



An exclusive and universal music streaming site owned and run by artists and labels, like BMI/ASCAP, with dazzling streaming/viewing/interaction options created by the artist and label. The entire universe of music and video, streamed in CD quality or better, and new paths between artist and fan. With a guaranteed revenue of **three cents per stream**. And the end of low paying streaming. Bye bye, Spotify.

Pangaea means way more money for the artist. How?

Listeners pay 3 cents per song stream. No subscription. You pay as you listen. Do you play 30 songs (3 hours of music) a day? You'll pay \$30 a month.

The artist/label gets 100% of the 3 cents, after admin costs. The streaming revenue doesn't go into a general fund for mysterious distribution. If someone plays your song, you get that three cents.

The music on Pangaea appears nowhere else on the web. If you want to hear The Beatles or your local folk punk indie band, it's only on Pangaea. But you'll love it. Pangaea is going to be a listener's delight. Spotify's a cheap hotel with a billboard outside your window. Pangaea is going to be a magical forest.

If an artist gets a million plays, they won't get \$4000 from Spotify.* Or \$800 from YouTube. They'll get \$30,000 from Pangaea. And with free listening options vanished, **expect a massive increase in paid streaming.**

Will this be an epic culture war? Yes. But the lost concept that music is valuable, crucial to life, will win.

Music lovers—you gotta start paying these people you love. We'll make it way cooler, but you gotta pay.

Pangaea: something worth paying for:

Every band, artist, label, song, video, and live concert ever recorded, from the first 19th century Edison recordings to today's new releases, on one site.

No limitations, no ads. Pure music, any way you like it. You can play Fear The Reaper 100 times a day if you like. Or explore music curated by Beck or Rihanna or Patti Smith.

Listen options include 24/96, better than CD quality. A new generation of listeners will be startled at how good music can sound. They might buy speakers.

Not only streaming, but seamless interaction with band/label website, BandCamp, CD Baby, Amazon, Apple, all online stores--for mp3, vinyl, CDs purchases, super high res files, DVDs, t-shirts, concert tickets.

Artists **and** fans can create Pangaea home pages with limitless graphics and interactive possibilities. Artist playlist of the week, fan-only sneak previews, fan versions of songs, unreleased demos, live concert and live in-studio streaming (watch your favorite band record its new release), raw tracks so fans can remix fave songs. Artists can create their own categories and associations to link to: The Los Angeles Country Rock Association, or the Glastonbury Alumni Group, Friends of Morton Subotnick.

Spotify, Pandora, etc. can continue to look and behave just like Spotify and Pandora, but their stream source and revenue collector is now Pangaea. Three cents a stream. They'll probably go out of business. Because the profit motive is gone, baby. Cash for musicians and labels only.

No one ever goes outside again. Hikers have the wilderness to themselves.

Launch Strategies in Today's Music Landscape

Spotify and Apple, awash in hedge fund cash, don't have a sound business model. They're trying to incorporate the “music is free” ethos into a business model. Their doom is only a matter of time. Pangaea can partner with and take over the first streaming service about to topple.

Things to keep in mind as we plot the takeover of the music biz:

Music ownership: is on the way out. We can't fight it, and shouldn't. Ownership will exist as a charming anachronism, on vinyl and in old CD and iTunes collections. Artists can encourage fans to own a physical memento. But when Pangaea can instantly play the entire Beatles collection in super high res through your kickass 1970s Yamaha receiver, or on your iPhone, or stream concerts on your flat screen, there's no need to physically own music.

Fight the power (not): there's no need to legislate or advocate for higher streaming payment from Spotify et al. It's a distraction and a misdirection of energy. Legal muscle and internet scrutiny will be needed, but focused on taking down non-complying sites only. That's relatively easy. Spotify becomes a portal to Pangaea, or it folds.

Convincing the music lover to pay. This is not easy, and will be deeply resented and resisted. There has to be a nuanced carrot and stick approach. The stick is that, as artists/labels remove all content from low pay sites, consumers will have no choice but to go to Pangaea. No threats, no shaming, just this: your favorite local band cost 3 cents per song listen on Pangaea.) And if a consumer finds themselves playing a single over and over, hey--buy the mp3!) The new platform has to be brilliant, gleaming, delightful.

Critical Mass. Critical mass is critical. The big players as well as indie bands need to see the advantage in joining a site offering all music. Could a subscription site playing only the Beatles survive, even if it's the only place to hear the Beatles? Probably. Could Pangaea survive if it couldn't deliver Taylor Swift? Probably, but it would be a limitation. For streaming to pay, a tremendous and unprecedented cooperation among labels and artists needs to happen. It's worked for BMI/ASCAP for decades.

Three cents is a minimum. If the Beatles or Tom Petty's label think they can get 6 cents a stream, go for it. Pangaea will support this. But we need a minimum 3 cent stream to avoid a race to the bottom.

Google doesn't love you. The internet giants have embraced free everything with the passion and rhetoric of Occupy activists. It's a theft enabling culture and infrastructure and has to be confronted with a unified front of all musicians and labels. Google and the other giants have to take responsibility for dismantling file sharing sites. Pangaea will have heavy clout, the scary lawyers, and the ear of legislators.

Three cents a stream isn't just rhetorical. It's the standard for a firewall that will end

illegal downloads, unauthorized streaming, all forms of giving away an artist's work without permission. And it's tied to inflation.

First Steps:

A modest proposal: launch Pangaea.org as a mission statement -- change is coming -- and membership site.

Each affiliating band, artist, and label declaring their intention to stream through Pangaea gets a thumbnail image and link to their website, and music purchasing site of their choice, such as BandCamp, CD Baby, etc. Pangaea.org can serve as a promotion and revenue source for artists/labels from day one. Famous bands can be shameless featured, as well as new and intriguing music, much as BMI's newsletter or CD Baby's artist recommendations do today.

Pangaea.org's webpage should be fun, witty, engaging, and viable even pre-streaming.

With membership critical mass reached, Pangaea makes The Great Leap: online streaming is launched. As Pangaea.org gathers steam, musical content is removed from sites not willing to affiliate and pay 3 cents a stream. Quickly.

What are the nuts and bolts of a music infrastructure revolution? How is the streaming startup funded? In a Crowdsourcing On Steroids funding move, bands/labels could pay an individual startup cost, recoupable through streaming. Ten million indie bands from around the globe could kick in \$49 each as minimum for streaming startup (that's what CD Baby charges to host just one CD). Half a \$ billion should get things going. Sting, Sony, CDBaby, and Metallica could kick in millions more each, recoupable, as a show of support.

Partnerships with SoundExchange, the existing streaming sites, and BMI/ASCAP are no doubt critical. Cooperation, rather than strife, with Pandora, Youtube, and Spotify, is a possibility. One of the existing streaming sites will probably see the writing on the wall and allow themselves and their infrastructure to be purchased wholesale by Pangaea. Pandora becomes Pangaea.

A Big Brother of music streaming isn't desirable, as the oppressiveness of Spotify and Apple Music already demonstrate. Pangaea could certainly become too successful. There should be competitors. But something like the ASCAP/BMI friendly, non-exclusive rivalry could happen--with the agreed minimum streaming rate.

The path to a new golden age of music is perilous and complex. But the simplicity of

the core principle—music ain't free, it's two cents a stream—is a good place to start.

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logo by John Curry

*If in fact Spotify even pays that. It's all smoke and mirrors at the moment, rumors of famous bands getting much more per stream revenue than indies, conflicting stories all over the web.

<http://thetrichordist.com/2014/11/12/the-streaming-price-bible-spotify-youtube-and-what-1-million-plays-means-to-you/>

<https://www.digitalmusicnews.com/2018/12/25/streaming-music-services-pay-2019/>