



Solomon Ears has an ace up its sleeve

Music labels, distributors and streaming services would love to track their products when performed publicly. They try hard to approximate this monitoring but they do it the wrong way. They use obsolete tools of the past like volumes of sales, numbers of downloads or even numbers of plays and they fail to trace the actual use of their products and more importantly the don't know where this "consumption" takes place. Especially when commercial usage is involved. They often confuse commercial usage with usage of music for personal recreation. Moreover, they are not capable to track down the actual potential of such products simply because those key players in the music industry don't have a secure and failproof system of monitoring performance and market penetration. They are basing their assumptions on radio charts, billboards and sales; the most obsolete and questionable measuring tools of all times.

The main players in the music industry don't actually know where, geographically, their products are consumed or what time of the day or what day of the week or how many times again and again their music is played, because nobody obligates DJs to play each CD they buy, equal times (if played at all) or evenly all the individual tracks contained inside those CDs. Considered of course that they actually buy the music they play and that they do not get their "supplies" by unauthorized downloading or exploiting ridiculously low cost or even free streaming services intended only for personal and recreational use.

Today the system works like this: Each time a song is played on the radio, it is added to a 'cue list' which is submitted to a royalty collection agency, like the PRS in the UK (or ASCAP in the US, ACUM in Israel, SIAE in Italy; every country has its own) and then the collection agency will 'sample' a number of days per year based on the "popularity" of the radio station. If the airplay of a song happens to fall on one of these sampling days, a royalty will be payed to the holder of the performing rights for the song by the collection agency. The amount will depend on the popularity of the station, the duration of the song, and of course luck!, just because sampling is not performed every given day.

With Solomon Ears we will be in the vantage position to actually "listen", in real time, to every song is playing in every place on earth, every bar, club, mall, airport, everywhere. And by listening we mean tracking their unique identification fingerprint, created by Solomon Ears' powerful algorithms and the patented proprietary hardware.

This way all the players in the music industry will have access to unique data about the performance of their own products but also the performance and market penetration of the products of their competitors as well. Taking into consideration in the meantime also the illegally downloaded or otherwise unaccounted music, in order to fine tune their strategies.

Labels and distributors will extract much better results and conclusions in real time without the involvement of expensive third parties with a time lag of months or even years.

Artists will know where their top music is spiking and this way, they will be better and more accurately involved with their fanbase.

Monetization of every byte of data that Solomon Ears harvests.

A variety of insights tailored for every need based on subscriptions or by the piece in form of bespoke reports far better than the tools music industry have in its disposal today and in most cases, much more affordable compared to the otherwise mediocre tools of today.

Royalty collection agencies, namely Prs, Ascap, Acum, Sesac, Sacem, Siae, and also some of the mega streaming services like YouTube, Tencent music, Apple music, Spotify, Deezer, SiriusXM will benefit from the powerful database Solomon Ears will create and they will extract secure and transparent analytics about royalty rights bestowal and artist remuneration.

Especially the copyright collectives, could cut substantial amounts of their costs on employees and agents, policing all those public establishments. Solomon Ears will monitor the establishments in an automatic and much more productive way, decoupling along the way the need of antipiracy measures and policies, simply because every piece of music performed will generate revenue, irrespective of whether it has been legally acquired or not. BitTorrent, Pirate Bay even Napster will have their revenge;

because Solomon Ears will put music piracy out of business.

Solomon Ears will offer transparency and efficiency to the work copyright collectives do, in order to create from scratch the democratic environment we all need in the royalty rights distribution industry.

The music industry though isn't only about the artists, the labels and the distributors or the money collectors. The music industry is also about the people who listen to that music and the owners of the places where the DJs present in the best of the ways that music to the public.

For this reason, Solomon Ears consists also of a family of mobile apps tailored for the club owners, the DJs, the artists and even the pub goers. Free base versions of those apps that will give fundamental functionality such as information about the genre of music, a specific place is playing and its location on a map along with other info and directions to get there. Paid subscription plans or one-time payments for limited time usage will cover playlists of given places, where specific songs are playing in real time or where specific DJs are performing. The killer ingredient though of that family of mobile apps will be the option to rate individual DJs and places based on the actual music they play along with the possibility for the customers, the pub goers, to be involved in the playlist of participating places.

This way we will build a solid and healthy base of music consumers and producers exploiting real world data provided by the implementation of Solomon Ears.

Solomon Ears' target customers are the music recording labels, artists and distributors, the major players in the music industry, that need real and up to date numbers about performance and market penetration of their products.

Our second group of clients are the copyright collective societies. They will be greatly benefited when it comes to royalties' distribution.

And last but certainly not least, the third and broader pool of customers are the actual users: bar owners, djs and pub goers that will use the rich functionalities of the mobile apps and solid social ecosystem that the physical installation of the dedicated hardware will create in a way nobody else have ever thought about before, establishing democracy for the first time in history on the music industry. Even Tripadvisor can benefit from the implementation of the Solomon Ears hardware, installed in the premises of every restaurant and every café. Every establishment on their platform that it is rated about the quality of the pasta and the politeness of the stuff will now feature a dedicated section about the actual music it is playing!

Solomon Ears will also connect the real-world's brick and mortar establishments with the entertainment in the metaverse acting as an oracle. This way a coffee shop in Decentraland for instance could be the digital twin of a famous actual establishment, in real time!

So, what is exactly Solomon Ears in just 120 words?

“SolomonEars is the perfect blend of implementation of IoT hardware and proprietary AI algorithms, harvesting and analyzing the Big Data that the music industry is generating, with the security provided by blockchain and distributed ledger technologies. A unique and solid, self-sustainable ecosystem both in real-world and the metaverse, for all the pains in the music industry, including piracy. A social platform built around an array of mobile apps that will bring together artists, labels, djs, pub owners and their clients but most of all, the copyright collective authorities. SolomonEars will monetize the data of the music industry setting piracy free along the way bringing democracy, efficiency and transparency for the very first time in the history of the music industry.”

And we have a clear vision for tomorrow as well!

We see Solomon Ears technology and our vast infrastructure, 10 years from now to be implemented in personal devices. Anyone will be allowed to download all the music they like. For free. Piracy will lose it's meaning because remuneration will be based on the actual "consumption" rather than ownership. The music industry will be, at last, democratized!

With Music Modernization Act in the USA, passed as a law just recently, and articles 15 and 17 in Europe, set for implementation by the member countries, the stars are aligning for a better and simpler tomorrow for the music industry.

The music industry will be, at last, democratized!

Artists, labels, distributors, producers, anyone in the music industry, should be acknowledged for their work and rewarded for their intellect in a transparent, democratic, efficient and secure way. Systematic use of the Solomon Ears platform will revive the interest of artists and creators, stimulating the production of more audiovisual art promoting, as a consequence culture in general.

Tomorrow starts today with Solomon Ears!