



veetune®

# Veetune White Paper

Streaming, Music Publishing, Digital Music Boxes  
(DMB), Gifts, and League-based Rewards

# Veetune White Paper

Streaming, Music Publishing, Digital Music Boxes (DMB), Gifts, and  
League-based Rewards

PDF-ready layout for internal review  
and implementation planning.

**Version:** 1.0 (Draft)

**Date:** January 1, 2026

This document describes the Veetune concept and proposed economics.  
It is not legal advice. Any publishing or platform-based participation structure  
must be validated with qualified counsel in each jurisdiction.



# Table of Contents



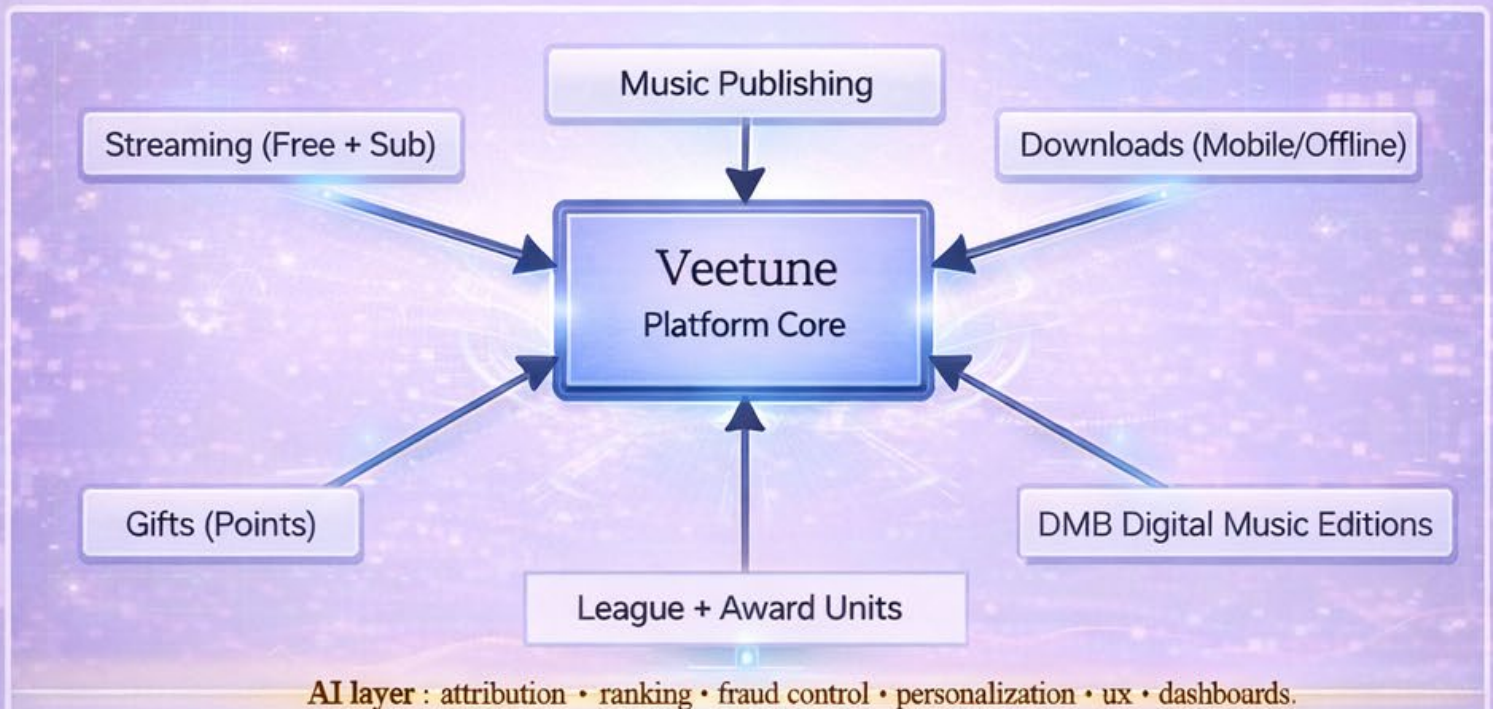
## Table of Contents

<u>1. Executive Summary</u> .....	<u>4</u>
<u>2. Problem Statement</u> .....	<u>5</u>
<u>3. Music Publishing (Participation)</u> .....	<u>6</u>
<u>4. League System and Units</u> .....	<u>7</u>
<u>5. Streaming Economics</u> .....	<u>8</u>
<u>6. Downloads</u> .....	<u>9</u>
<u>7. DMB - Digital Music Box Edition</u> .....	<u>10</u>
<u>8. Music Publisher Landing Pages</u> .....	<u>11</u>
<u>9. Gifts and Points</u> .....	<u>12</u>
<u>10. AI Systems</u> .....	<u>13</u>
<u>11. Veetune Payment Handling</u> .....	<u>14</u>
<u>12. Risks and Controls</u> .....	<u>15</u>

# 1. Executive Summary

Veetune is a music platform that combines streaming, downloads, digital music editions (DMB) gifting, monthly competitions, and a league-based ranking model. The key innovation is the **Music Publishing** (Platform Based Participation).

Users access a structured publisher feature within the Veetune platform that allows participation in platform-based music experiences and engagement features. All interactions and outcomes are managed internally within the platform environment.



**Headline economics:** Advertising revenue for Veetune streaming is split **27% Veetune / 73% artists**. Subscription models and publishing splits are detailed in Sections 5-8.

## 2. Problem Statement

The music industry remains difficult for independent artists: revenue is fragmented, reporting is opaque, and rights ownership is complex. Many music-related platforms are disconnected from real user activity and engagement, and streaming fraud distorts charts and payouts. Veetune's design focuses on transparent rules, real usage-based income, and anti-fraud enforcement.

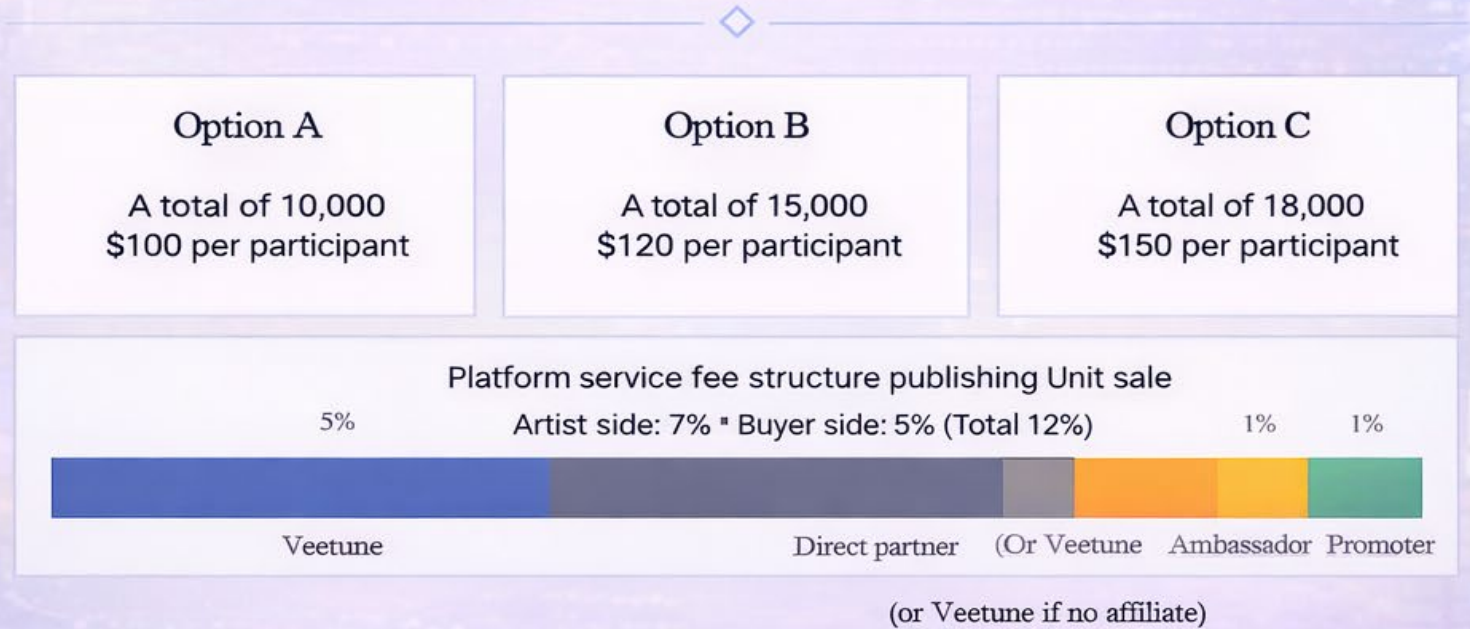
### Veetune's approach:

- Simple, standardized publishing options (3 choices only).
- Cashflows based on real usage (>>30 seconds streams, downloads, DMB sales).
- League system that links engagement to payouts and visibility.
- AI for attribution, ranking, personalization, and fraud controls.



### 3. Music Publishing

Selling direct song "shares" can be restricted in the USA and Europe, Veetune uses a compliant structure: users access a structured publisher feature within the Veetune platform. This feature is designed for platform-based participation and engagement, linked to music releases. All interactions and outcomes are managed internally within Veetune platform based on usage and engagement metrics.



#### Standardized artist choices (only 3 options):

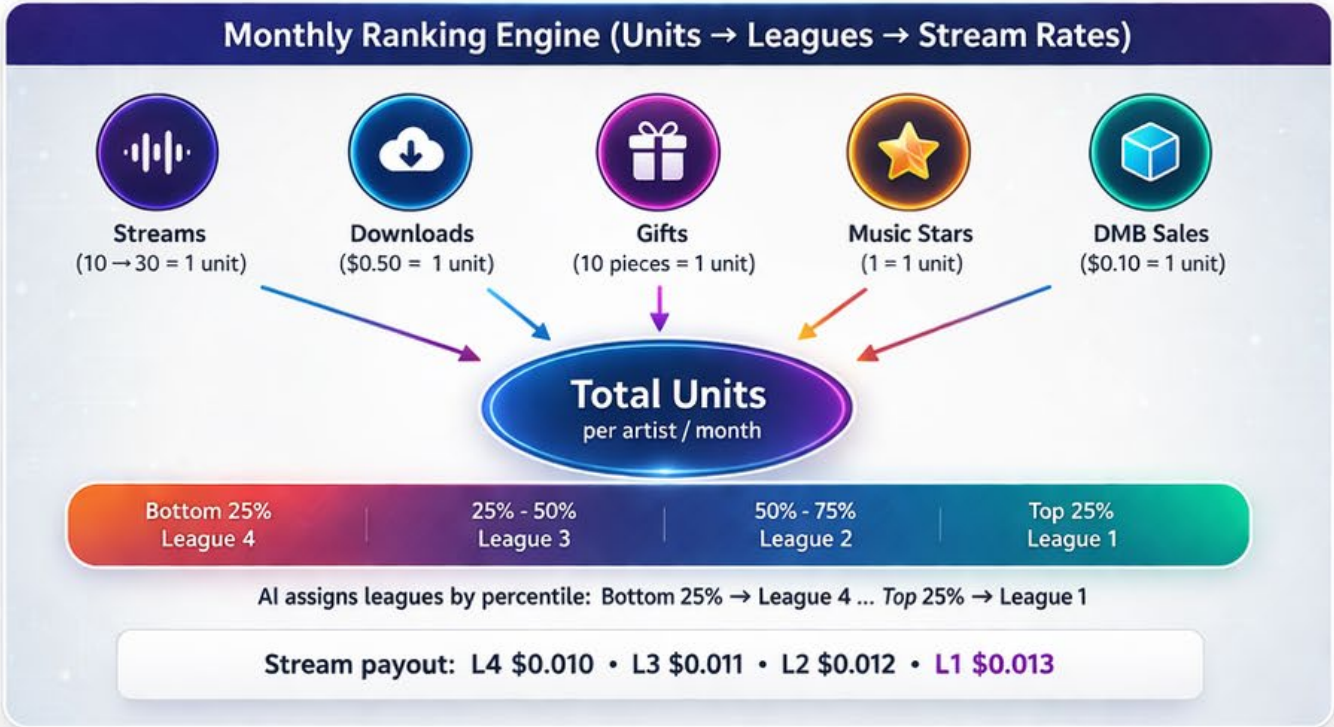
Option	Total Target	Access Value	Publisher / Artist Split	Scope
A	\$10,000	\$100	50% / 50%	Streaming + Downloads + DMB
B	\$15,000	\$120	60% / 40%	Streaming + Downloads + DMB
C	\$18,000	\$150	70% / 30%	Streaming + Downloads + DMB

**Platform service fee structure:** 7% deducted from the artist side and 5% paid by the buyer (12% total). Distribution: 5% Veetune, 5% direct partner (or Veetune if no affiliate), 1% ambassador, 1% promoter.



## 4. League System and Units

Artists are ranked monthly using "units." Units combine fan support and consumption into one score. The AI assigns each artist into one of four leagues by percentile.



<p><b>League 4</b> \$0.010 per stream</p>	<p><b>League 3</b> \$0.011 per stream</p>	<p><b>League 2</b> \$0.012 per stream</p>	<p><b>League 1</b> \$0.013 per stream</p>
---	---	---	---

Top 3 artists in League 1 also share the surplus created by valuing subscription streams at the top rate while lower leagues receive less: 50% to 1st, 30% to 2nd, 20% to 3rd.

All streaming payouts are based on platform usage and **do not represent financial or investment returns.**



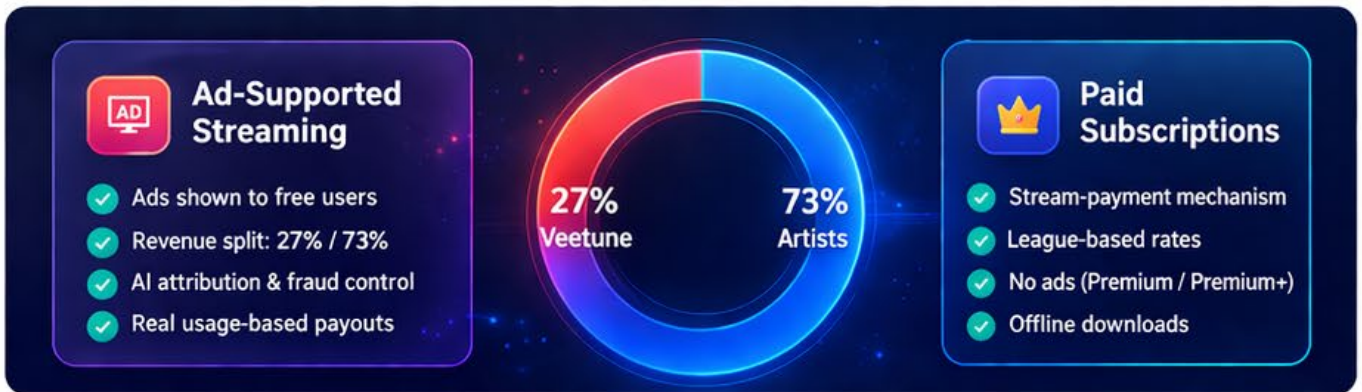
## 5. Streaming Economics



**Ad-supported streaming:** Advertising revenue is allocated within the platform according to the selected participation structure: 27% to Veetune and 73% to artists.

Paid subscriptions add a second stream-payment mechanism with league-based rates.

All streaming payouts are based on platform usage and do not represent financial or investment returns.



### Subscription tiers (as specified)

Tier	Monthly Price	Max paid streams/month	Notes
 Super Streamer	\$4.60	147	Ads every 10 songs, 312 Mbps, competition access
 Premium	\$9.90	418	No ads, 312 Mbps, offline downloads
 Premium +	\$15.90	672	No ads, 312 Mbps, offline downloads



Within subscription payouts, each counted stream (>=30 seconds) is paid according to the artist's league. After the tier's paid-stream allocation is consumed, additional streams can be routed through the ad-revenue pool based on AI attribution rules.



## 6. Downloads

Downloads are mobile-only and stored inside the Veetune app for online listening. Offline listening requires an active subscription. Free users can pay \$0.80 / \$1.20 / \$ 1.50 per song to enable offline access.

### Offline download (free version) distribution:

- 10% direct partner (or Veetune if no affiliate)
- 25% Veetune
- 50% artist
- 5% ambassador
- 5% promoter
- 5% artist award pool

If publishing shares exist for the song, download revenues of \$0.80 / \$1.20 / \$1.50 are allocated within the platform according to the selected participation structure (50/50, 60/40, 70/30).



## 7. DMB - Digital Music Box

Digital Music Box (DMB) is a limited-edition digital music experience package that can include the song, a video, and images. Artists create a first edition (e.g, 5,000 copies) and set the price.

**DMB transaction fees:** 7% seller fee + 6% buyer fee (13% total). Distribution: 5% Veetune, 5% direct partner (or Veetune if no affiliate), 1% ambassador, 1% promoter, 1% awards pool.

If publisher participation is active for the song, net DMB revenue (after fees) platform-based allocations are applied depending on the selected participation structure, according to the selected option. If the purchase happens via a publisher landing page, the referring attribution-based allocation is applied within platform rules.

if publisher participation is active for the song, net DMB revenue (after fees) platform-based allocations are applied depending on the selected participation structure according to the selected option.



## 8. Music Publisher Landing Pages

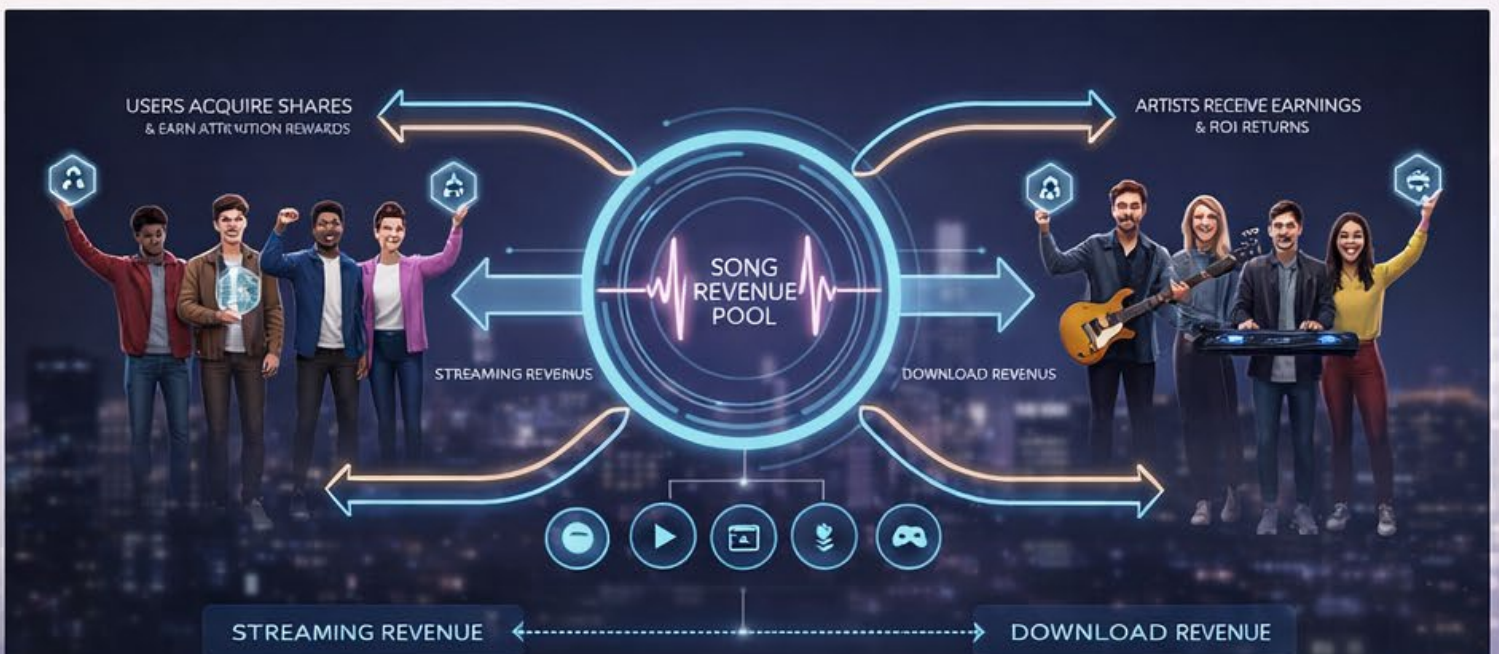
Each publisher User receives a personal landing page and referral link to promote the song. Attribution rules reward active marketing and create organic distribution.

### Music Publisher Landing Page Attribution



**Streaming via landing page:** engagement-based attribution rewards active promotion within defined platform rules

**Purchases via landing page (downloads/DMB)**



## 9. Gifts and Points

Gifts are delivered as virtual musical instruments paid with points. Points convert into fiat-denominated value for artist earnings. This system is also used to drive monthly ranking and award pools.

### Gift revenue split:

- 26% Veetune
- 50% artist
- 10% direct partner (or Veetune)
- 2% ambassador
- 2% promoter
- 10% awards pool

To reduce chargeback risk and stabilize payouts, Veetune uses a progressive unlock mechanism where only a portion of earned amounts become withdrawable at any time, increasing with lifetime earnings. Gifts represent platform-based support and engagement features and do not constitute financial instruments.



## 10. AI Systems

AI is core infrastructure in Veetune: it verifies stream eligibility (>30 seconds), platform allocation attribution, calculates units/leagues, detects fraud, and powers artist analytics and promotions.

### AI responsibilities:

- Platform allocation attribution: map premium streams, ad streams, downloads, DMB purchases, gifts to the correct recipients.
- League engine: compute units, percentile splits, and monthly promotions/relegations.
- Fraud controls: detect bot-like behavior, traffic anomalies, and payout manipulation attempts.
- Personalization: recommendations, playlists, discovery feed, and content timing suggestions.

**Operational suggestion:** pool all publishing-linked streams, downloads, and DMB revenues monthly; pay out with a 2-month delay window to handle refunds and chargebacks.



## 11. Veetune payment Handling

All platform features are fully accessible using standard fiat payments (USD, EUR). Veetune operates entirely within a centralized platform environment designed for simplicity, usability, and regulatory clarity. No external tools or technical knowledge are required. All platform features are designed for entertainment, engagement, and digital content access only.



The image shows a promotional card for the Veetune Online Music Platform. At the top center is the Veetune logo. Below it, the text "ONLINE MUSIC PLATFORM" is written in large, bold, white capital letters. The card features three distinct pricing tiers, each enclosed in a rounded rectangle with an orange border. The first tier, "Free Users", includes a play button and magnifying glass icon, offering unlimited access to a vast library. The second tier, "Monthly \$4,60", includes a download and cloud download icon, allowing users to listen anywhere, anytime. The third tier, "Monthly \$9,90", includes a heart with a dollar sign and a crown icon, offering direct tips and premium content. At the bottom of the card, a small disclaimer states: "veetune © 2024. All rights reserved. Pricing subject to change."

**veetune**<sup>®</sup>

# ONLINE MUSIC PLATFORM

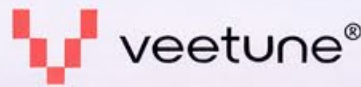
Feature Set	Price
<b>STREAM &amp; DISCOVER</b> Unlimited access to vast library.	<b>Free Users</b>
<b>DOWNLOAD &amp; OFFLINE</b> Listen anywhere, anytime.	<b>Monthly \$4,60</b>
<b>SUPPORT ARTISTS &amp; EXCLUSIVE</b> Direct tips & premium content.	<b>Monthly \$9,90</b>

veetune © 2024. All rights reserved. Pricing subject to change.

## 12. Risks and Controls

Veetune's economics can work only if compliance and fraud control are treated as first-class requirements.

- Regulatory classification risk (security-like interpretations). Requires legal design by jurisdiction.
- Streaming fraud risk (bot farms). Requires detection, delays, audits, and enforcement.
- Expectation management for publishers (income variability, limited liquidity). Messaging must be clear.
- Complexity risk. UX should hide complexity and show only the relevant rules per user role.
- Veetune does not provide financial returns, investment opportunities, or ownership rights in music or intellectual property.





veetune®



# Veetune White Paper

Streaming, Music Publishing, Digital Music Boxes (DMB), Gifts, and League-based Rewards

---