AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

BLC201

Amazon Managed Blockchain: When to use blockchain

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AWS

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Global Rockstar

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Agenda

1. When to use blockchain
2. Private chain use cases
3. Public chain use cases
4. Amazon Managed Blockchain
5. Customer story: Global Rockstar

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The case for blockchain

Will trusted, clean data and automation help?

Does the workflow span multiple entities?

Do blockchain members have equal rights in the system?

Are your performance requirements achievable?

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Private or public blockchain?

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Private blockchain

Characteristics

Permissioned network

Members usually known in advance

Identity knowledge is important

Benefits

Control of resources and access

Privacy and compliance features

Transaction scalability and efficiency

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Private use cases

Track and trace – supply chains and logistics

Financial services and settlement – institutional/government applications of information and monetary value

Identity – government-level identity (e.g., passport)

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Public blockchain

Characteristics

Permissionless network

Participants are not identified

Anonymity is important

Benefits

Open read and write

Rapid product growth and innovation

Ledger is widely distributed

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Public use cases

Decentralized Finance (DeFi) – open access to financial services

Payments – digital payments and remittance cutting out middleman

Non-fungible tokens (NFTs) – digital authenticity and ownership

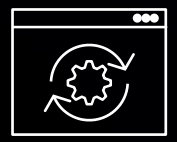
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Amazon Managed Blockchain

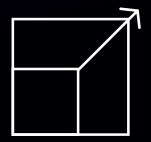
How can users benefit?

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Challenges with using blockchain



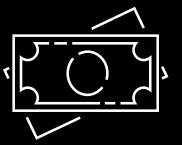
Setup is hard



Hard to scale



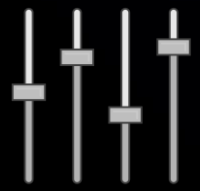
Complicated to manage



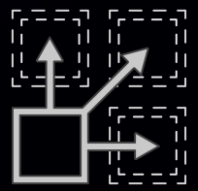
Can be expensive

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Amazon Managed Blockchain solution



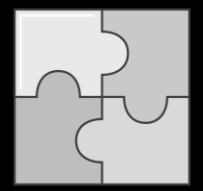
Fully managed



Reliable & scalable



Low cost



Integrated

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What’s new for 2021?

Private – Hyperledger Fabric channel

1. CMCMK – bring your own keys
2. GDPR – automated data deletion
3. Tagging – easier account management
4. Hyperledger Fabric 2.2 – version upgrade

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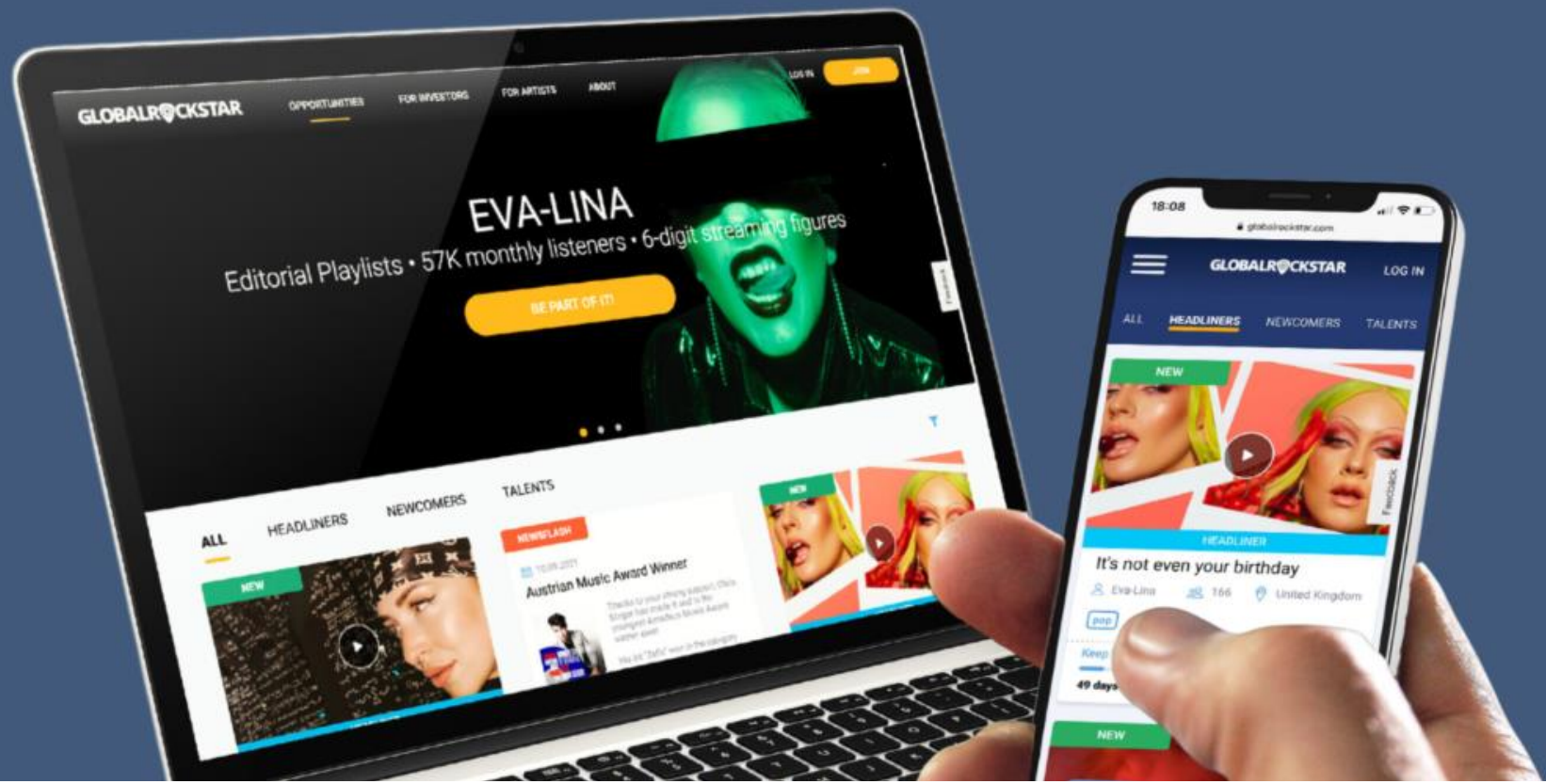
Customer story: Global Rockstar

Christof Straub, CEO & Founder

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GLOBALROCKSTAR

YOUR SHARE IN MUSIC NFTs





CHRISTOF STRAUB

Founder & CEO of Global Rockstar

Back in the ‘90s

Artist

Songwriter

Music producer



I signed contracts with major labels in the ´90s

Those that didn’t get lost look like this today :)



The traditional music business

Tons of paper contracts, spread all around the globe, some getting lost over the decades



The traditional music business

Complicated rights clearing, due to difficult traceability of ownerships



The traditional music business

Revenues were distributed among labels, artists, and producers; fans were not able to own a piece of the cake




GLOBAL
ROCKSTAR
NFT
powered
by
aws
Changing the game together

We all heard about the success of NFTs

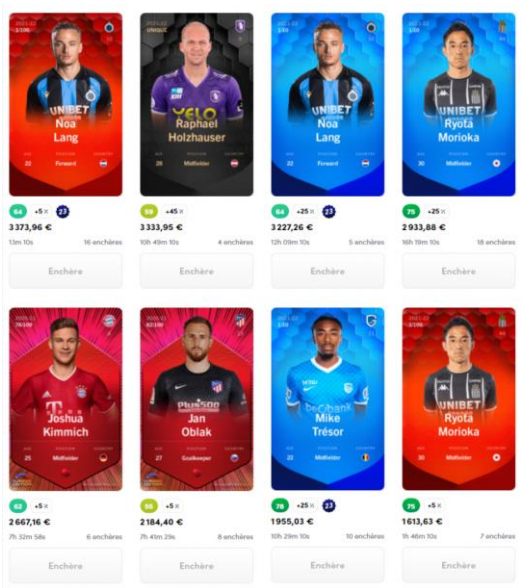
In the art world

Digital animations are traded for millions; buyers then “own” one of a few thousand editions of the work



In the sports world

Fans spend incredible amounts to own and play with digital football cards



We believe there is an even more meaningful way to use the great technology within NFTs

The term of rights to **receive royalties** from a **recording** lasts for **70 years** in **Europe** (and 95 years in US)



The term of rights to **receive royalties** from **songwriting** lasts up to **70 years** after the **death** of the **songwriter**

NFTs are great to register rights to participate in royalties for very long term

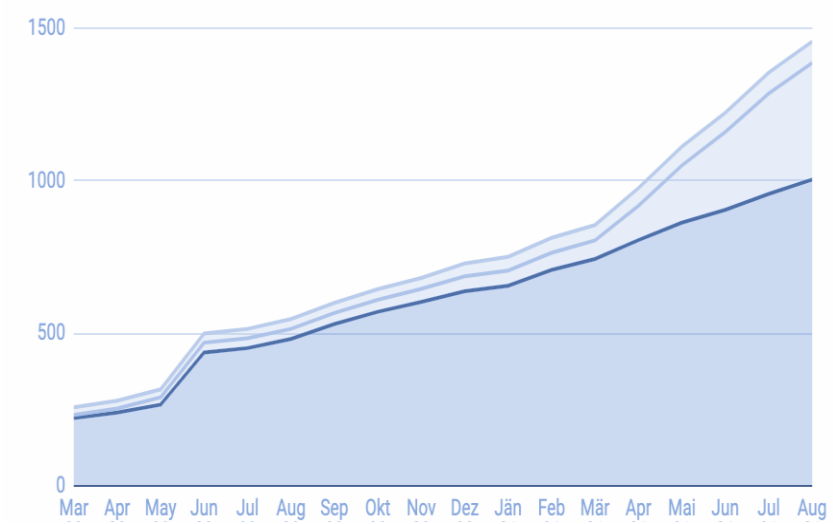


Global Rockstar is a digital music label, a music publishing company, and an online platform enabling music fans to become shareholders of hit songs

We enable fans to invest in music since 2018 – Now they can secure their rights as NFTs!

16,700	149,000	2,000+	130+
ARTISTS	FANS	MUSIC INVESTORS	FUNDED PROJECTS

Our fast-growing music investor user base



Substantial user growth

Adding +11% new music investors to the platform each month

2,000+ music investors are each investing an individual amount of **400 USD** each year

GLOBALROCKSTAR

Proud to announce the launch of our music NFTs last week!



First to offer **music NFTs** that give fans the right to **receive royalties from streaming, radio, and sync**

Implemented on
Amazon Managed Blockchain

powered by aws

The revolution of music business

Global Rockstar music NFTs enable **immutable** registration of ownership of **music royalties over decades**



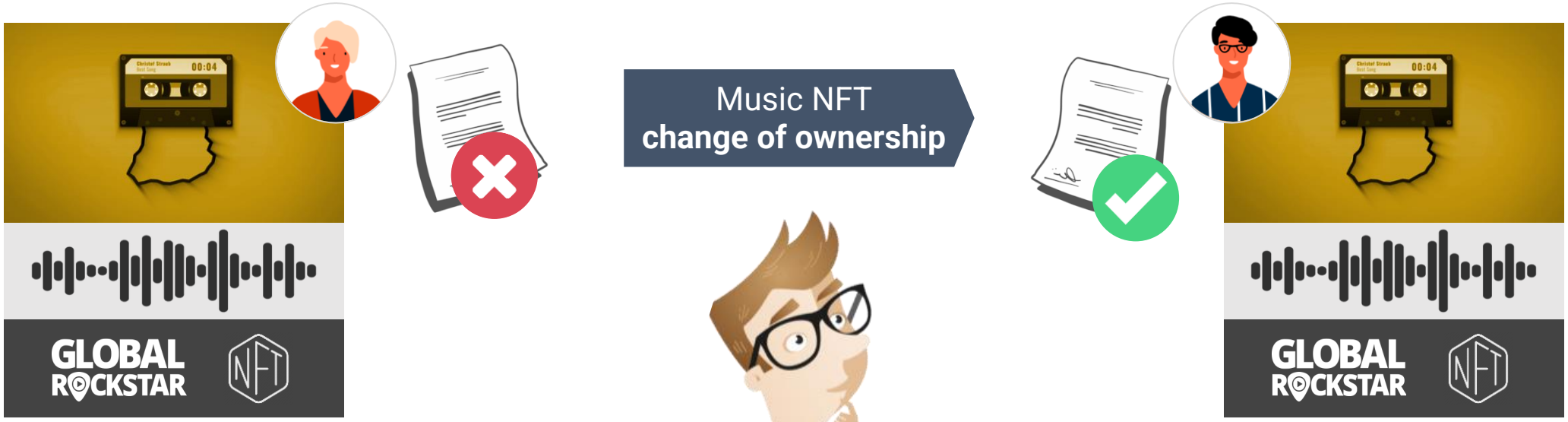


(1) Artist
(2) Song name
(3) Audio master
(4) Animation/cover art
(5) % shares of net proceeds
(6) Number of tokens
(7) Master/publishing rights
(8) Term of copyright in years



The revolution of music business

Our music NFTs allow **100% reliable traceability**
when rights are **transferred to new owners**



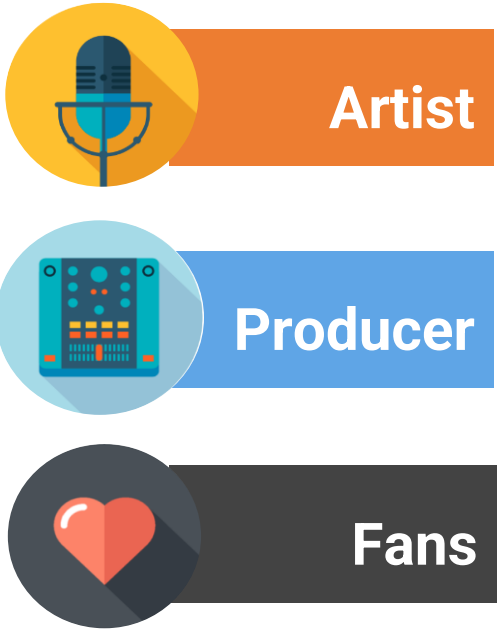
The revolution of music business

Our music NFTs allow **fans**
to **receive royalties** from their favorite songs



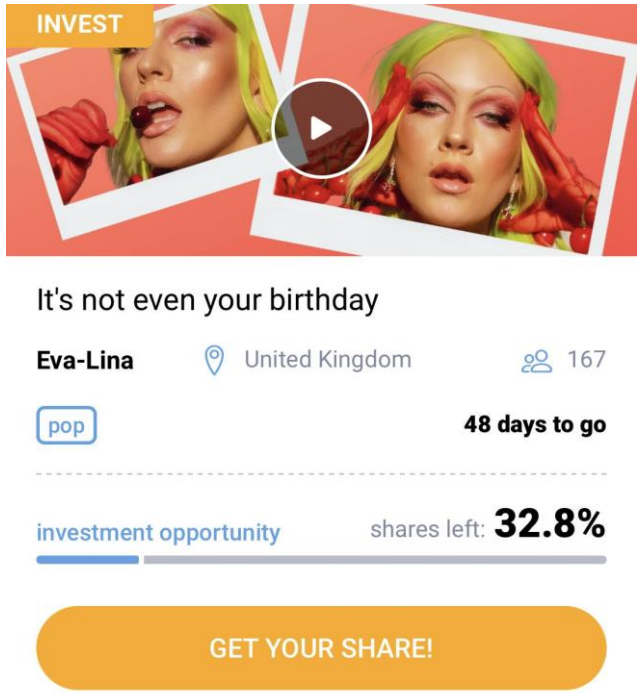
Streaming
Downloads
Radio
TV
Live
Sync

$$$

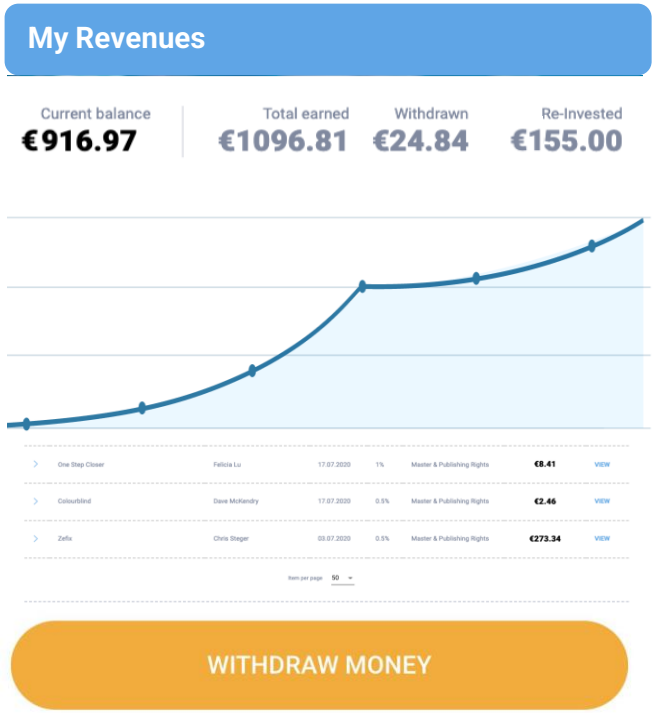


This is how it works

INVEST

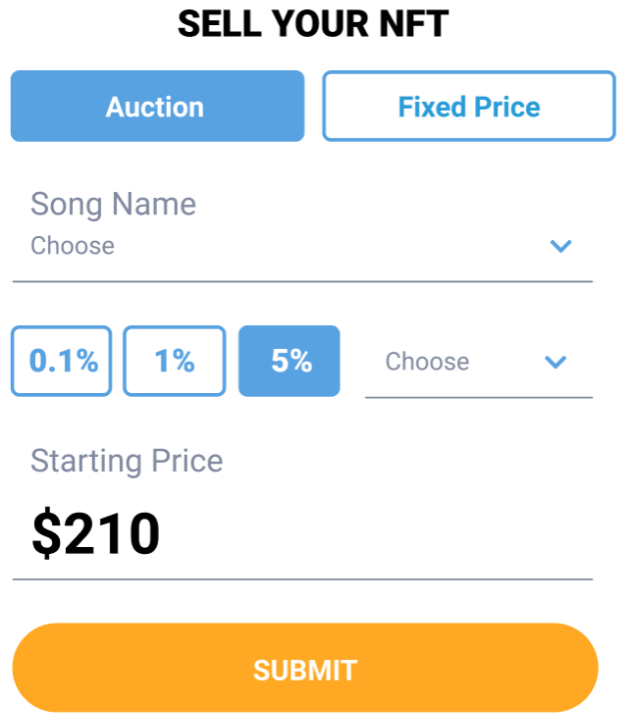


EARN

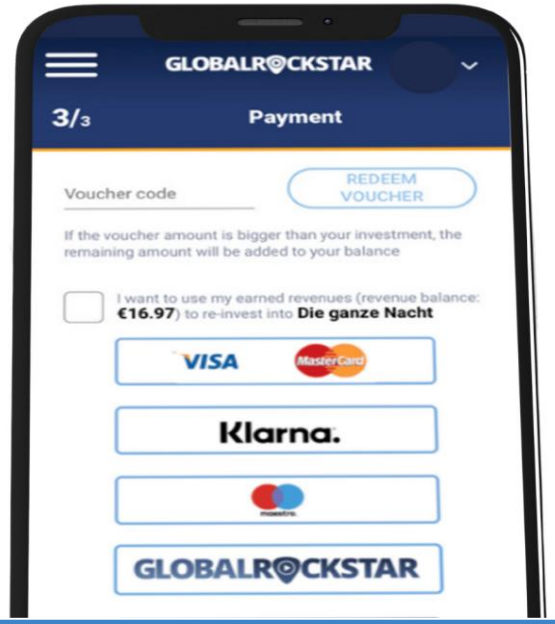


Music NFTs build up real value through royalty earnings from streaming, radio, TV, and sync

TRADE



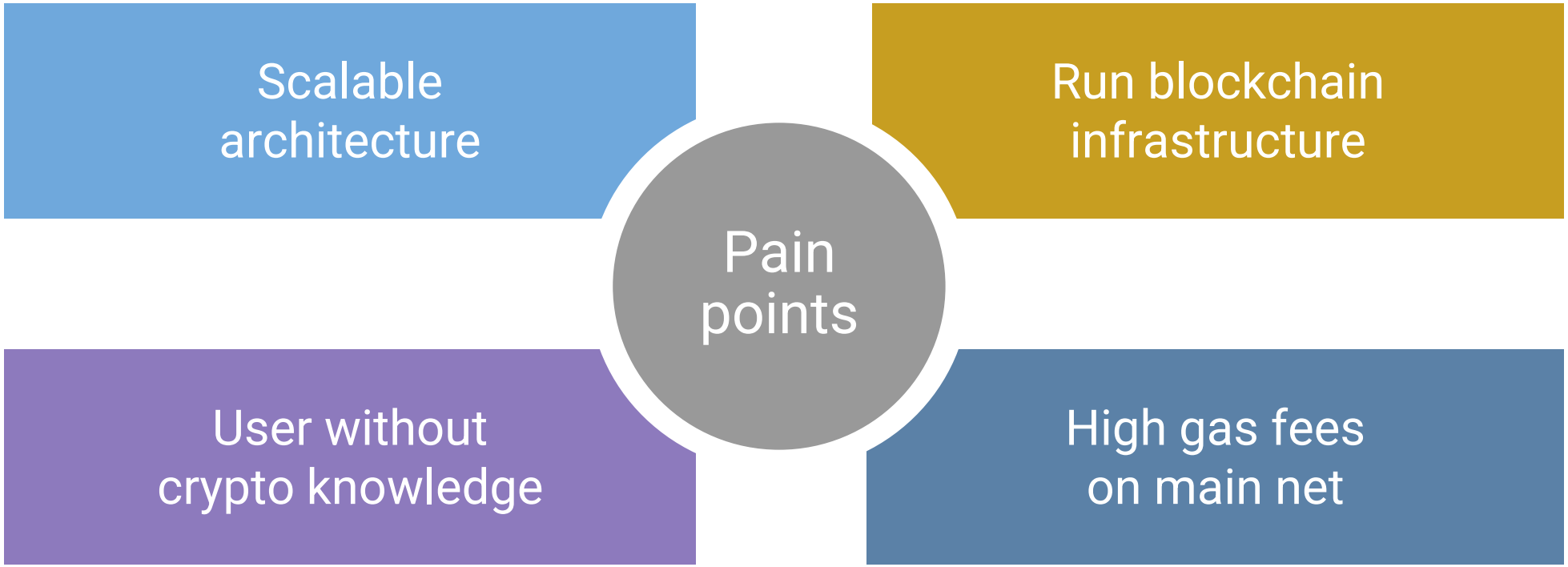
For every music lover



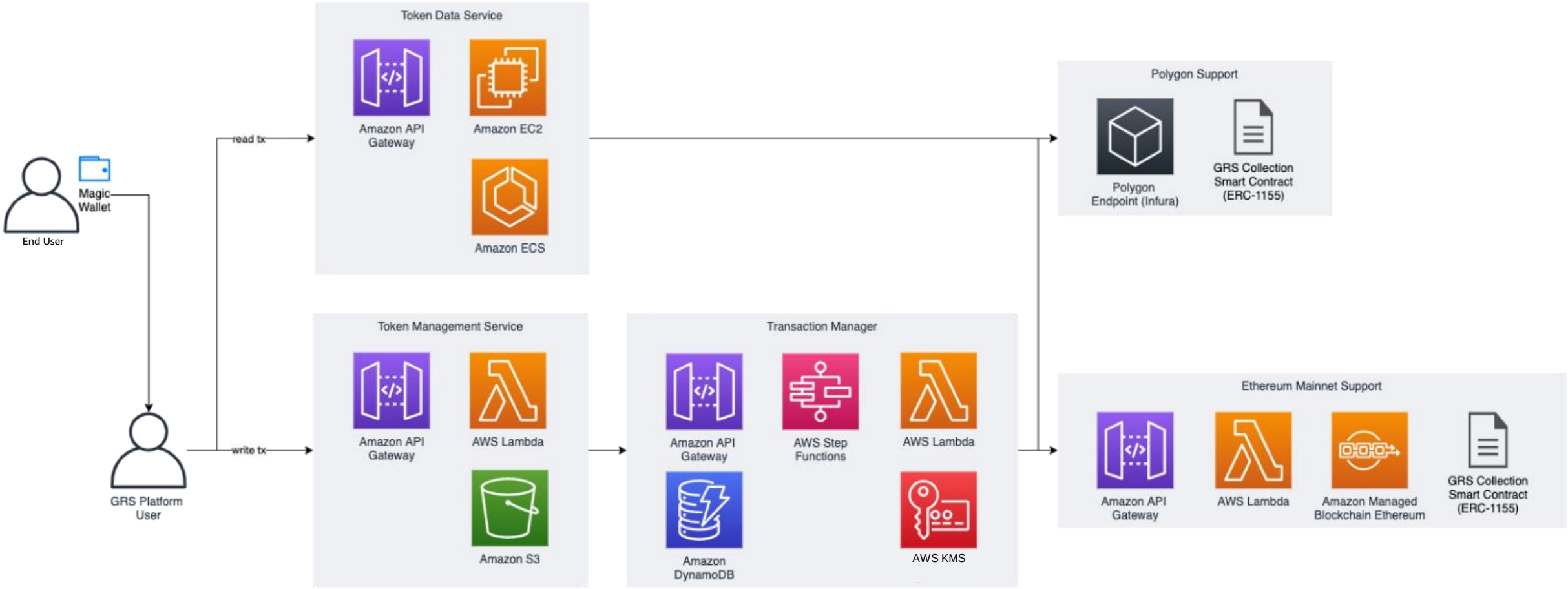
Pay with fiat money or reinvest your earnings from streams & radio.

No crypto holdings or crypto knowledge needed!

Easy solutions from AWS Professional Services



Global Rockstar solution architecture and services

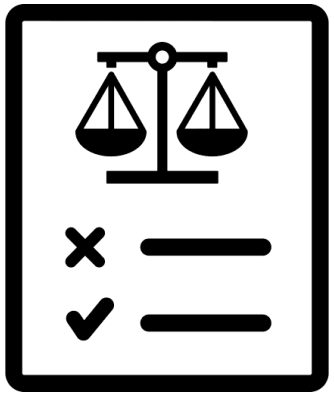


Special implementation

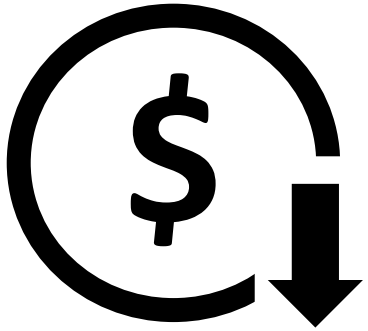
Gasless approvals for our users



Upgradeable contract



Running on Polygon sidechain



Road map 2021–2022

November 2021

- Global Rockstar launches music-NFTs in collaboration with Amazon Web Services.
- Investors can then secure their old and newly purchased rights as NFTs in the blockchain to trade them in the future.

Q1 2022

- Global Rockstar launches NFT-Marketplace for tradable collectibles.
- Unreleased, unique recordings from Top-Hits (without royalty participation).

Q3 2022 - Q1 2023

- Global Rockstar launches the NFT exchange allowing the buying and selling between users of all minted NFTs.
- Song rights with royalty participation (and such without, as collectibles) will be tradable.

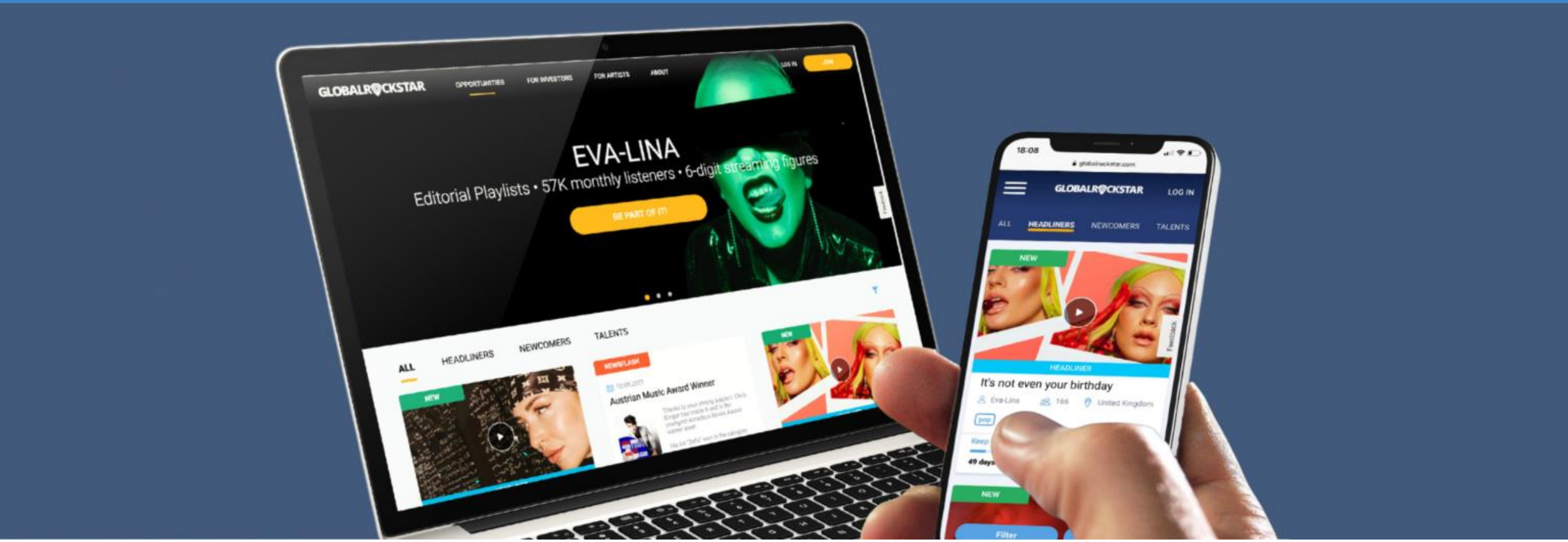
Global Rockstar NFT PLATFORM

Implemented on Amazon Managed Blockchain



OUR VISION

Becoming a leading music NFT platform for top artists and music lovers



Thank you!

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