

FOR IMMEDIATE RELEASE

***monad.social gathers momentum within the music creative community with it's "designed for artists" subscription live streaming platform.***

Why should music creators give away their content for free? (While big business profits from it) Asks Monad, the first community subscription live streaming platform for music creators and their fans.

**Los Angeles and Ibiza – April 22, 2021** Monad has launched ([www.monad.social](http://www.monad.social)) a first of its kind subscription platform where creators can finally own their relationship with fans, play and stream live performances, engage with their community and most importantly monetize their creative output. Monad provides the platform, marketing support and technical expertise.

Monad is committed to building the best functionality and design aesthetic tailored to the unique needs of the music community. Music creators own their content, rights and the entire relationship with their fans – a first.

Igor Marijuan (Monad Brand Ambassador and Ibiza DJ/Personality) said, "The algorithm has killed the artist's relationship with their real fans. I've made more money on monad.social in the last 30 days than I ever have on streaming services. Social media is fine for promotion, but I prefer to convert "Likes," into revenue through direct contact with my community."

Sasha (International DJ, Producer, Label Owner, World #1 DJ by DJ Magazine 2000) said, "Streaming services are not paying the bills."

Monad Circles provide Creators with the ability to stream shows and other content when they choose, upload media, engage through chat and forums. Creators get a unique 80% of the revenue they generate through subscriptions, tips and other revenue sources.

Live streaming technology is optimized for music quality at 320 kbps. Fans get access to their favorite creators, exclusive content not found anywhere else on the web and the satisfaction of knowing their financial support will actually make a difference.

Brett Hawkins (Monad CEO) said, “It’s time for the pact between streaming, social media and artists to change. The subscription business model works in other spaces. It’s high time one was designed for music enjoyment. Monad is that platform. It is constructed to help creators navigate technology minefields and to receive fair compensation for their extraordinary talent.”

**About Monad** – [www.monad.social](http://www.monad.social)



The Monad icon is the ancient Greek and Pythagorean symbol for the Universe and everything within it. We like the analogy to our business. Our mission is to use technology to transform relationships between music creators and their fans.

The Monad Fan Platform was built from our desire to rethink social engagement models and the relationship between creators and content consumers. We are an international collective of artists, musicians, gamers, music lovers, financiers, marketers and technologists coming together to bring creator-centric marketing and distribution solutions to the music industry. # # #

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The image displays a user interface for a 'Monad Circle' live stream. At the top, navigation links include 'monad JOIN A CIRCLE', 'Creators', 'Circles', 'Schedule', 'For Fans', and 'For Creators'. The main content area is split into three sections:

- Live Stream:** A video feed showing two DJs performing at a Pioneer DJ setup. The DJ on the left is a woman wearing a wide-brimmed hat and a patterned jacket. The DJ on the right is a man wearing a denim vest over a black t-shirt with 'HAVE' visible. The background features a mural with the text 'PAREIDOLIA DAMM'.
- Circle Feed:** A section for the 'Pareidolia' circle, showing posts from members. One post by Cristina Quiros features a graphic with the text 'HAPPY FACE TO FACE VERSION' and 'CRIS44 F2F IGOR MARIJUAN'. Another post by Denis Grout is also visible.
- Chat Window:** A vertical chat window on the right side of the interface. It shows a search bar and a list of messages from members, including 'The Circle was it raining?', 'live! igor marijuan', 'amazing song again', 'Chris Isaac!', 'Hi Igor', 'Sunday funday!', 'Saludos from tierra azteca', and 'Hi, amazin sounds'.

Circle subscriber view with live streaming, chat and feed side by side to accommodate multiple fan engagement options including tipping.