

FINANCING CULTURE: 7 PROPOSALS FOR PRESENT TIMES



The objective of the congress is to explore the consequences of digital technologies on culture, in particular on the creative industries (e.g. music, visual art, video game). More specifically, we will analyze the impact of digital technology on the financing and governance of culture (e.g. remuneration of artists on streaming platforms, new financing models through the Web3 and NFTs) in order to accompany these changes in a sustainable manner. There is indeed a need to clarify and accompany these changes, in a transversal way (art, economy, law, sociology, technology) and on a national and international scale (see European Commission 2022 ; ILO 2023). Another objective is to keep in mind that the field of creation is often a precursor of future changes and that the reflections during the congress will also serve other sectors of activity.

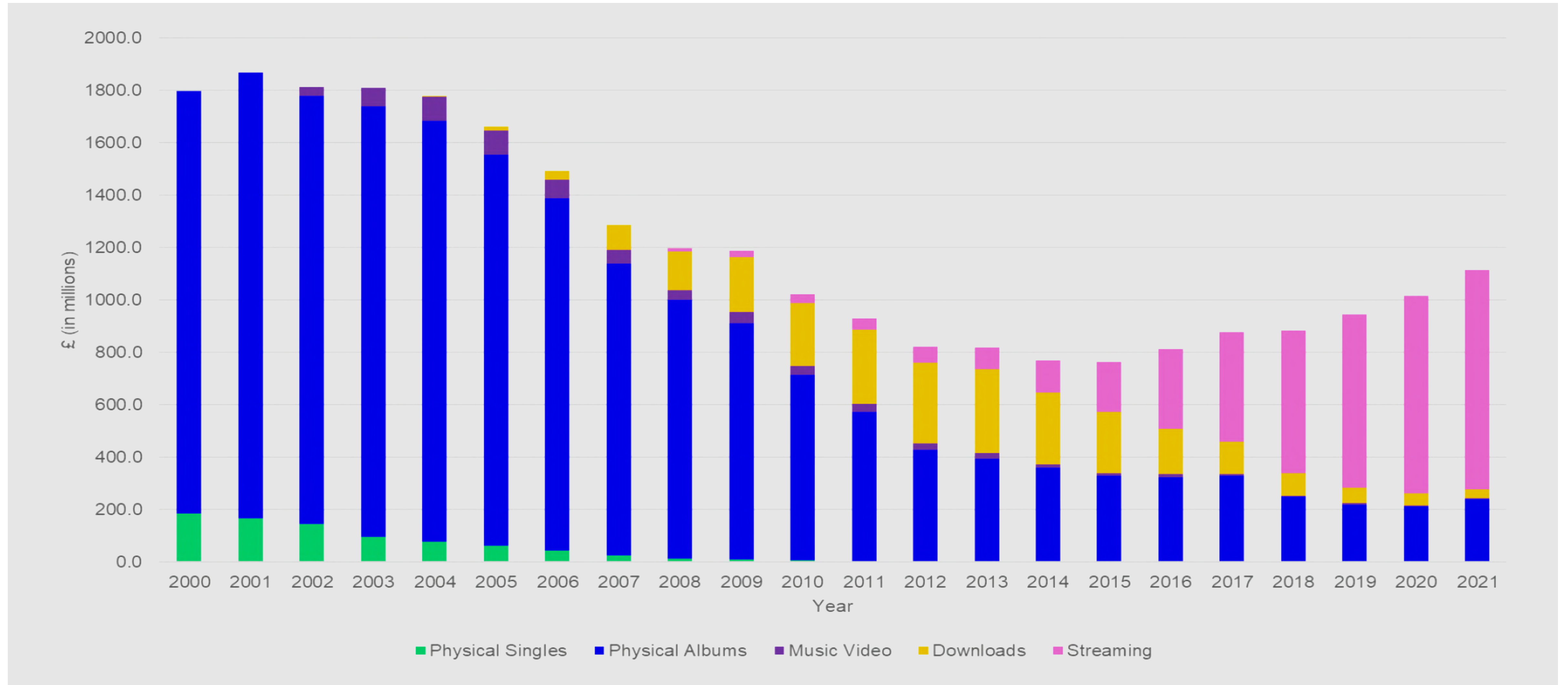
Context

**Paying for culture
or paying artists?**

MUSIC INDUSTRY

Music streaming now represents 85% of the sector's revenues, compared to only 7% for physical media.






Evolution of the music sector: streaming's domination
 Artists earn almost nothing from tracks listening

SWITZERLAND'S CULTURE SECTOR

2.1% of Swiss GDP.

59% of artists earned less than CHF 40'000 in 2019.

Source: Office fédéral de la culture



Kultur zählt.
La culture compte.

Web3 era

The rise of digital scarcity

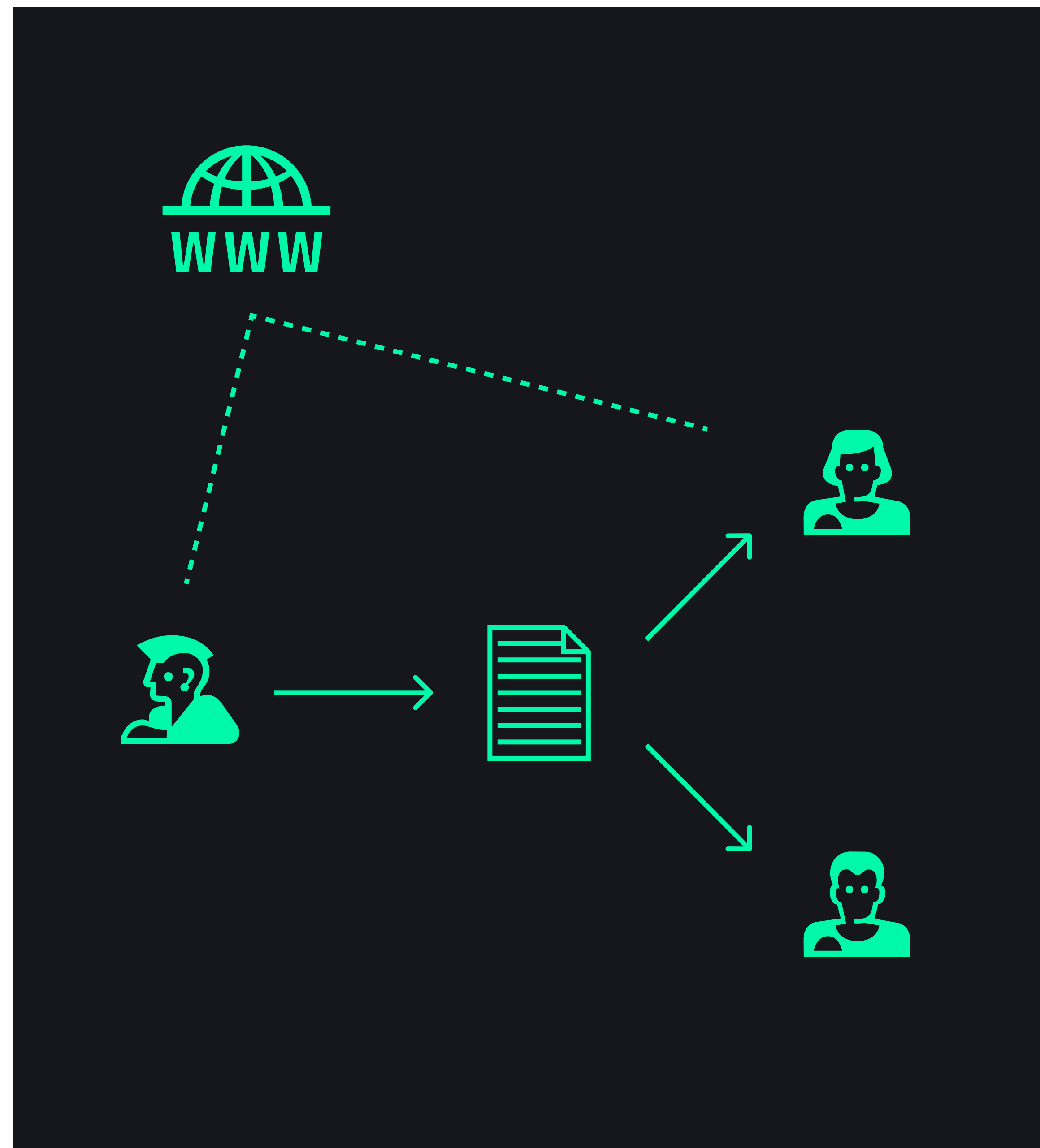
DIGITAL SCARCITY

Problem

Impossibility to create digital uniqueness.

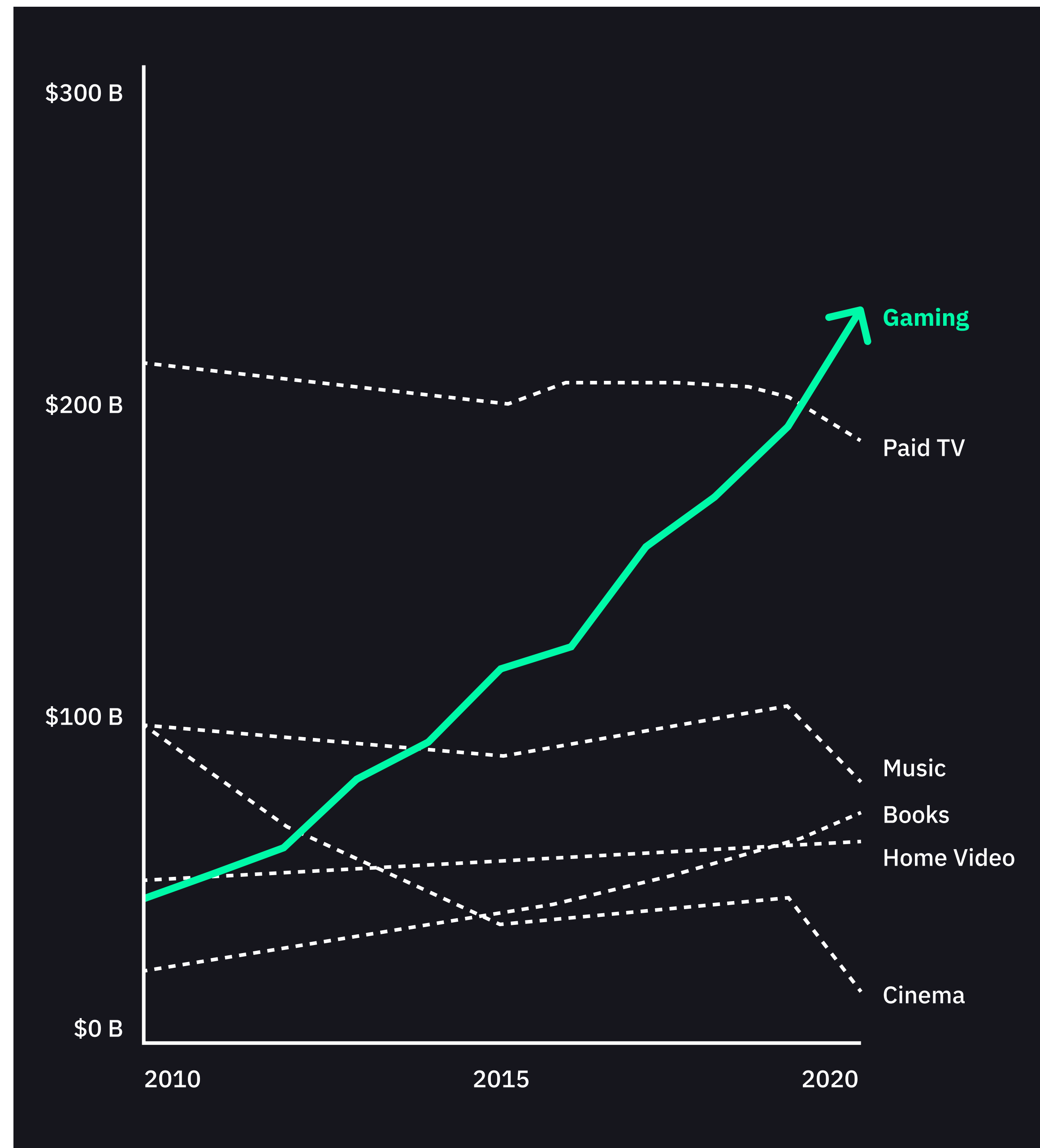
Solution

Thanks to blockchain (2009) digital scarcity is now possible.



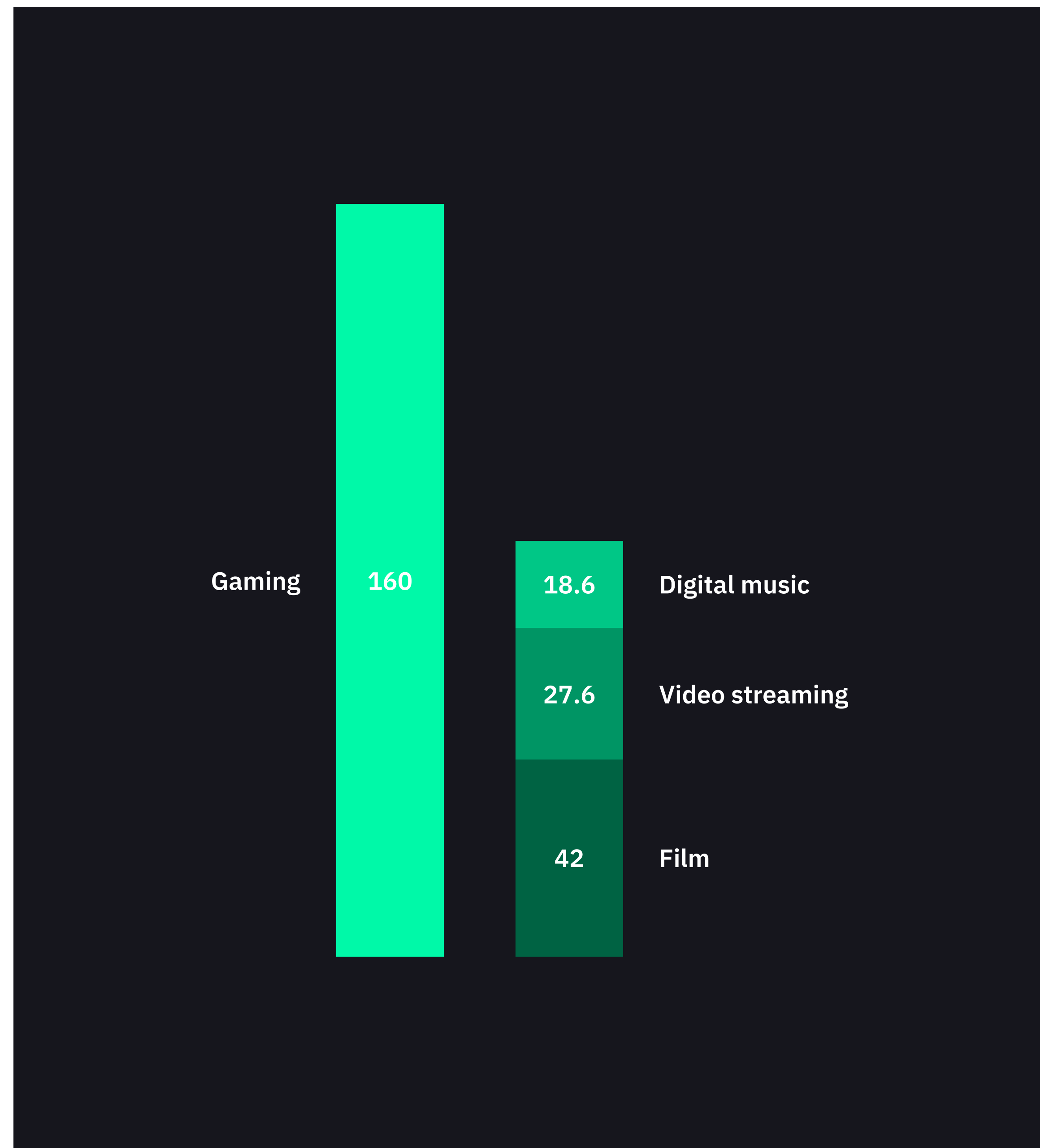
THE RISE OF VIDEO GAME

Video games are by far the fastest-growing cultural sector in the world (mainly due to mobile games).



GAMING ECONOMY

In 2021, the video game economy is more than twice that of cinema and music combined.

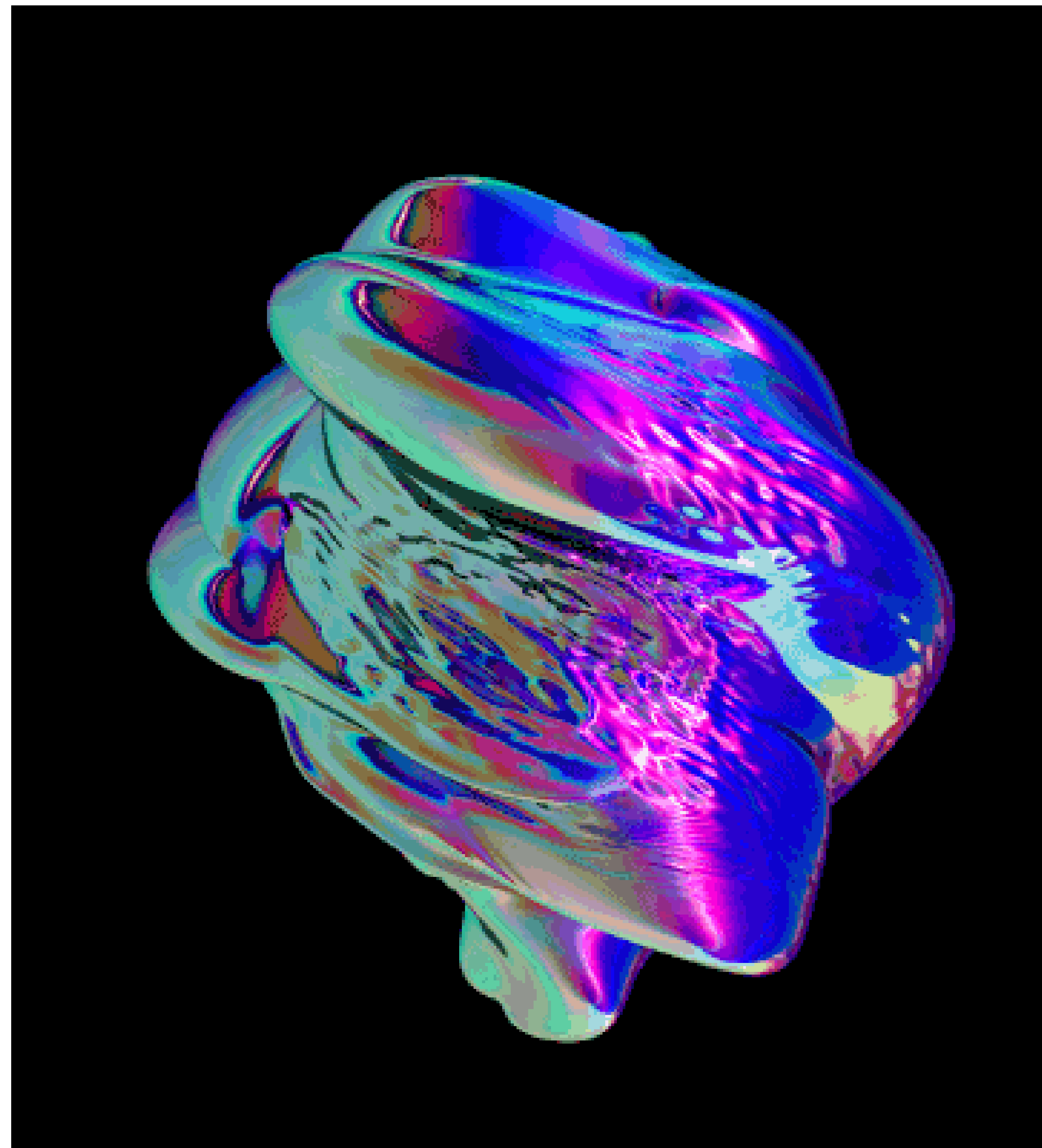


A BRAND NEW WORLD

Digital property allows the production and exchange of digital assets.

Interoperability enables seamless and dynamic interaction of closed environments.

Parametrability offer to create personalized assets.

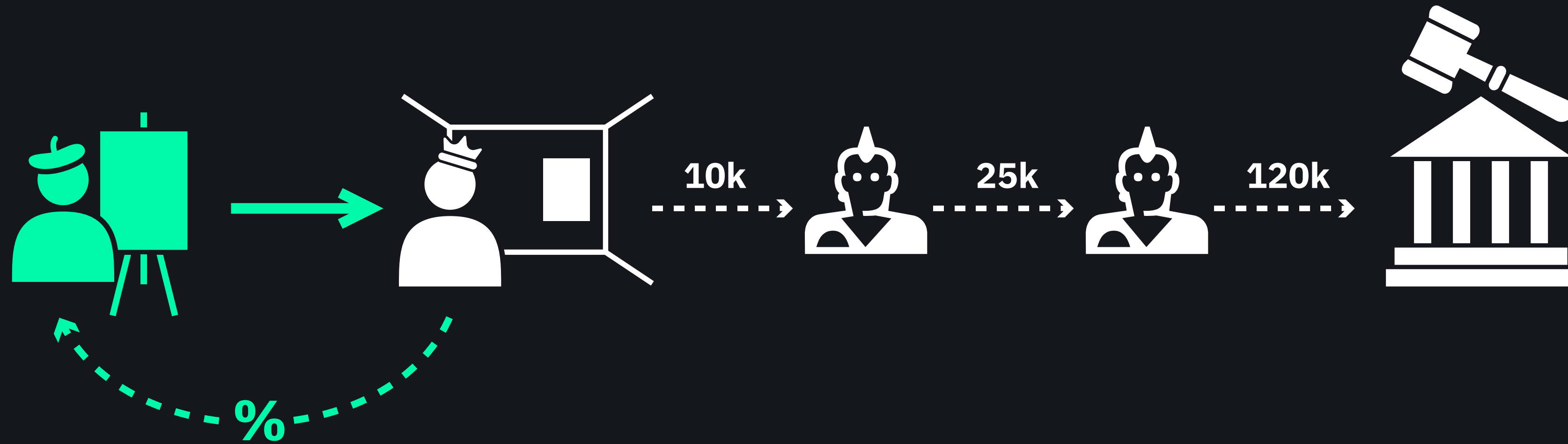


Problem

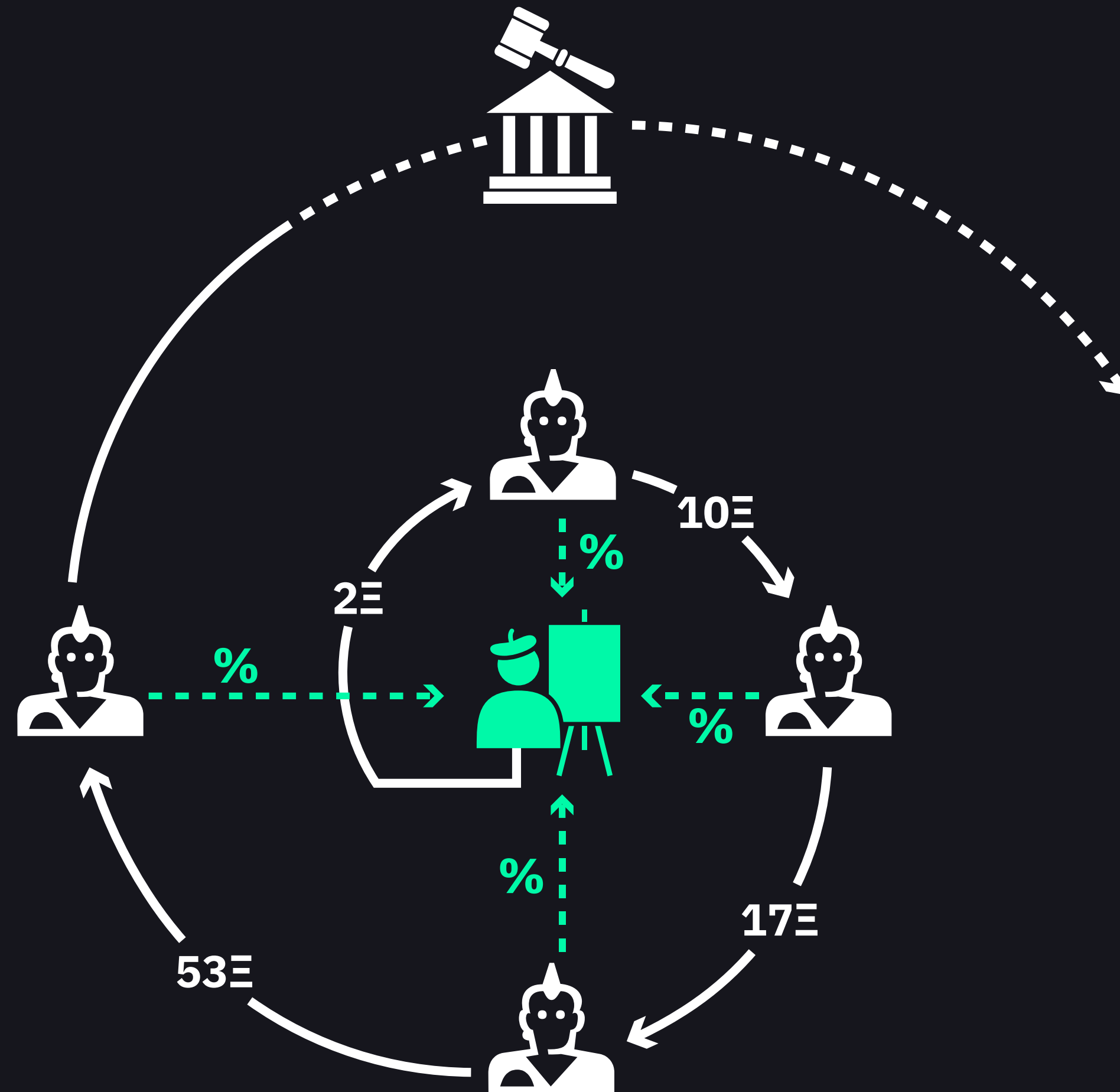
How to take advantage of Web3 and video games to create a more sustainable system for artists?

Proposal #1

Custom copyrights



Traditional royalties: the case of art market
Artists earn nothing on successive resales

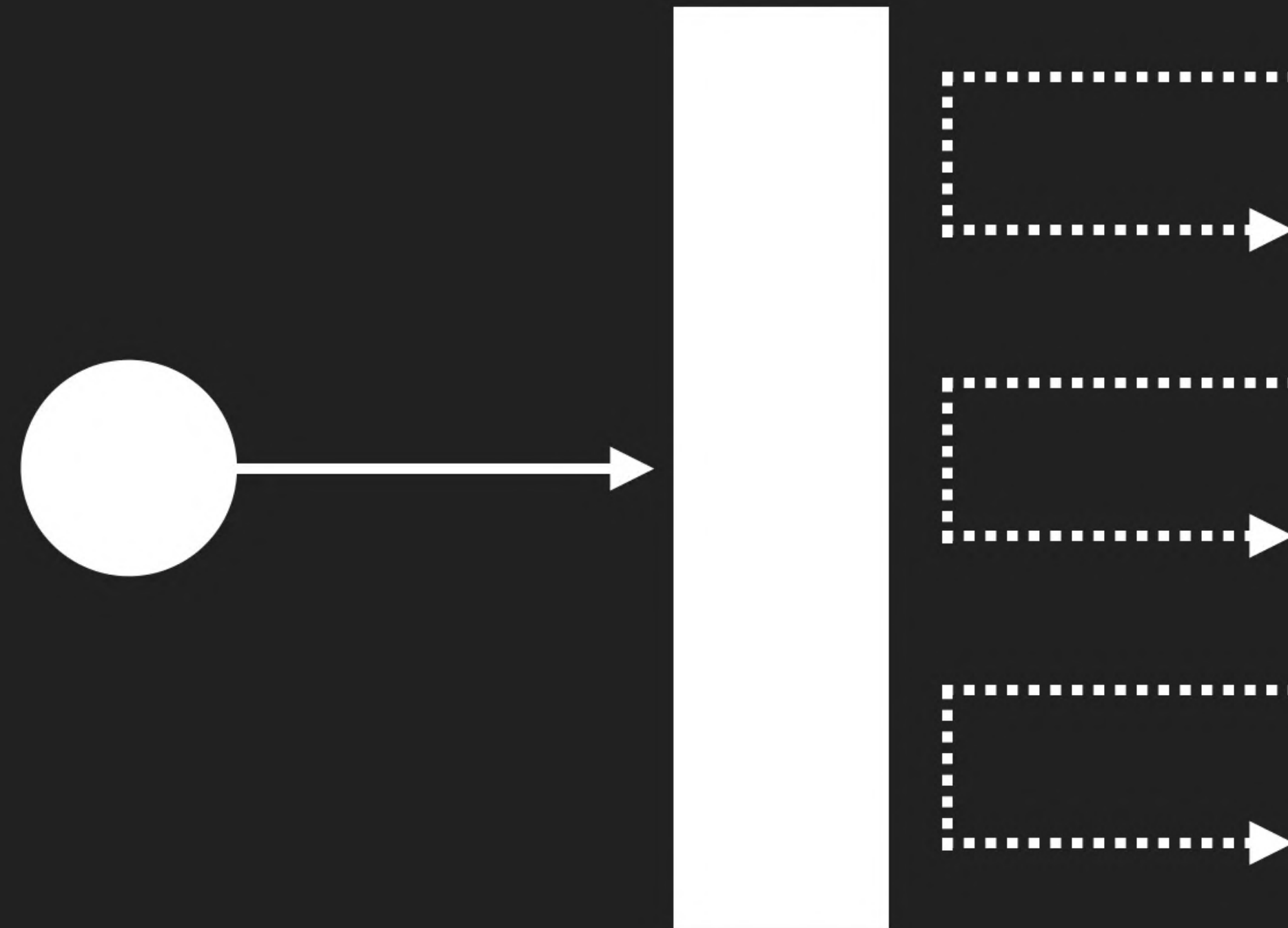


Web3 royalties: the case of art market

A (more) sustainable circular model with automated cashback thanks to smart contracts

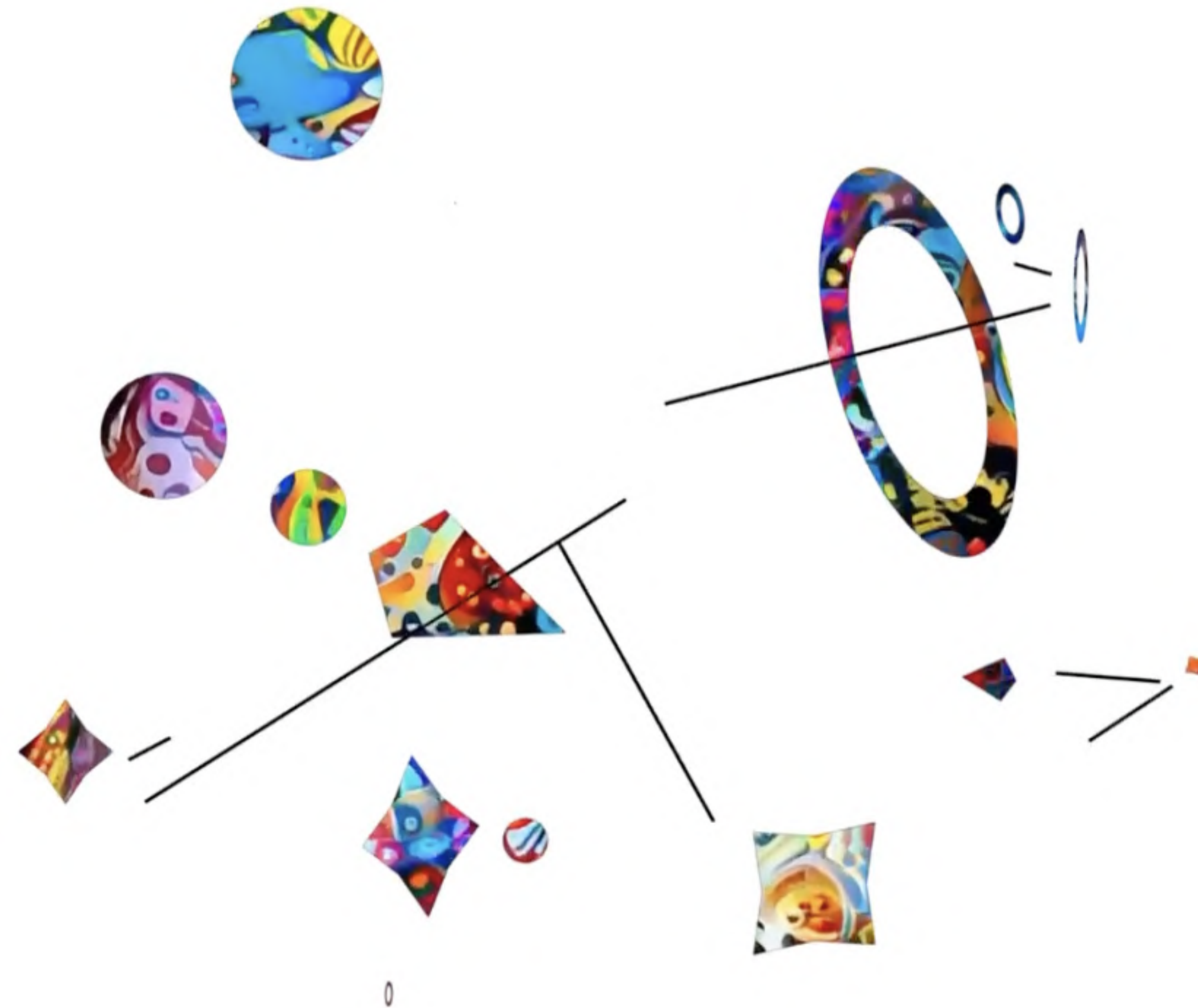
Proposal #2

Automatic splitted revenue



Automatically splitting NFT revenue and royalties

Eg.: Teia.art NFTs may include donations for creative free softwares such as Processing

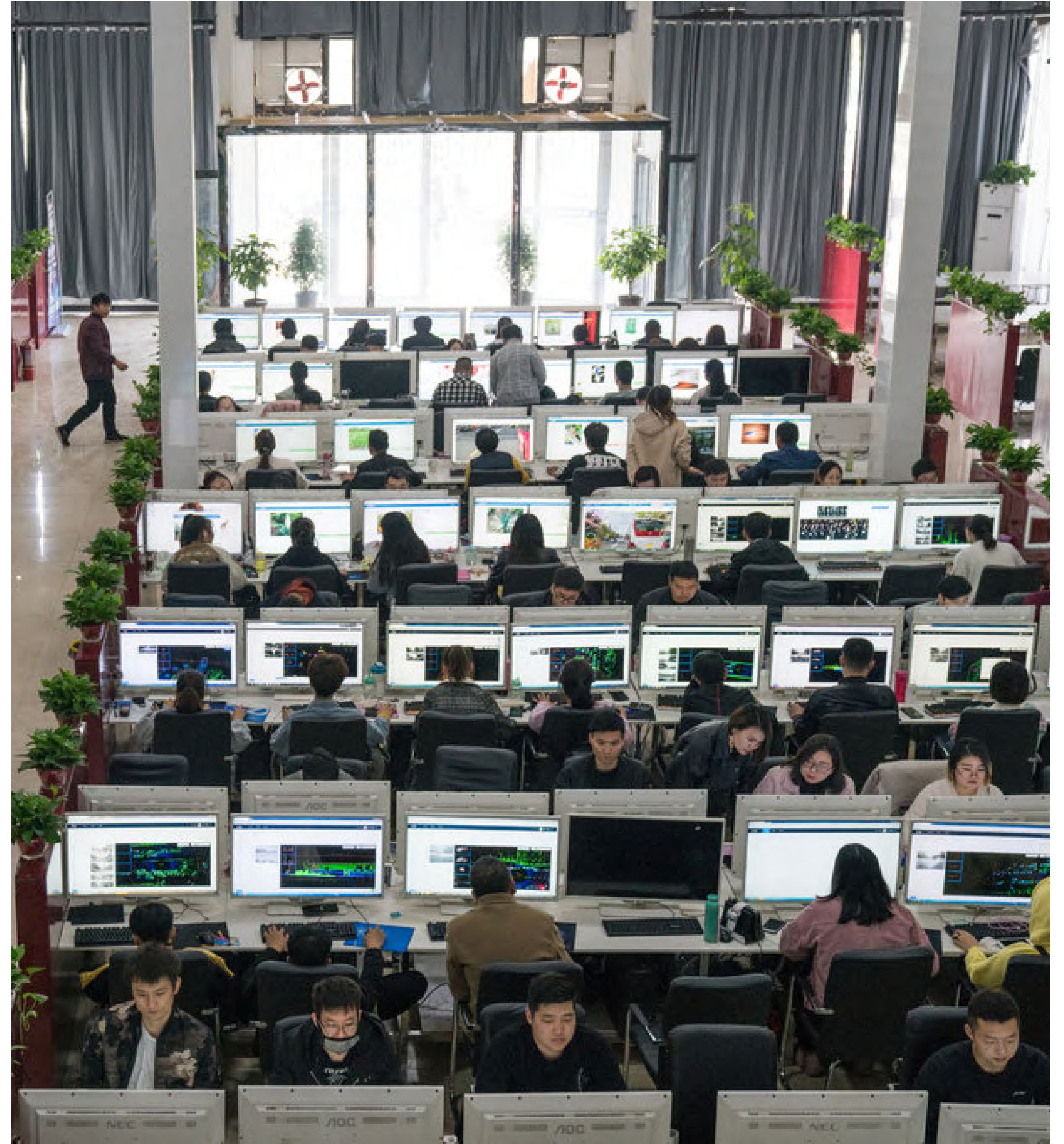


RARE Governance token: curation + cashback (August 2021)

PAYING CLICK WORKERS

Deep learning AIs are not magical programs that work without humans: they require an invisible workforce (e.g. Kenyan workers improve ChatGPT).

Smart contracts could pay that kind of people.



Proposal #3

Certified crossovers

BOTTO (2021)

Initiated by Mario Klingemann, Botto is defined as a “decentralized autonomous artist.”

He creates artworks based on community votes.



Fragments Voters

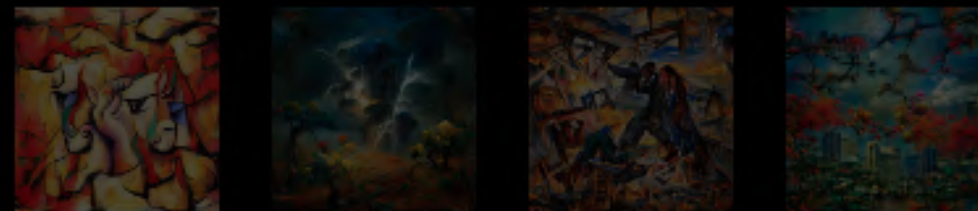
jestoc.eth: Round Favorites ?



Expose Stream

This art fragment first appeared in round 3. Your vote trains Botto's algorithm and helps decide what artwork will be sold in the next auction!

Voted




Top 10 Voters (Round) ?

Voter	Unique Votes	VP Spent	Top Fragments
jestoc.eth	828	2910	
darthencryptus.eth	721	4632	
willmatic19.eth	116	11600	
namax.eth	90	9000	
0x1d...978C	36	2604	
quimp.eth	34	3391	
0x33...9E87	30	3000	
0x03...A1A7	29	2900	


Botto (2021)

Votes + Machine learning + NFTs (sold on SuperRare)

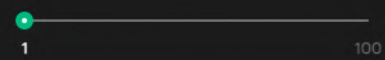
Cast your vote



Use the arrow keys or tap on your favourite fragment to cast your vote.




Use spacebar or tap on the refresh button to cycle through new art fragments.

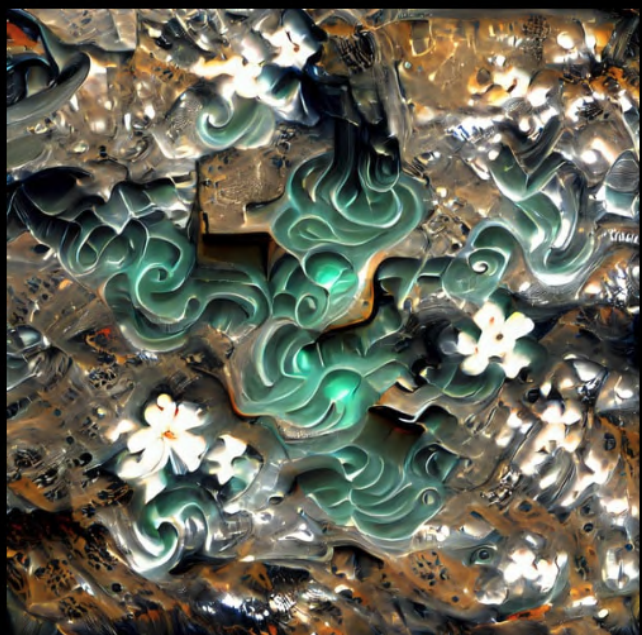


Drag the slider to adjust how many Voting Points you'd like to use on a fragment.

[Get Started](#)



Night Endow




Open Topic

← →

Spacebar to skip

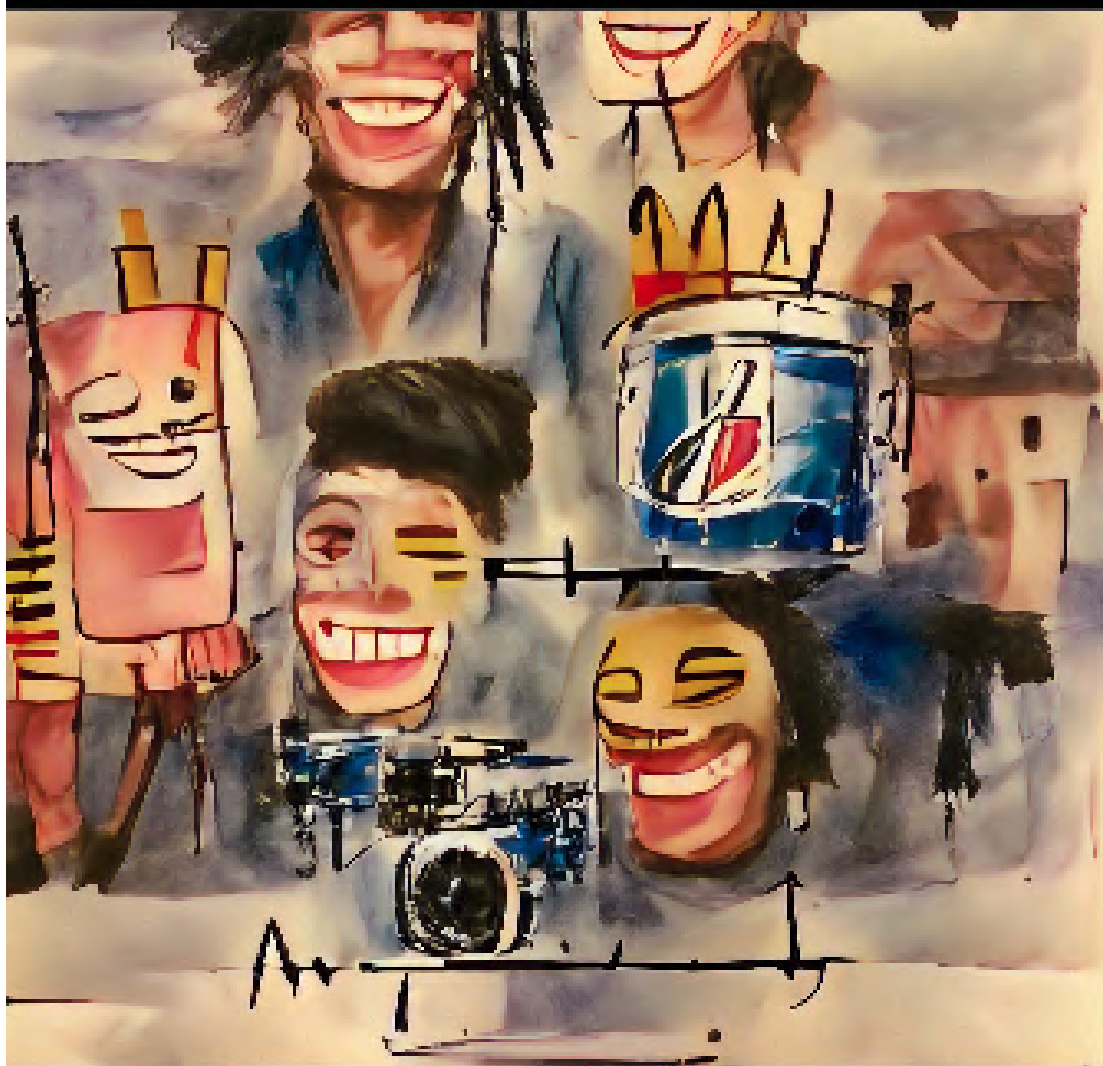
100.00 VP



Magnifier Disabled

[Submit Votes \(0\)](#)

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Insights

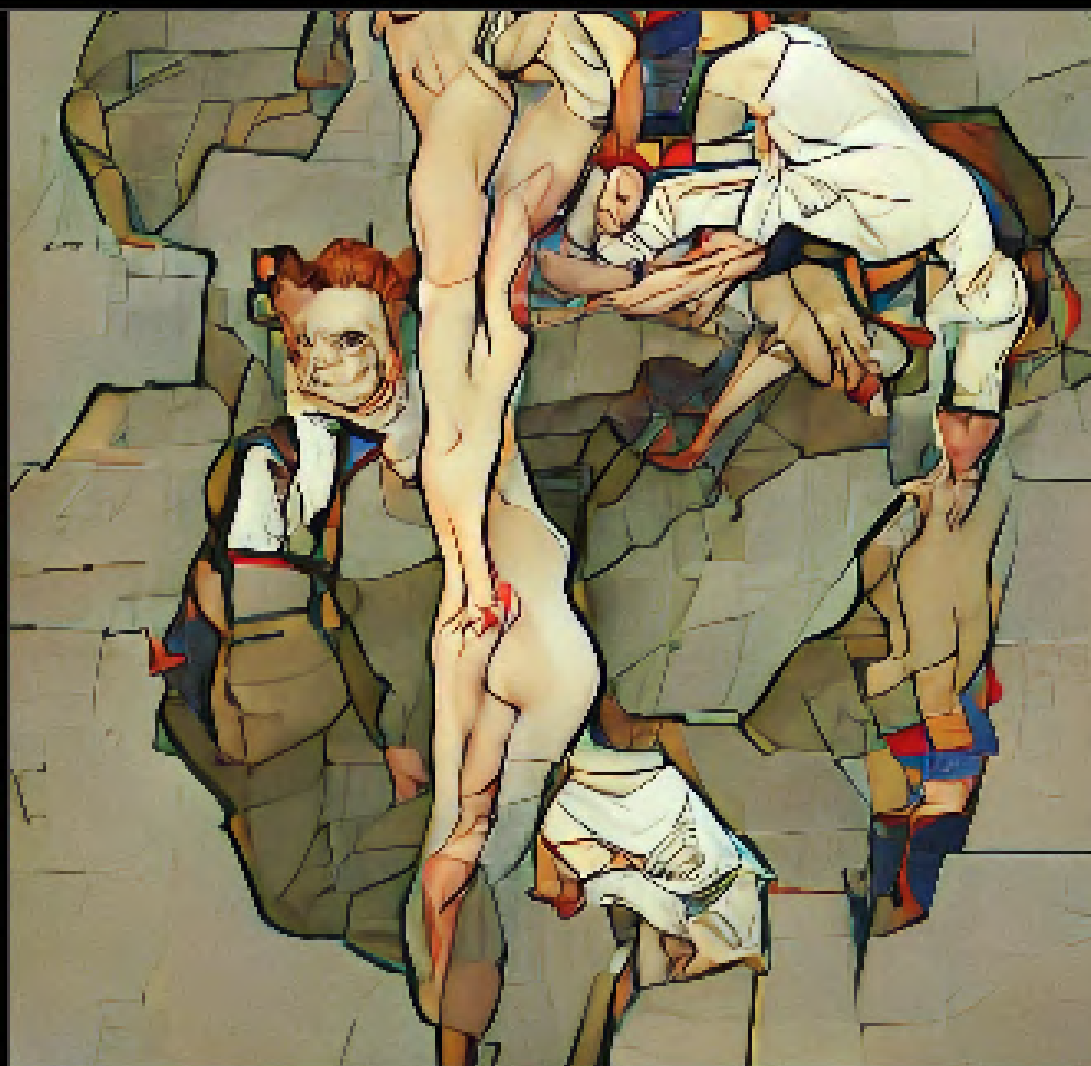


Equal Tune
Genesis Period
Botto

View

Sale Price:

13.37€





Asymmetrical Liberation
Genesis Period
Botto

View

Sale Price:

79.421€





Proposal #4

Decentralized paywalls and crowdfunding



Stoner Cats (2021)

Stoner Cats is a series of animated shorts for adults funded by collectible NFTs. NFT sales directly the mini-pilot and all future content.

Episodes

Latest Episode

Account 1 Solde: 253.802583 ETH

Origine: <https://www.stonercats.com>

Vous signez:

Message:
Welcome to Stoner Cats

Click to sign and accept the Terms of Service
<https://www.stonercats.com/terms>

This will not trigger a blockchain transaction or cost any gas fees.

WalletAddress:

Annuler Signer

Episode 5 Episode 4C

Stoner Cats (2021)

Only NFTs owners are able to view the episodes on the official website

BEYOND SUBSCRIPTION

Three decades later, Jerry Seinfeld has gotten more chances to turn down money than his character could have ever dreamed of. *Seinfeld* was a huge hit while on air—earning the comedian \$267 million in 1998 alone—and then raked in billions after that year’s finale, first through record-breaking syndication deals, and now as a streaming juggernaut. On Oct. 1, the sitcom arrives on Netflix globally as a part of a five-year deal for reportedly north of \$500 million, thanks to both its enduring observational humor and an escalating streaming war in which classic TV shows are being used as crucial weaponry. Here’s how the ’90s sitcom has continued to rake in profit—and how it fits into a rapidly shifting television ecosystem.

	Essentiel	Standard	Premium
Abonnement mensuel	11,90 CHF	18,90 CHF	24,90 CHF
Qualité vidéo	Bonne	Meilleure	Optimale
Résolution	720p	1080p	4K+HDR
Accédez à Netflix sur votre TV, ordinateur, smartphone et tablette	✓	✓	✓

La disponibilité de la HD (720p), de la Full HD (1080p), de l'Ultra HD (4K) et de la HDR dépend de votre connexion Internet et des capacités de l'appareil. Tous les contenus ne sont pas disponibles dans toutes les résolutions. Pour en savoir plus, veuillez consulter nos [Conditions d'utilisation](#).

Seules les personnes qui vivent avec vous peuvent utiliser votre compte. Regardez Netflix en simultané sur 4 appareils différents avec l'offre Premium, sur 2 avec l'offre Standard, et sur 1 avec l'offre Essentiel.

Proposal #5

AI databases as brand assets



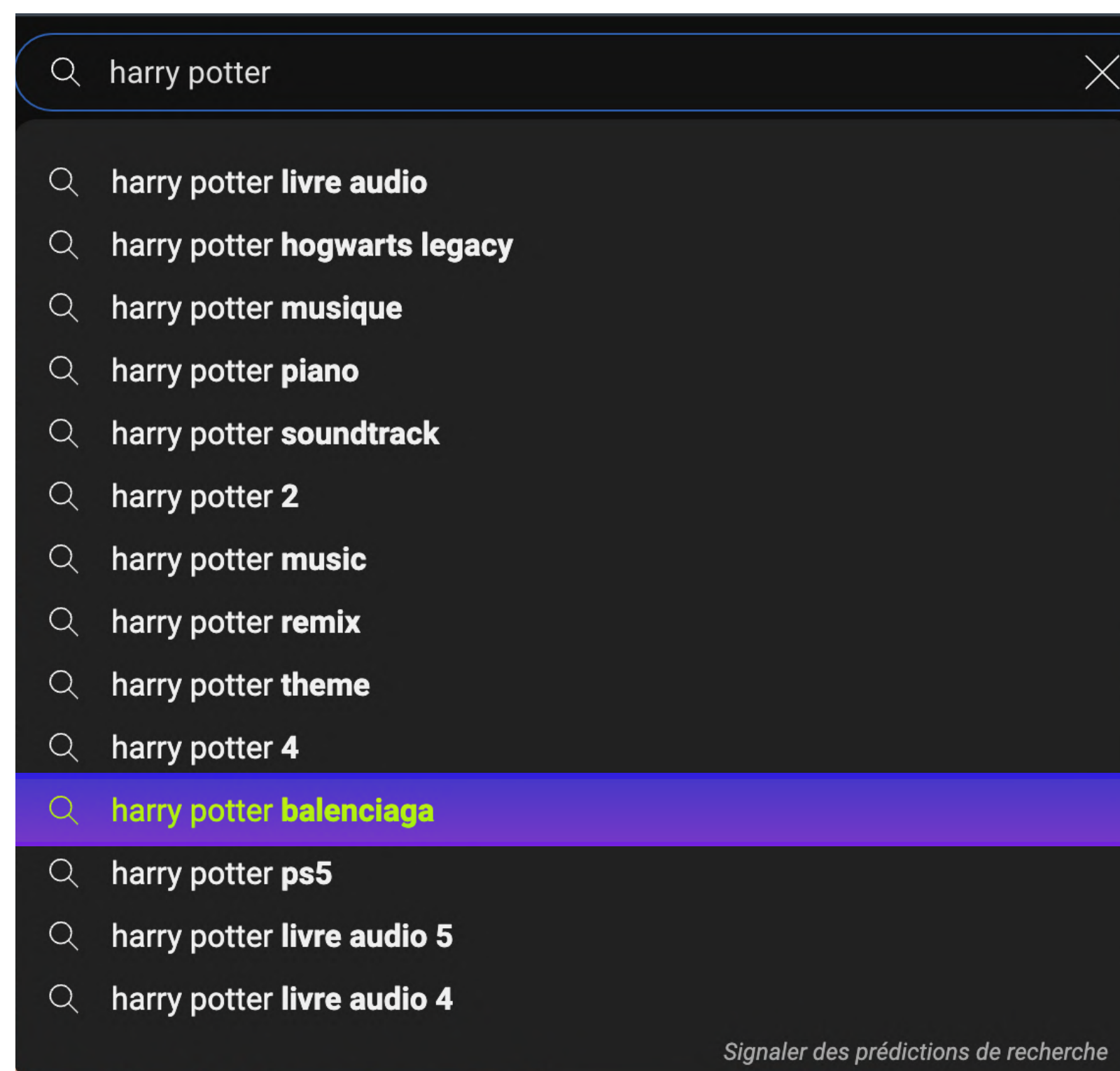
Robbie Barrat, *Balenciaga AI* (2018)
A fake AI collection



“Balenciaga Pope,” Midjourney × Trippy art special (March 2023)

A future in which brands (and artists?) have to fill AI databases to increase their influence

HARRY POTTER BY BALENCIAGA



Source: "Deepfakes" videos by Demonflyingfox
ChatGPT, Midjourney, D-ID (Mars 2023)

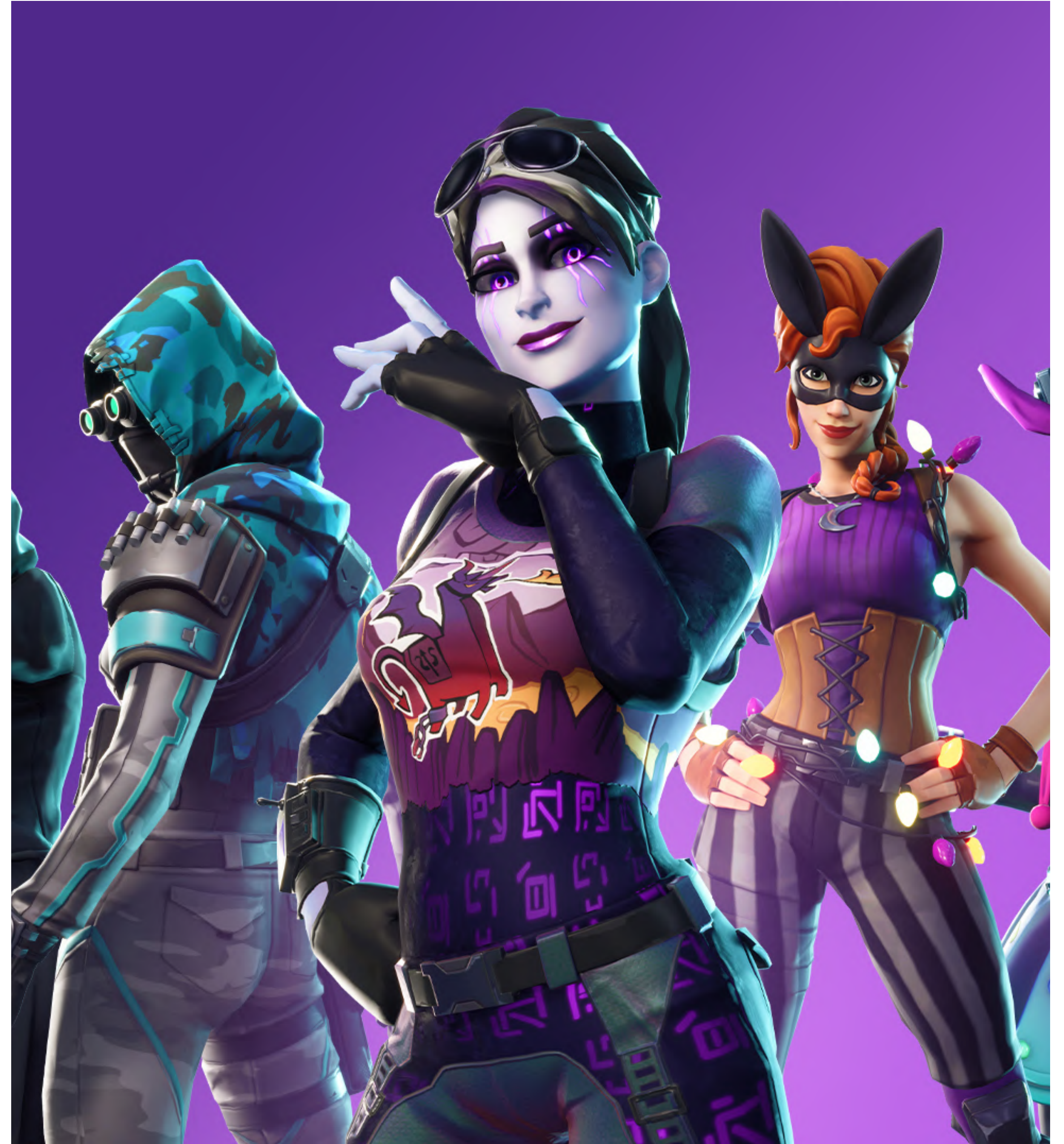


Proposal #6

Culture as (gaming) skins

FORTNITE

In 2018 skins earned Fortnite \$2.4 billion for 125 million players, an average of \$20/ player.



BALENCIAGA



“Gamers are the new fashion”
Fortnite × Balenciaga collaboration

Proposal #7

AI as digital commons

7 PROPOSALS

- 1 – Custom copyrights
- 2 – Automatic splitted revenue
- 3 – Certified crossovers
- 4 – Decentralized crowdfunding
- 5 – AI databases as brand assets
- 6 – Culture as (gaming) skins
- 7 – AI as digital commons



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