

melboss®

Elevating music careers

VIDEOMUSE Project



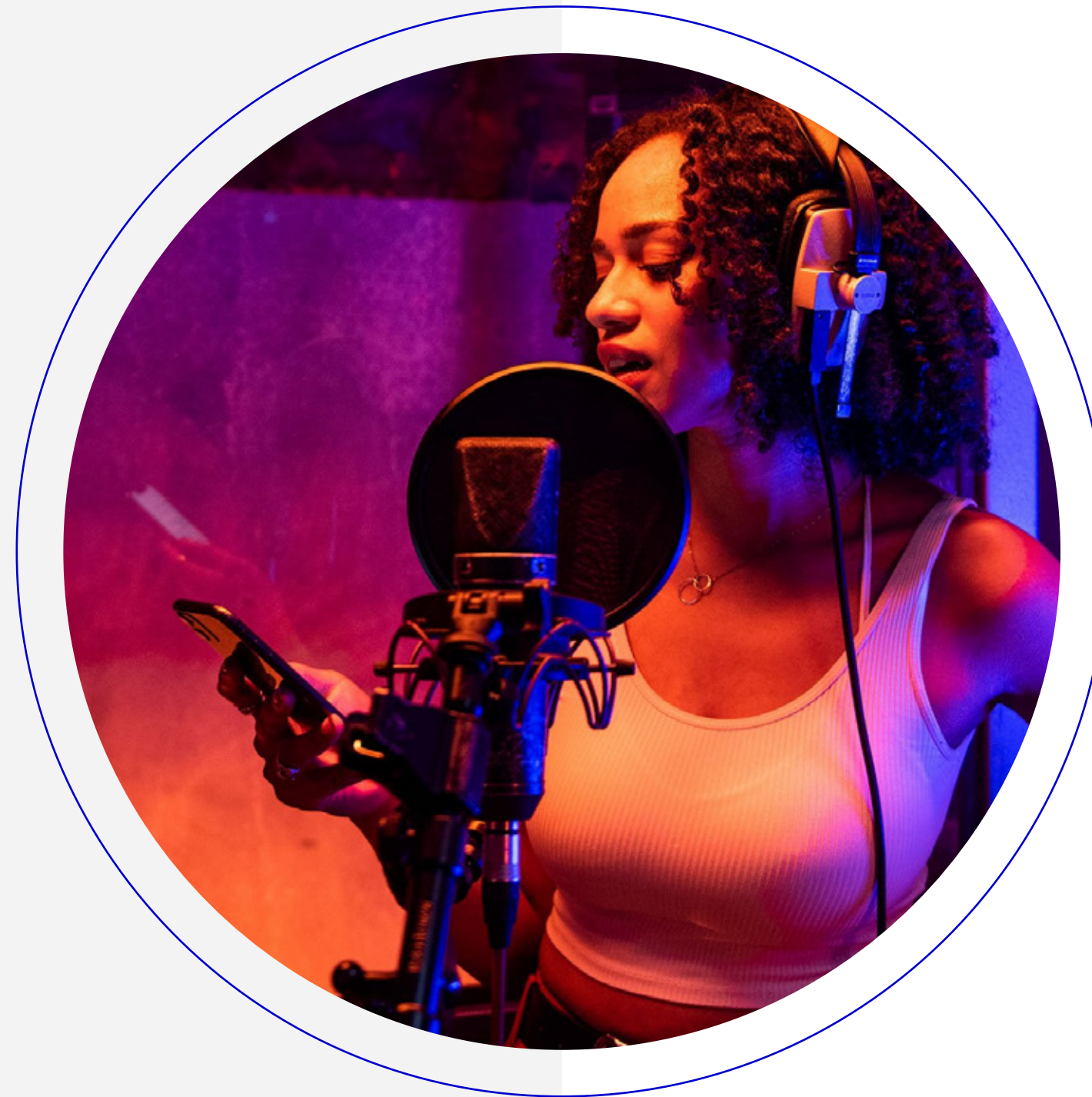
Co-funded by the
Creative Europe Programme
of the European Union



Main Challenges

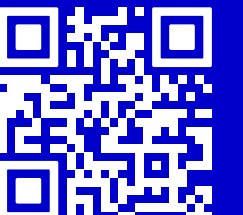
Digitization is transforming the creative industries changing from physical to digital sales.

Emergence of **streaming platforms** accelerates the number of creators (only in Spotify there are +11M creators).



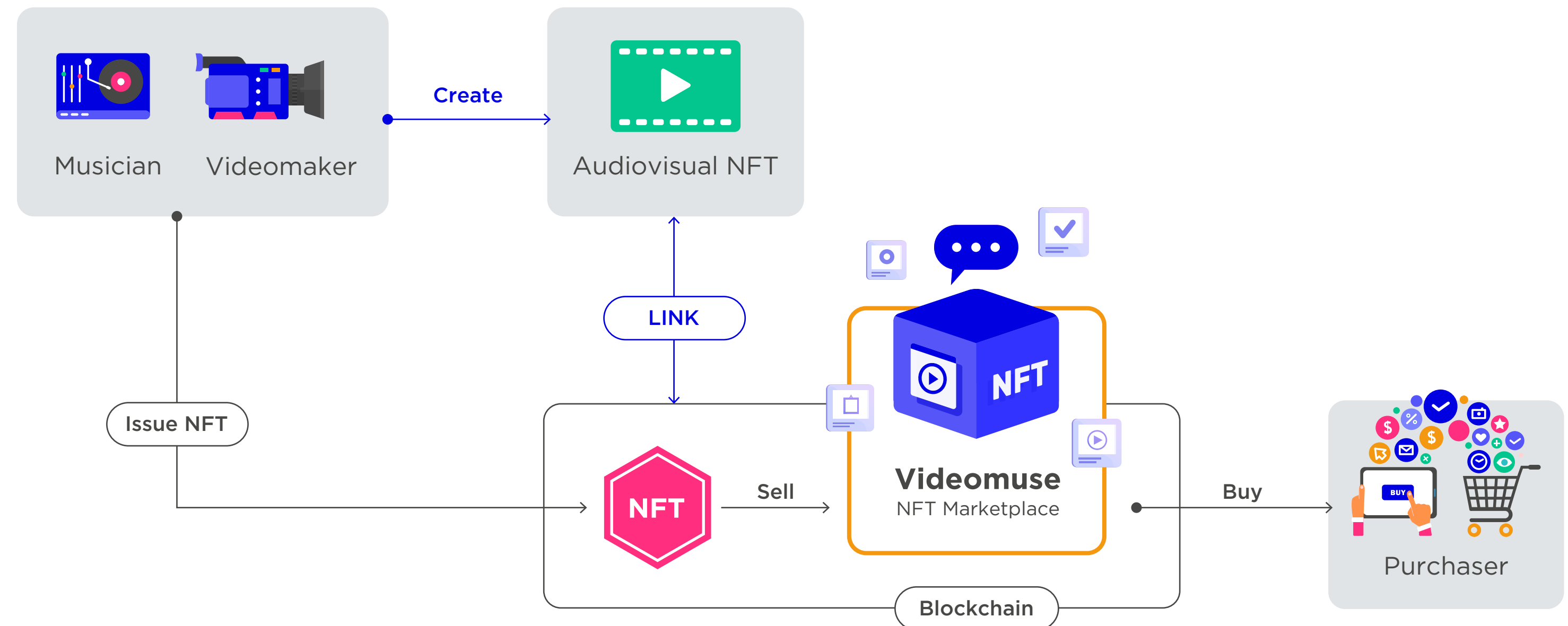
Lack of **alternative business models** that allow for fair and sustainable income generation (0.09% creators generate more than \$100K/yr).

Lack of sufficient **cross-collaboration** among music and audio-visual sectors.



Project Objectives

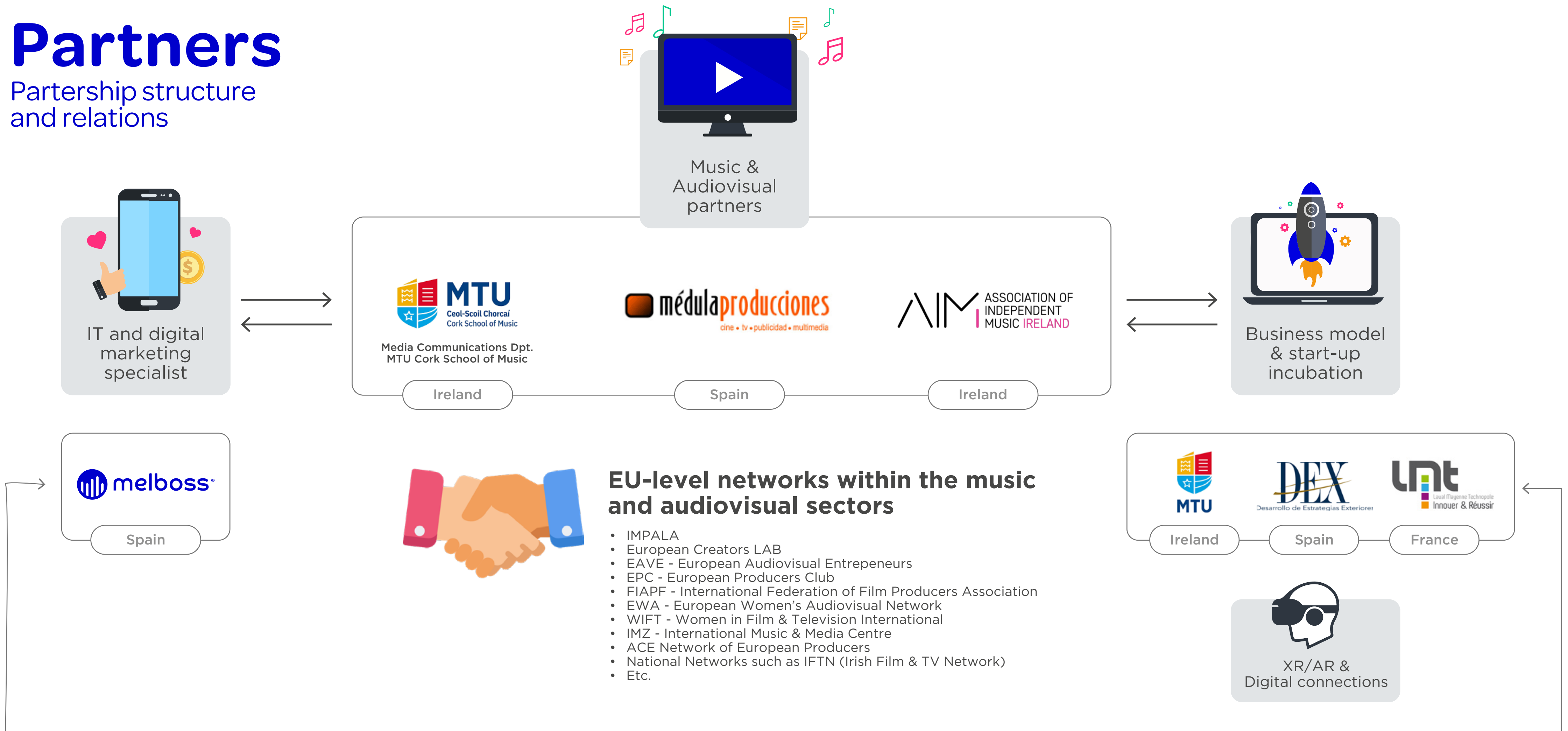
- Generate new European solutions and possibilities for cultural & creative industry stakeholders.
- Study, design and test a new NFT platform built upon principles of quality, fair income distribution, accessibility and promotion of creators.
- Open new possibilities for distribution and value generation.
- Support the interaction and cross-collaboration between music and media sectors distributing the value in a balanced way.





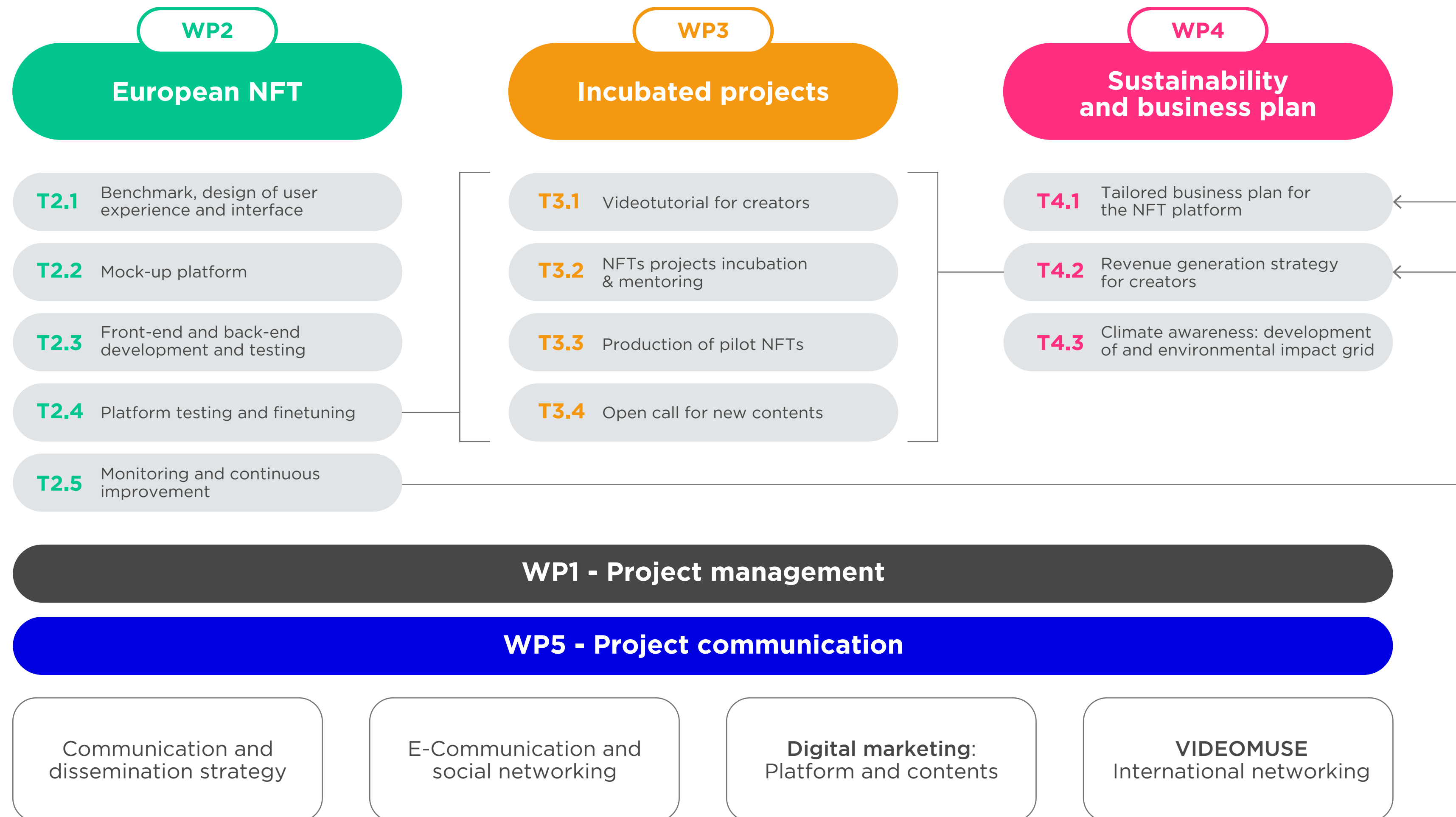
Partners

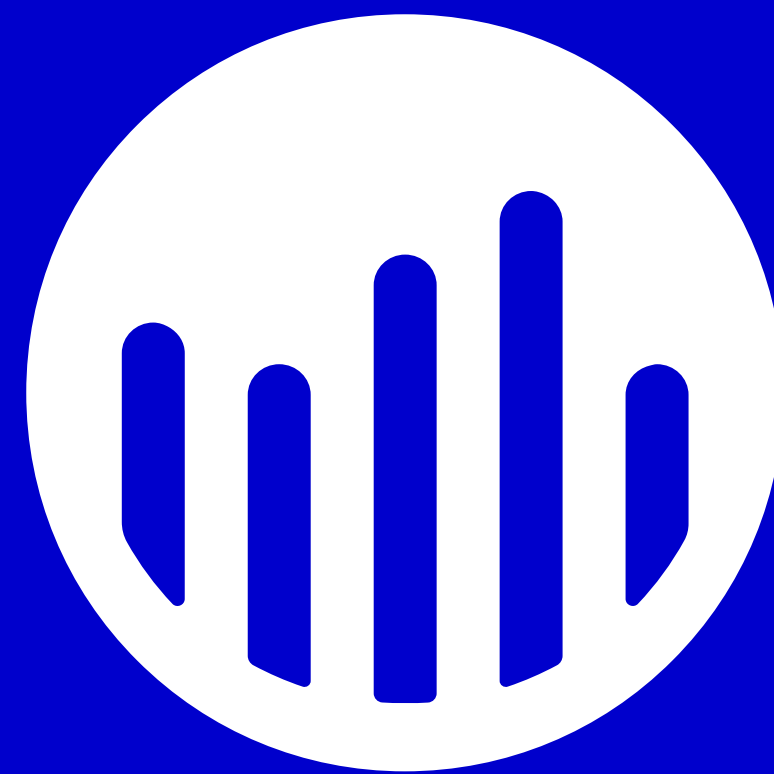
Partnership structure and relations





Work Packages





melboss[®]

Francisco Buendía | CEO
(+34) 609 535 771 | francisco.buendia@melboss.com

Yvan Corbat
yvan@grupodex.com

C/ Gran Vía 4, 28013
Madrid, Spain