

The Limitless Scope of Art

Revolutionizing how the coming generations interact with music



Scope
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The Physical-Digital Dichotomy

Global recorded music revenues relatively peaked in the late 1990s/early 2000s, but this golden age was short lived as technology created easier modes of listening. Ultimately, this technology was implemented in both legal (streaming platforms/digital markets) and illegal (piracy) ways, challenging the authority of traditional labels. However, publishers consolidated their positions through strategic deals with streaming platforms that emphasized the underlying value of copyrights. The music market quickly shifted from a physical to subscription-based model, and industry leaders welcomed this streaming revolution as the abundance of data generated predictable patterns that investors can more confidently capitalize on.

These efforts largely worked as recorded music revenues of the past few years are greater than ever. In 2023, streaming accounted for 84% of U.S. recorded music revenues (RIAA) and 67.3% of global recorded music revenues (IFPI). Additionally, the recent upswing of physical sales, or the “vinyl boom,” has revealed a significant base of physical-purchasing consumers in a mostly digital market. In 2023, physicals accounted for 17.8% of global recorded music revenues, generating \$5.1 billion USD, a 13.4% increase from 2022 physical revenues (IFPI). Despite the recent lag in streaming revenue, the music market is strong and growing by many measures.

However, software models are advancing rapidly such that another, and this time certainly more profound, technological disruption will soon transform music consumption. There is a physical-digital dichotomy in music: digital and physical music exist as two separate experiences and distinctly contrast each other. However, this apparent void is ripe with opportunity. A product that cultivates synergy between current hardware and software will revolutionize how the coming generations interact with music. The mission of Scope is to accomplish just this.

Computing has conspicuously outpaced the offerings of the music industry. The coming generations that grow up with AI models and spatial computing will prefer a more interactive, dynamic experience than streaming platforms. Physicals (vinyls, CDs, and cassettes) are egregiously outdated, driving minimal interest in the key listening demographic (ages 16-25). Such physicals are often described as “aesthetic” or “retro,” and this is precisely all they are. There is an immense, untapped market of music consumers that currently do not purchase physicals, but would if there was a modern, quality option.

The Solution

The solution is Scope.

A stunning consumer electronic that delivers a lively physical art experience with contemporary software features. Scope stores auditory data, such as an album, on a digital media player and transmits such data to audio playing devices via wireless connectivity (Bluetooth, AirPlay, NFC compatibility). The Scope physically symbolizes the auditory content through artist-chosen decorative elements (detailed inner diorama, integrated light shows, coordinated movement of figurines/platforms, etc). A cubed variation is represented below (Fig. 1).

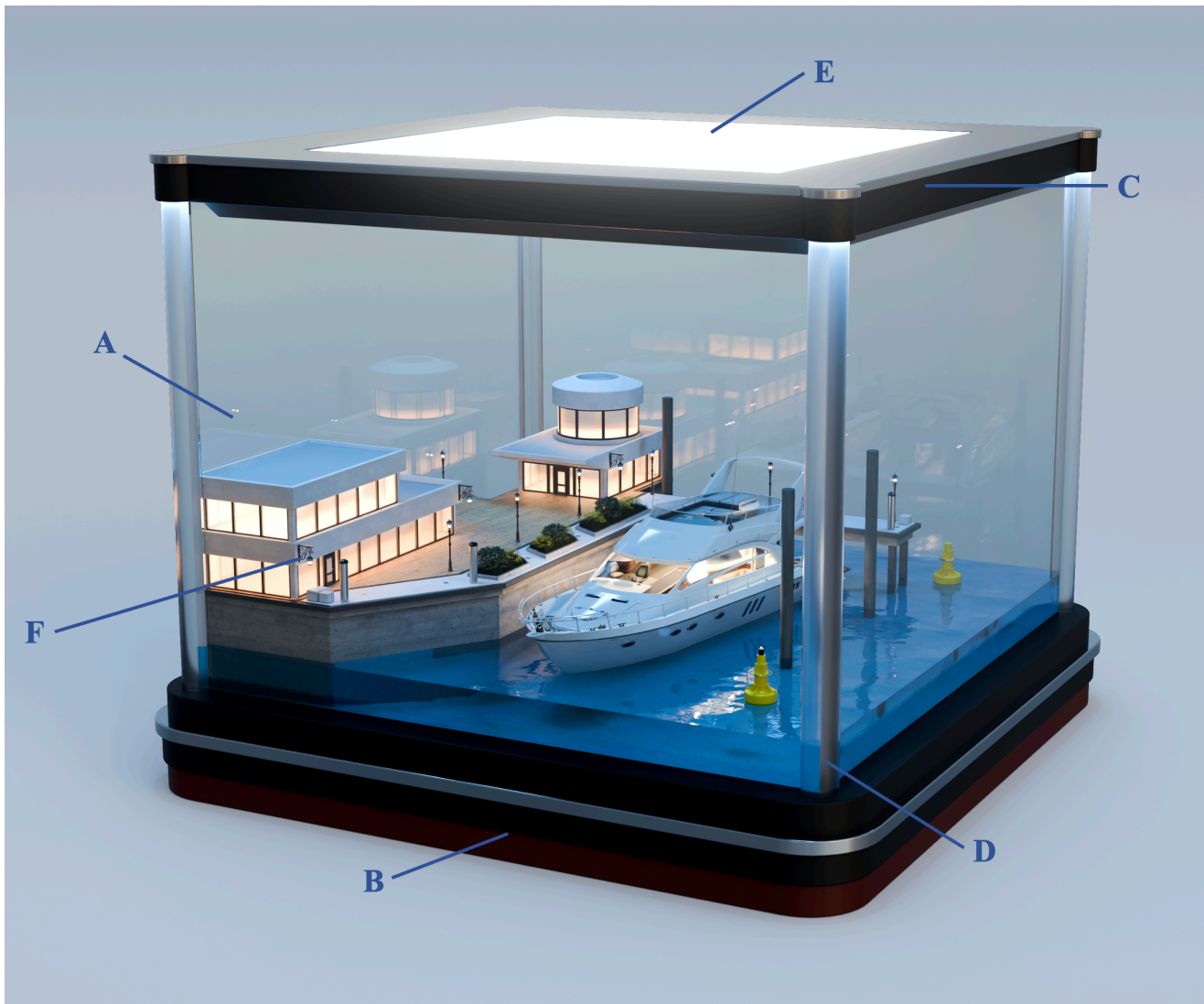


Figure 1. (A) Body of product, 3.5 inches x 3.5 inches x 3.5 inches cube. 4 transparent lateral faces. (B) Bottom platform, 3.5 inches x 3.5 inches x 0.5 inch solid rectangular prism. Internally houses circuitry components. (C) Top platform, 3.5 inches x 3.5 inches x 0.5 inch solid rectangular prism. Top face contains screen (D) Frosted columns for the 4 lateral edges,

internally connects circuitry of the top and bottom platforms. **(E)** Screen with programmatic controls capable of wireless recognition and connection to external devices, basic media control functions, app compatibility, and visual elements. **(F)** Inner diorama with decorative elements, such as lights and figurines, that physically symbolize the auditory content.

Scope is a lens into an artist's world; every model is unique to that artist's specific customizations. The range of a Scope is limitless. There are infinite possibilities through various combinations of decorative elements, materials, and shapes. The internal environment can also be exceptionally elaborate with intricate movement of diorama elements, remarkable light sequences, and phase effects (mist, rain drops, sparks). Additionally, any form of art/entertainment (podcasts, sports broadcasting/highlights, audio books, etc) can be commemorated.

Scope is a device to be engaged with. Scopes can sync with one another, enabling interaction between users of different Scopes. The screen can project additional entertainment such as exclusive artist content (visual album, interviews), live events, and games (karaoke, party games). Also, as spatial computing grows in popularity, an eyewear piece with Scope functionality can facilitate an immersive musical experience in which the user virtually interacts with the Scope's elements.

A thrilling Scope with a dancing diorama, captivating light show, and modern software features brings music to life in a way no other physical or digital option does. As such, Scopes will play a contributing role in the music ecosystem, driving value for consumers, labels, and artists (Fig. 2)

Scope in the Music Ecosystem

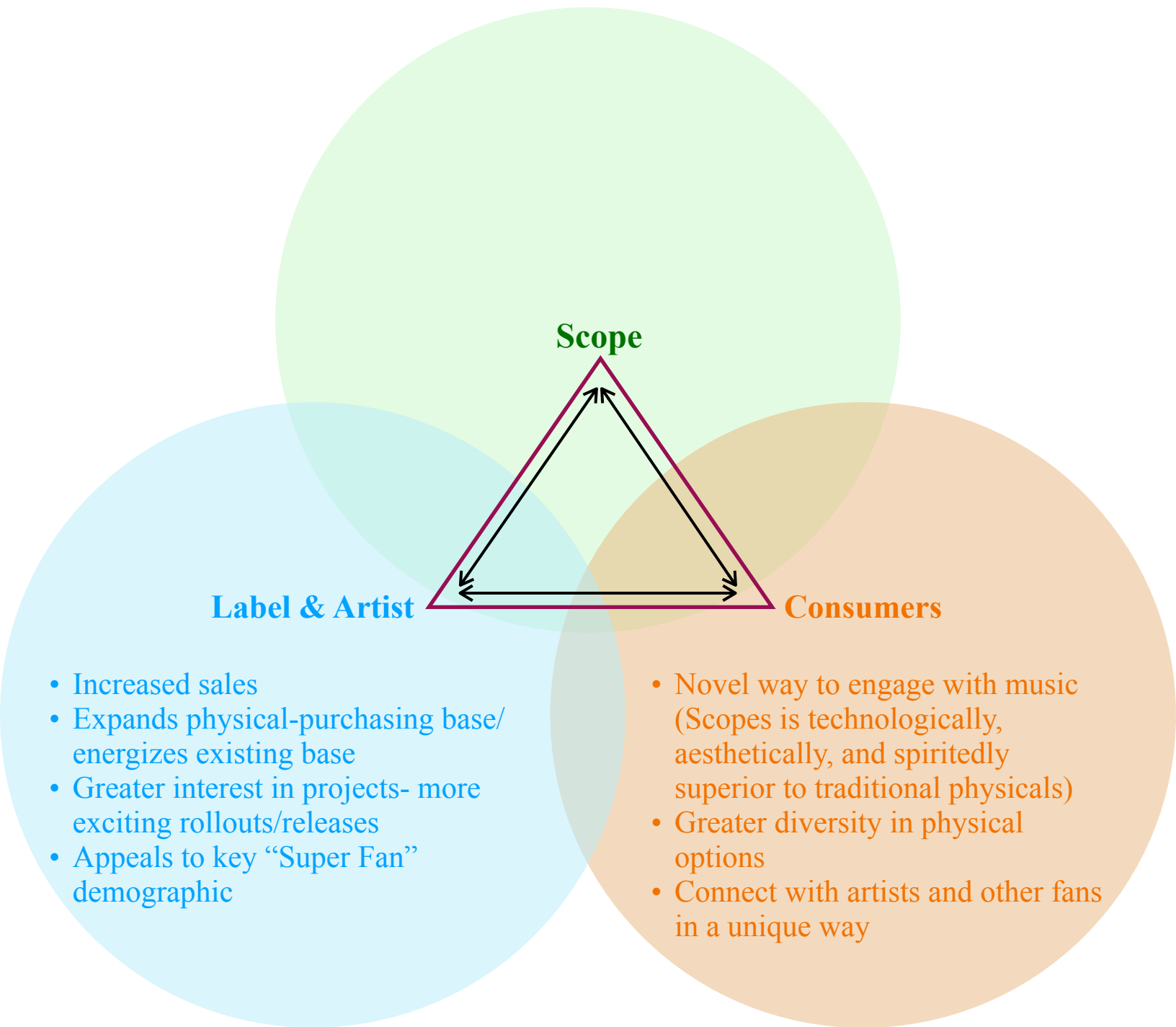


Figure 2

The Product

Inevitably, models will vary in price based on production intricacies, materials, and artist-driven demand. A tiered pricing model may also be adopted in which one project is represented by multiple Scopes (a standard model, premium model, and luxury model). A mutualistic bundle comprising of a Scope and a related article of clothing maximizes the offering's value. Not only does this model appeal to consumer bundling bias, but also promotes dynamic pricing to accommodate a diverse consumer base.

The clothing of the bundle will be true quality clothing. The current landscape of music merchandising is dominated by ordinary materials and loud features, which undoubtedly fulfills a role. However, our mission is something different. We seek to deliver timeless pieces that capture an artist's vision through classy designs, worthy materials, and subtle details (texture, pattern, etc).

The Future

Historically in music, consumers have been overcharged and artists underpaid. We strive to deliver a high quality product for an appropriate price; a genuine win-win-win for labels, artists, and consumers.

Art, in its current conception, will soon drastically change. Navigating how the coming generations interact with art is the challenge we are excited to conquer.

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