@ANTHONYMASURE (HEAD – GENÈVE, HES-SO)

FINANCING CULTURE:
7 PROPOSALS FOR PRESENT TIMES

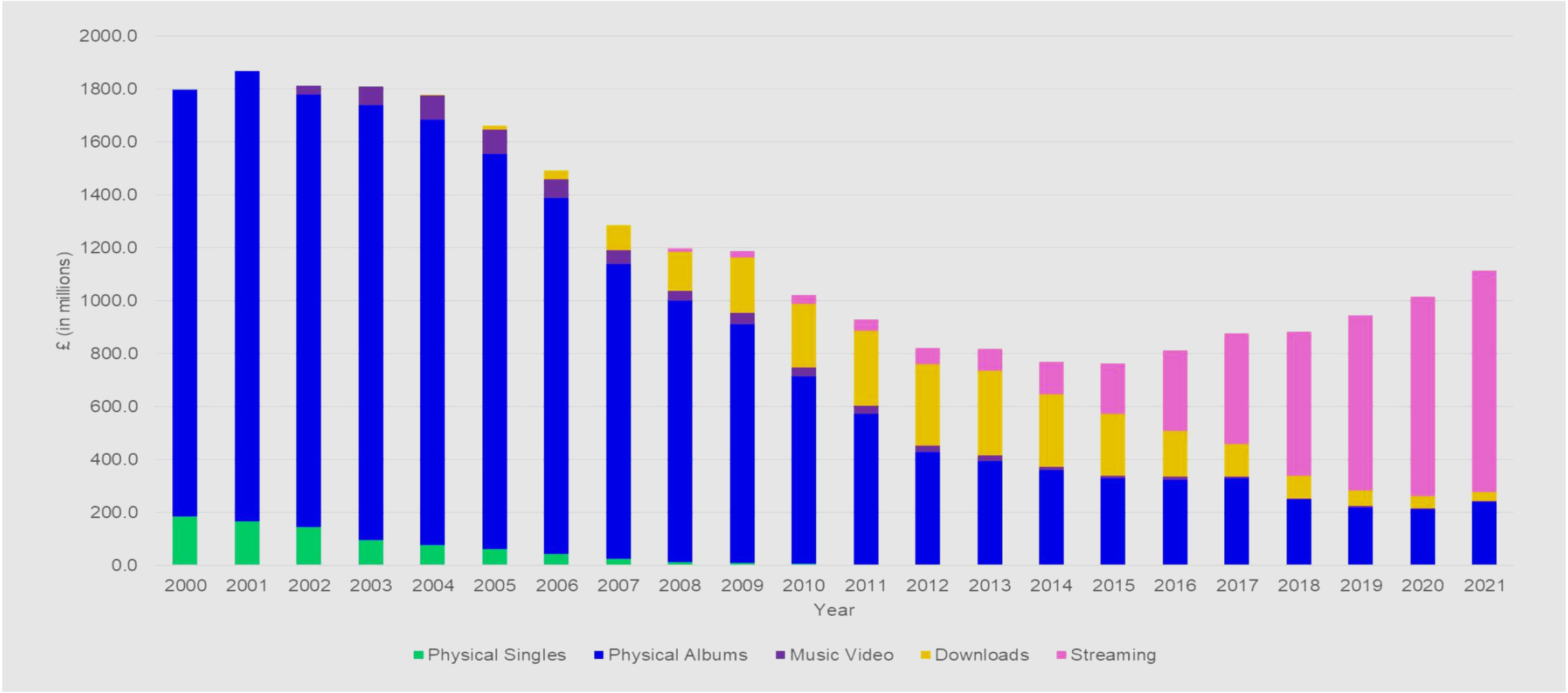
The objective of the congress is to explore the consequences of digital technologies on culture, in particular on the creative industries (e.g. music, visual art, video game). More specifically, we will analyze the impact of digital technology on the financing and governance of culture (e.g. remuneration 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

Web3 era
The rise of digital scarcity

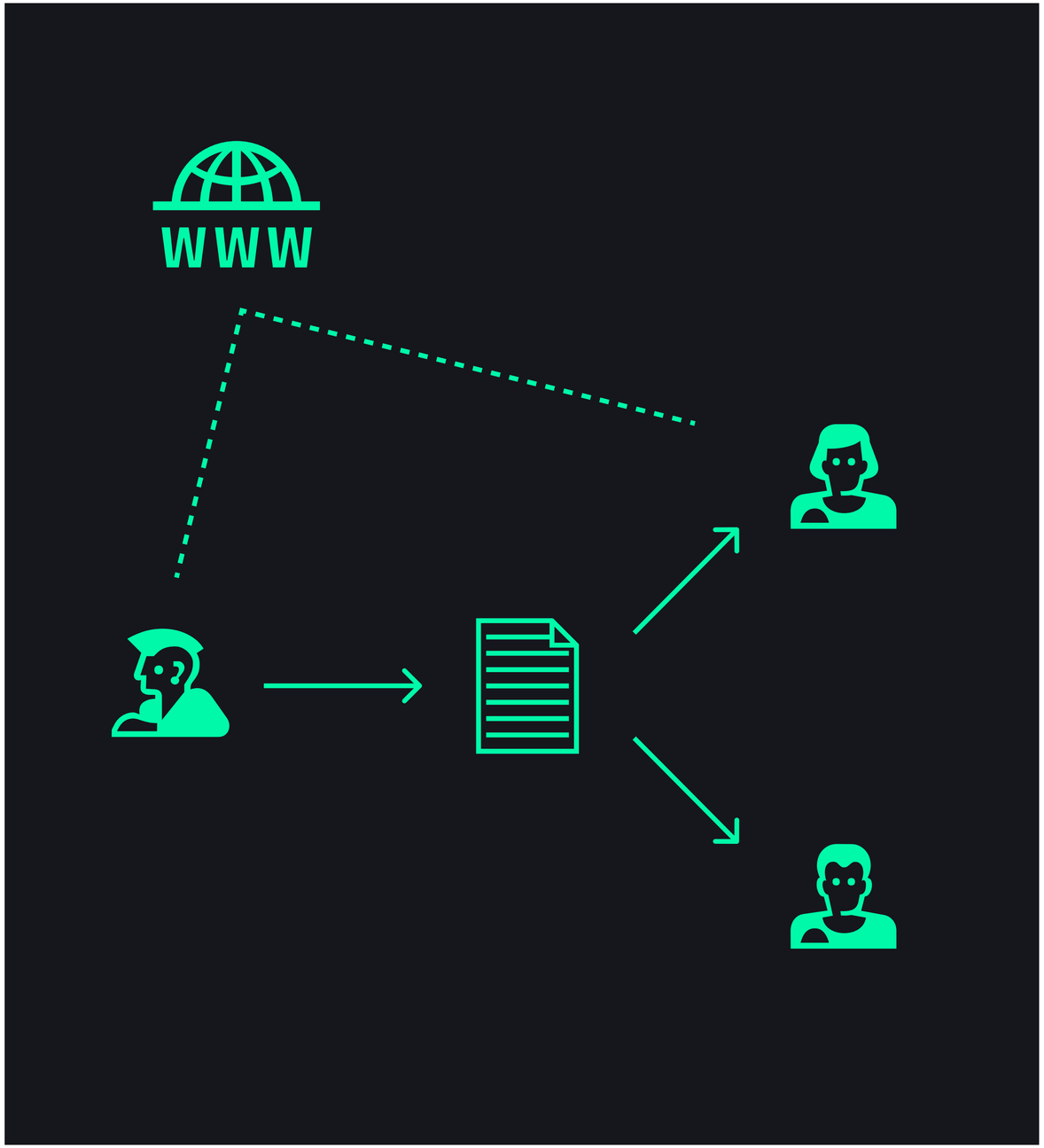
DIGITAL SCARCITY

Problem

Impossibility to create digital uniqueness.

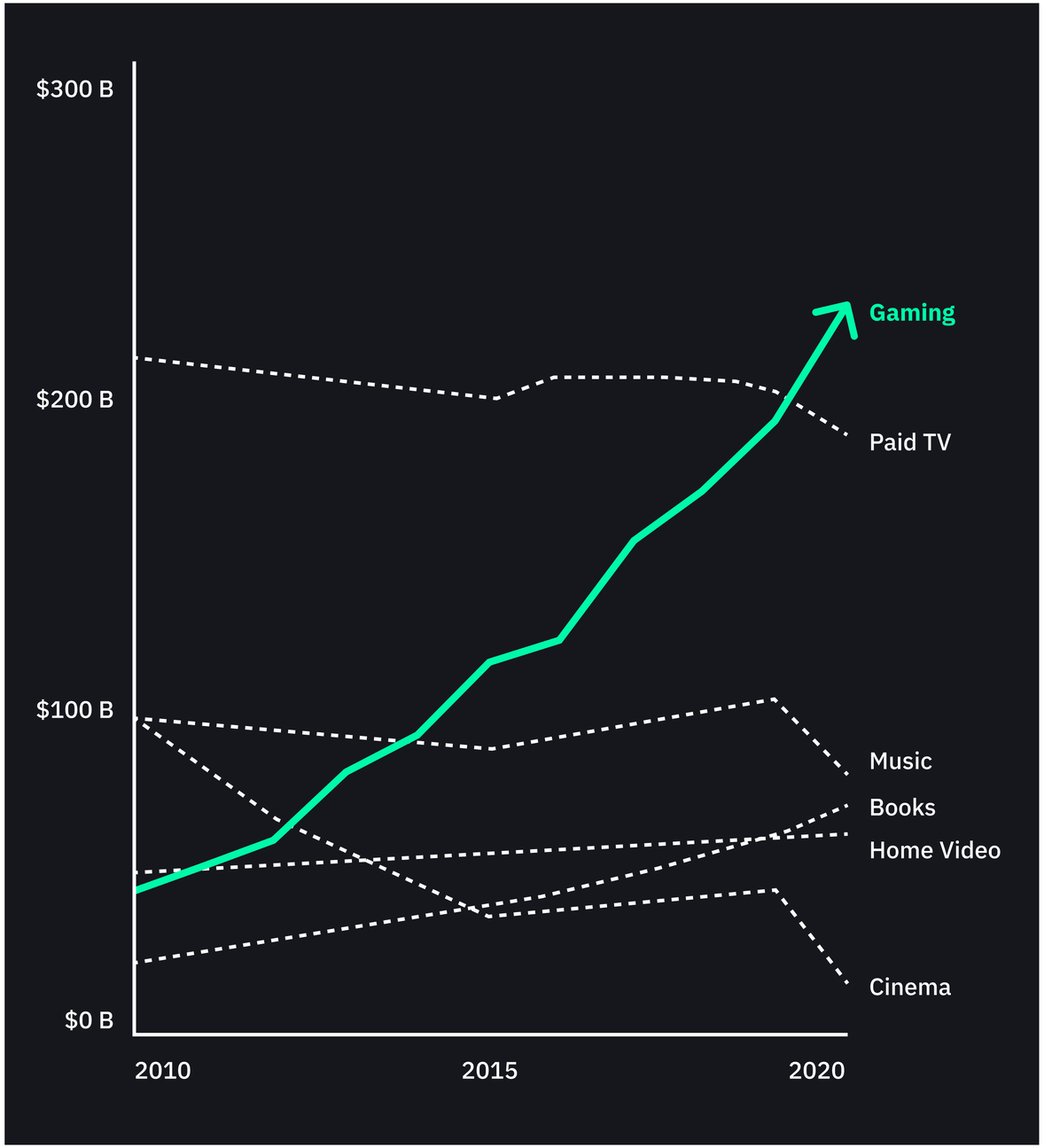
Solution

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



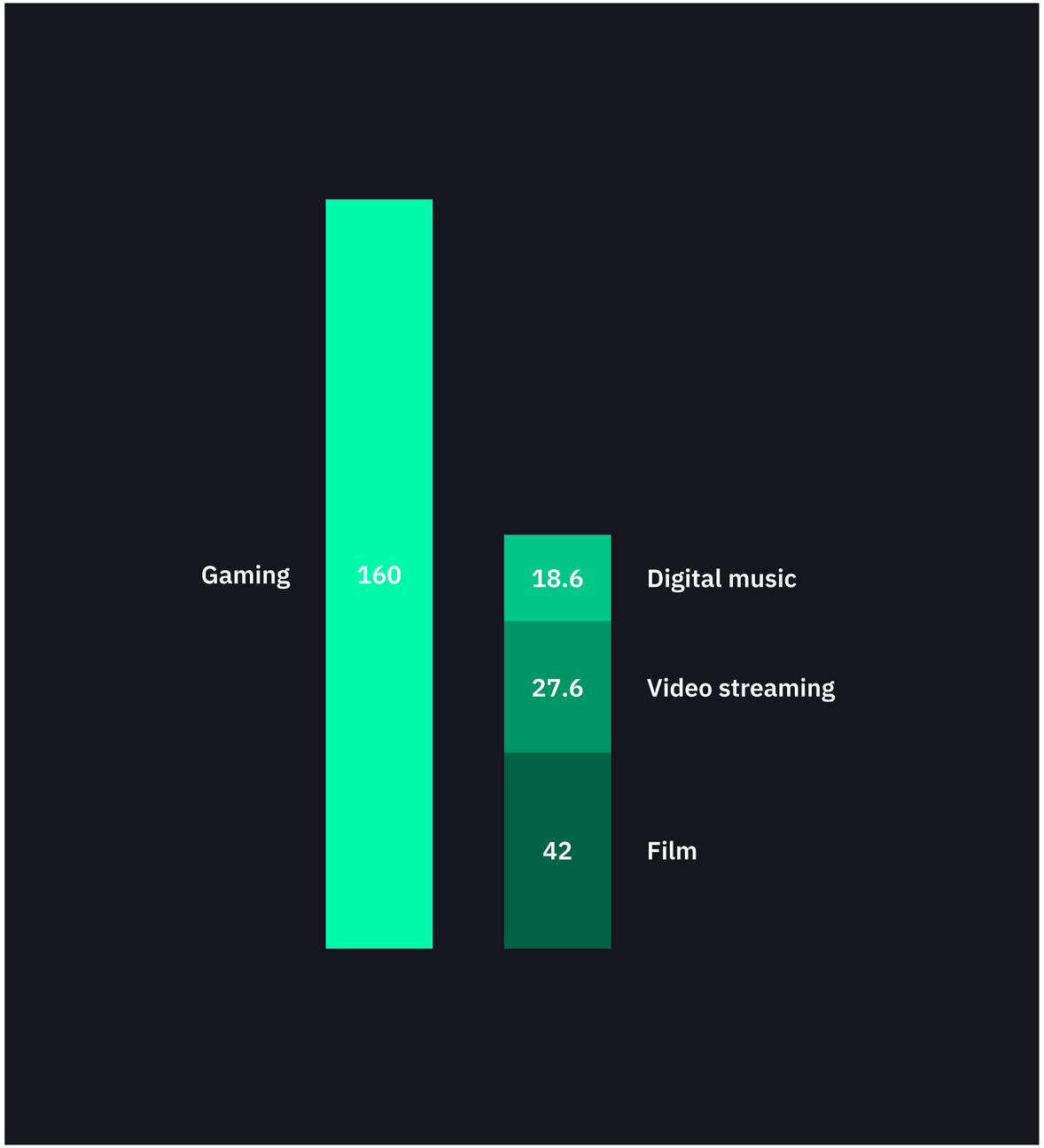
THE RISE OF VIDEO GAME

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.

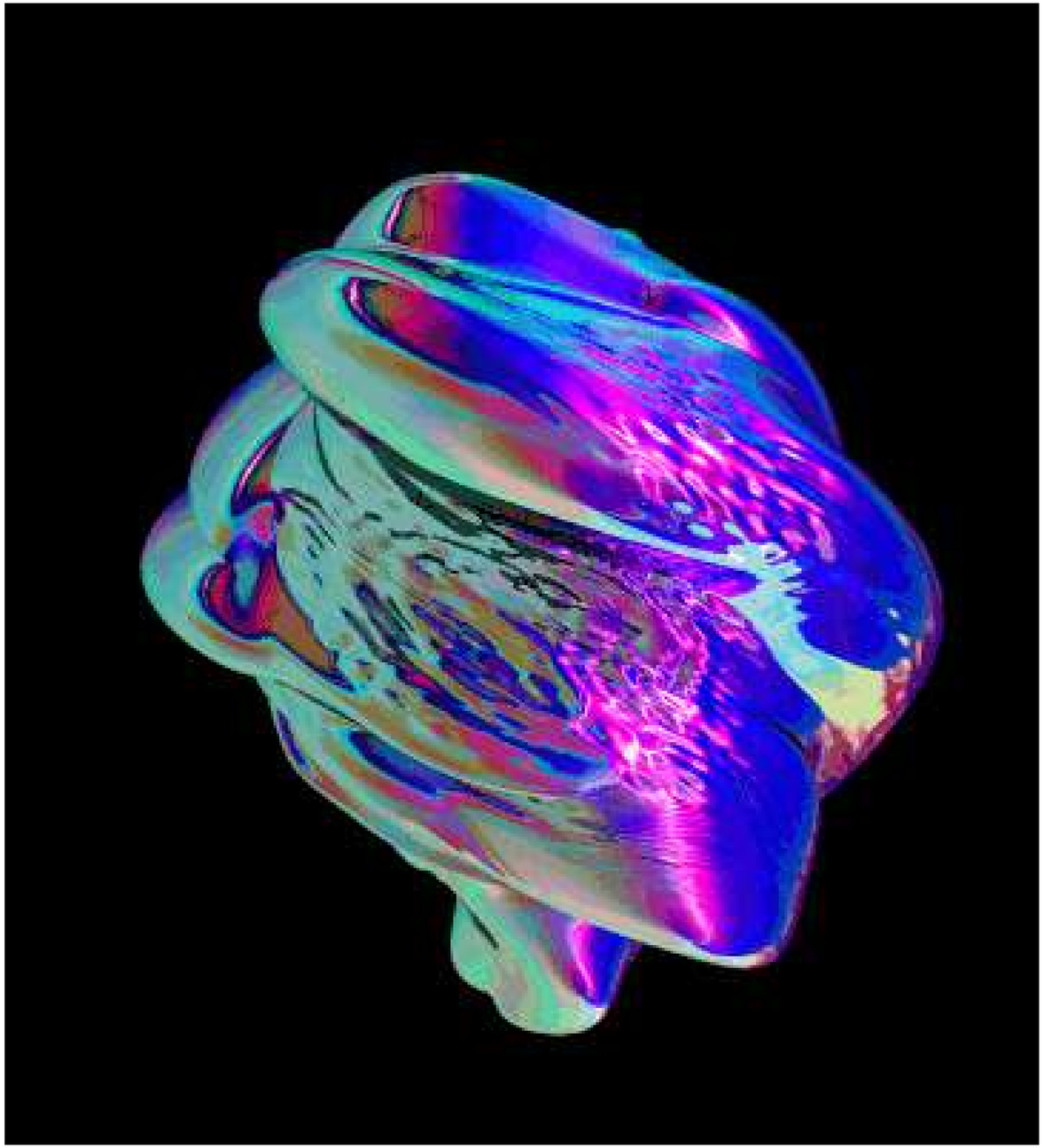


A BRAND NEW WORLD

Digital property allows the production and exchange of digital assets.

Interoperability enables seamless and dynamic interaction of closed environments.

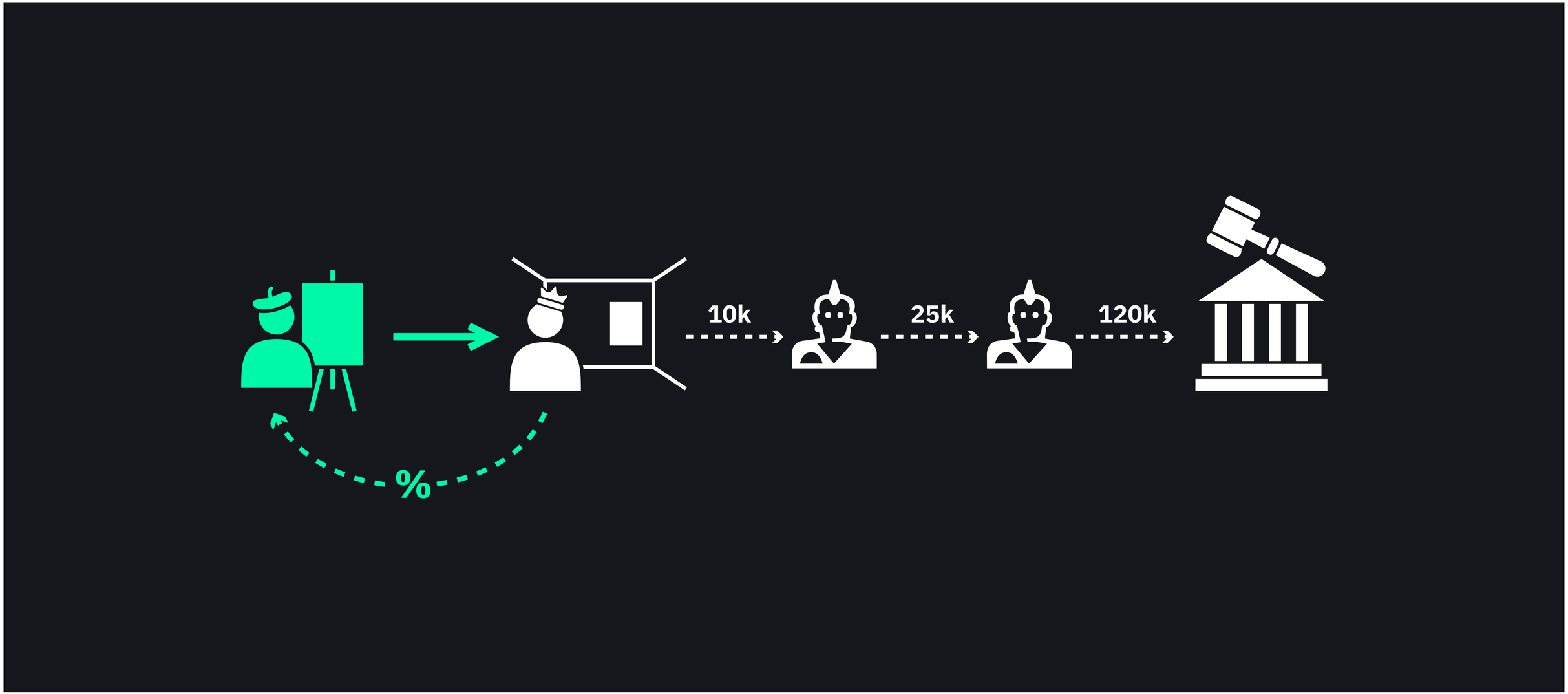
Parametrability offer to create personalized assets.



Problem

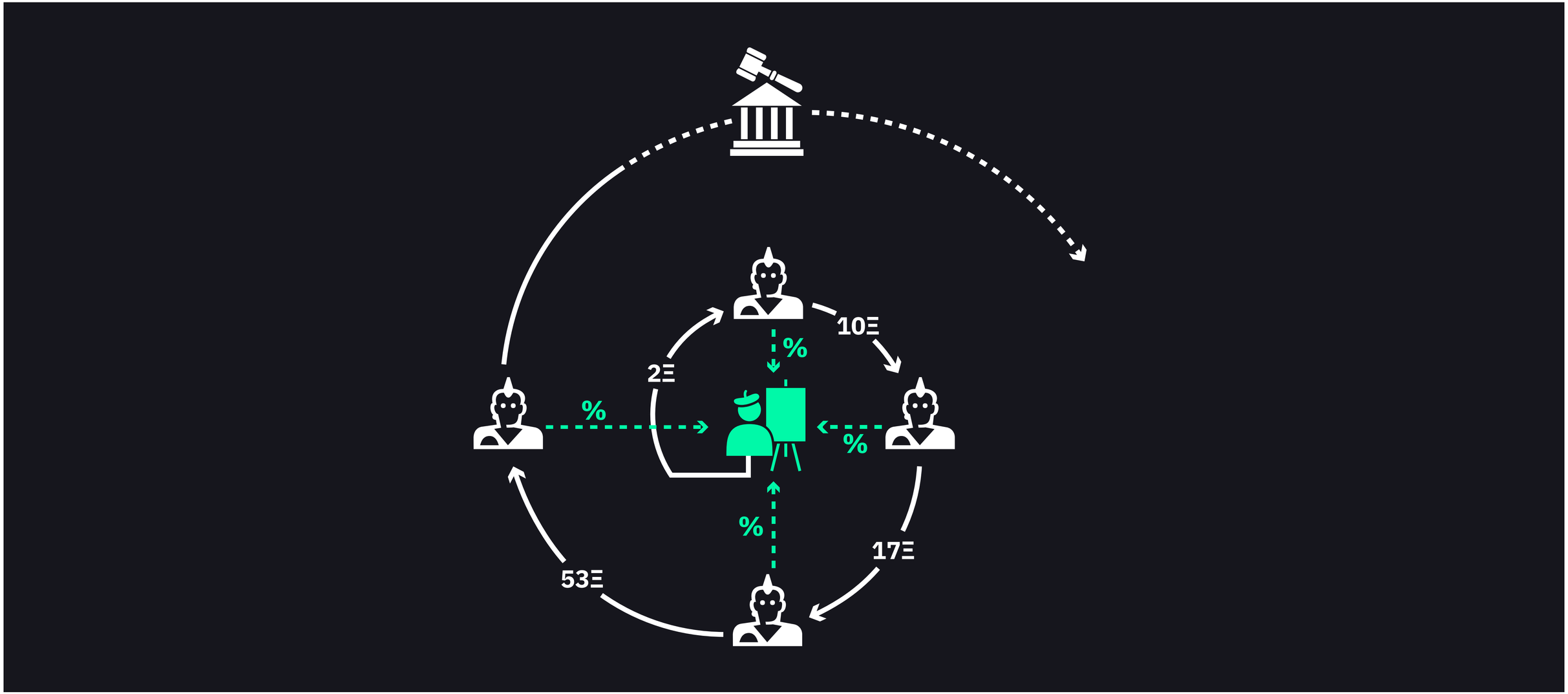
How to take advantage of Web3 and video games to create a more sustainable system for artists?

Proposal #1
Custom copyrights



Traditional royalties: the case of art market

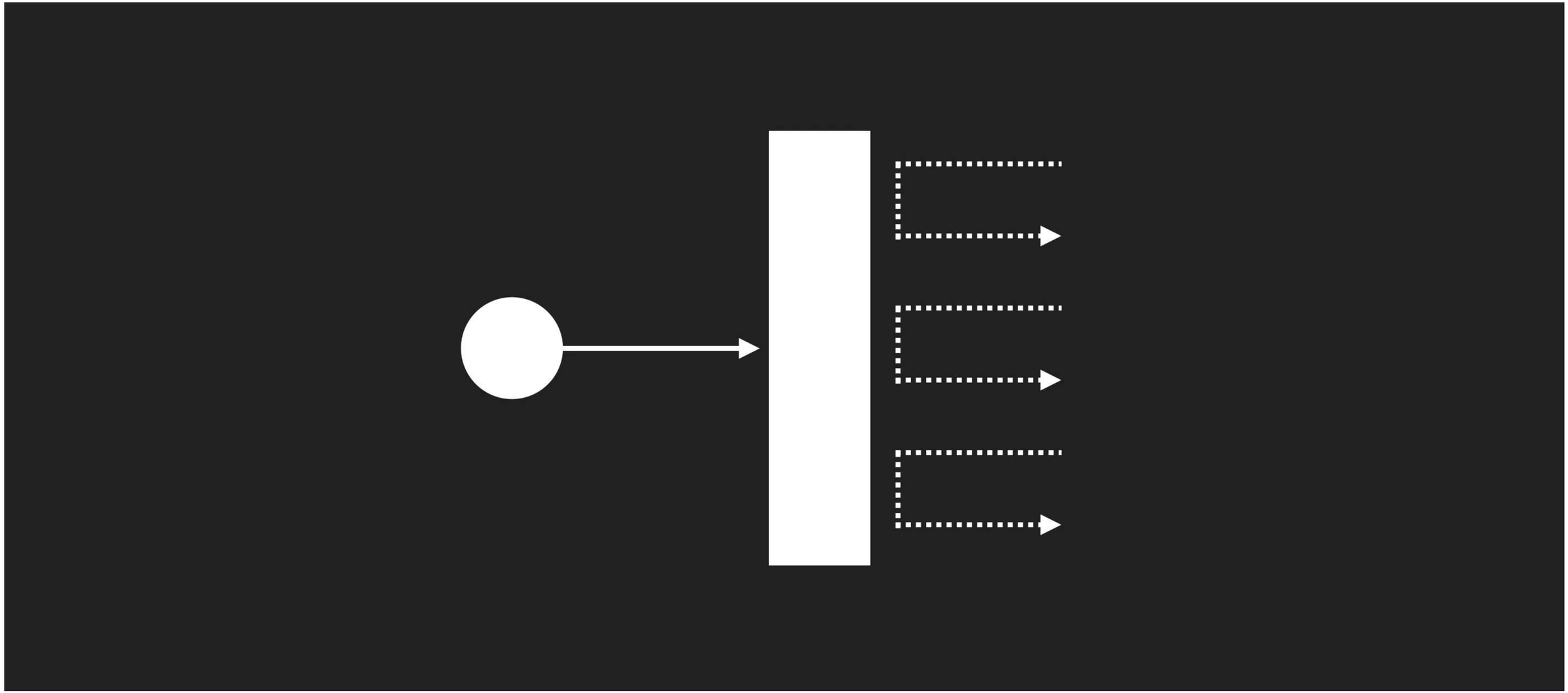
Artists earn nothing on successive resales



Web3 royalties: the case of art market

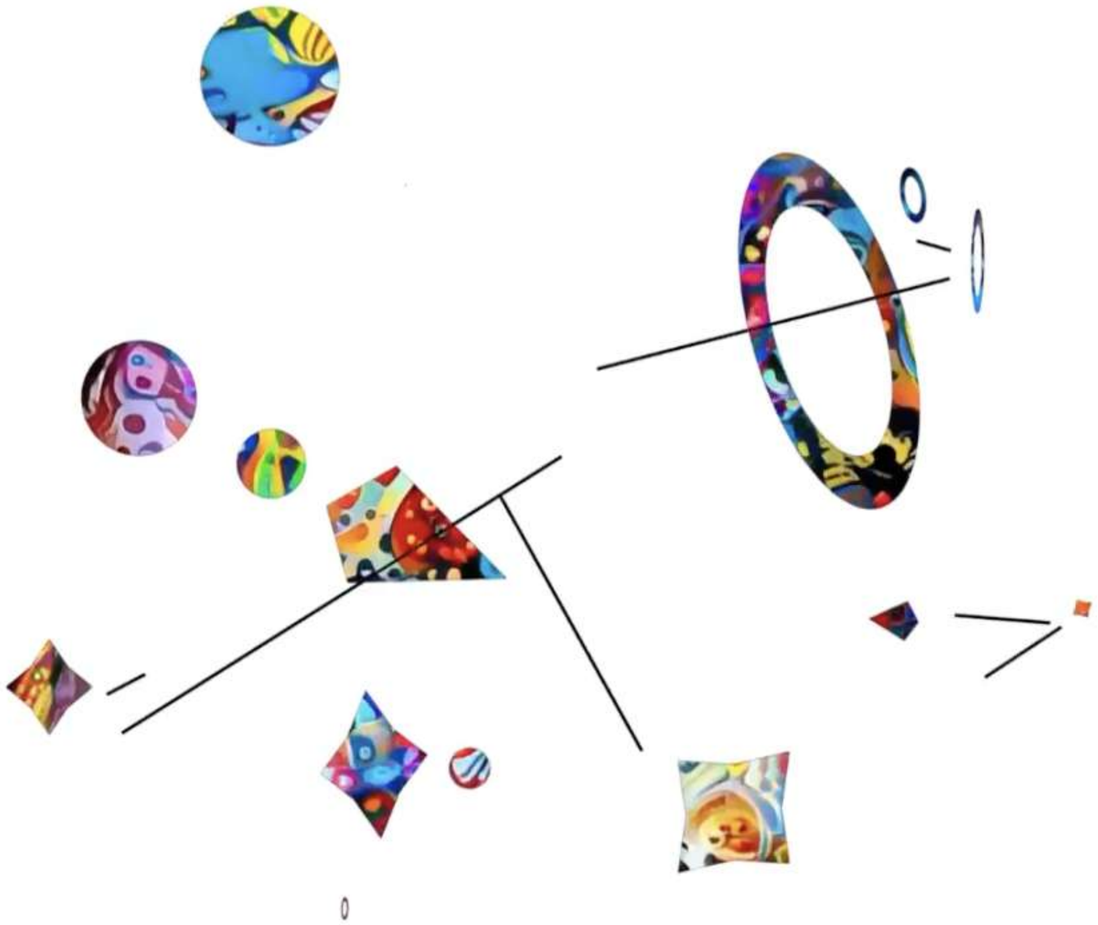
A (more) sustainable circular model with automated cashback thanks to smart contracts

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

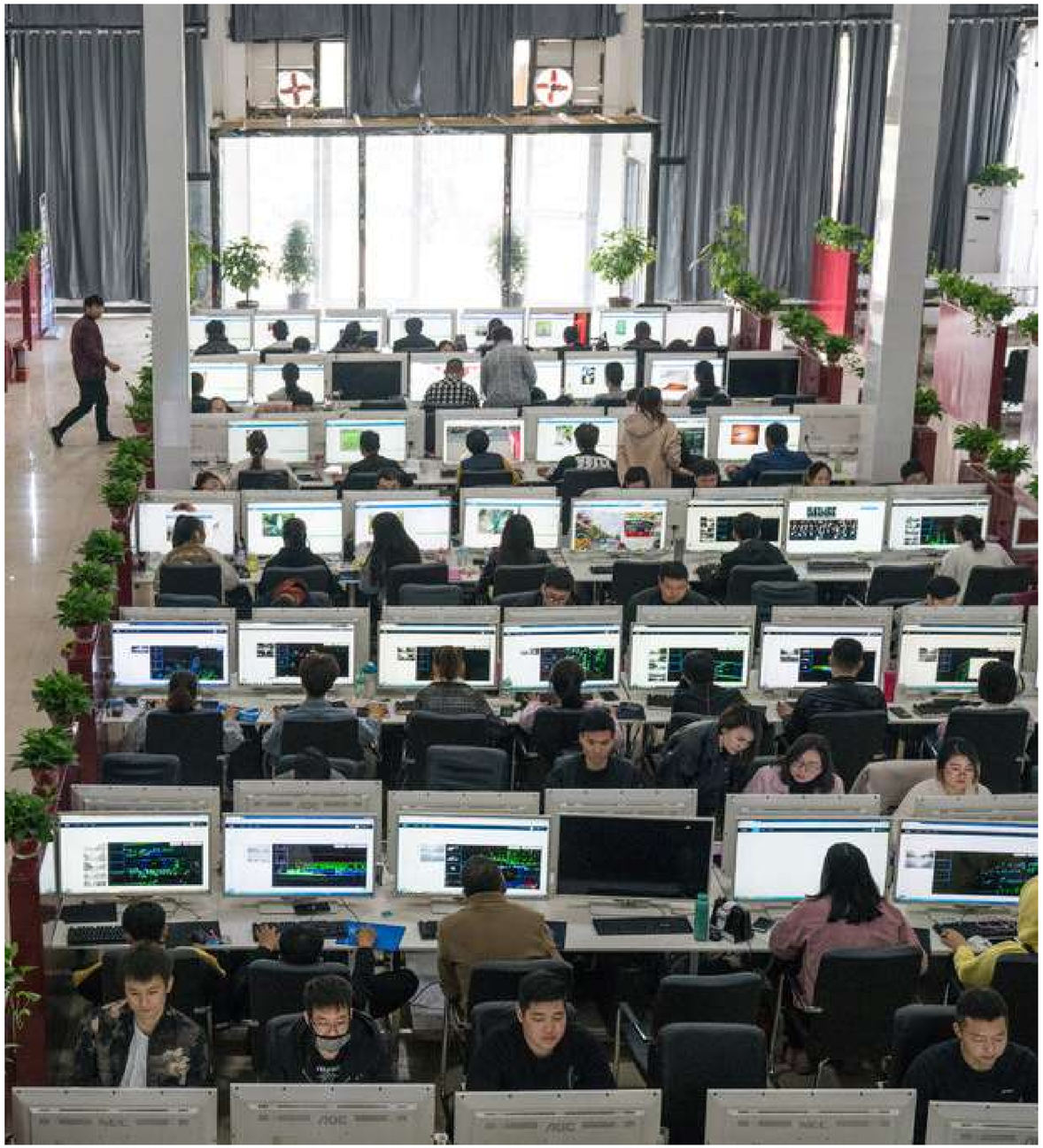


RARE Governance token: curation + cashback (August 2021)

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!

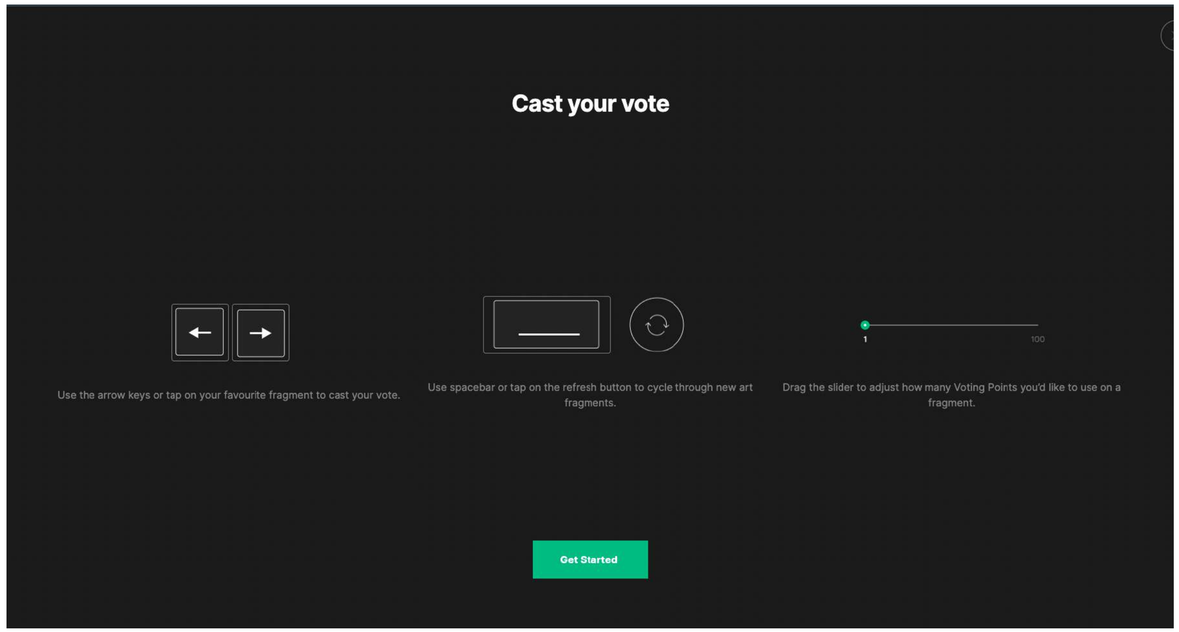
Voted

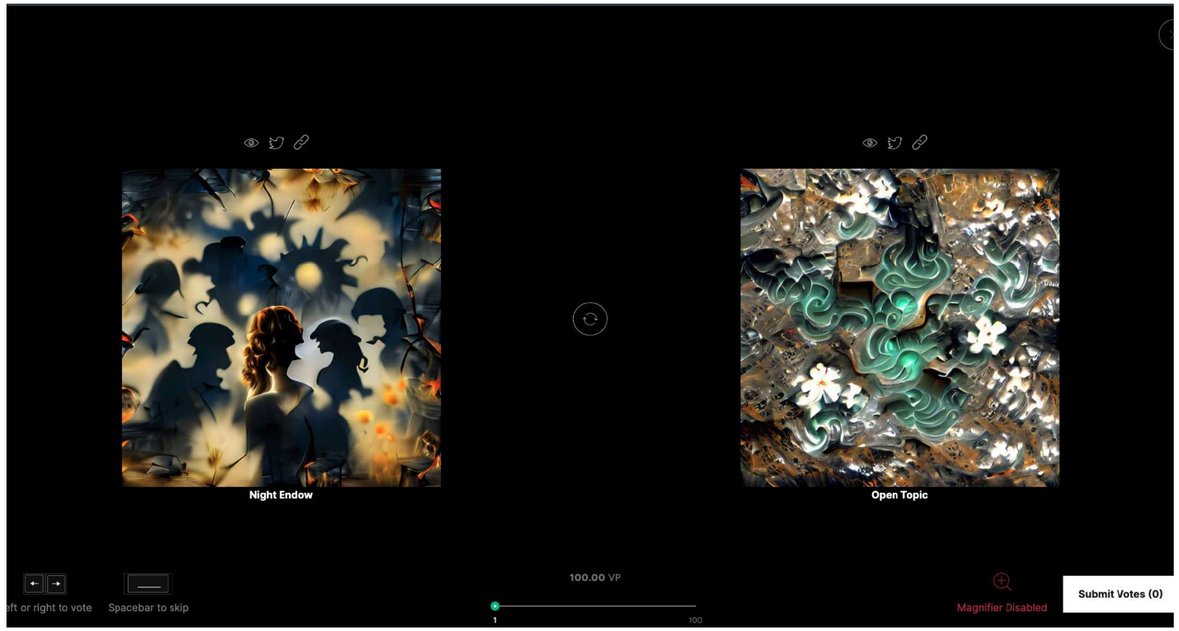
Top 10 Voters (Round)

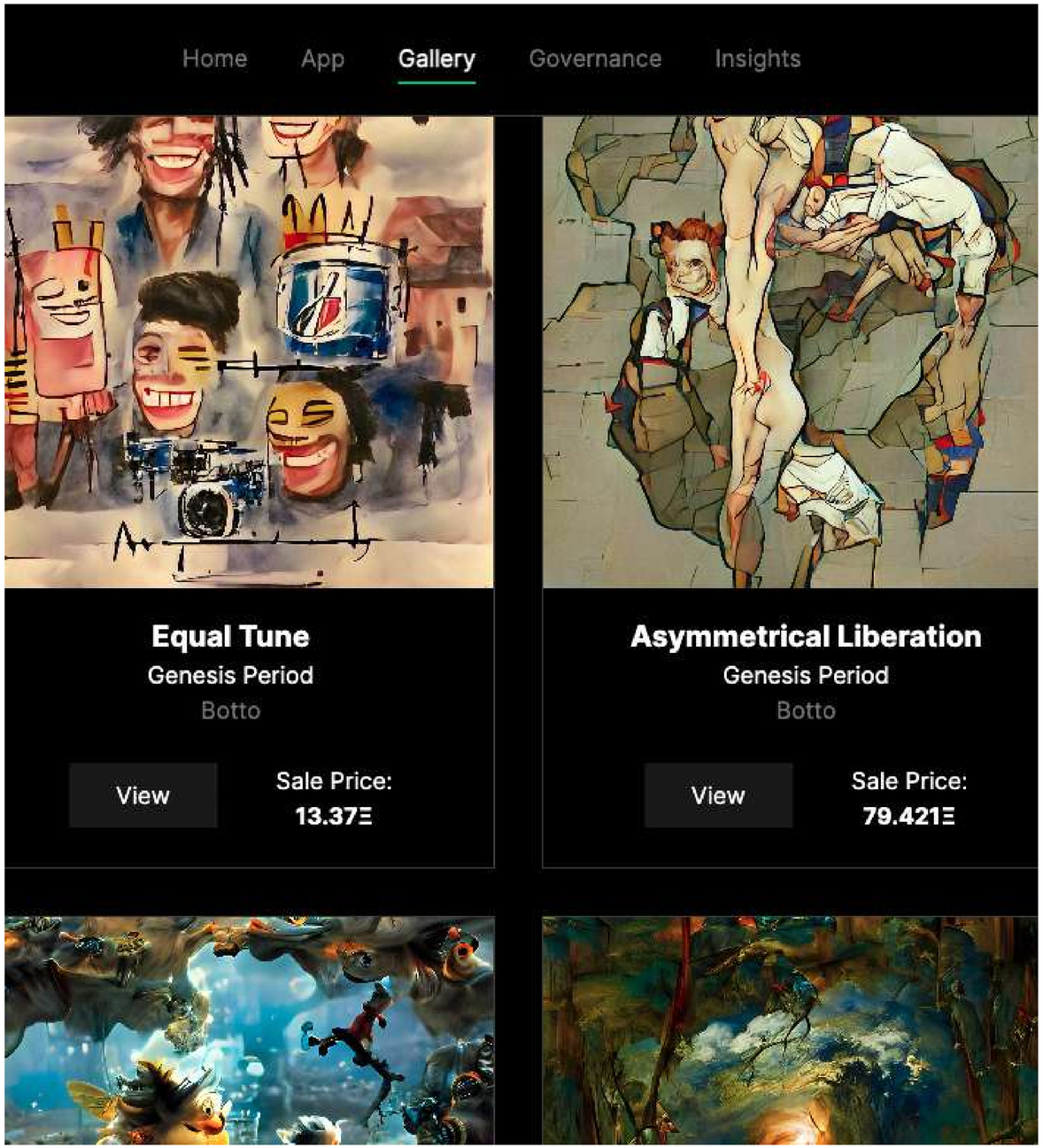
Voter	Unique Votes	VP Spent	Top Fragments
jestoc.eth	828	2910	
darthencryptus.eth	721	4632	
willmatic19.eth	116	11600	
namax.eth	90	9000	
0×1d...978C	36	2604	
quimp.eth	34	3391	
0×33...9E87	30	3000	
0×03...A1A7	29	2900	

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.
1
100
Drag the slider to adjust how many Voting Points you'd like to use on a fragment.
Get Started

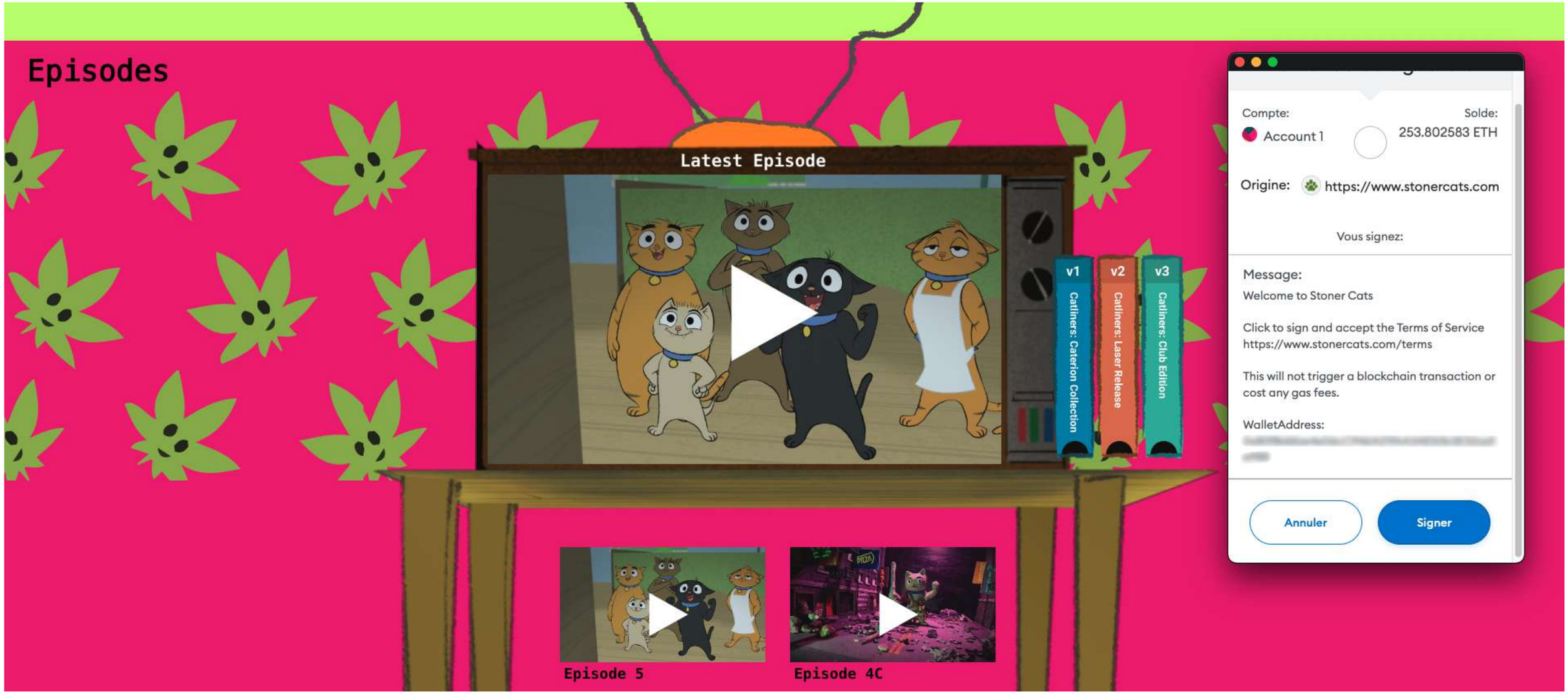

Night Endow
Open Topic
100.00 VP
1
100
Spacebar to skip
Magnifier Disabled
Submit Votes (0)


Home
App
Gallery
Governance
Insights
Equal Tune
Genesis Period
Botto
View
Sale Price:
13.37Ξ
Asymmetrical Liberation
Genesis Period
Botto
View
Sale Price:
79.421Ξ

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.

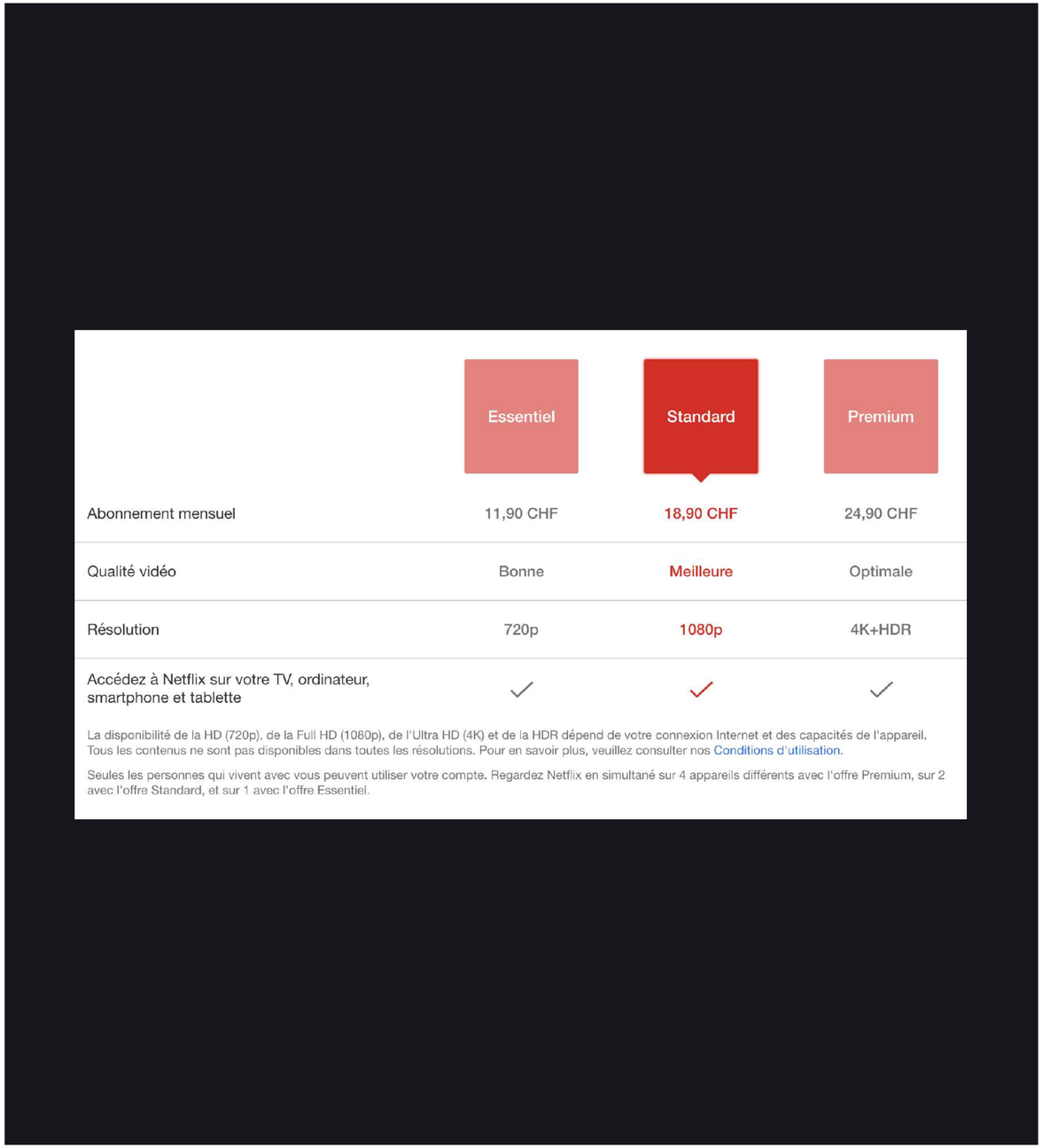


Stoner Cats (2021)

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.



Proposal #5
AI databases as brand assets

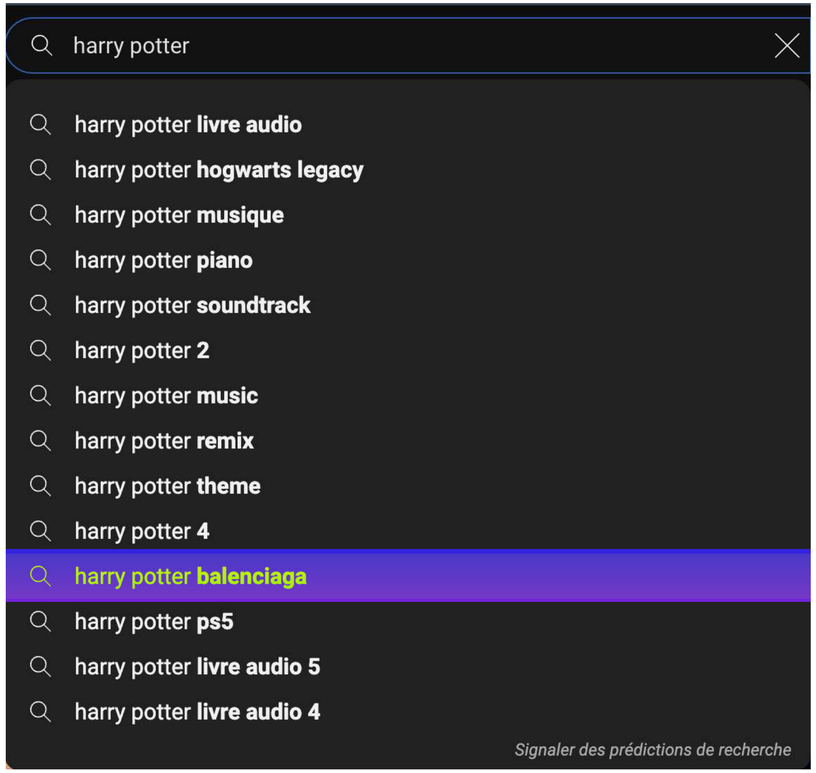
Robbie Barrat, *Balenciaga AI* (2018)

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

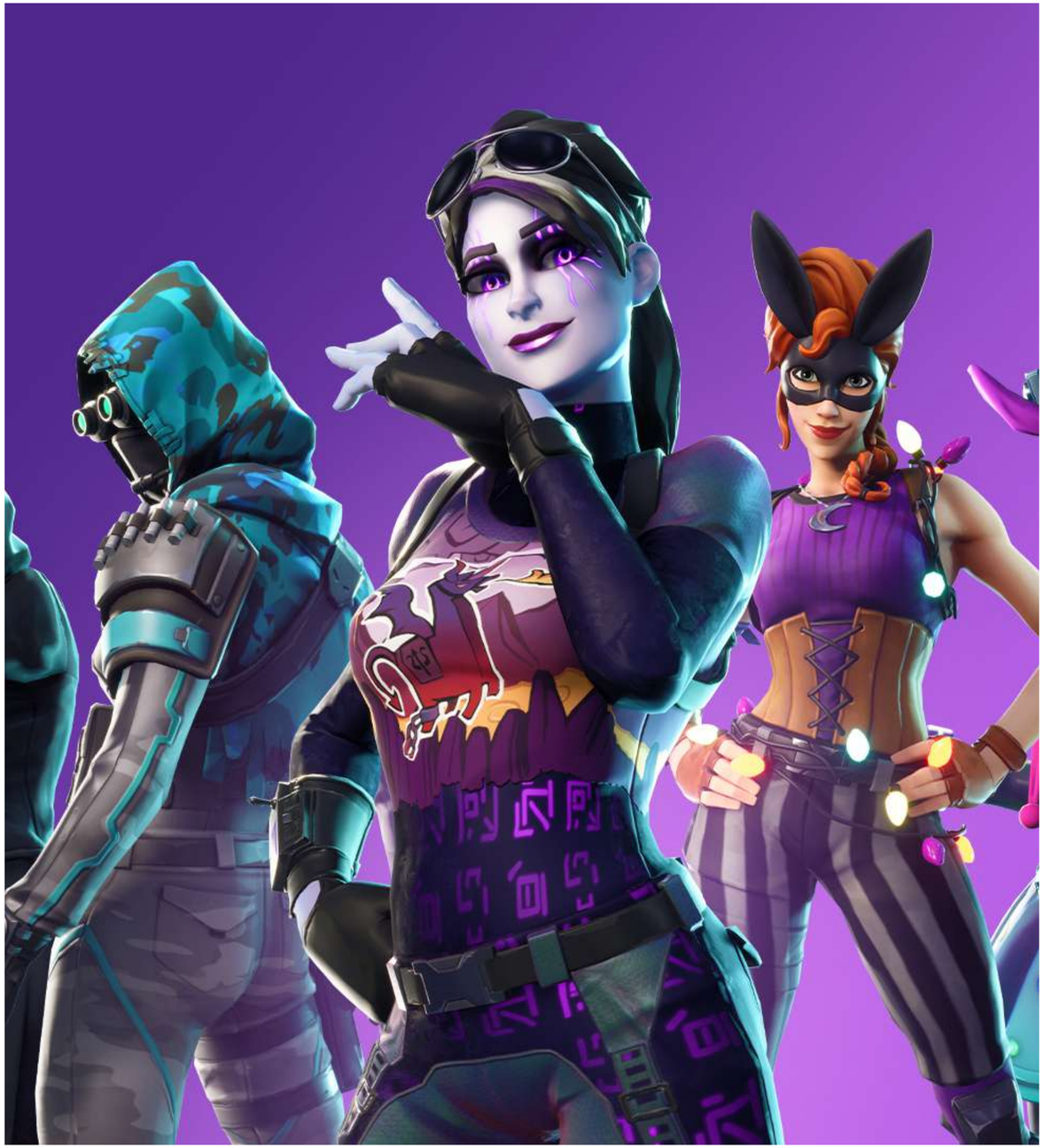


Source: “Deepfakes” videos by Demonflyingfox
ChatGPT, Midjourney, D-ID (Mars 2023)

Proposal #6
Culture as (gaming) skins

FORTNITE

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



“Gamers are the new fashion”
Fortnite × Balenciaga collaboration

Proposal #7
AI as digital commons

AI AS DIGITAL COMMONS

Rather than seeing artist remuneration with AI as an individual level, we could envision databases (and programs) as **self-managed digital commons** (ie. through a decentralized governance).

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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