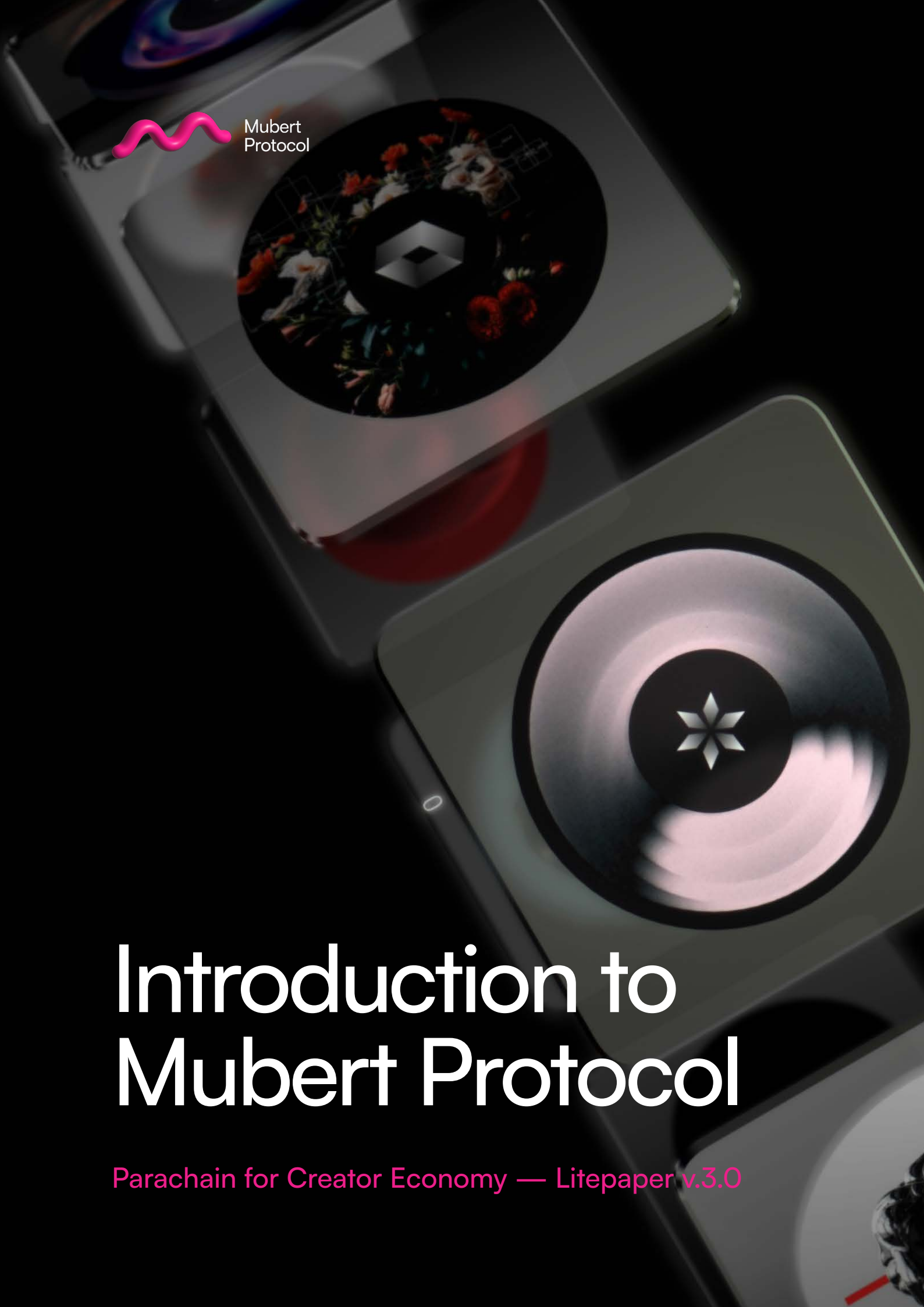


Mubert Protocol

Introduction to Mubert Protocol

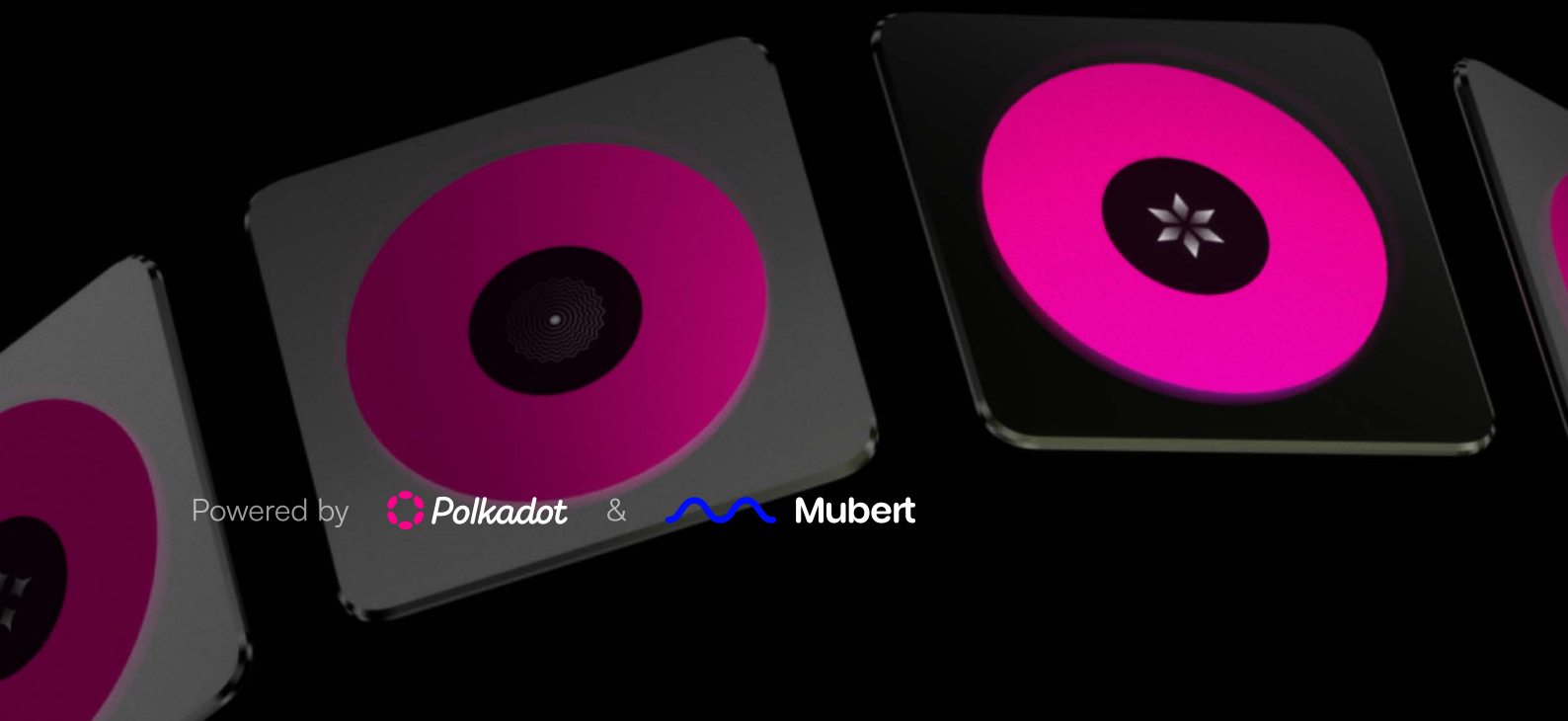
Parachain for Creator Economy — Litepaper v.3.0

Overview

Generative AI is revolutionizing content creation, enabling limitless possibilities—but at a cost. As AI-generated media floods the market, original creators are increasingly excluded from revenue streams, threatening the sustainability of the Creator Economy.

Mubert Protocol is redefining this landscape by establishing a decentralized economy for Intellectual Property, Revenue, and Content Distribution. It provides creators, app developers, and enterprises with the tools, data, and AI-driven engines to generate and monetize content seamlessly. At the same time, Dataset Suppliers—those who fuel AI's creativity—earn a fair share of every generated profit, ensuring a sustainable and equitable digital ecosystem.

With Mubert Protocol, the future of AI-powered content is not just innovative—it's fair.



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Who we are?

Founded in 2017, we pioneered AI music, generating 100M+ tracks—the first in the world. Our ecosystem empowers creators, developers, and agencies with tracks, streams, and API solutions. Committed to fair compensation, we now launch a blockchain venture to ensure creators get compensated.

1.5 M

Platform Users

28 M

API Users

10 K

Music Producers

3 M

Own Dataset

100 M

Track generated

Mubert Protocol

Parachain Designed for a Creator Economy

Mubert is developing a specialized protocol designed to empower the Creator Economy through transparent ownership, licensing, and monetization of AI-generated and human-created assets—ranging from audio and video to images, text, and beyond. This isn't about launching yet another blockchain; it's about building a creator-first, AI-powered infrastructure where any type of content can move seamlessly from creation to monetization in a fully automated and transparent way.

We're combining generative AI and Web3 to solve the creative industry's biggest pain points: fragmented ownership, broken royalty systems, and closed licensing ecosystems.

Powered by Polkadot

Decentralized Datasets

We aim to tokenize and store the Datasets starting with our own 3-million-sounds music dataset. Our target is to trace every monetized content to the atom-sized samples, influences and fingerprints. We also let creators tokenize their work through **Mubert Studio** — whether it is a single instrument, a track, one shot, or MIDI file, and lease it to the market and API clients.

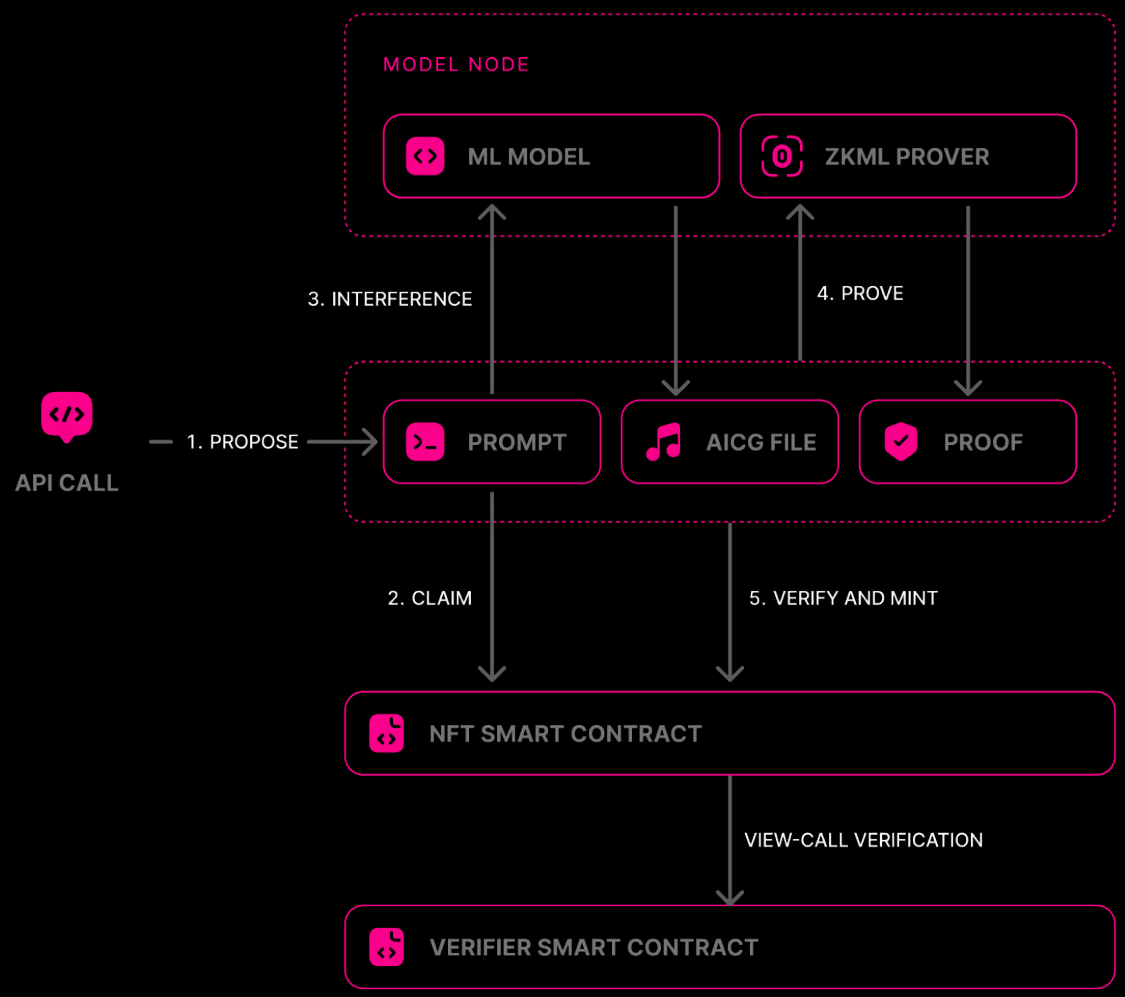
Each asset is linked to the author via fingerprinting and meta data and becomes a part of the decentralized dataset used across AI generation engines and partner applications. To avoid piracy we negotiate with trusted loops libraries to store their fingerprints, and create a Content ID system for atom-sized content — **Sample ID**.

All samples will are supplied with watermarks, fingerprints and are proofed by **ZK Protocol**. Later this technology will be scaled to images, videos and other creative formats.

ZKML

Proofs and traces to the original assets

For every asset and its related content, we create a zero-knowledge proof. This helps ensure that ownership can be verified and offers a clear view of the original assets that were used in the generation process.

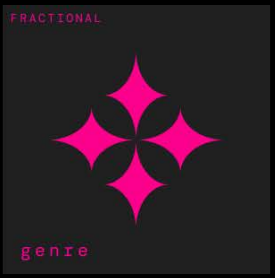


Mubert Protocol / Features /

Tokenized Taxonomies

In Mubert, categories and tags are tokenized and cover all types of creative content — whether it's audio, video, visuals, or text, including anything from genres, moods, and media formats to artistic styles, visual techniques, narrative tropes, color palettes, compositional patterns, or thematic elements.

Staking on tags helps curate datasets and directly supports the growth of these categories in the ecosystem. In return, stakers earn rewards every time AI-generated or user-generated content utilizes assets from their chosen categories.



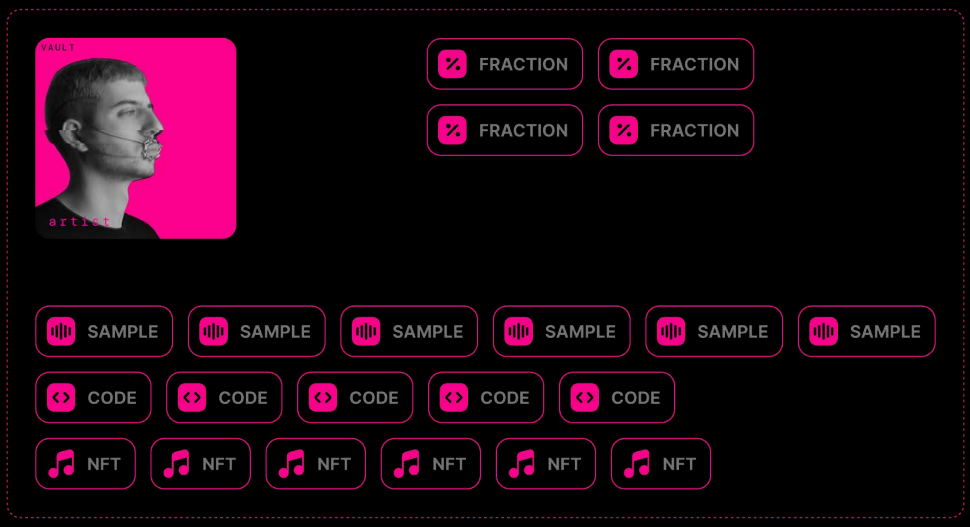
Artists Wallets & Vaults

Keep all assets, traces, revenue, staking

Each creator has a Web3-native wallet and vault that serves as their control center:

- stores all tokenized atom-sized assets and taxonomies;
- stores all NFTs and resulted content;
- stores fractions of the Artist Vault;
- tracks how and where each asset is used across the network;
- collects revenue in real-time from any content usage;
- enables staking into genres, styles, or collaborative projects.

Creators get full control, revenue transparency, and new passive income streams — all in one place.

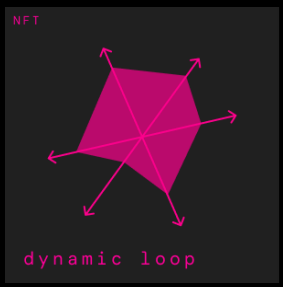


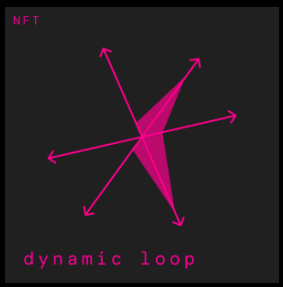
Dynamic Content Types

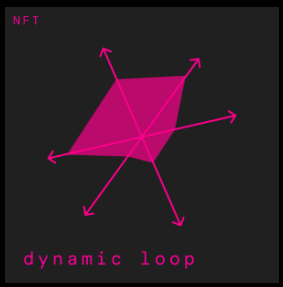
We create and tokenize completely new types of content: Dynamic Content, Taxonomies and Settings

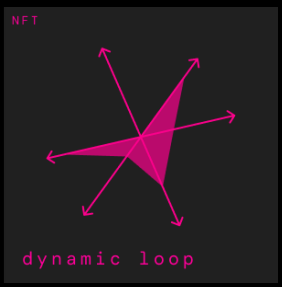
Aside from classic content types we promote the dynamic realtime-generated content types. It opens the doors to games, music apps, jam products, etc. These are the new content types:

- **Realtime Dynamic NFTs** — they store code, settings and samples for adaptive media stream that change in real time.
- **Dynamic Loops NFTs** — set of settings and address to Mubert **Loops API**, the algorithm that generates loops based on a certain amount of tags, connected to **Taxonomies NFTs.**
- **Taxonomies NFTs** — tokenized tags (genres, tags, bpms, visual styles, sound design presets, animation templates) for AI models.



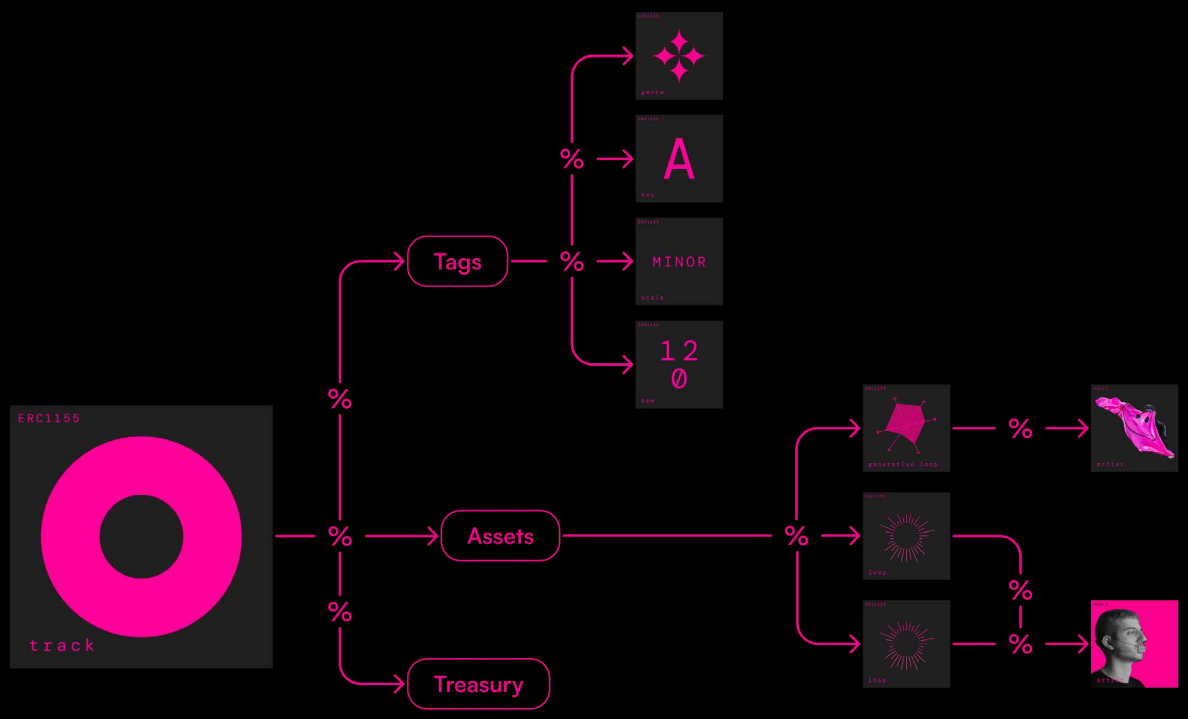






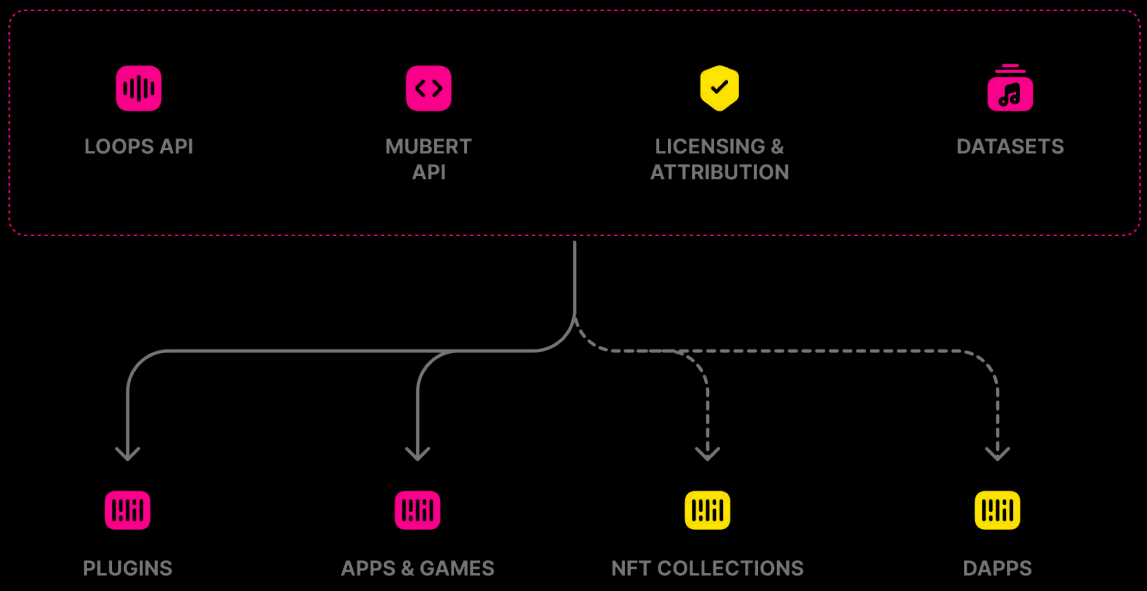
On-Chain Atom-Sized Monetization

Here's where it all comes together. Whenever AI-generated or user-generated content uses tokenized assets — whether it's audio for a podcast, visuals for a campaign, or text for a narrative project — revenue is split and distributed automatically via smart contracts. Contributors, stakers, and dataset owners receive their share instantly, with no intermediaries.



Developer Oracles & Datastores

Mubert Parachain provides a robust suite of oracles, APIs, and datastores for dApps, enabling seamless access to digital asset ownership data, content metadata, artist profiles, statistics, and more. This empowers dApp developers with rich, verifiable insights to enhance their protocols.



Plugins

Mubert is building SDKs and plugins for major creator ecosystems to allow creators to access tokenized AI-generated music and sound assets directly within their tools, with licensing and attribution handled on-chain.

All plugins will use Mubert's decentralized infrastructure for secure IP handling and revenue automation.

Canva Adobe unity

UNREAL ENGINE streamlabs

Restream KICK

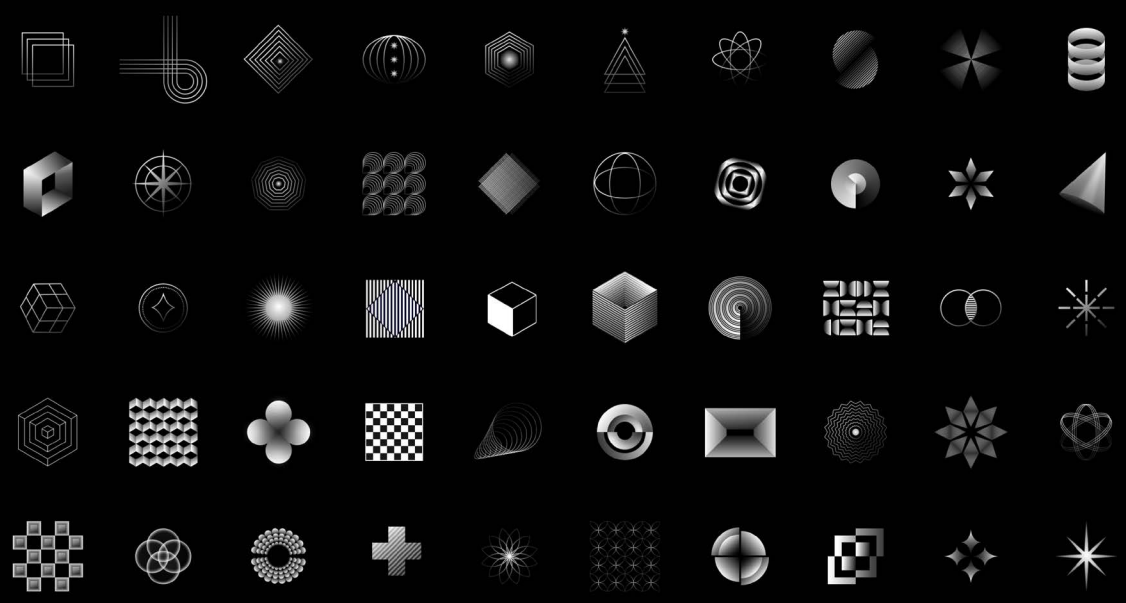
Webflow

Tokenizing Catalogs: SampleID

Mubert helps large content holders, from stock libraries to media agencies — we offer the tools to tokenize entire catalogs in bulk.

Full catalogs become on-chain assets with automated licensing and royalty collection frameworks. Their assets become interoperable across chains (Ethereum, Polkadot, Solana). They unlock new revenue streams via DeFi integrations or DAO collaborations.

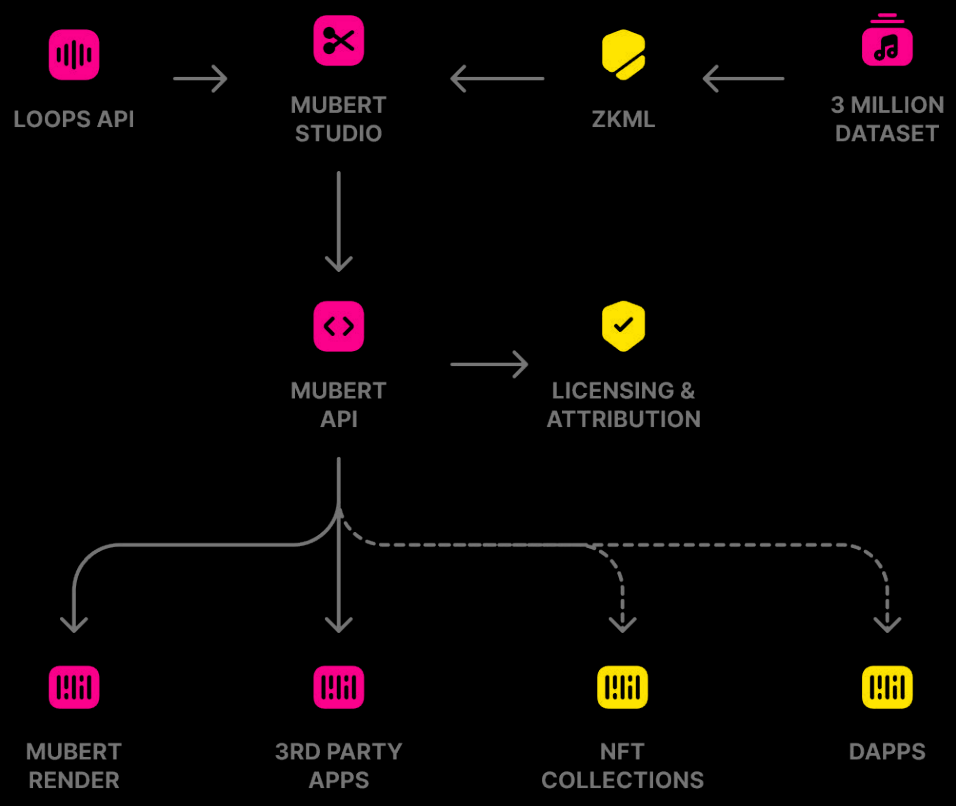
It's a way for legacy players to step into Web3 without disrupting their current business models but massively expanding their reach and earning potential.



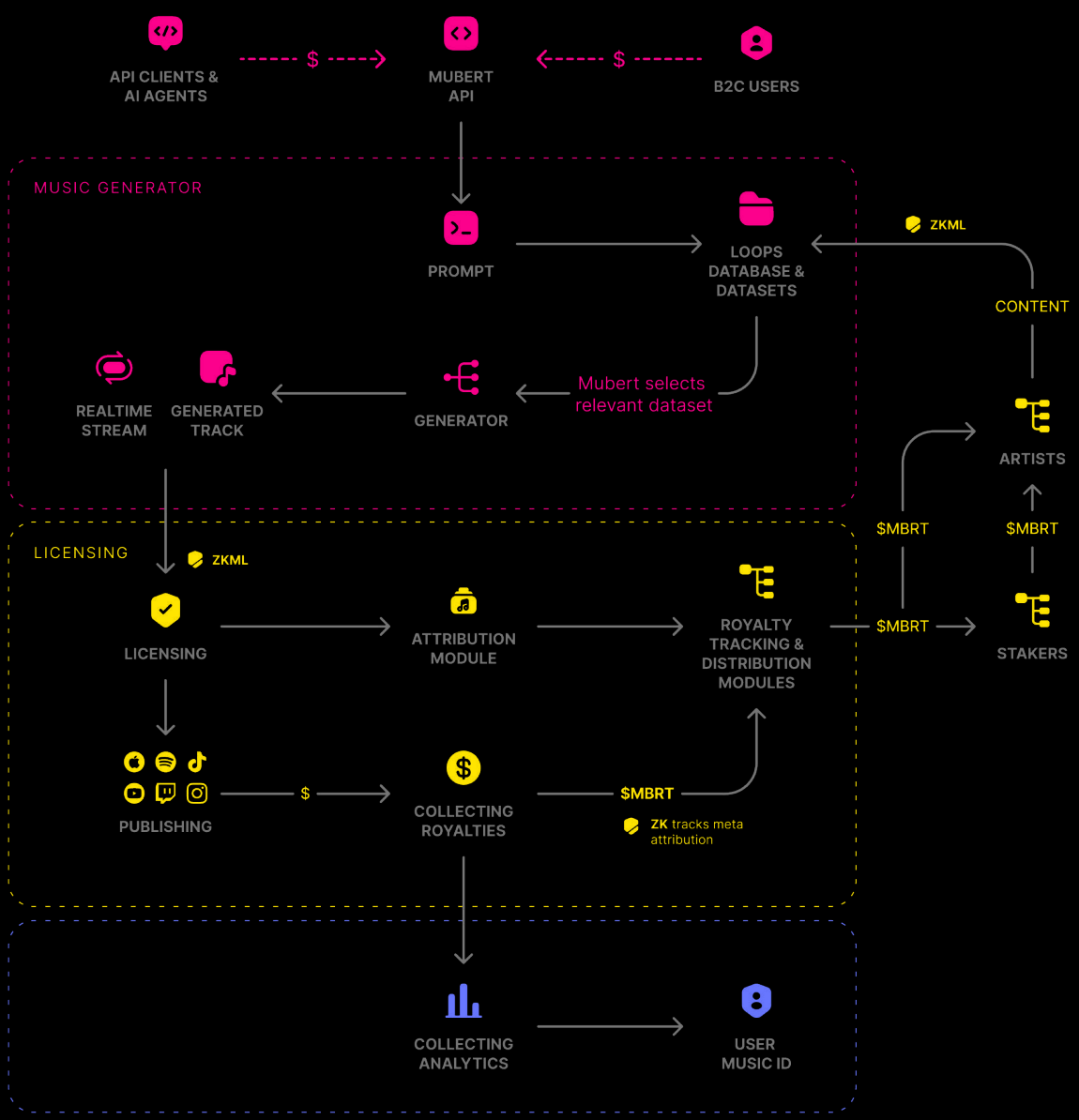
Platform Overview

Mubert is a complete ecosystem for creating, distributing, and monetizing AI-generated music. Unlike most platforms that focus only on making tracks, Mubert is building an infrastructure where artists, developers, and businesses can collaborate.

Right now, the platform runs on a working Web2 model: musicians upload their sounds, AI turns them into music, and artists get paid when their work is used. Music is being sold on our own markeplace or distributed within 3rd-party apps using our API. 90% of these apps are creator tools for short content creation or live streaming.



IPs & Revenue Flow



Strategy

Starting with AI music we aim to scale to all AI-driven creative content since all IPs and revenue flows work the same way

Parachain
for Creator
Economy

Parachain
for any AI Content

Web3 API
Public Datasets

Parachain
Own DApp
B2B Cases

We design tools for transparent ownership, AI attribution, revenue splits, and atom-sized IPs flows, making them adaptable for any content creation app. By supplying our own datasets, we provide a complete solution to power any app, dApp, marketplace, or content platform.

Roadmaps

Web2

Mubert API & Commercial Expansion

Major Mubert API update:

- New generation settings (custom structure, length, and style).
- Flexible billing system for B2B clients.
- Real-time licensing attribution per generated track.

New real-time adaptive music features:

- Interactive music generation for gaming, fitness, and live content.
- Mood & intensity-based music dynamics.

AI Music Generation & Production Tools

- New RAW-synthesis generation model
- AI-generated vocals & voice cloning models.
- Researching new prompt types and improving Everything-to-Music relevance (better text, image, music, video NFT-to-music outputs and more)
- Launching “Generate Soundtrack” — AI-generated dynamic scores based on video input.
- All-new AI-driven mastering and mixing.
- Smart arrangement suggestions for human-AI collaboration.

Integrations

- Music Distributors — Spotify, Apple Music, YouTube, TikTok.
- Creators Platforms — Canva, Adobe, Unreal Engine, Unity etc.
- Royalties collection and licensing systems for user-generated content (UGC) platforms.

Web3

Phase 1:
Foundation for AI Music Ownership & Monetization

Focus on music and sound content: tracks, samples, loops, voice, sound effects and sound design. Full Web3 infrastructure for generative sounds ownership, licensing, and monetization.

On-Chain Attribution & IP Management

- IP on-chain pallet: every AI-generated track, sample, and voice file is registered on-chain with full metadata.
- Content ID system integration: AI-generated tracks are automatically fingerprinted and whitelisted, preventing unauthorized use.
- Zero-Knowledge Proofs (ZKPs): verification of AI-generated music origins without exposing private artist data.

Web3 Revenue Splits & Licensing System

- NFT-based licensing: musicians tokenize their samples and AI-generated tracks, controlling rights and monetization.
- Smart contract-based revenue distribution: automated payouts to artists and sample contributors per usage.
- Cross-chain messaging for IP tracking: tracks registered on one blockchain can be verified across multiple ecosystems.

AI Music Generation & Web3 Infrastructure

- Web3 infrastructure layer for blockchain-based AI music generation: real-time on-chain attribution for AI-generated audio.
- New real-time streaming protocol: Web3-native AI music streaming for decentralized applications.
- Audio-to-MIDI engine development: enabling AI-powered MIDI composition with on-chain verification.

- Harmonic & structure music engine updates: improving AI-generated compositions with better progression and consistency.
- Voice Cloning & Generation system: decentralized AI-powered voice synthesis with on-chain licensing.
- Audio variations generation: generating multiple AI variations of a track, with blockchain-based traceability.

Web3-Enabled AI Music Distribution & Commercial Adoption

- Web2 music distribution integration: licensing AI-generated tracks for Spotify, Apple Music, YouTube, TikTok, and other DSPs.
- Major public API update: expanded generation settings, licensing integrations, and flexible Web3 billing models.
- Branded AI music generation: enabling agencies and brands to use Web3-licensed AI music for commercial use.

Cross-Chain Licensing & Monetization

- Cross-chain messaging for multi-format AI content: ensuring AI-generated works are traceable and verifiable across multiple blockchains.
- Decentralized revenue distribution: payments for AI-generated music usage handled fully on-chain.

Phase 2:
Expansion into various
AI Media Content Ownership

Expanding beyond music to Web3-native licensing for AI-generated video, images, and text.

Web3 Ownership Model for popular types of Media Content

- Tokenization of AI-generated content: extending NFT-based licensing to AI-generated video, text, and images.
- On-chain attribution for multi-format AI content: tracking AI-generated assets across different media types.
- Decentralized Content ID: extending fingerprinting system for AI-generated visual and text-based content.

Cross-Chain Licensing & Monetization

- Cross-chain messaging for multi-format AI content: ensuring AI-generated works are traceable and verifiable across multiple blockchains.
- Smart contract-based AI content licensing: AI-generated assets (videos, images, text) are automatically licensed and monetized via Web3.
- Decentralized revenue distribution: payments for AI-generated media usage handled fully on-chain.

AI-Generated Video & Interactive Media

- Video-to-Music interface: AI-generated soundtracks dynamically composed based on visual input.
- Storyboard-based AI music generation: composing AI soundtracks based on screenplay or scene breakdowns.
- AI-generated video licensing: Web3 ownership model for AI-generated visual content.

Full AI Content Economy for the Gaming industry, Metaverse & Virtual Worlds

- Game developers SDK (Unreal, Unity): Decentralized AI-generated music, video, and any other content for virtual environments.
- Metaverse-native AI content creation tools: real-time AI music & media adaptation for interactive applications.
- Timeline markers interface: Web3-powered interactive control over AI-generated content timing, structure, and energy dynamics.
- Web3-native AI content marketplace: decentralized platform for licensing AI-generated assets.
- On-chain microtransactions for AI-generated content: enabling automatic Web3-native payments for generated assets.

Decentralized AI Model Ownership & Licensing

- Web3-native AI models: content creators and businesses own, license, and monetize AI models via on-chain contracts.
- DAO-based AI content licensing: community-driven governance for AI-generated media rights.
- Autonomous AI dataset monetization: AI-generated datasets are tokenized and used as on-chain assets.

Phase 3:
Full Web3-Native (AI) Content Infrastructure

At this stage, any content — AI-generated or human-created — can be tokenized, owned, and monetized on-chain. This applies to any creator, on any platform, in any industry.

Universal Content Tokenization & Ownership

- Cross-platform integration: any digital asset (music, video, image, text, 3D models) from platforms like Adobe, Canva, Unreal, Figma, or any other creative tool can be tokenized on-chain.
- Decentralized content registration: any file uploaded, shared, or published on YouTube, Instagram, Behance, SoundCloud, or any other platform can be linked to an immutable on-chain record.
- Cross-media licensing & monetization: whether a piece of content is used in a game, a film, a presentation, or an ad, its owner automatically receives revenue via smart contracts.

Fully Cross-Chain & Cross-Platform Monetization

- Interoperable licensing model: any digital asset can be licensed across Web2 and Web3 platforms, with payments flowing seamlessly between ecosystems.
- Multi-chain revenue distribution: whether a track is streamed on Spotify, a video is used in an ad campaign, or a graphic is featured in an NFT collection, revenue is distributed on-chain, across multiple blockchains.
- Decentralized attribution & tracking: smart contracts automatically track where and how content is being used across different platforms.

Turning Any Platform into a Web3-Enabled Content Economy

- Content embedding & monetization anywhere: whether a design is published on Canva, a video is hosted on Vimeo, or a track is uploaded to SoundCloud, Web3 technology enables ownership & payments within these ecosystems.
- Plug-and-play tokenization for creators: independent artists, designers, and businesses can register their assets on-chain and enforce licensing terms without changing their existing workflows.
- Decentralized distribution & remixing: users can collaborate, remix, and build upon any tokenized content while ensuring the original creator gets paid automatically.

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