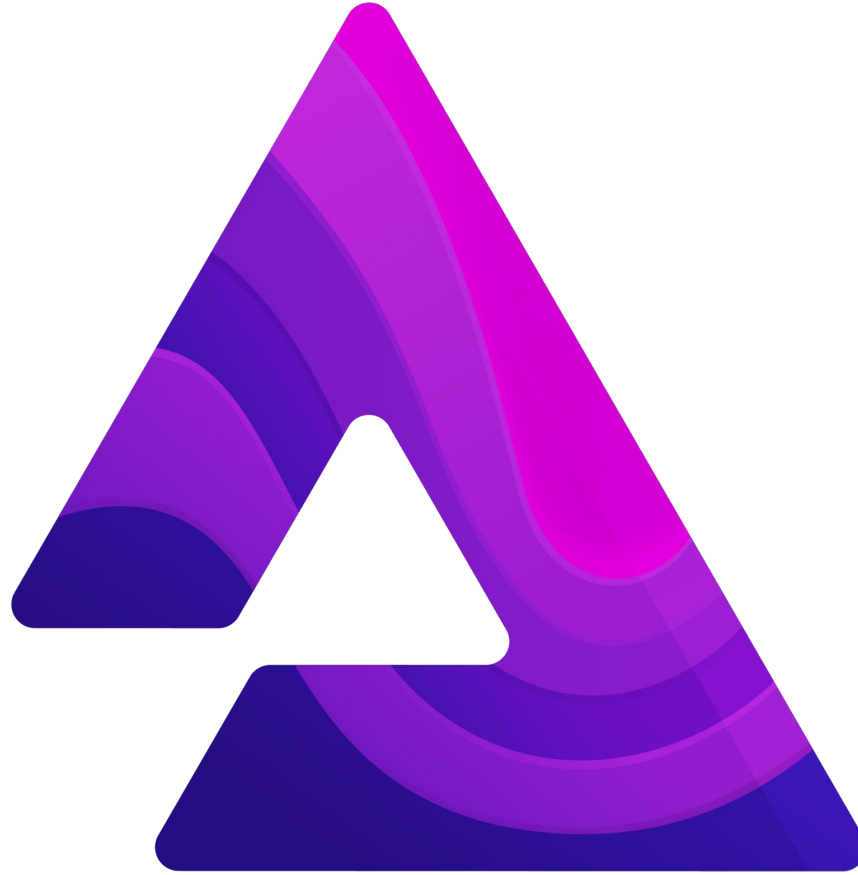


**OREGON**  
BLOCKCHAIN



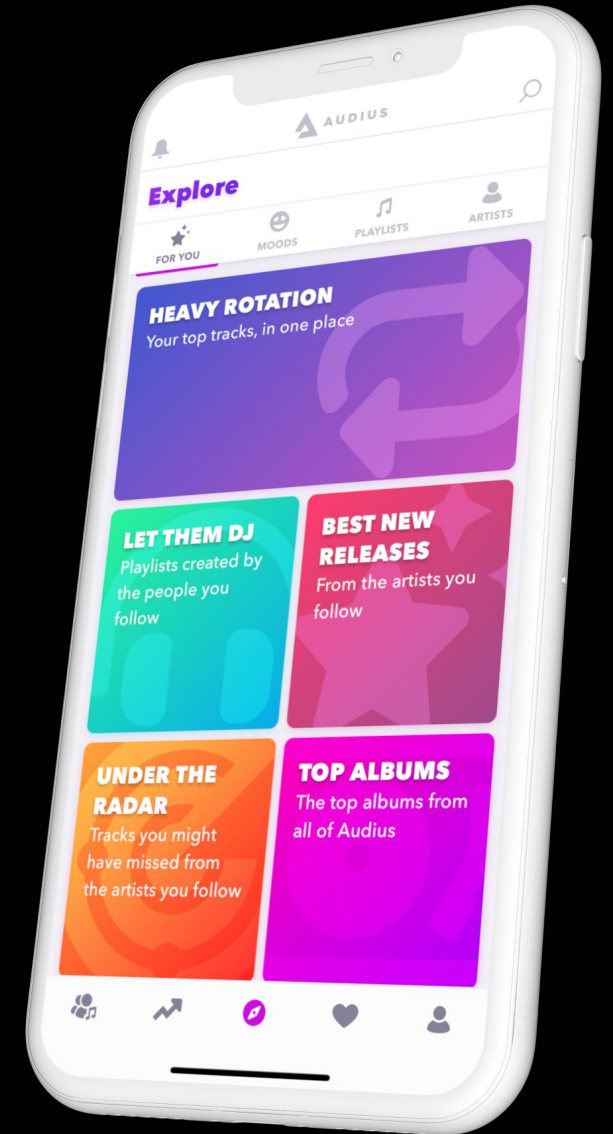
**AUDIUS**

11/30/2021

*Aaron Rudder & Miles Lucio*

# Roadmap

1. What even is **Audius**?!
2. Who's the team behind it?
3. The Future of **Audius**
4. The Numbers.
5. Competition?
6. Valuation!



A woman with long brown hair is shown from the chest up, wearing black-rimmed glasses and holding a black mobile phone to her left ear. Her face is partially obscured by a vertical spectrogram overlay that shows colorful frequency patterns. A semi-transparent grey rectangular box is centered over her face, containing the text "What is Audius?". The background is a gradient of blue and purple, with vertical light streaks and a faint spectrogram pattern. In the bottom left corner, there is a small white icon consisting of the letters "IN" inside square brackets.

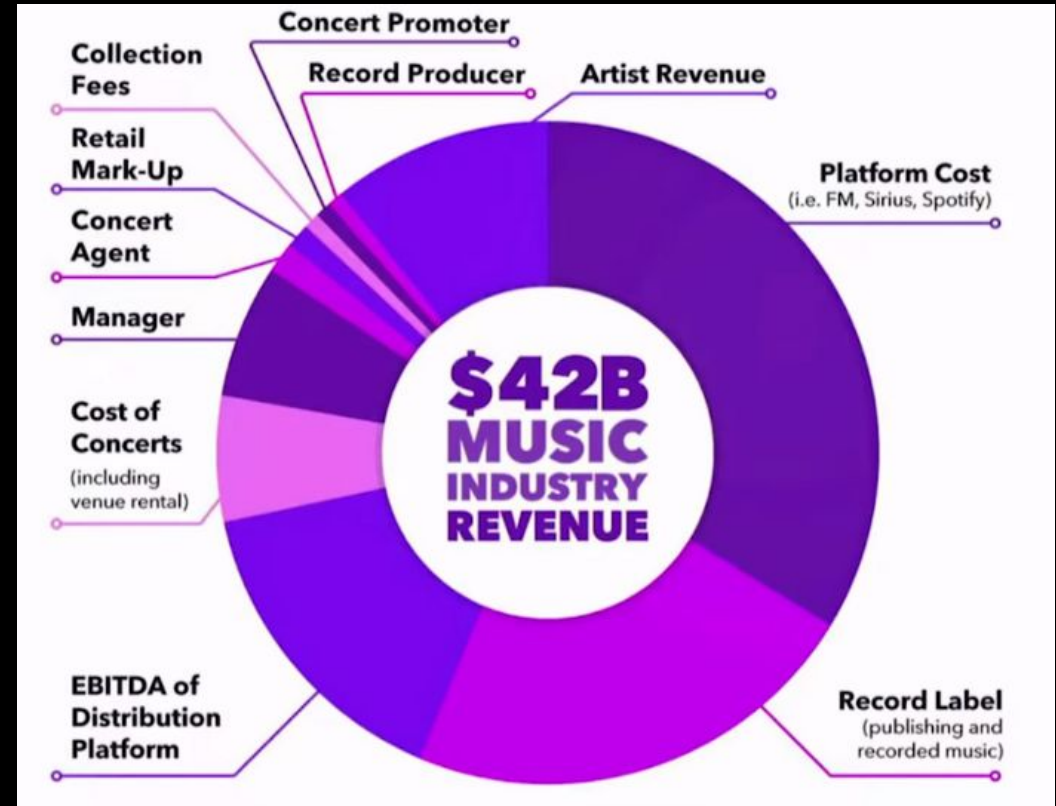
What is Audius?



# First, what **problems** does Audius address?

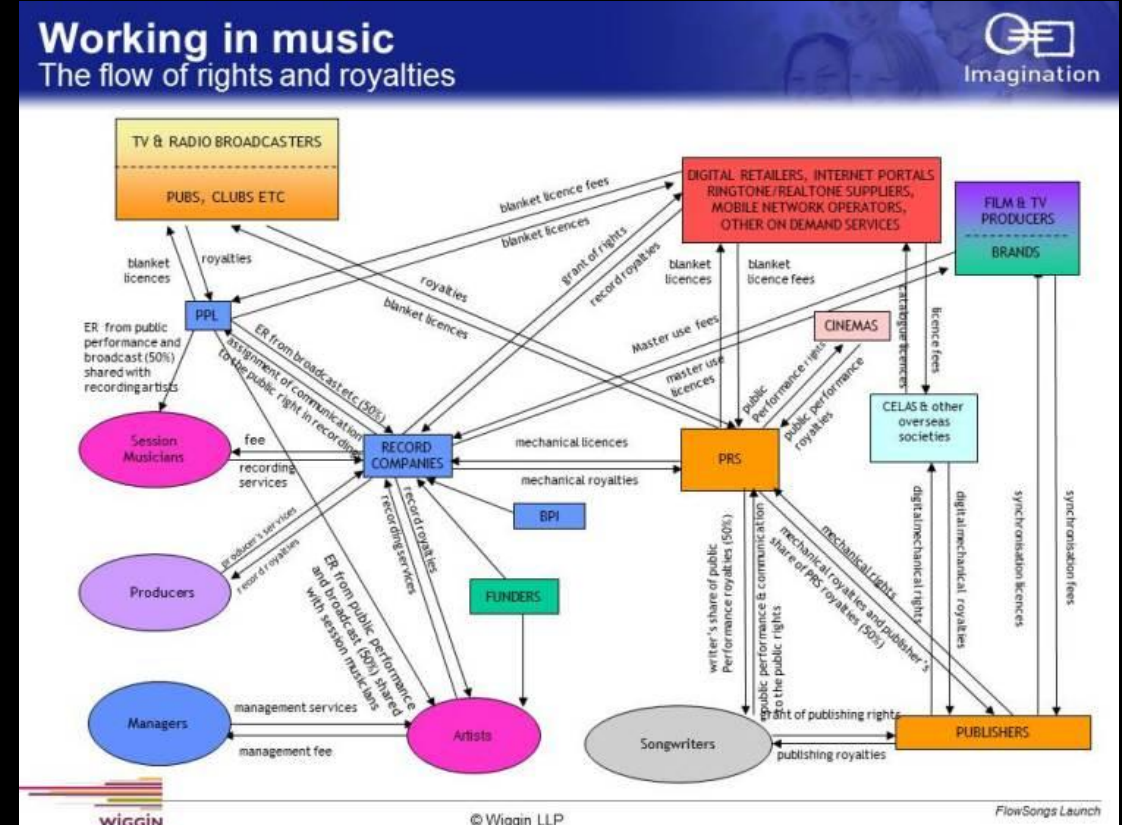
## Currently:

- 12% of revenue goes to artists
- 47%-51% of revenue goes to NFL and NBA players
- Too Many Middle Men!



# More issues Audius addresses

- Complicated **Licensing**, **Publishing** rights
- The C-word: **Censorship** of derivative content
- If this looks unbearably **complicated**, it's because it is



# Evil Spotify

---

They don't pay artists royalties based on streaming rates

Spotify by itself takes 30% of revenues, the other 70% goes to record labels

[HOME](#) > [MEDIA](#)

**Taylor Swift doesn't need to earn streaming royalties, according to a former Spotify boss who said the company is a distribution platform that wasn't built to pay artists**

Hannah Towey Jul 6, 2021, 1:09 PM



# The Centralized Big Wigs Have Too Much Power

## Spotify boss explains how he convinced Taylor Swift to return to the streaming service

"I think she saw the fans were asking for it"

By **Luke Morgan Britton** | 3rd April 2018

# The Centralized Big Wigs Have Too Much Power

**“Don’t** sign a distribution deal. **Don’t** sign a publishing deal. **Don’t** sign a management deal. Hire the people that you need to work with you, pick out your goals, and go get them done, and you can get them done, and it’ll work and you’ll connect with your fanbase and you’ll make money. And your rise will be as fast or as slow as you want it to be...”

- Chance The Rapper



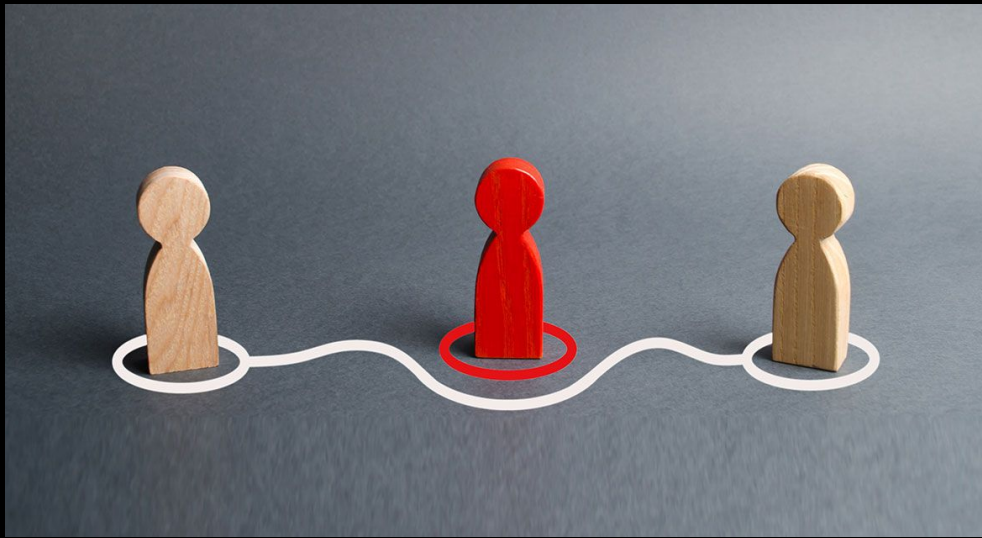


# Audius solves all these problems!

---

90% of artists' revenue goes to them

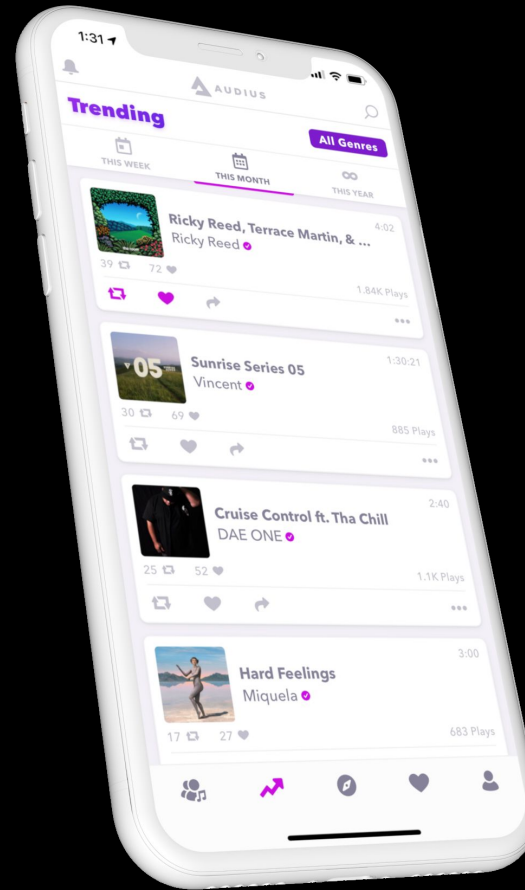
No centralized authority censoring



# Audius: The Basics

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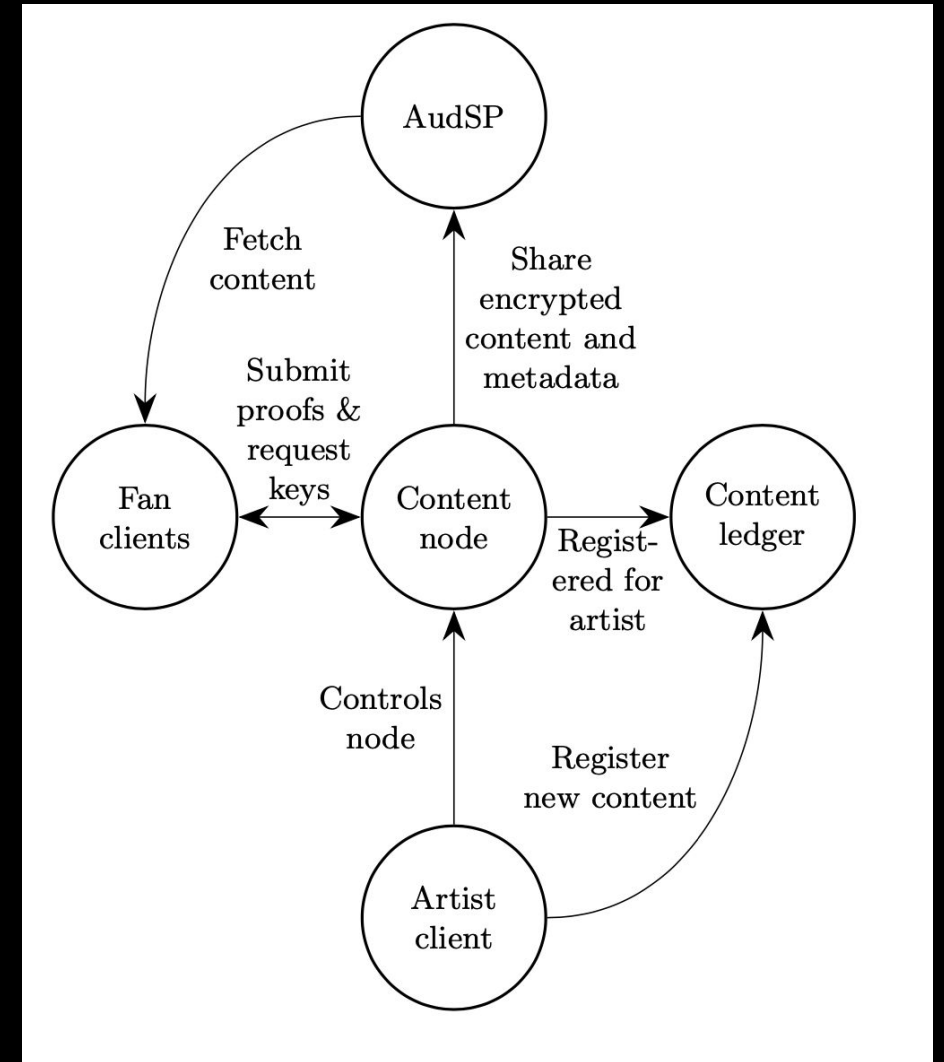
- Directly **support** and **interact** with the Artists you love
- Artists decide how their content is **permissioned**
- Aligns the **goals** of the consumer and the artist
- Democratizes the music industry  
Real **power** to real **people**



“Top 5 user created playlists are distributed 100 \$AUDIO per week”

# Audius: The Basics

Artists are able to run their own **Content Node** giving them autonomy over how to permission their music



# What is the benefit for users?

---

Governance allows **decentralized** say in their roadmap

**Governance weight** is based not solely on token volume but use and activity as well.



... to create account, and stream most current content

# How do **You** use \$AUDIO

---

- **Stake**

\$AUDIO is staked as collateral to run nodes that secure the network and provide content (discovery and content nodes).

- **Hold**

Unlock features and content

- **Use**

Vote and propose protocol changes

# Audius works for **non-crypto users**

---

A common barrier to entry for a lot of decentralized protocols is that users need currency to interact with the protocol

**You don't** with Audius

“From survey data, a vast majority of audius users have **no prior crypto experience**”



March 13th, 2021

---



RAC   
@RAC

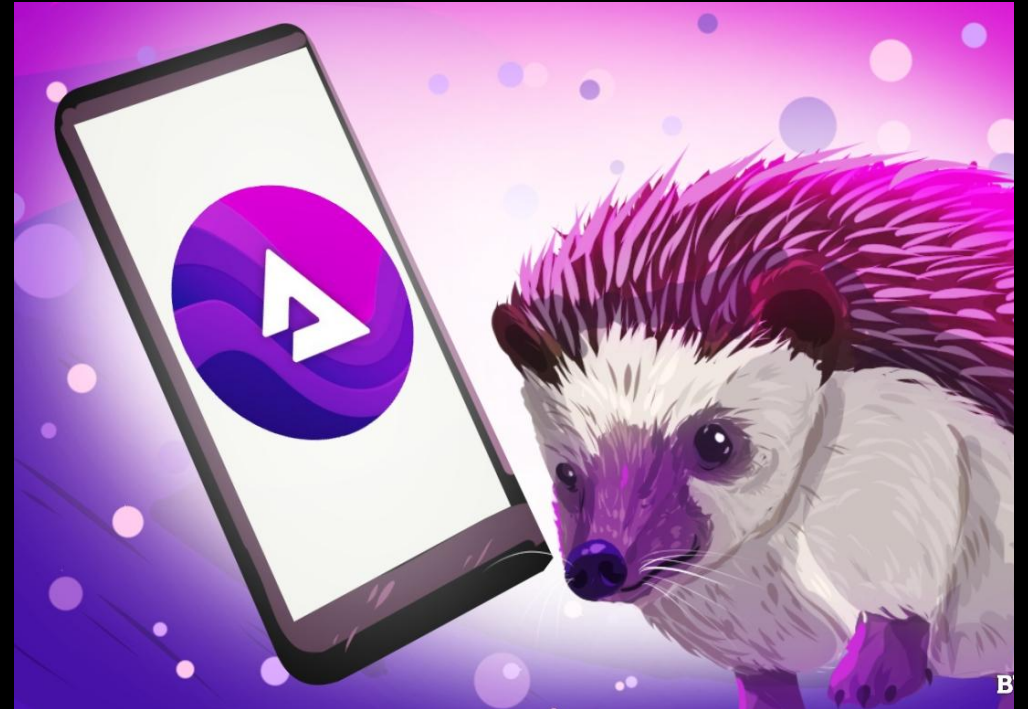


3.7 monthly active users that don't even realize they have a crypto wallet because it's so smooth. The only platform that gives equity to its artists and users.

i think the **\$AUDIO** sleeping giant just woke up.

# Every Audius user gets a Hedgehog wallet

- Hedgehog is an open-source **Ethereum** wallet.
- **Embedded directly** when people sign up with the platform
- **“invisible”** crypto integration.





# Nodes

---

## Content node

content is uploaded to nodes which host content and permission access to content on behalf of artists.

Note: AudSP is on IPFS, but will be on FileCoin or Storj or Swarm...

## Discovery node

Discovery nodes pick up content and aggregate it across different discovery nodes so that users find the tracks by genre, artist, release date ect.

# How do **Artists** use it?

---

Artists own the relationship with their audience

Distribution of content decided when and how by them (not record labels)

It's theoretically possible to create any kind of rule for unlocking music !

Can run their own content nodes



The team behind it



# The Dream Team

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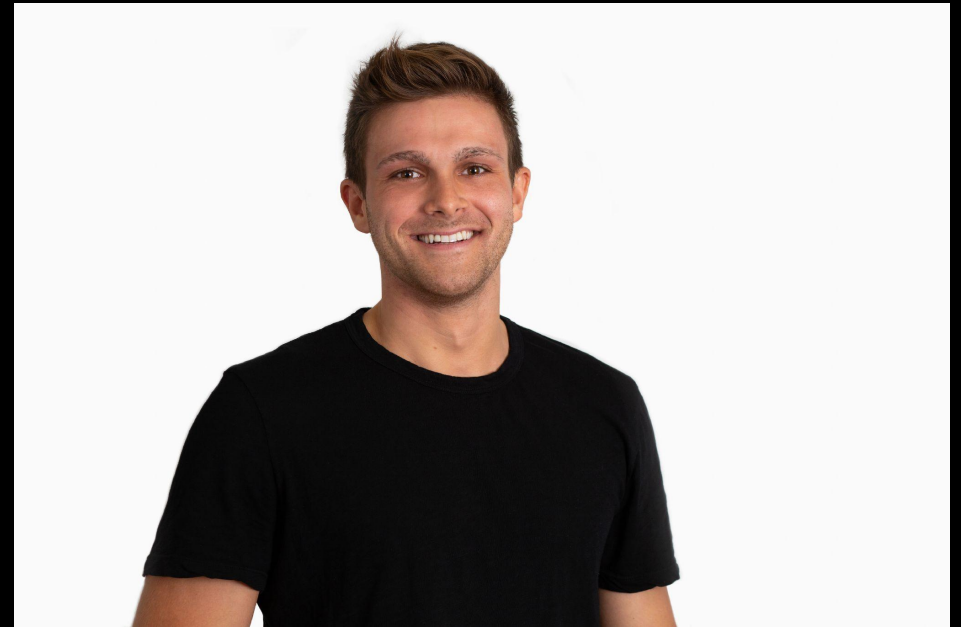
Roneil Rumberg

Co-Founder & CEO



Forrest Browning

Co-Founder & CPO



# What they've done

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- Stanford CIS



- Active in BTC network in early 2011













- Early investors in Lightning Labs



- Engineer at KPCB (2015-2017)

# The Corporate Believers

- **122WEST VENTURES**  
United States | Founded in 2017
- **Binance Labs**  
San Francisco, CA United States
- **Coinbase Ventures**  
United States | Founded in 2018
- **Kleiner Perkins**  
United States | Founded in 1972
- **Multicoin Capital**  
Austin, Texas | Founded in 2017

- **Ascolta Ventures**  
United States | Founded in 2011
- **Blockchange Ventures**  
New York, NY, United... | Founded in ...
- **General Catalyst**  
United States | Founded in 2000
- **Lightspeed China Partners**
- **Pantera Capital**  
Menlo Park, Califor... | Founded in 2...



**AUDIUS**

**Audius Contracts Audit**

 OpenZeppelin | security

# Who is on Audius?

- 100,000+ artists
- Skrillex
- Russ
- deadmau5
- Diplo
- MadeinTYO
- Odesza
- many, many, more



A close-up portrait of a woman with long brown hair, wearing black-rimmed glasses. The lenses of the glasses are filled with a colorful, abstract digital pattern of vertical lines in shades of blue, purple, and yellow. A semi-transparent grey rectangular box is centered over the lower part of the glasses, containing the text "The future" in a white, sans-serif font. The background is a gradient of light blue on the left and purple on the right, with vertical lines of light and shadow suggesting a digital or futuristic environment. The woman's hands are visible, holding the sides of her glasses.

The future





# Looking forward to 2022 and beyond

1. Gatekeeping mechanism
2. Native NFT support
3. Social tokens
4. Partnership with TikTok

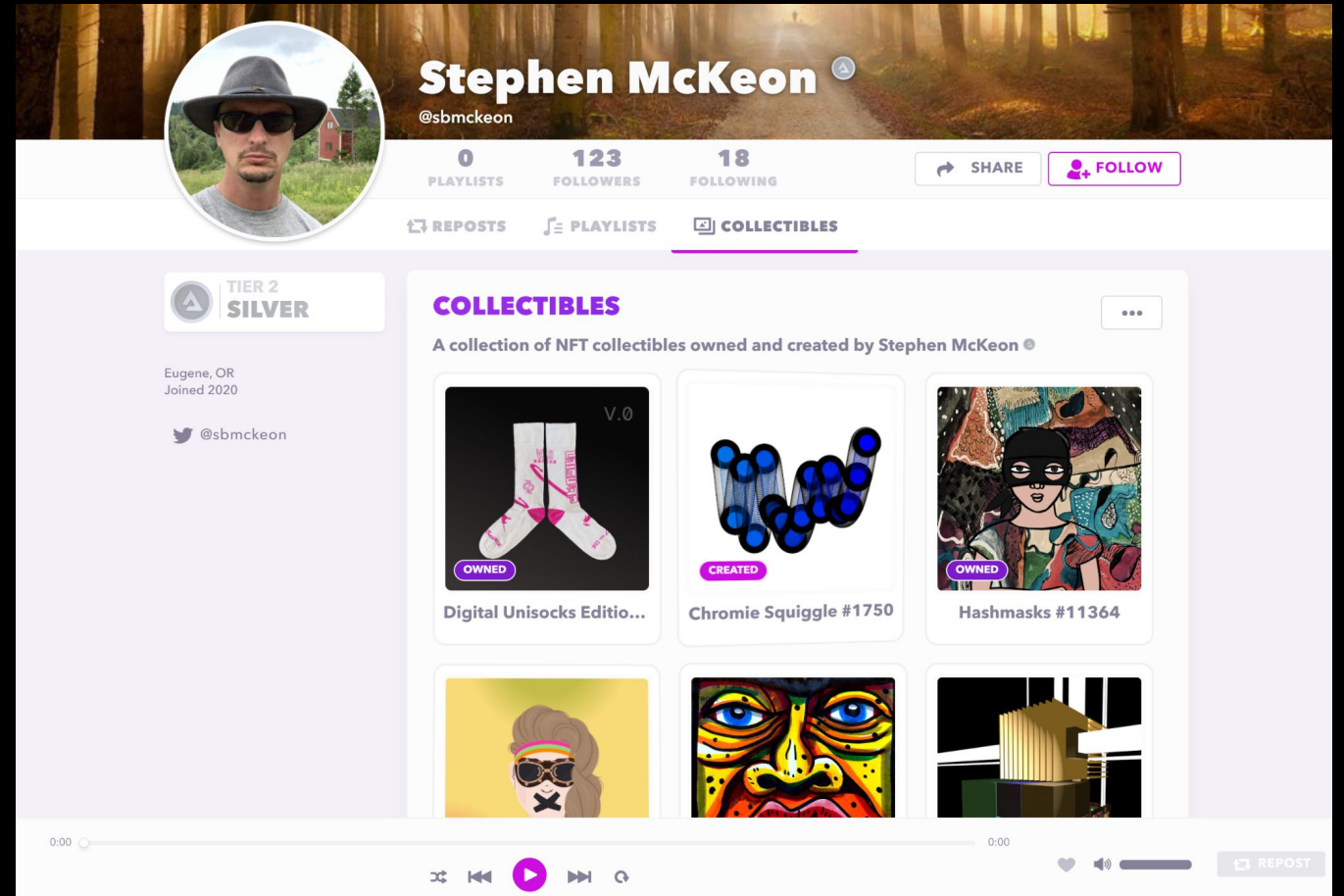


SOLANA

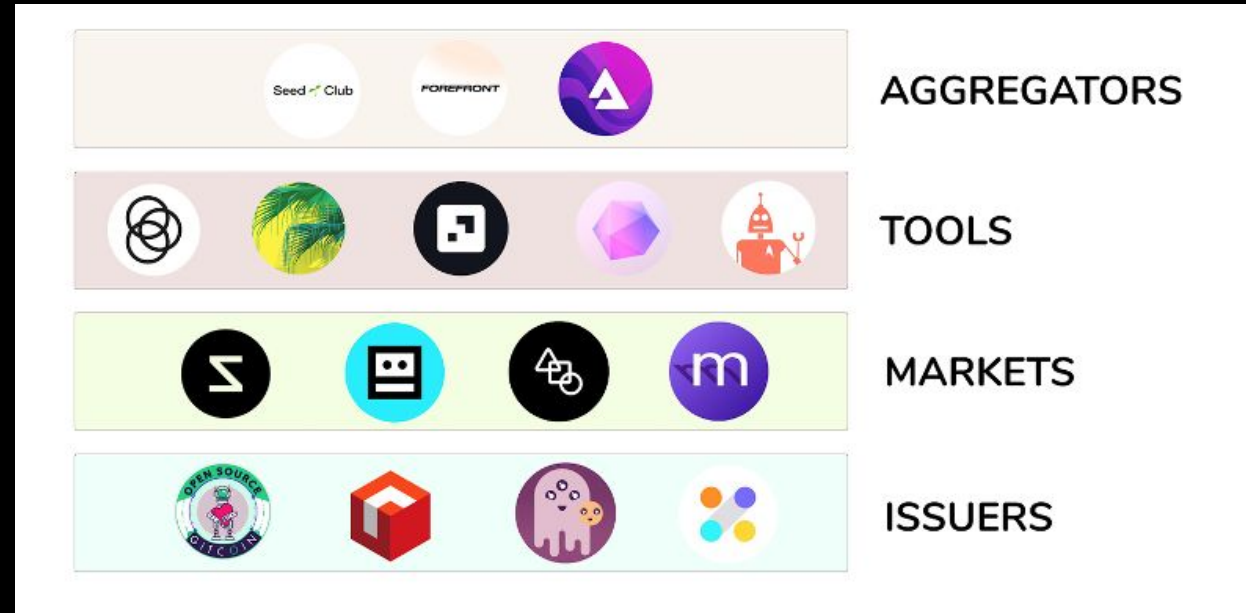
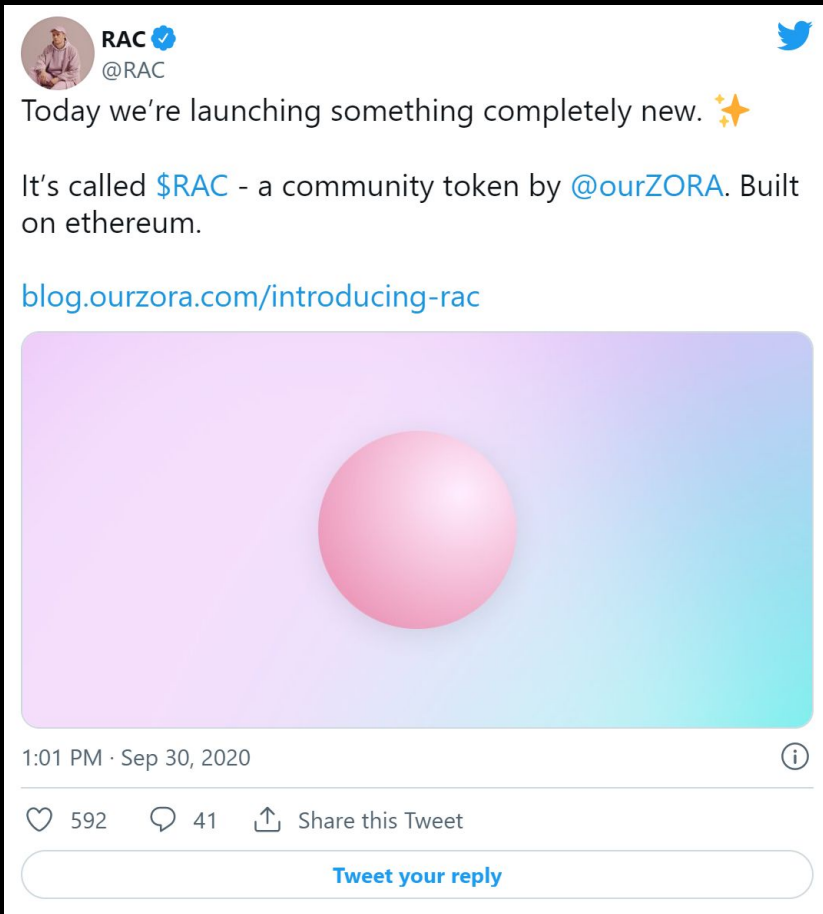
# NFT Support

Display your NFT's from your MetaMask or Phantom Wallets

Silver Tier (holding 1000 \$AUDIO) is needed



# Social Tokens



- Artists' **personal "currency"**
- Unlock content
- Backstage passes
- The sky's the limit really...

*“The announcement of their **partnership with TikTok** surged their market cap past 1B” - CNBC*

Allows its artists to **upload their music to TikTok** to be used in videos (last August).

TikTok reported that **75%** of its US users say that they use the app as a means of **discovering new music**.





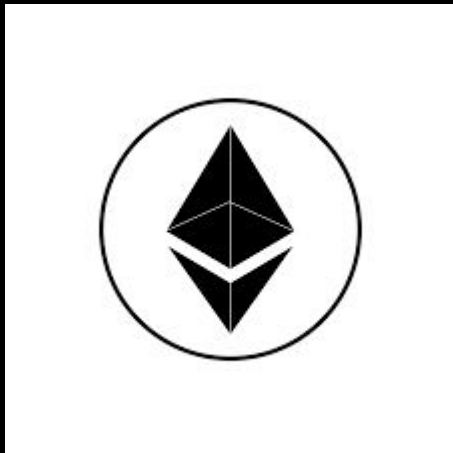
# Numbers

[IN]

# Tokenomics

---

Built on both **Ethereum**  
and **Solana**



\$AUDIO is an  
**ERC-20** token

# Tokenomics







PoS (7 day unbonding)

By staking:

- Security
- Governance
- Tool Access (such as ST's)

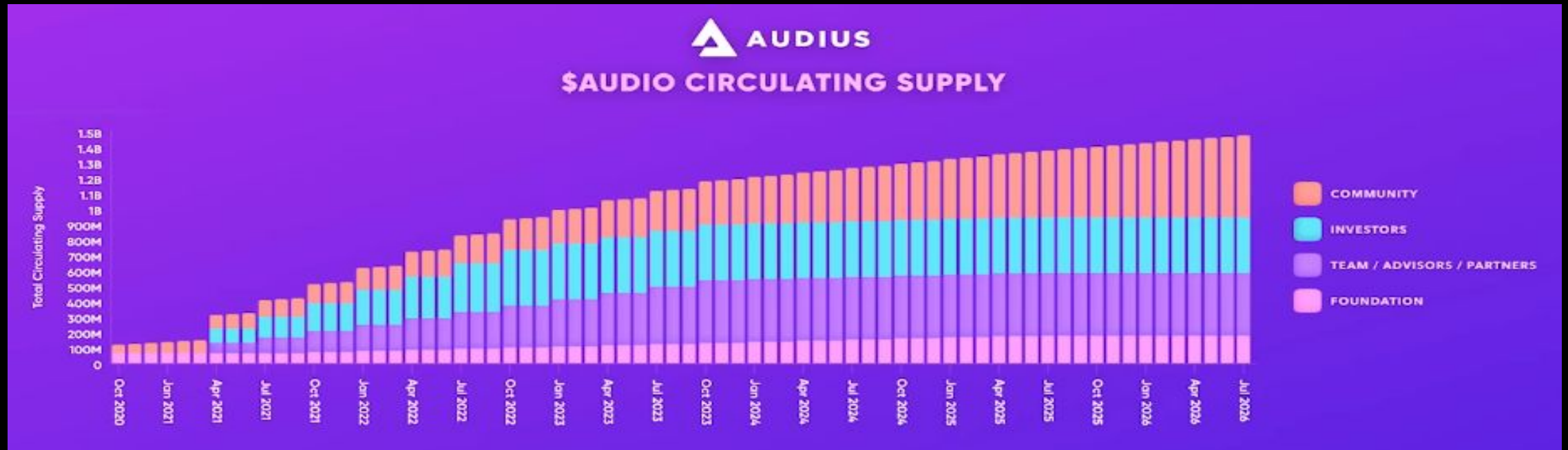
7-11% Staking Rewards

Top Service Operators by Active Stake

RANK		STAKED + DELEGATED
1	 0xc1f3...D15D0	125,749,509
2	 0x8C86...181e5	109,555,416
3	 0x528D...5B382	42,185,118
4	 0xA9cB...5b5Eb	11,807,245
5	 0xD798...408B8	5,199,596
6	 0x55fc...64Bce	4,090,649

# Tokenomics

~7% emission rate, but is governable  
Currently Inflationary





# Statistics

**311M**

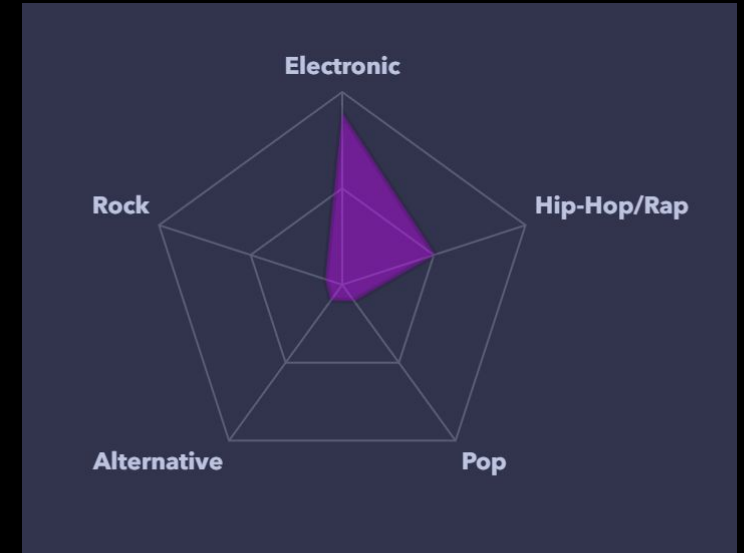
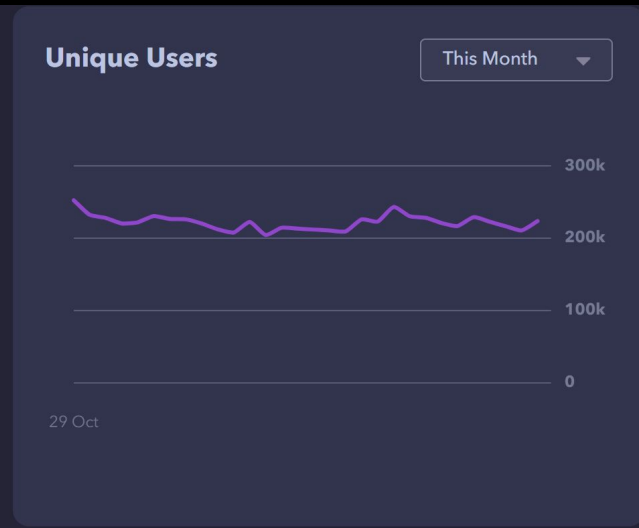
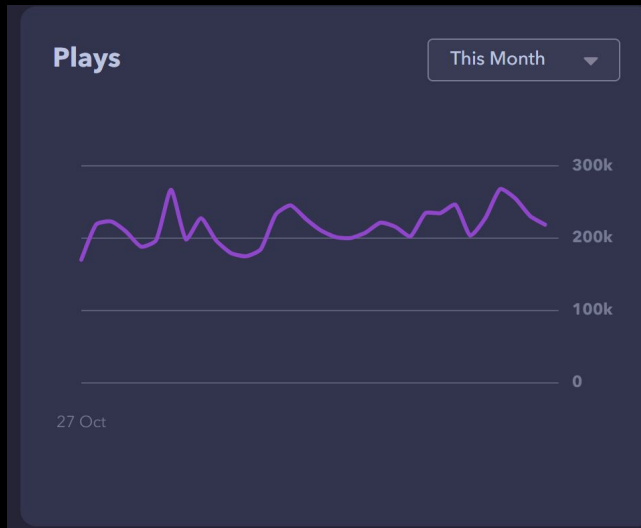
ACTIVE STAKE  
\$AUDIO

**87,720,086**

API CALLS THIS MONTH

**6,661,863**

UNIQUE USERS THIS MONTH



# Statistics

Market cap: \$1,285,610,633

Market Rank: #93

24h volume: \$188,690,125.88

## Holders Making Money at Current Price

63% 17% 20%  
IN AT OUT



## Onchain Signals



Net Network Growth 	5.26% Bullish
In the Money 	0.87% Bullish
Concentration 	-0.12% Bearish
Large Transactions 	11.39% Bearish

# Numbers - YTD Market Cap

\$1.20B



# Numbers - YTD \$AUDIO Price

\$2.33



A woman with long brown hair is shown from the chest up, wearing black-rimmed glasses. She is holding two black mobile phones to her ears, one in each hand. The background is a vibrant, abstract digital landscape with a color gradient from cyan on the left to purple on the right, featuring vertical light streaks and a central vertical band of colorful, wavy patterns. A semi-transparent grey rectangular box is centered over the woman's face, containing the word "Competition" in white, sans-serif font. The word "Competition" is positioned between two white upward-pointing arrowheads that are reflected in the lenses of her glasses. In the bottom-left corner, there is a small, light blue icon consisting of the letters "IN" enclosed in square brackets.

# Competition

[IN]

# Possible competition

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## OPUS

- 2018 Whitepaper
- as of Sept., only 1000 artists
- No recent updates on progress



## eMusic

- 2019 Whitepaper
- Artists receive 50% of revenue
- Focused on purchasing tracks, but does incorporate streaming





Not a music streaming service.

NFTs

Same industry



### Artists sell ownership

Musicians use royal to sell ownership in their songs and fan experiences.



### Collectors buy ownership

Collectors can purchase ownership in songs directly from their favorite artists.



### Rise together

Collectors receive royalties for the songs they buy. When artists grow, everyone wins.

# Points to acknowledge

---

- The network effect (Metcalfe's Law)
- On Ethereum (for now...)
- Minimum staking for node operators
- \$AUDIO tokens are issued at a rate of 7% per year, with proceeds automatically distributed on-chain to node operators







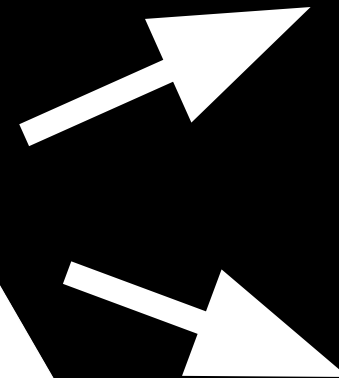
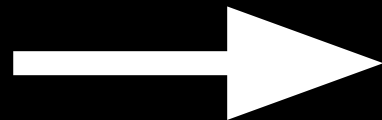
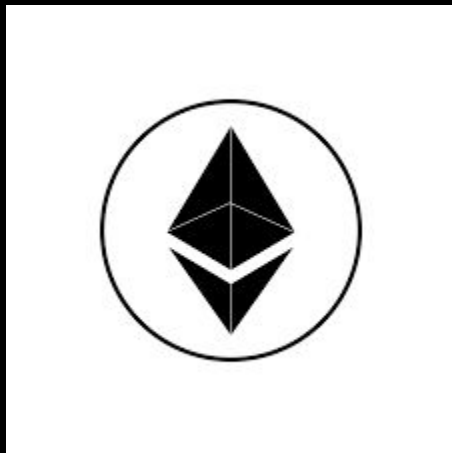
# Valuation

[IN]

# Valuation/Recommendation

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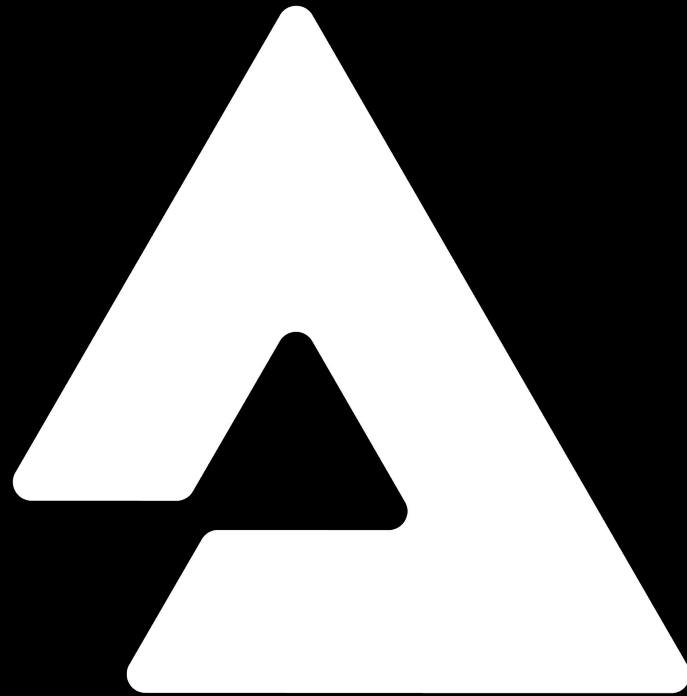
0.5 ETH



0.25 ETH  
Stake

0.25 ETH  
Hold

# Clarifications?



**AUDIUS**