

 **VÉRITÉ** @Verite · Jan 9

in the last two years i've become proficient in
ableton, photoshop, premiere pro, after effects,
webflow, explored blockchain tools, coded with AI,
created generative music, produced my records,
parallel parked a sprinter in nyc, advised
companies, played among us with fans...

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 **VÉRITÉ** @Verite · Jan 30

we're in the era of good. good, high quality music.
so many good songs, good productions.

daws, splice & streaming democratized good. AI is
going to oversaturate good.

good isn't good enough anymore.

what's the difference between good and
groundbreaking?

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 **VÉRITÉ** @Verite · Apr 24

curious if, knowing relatively nothing about
training a voice AI, i can hack together a
compelling remix of temporary ft the voice of
@Grimezsx using my brain + gpt + caffeine.

 **VÉRITÉ** @Verite · May 17

is the grimes ai/elf tech not working for anyone

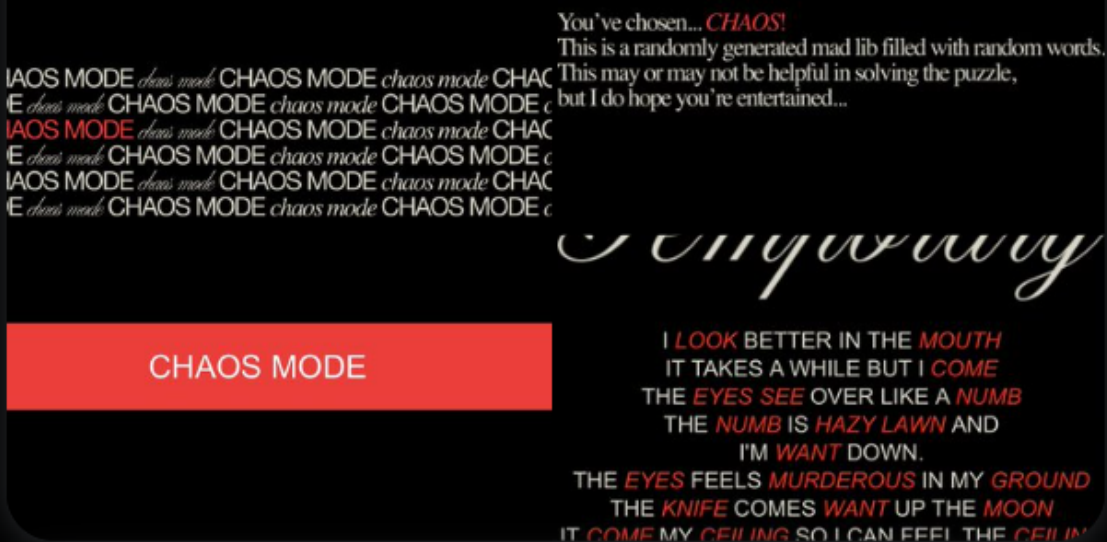


VÉRITÉ @Verite · Dec 27, 2022

love you mad-libs is live featuring CHAOS MODE. a random auto-fill to the puzzle coded with chat gpt. code edited by james @Highlight_xyz

as someone who doesn't code, it's amazing to be able to build something cool & simple from the ground with AI.

veriteofficial.com/loveyoumadlibs



VÉRITÉ @Verite · Jan 31

even without AI, there's already so much good. more good music and art than can be consumed and sustained by the market. AI is just going to add to the oversaturation.

just interesting questions artists should be asking now vs before they're lost in the wave.
twitter.com/rem_cycles/sta...



 **VÉRITÉ** @Verite · Jan 31

this isn't a comment on AI as much as it is a question of how artists deal with a 100x competitive marketplace.

general questions. i'm having fun playing 3D chess in it all.

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 **VÉRITÉ** @Verite · Apr 24

Replying to @metawoofer and @Grimezsz

I want to train an ai with my vocal as well. predict what i'd do.

 **VÉRITÉ** @Verite · Jan 31

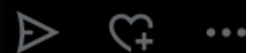
Replying to @Verite and @cozyquartz

but 10/10 AI music will be great and interesting but won't resonate the same as a great show, community & real live humans. or so I hope lol

 **VÉRITÉ** @Verite · Jan 31

Replying to @cozyquartz

100%. Ai is a tool like all the rest, I'm more so commenting on how tech democratizes access & shifts the marketplace & how do artists build when being good isn't enough?



 **VÉRITÉ** @Verite · Jan 31

Replying to @ThysMusic

true, it's just interesting to be listening to spotify radio and hearing 20 artists and songs that are all putting out really good music & realizing that it's

sustain it. & how AI will just add to the good & make it harder...

 **VÉRITÉ** @Verite · Apr 24

Replying to @metawoofer and @Grimezs
honestly this is the plan. train ai to be more brain.

 **VÉRITÉ** @Verite · Jan 4

Replying to @justcallmetroy and @rrhoover
i wonder if AI “hits” will resonate emotionally or just fade into the background of muzak you like but don’t revisit.

or if this is just the beginning of AI, holographic pop stars.

 **VÉRITÉ** @Verite · Dec 14, 2022

ai interprets lyf.





VÉRITÉ @Verite · Sep 13, 2022

i wrote about the current state of independent artistry in the era of web3...

exploring the question--why web3? & how artists can utilize the tools of web3 to build sustainable careers that aren't dependent on market cycles & platforms

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VÉRITÉ @Verite · Nov 4, 2022

moving into my third record, i continue to be the red headed stepchild of the music industry, web3 & irl. i exist in my own lane, in the periphery.

fuck everyone else & the noise & the trends.
they're all temporary.



VÉRITÉ @Verite · Apr 21

when talking about music x web3, the lucid dream tee is a prime example of how to meet fans where they are rather than expect them to enter a new market. there is web3 capability embedded in the shirt, but it's a door that gets opened by curiosity to go deeper, not by force...

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VÉRITÉ @Verite · Mar 14

to summarize my thoughts...

Web3 has a branding problem. It's not a monolith nor is it a definitive movement outside of the bubble. #MusicNFTS has been meme-ified & doesn't accurately represent how the tech can be utilized in the context of a full, sustainable music career.

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VÉRITÉ @Verite · Dec 12, 2022

not surprised but discouraged that we're at the point of music x web3 where platforms are being built, raising money & accruing value from artist IP with no roadmap to artist monetization and artists are... thanking them for the exposure.



VÉRITÉ @Verite · Mar 15

final hot take

the biggest web3 branding fail is framing it as a "space" (imo informed by the literal audio spaces of clubhouse & twitter) and not a set of tools built on the blockchain.

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 **VÉRITÉ** @Verite · Mar 27, 2022

music NFTs are new. there are no experts, only people hypothesizing, building & learning.

as someone who's done a lot of shit and talked to a lot of non-web3 fans 1 on 1 and in groups, the vast majority of non crypto native fans in general are not interested in paying for NFTs.

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 **VÉRITÉ** @Verite · Aug 4, 2022

do we agree that both the traditional music industry and the emerging web3 music are not sustainable models for building a career at scale & that artist centric models that value ownership, revenue diversification & have resilience will prevail regardless of how you distribute?

 **VÉRITÉ** @Verite · Sep 13, 2022

also, how do artists balance experimenting with new tech without undermining existing fanbases who don't give a fuck about technology.

The VÉRITÉ Crewneck explores giving a fan first experience where web3 functionality quietly hums in the background.

veriteofficial.com

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 **VÉRITÉ** @Verite · Mar 14

Web3 has a scalability problem. It doesn't resonate with non crypto native audiences. Sentiments are vitriol, skepticism, distrust & lack of interest.. We are building solutions that audiences aren't asking for in hopes to create better monetization structures for artists.

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 **VÉRITÉ** @Verite · Mar 14

...home to the same issues we are facing on web2 platforms today. Companies in web3 are looking to artists to innovate, share insights and build with them without offering proper compensation and equity.

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 **VÉRITÉ** @Verite · Jun 21, 2022

thank you @nftnow for recognizing me and so many brilliant humans.

experimenting & building in web3 has expanded my vision for myself, my art and my career.

excited to keep my head down & integrate everything i've learning into this next album & beyond.

nft
100
CREATOR
Vérité

nftnow.com/nft100



VÉRITÉ @Verite · Jul 11, 2022

v excited to write my mid year follow up to this piece on the state of music & web3 imo + all the shit that's coming. [twitter.com/theyoungcrews/...](https://twitter.com/theyoungcrews/)



VÉRITÉ @Verite · Jul 5, 2022

repeating the promise of web3 for artists doesn't solve for the fact that the vision doesn't trickle down to the average fan & resonate outside the echo chamber.

an observation that is prompting some v exciting experiments.

 **VÉRITÉ** @Verite · Sep 1, 2022

i would say something more profound, but i'm fucking exhausted and braindead.

but if you're interested in how web3 can scale outside the bubble, buy a sweatshirt & come join the experiment.

veriteofficial.com

 **VÉRITÉ** @Verite · May 23, 2022

and no, web3 does not solve for all the problems of being an artist, if anything it's creating a false sense of security.

web3 merely provides new tools for creating value + identifying your community to create more impactful exchanges between artist and "fan".

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 **VÉRITÉ** @Verite · Sep 13, 2022

our words & framing matters as we communicate complex ideas to new audiences.

i think it's a good time to challenge definitions & umbrella terms that make sense inside the bubble but don't resonate en mass.

there's no such thing as a web3 artist.



 **VÉRITÉ** @Verite · Mar 14

Web3 has been framed as a creator centric movement, but the entities we sought to disrupt are going to benefit. Projects & platforms are unknowingly recreating many of the same systems that have already existed and building a better mousetrap that in the long term will become...

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 **VÉRITÉ** @Verite · Mar 14

i see a lot of people making their fair critiques & dissatisfaction with web3 known which feels very healthy.

when i wrote my critiques in september, i felt a slight pushback but my feelings are generally the same...

mirror.xyz/verite.eth/D5h...

 **VÉRITÉ** @Verite · May 24, 2022

can't sleep, thinking about how @__iyk is going to solve the very real issue of onboarding non crypto native users into web3 by creating meaningful associations between irl experiences and merch & their corresponding digital proxies.

just excited for all of the building.

 **VÉRITÉ** @Verite · Jan 23

also, if you're wanting a refresh on my overall strategy for this record's intersection with web3 as of 09/12/22, read here:

mirror.xyz/verite.eth/D5h...

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 **VÉRITÉ** @Verite · Jan 15, 2022

valid criticism.

the demand is less than the supply & the blockchain isn't magically going to fix the problems of monetization as an artist.

the promise of web3 is a new set of tools to build the worlds and businesses we want to create, but the challenges are ours to navigate.

twitter.com/SPRSGL/status/...

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 **VÉRITÉ** @Verite · Mar 10

we're already seeing this in some experiments in "what's next" in web3. supply is already exceeding demand.

we're seeing it on tiktok with artists desperately trying to contort themselves into palatable, viral bites for mass consumption.

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 **VÉRITÉ** @Verite · Oct 14, 2022

no matter what your preferred tools are — web3, tiktok, a major label etc., you should assume that tool will not always serve you & solve for that in the design of your project.

being reliant on any one strategy for the success of your career isn't sustainable.

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 **VÉRITÉ** @Verite · Aug 25, 2022

my first @viamirror piece is now available to collect.

it was written at the top of this year, dissecting my first year in web3 & music.

so much has shifted & i'm beyond excited to share everything i've been working on so soon.

until then... read this
mirror.xyz/verite.eth/uMP...

 **VÉRITÉ** @Verite · Mar 1

thank you @catalogworks & @ImanEurope !!!

been spending my whole record playing with the balance scarcity & access & where web3 intersects with traditional means of distribution.
twitter.com/catalogworks/s...

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VÉRITÉ @Verite · Apr 27

Replying to @matthewchaim

i've been saying this for a year. nft/web3 don't make it. the branding is unpalatable to outsiders. it'll be invisible moving forward.



VÉRITÉ @Verite · Mar 30, 2022

beyond excited for @astumaboo first @catalogworks sale. it's really amazing to see such a brilliant artist enter web3 with curiosity, humility & a mission & watch them win.

the album is gorgeous & @noisedao has collected a fucking gem. [twitter.com/astumaboo/stat...](https://twitter.com/astumaboo/status/1511111111)



VÉRITÉ @Verite · Oct 5, 2022

will be joining @brandweekist to discuss my experience as an independent artist, my focus on artist centric business models & how i'm bridging my experimentation in web3 to my existing audience.

!!!! [twitter.com/brandweekist/s...](https://twitter.com/brandweekist/status/1511111111)



VÉRITÉ @Verite · Dec 12, 2022

Replying to @pet3rpan_ @Cooopahtroopa and 4 others

v few people understand intersection of web3 + music & i'd say anyone who does are all members of @water and music

 **VÉRITÉ** @Verite · Jan 23

the strategy is living, breathing & constantly adapting to new data as I experiment & learn. nothing is a rule, but giving myself a guide to my web3 releases of my record, Love You Forever made certain that all decisions were thoughtful & not a reaction to the market.

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 **VÉRITÉ** @Verite · Apr 25, 2022

lots of opinions on how non crypto native friends will react to web3 & not enough actual research.

v valuable deep dive into turning quiet observers into active participants by @nicksusi —> [twitter.com/nicksusi/statu...](https://twitter.com/nicksusi/status...)

 **VÉRITÉ** @Verite · Mar 6, 2022

ok @BlackDave has a brilliant point. the point of decentralization isn't lack of critique and curation but a set of tools that allow artists to not be reliant on intermediaries for access to their audiences.

platforms will always be gatekeepers, even the web3 ones. twitter.com/BlackDave/stat...

 **VÉRITÉ** @Verite · May 2, 2022

this.

recently it feels like there's been a shift away from what i believe the primary mission of web3 should be which is...

empowering artists to be the center of the ecosystem & building sustainable, healthy foundations with the tools web3 has to offer.

@cheriehu42 ftw ✨ [twitter.com/cheriehu42/sta...](https://twitter.com/cheriehu42/status/1523456789)

 **VÉRITÉ** @Verite · Sep 13, 2022

Replying to @JackSpallone

what is web3 music tho?

 **VÉRITÉ** @Verite · Mar 15

Replying to @CallMeLatasha

and this is general, i just see so many people pointing to buzz words and it creates confusion and false expectations that the technology is supposed to serve artists & not the artists needing to play with the tech with their arsenal of other tools to build both in/out of web3

 **VÉRITÉ** @Verite · Jan 26

in opposition, i've also been focused on very accessible fan experiences with a web3 component, where value is added on existing behaviors.

the crewneck: get album previews, claim NFT to authenticate

guestbook: proof of attendance at shows

@_iyk

iyk.app/drops/verite-c...

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 **VÉRITÉ** @Verite · Jan 15, 2022

we should be hyped about the potential for artists in web3 but also recognize we're about to face a wave of the same problems, but we'll have more autonomy, tooling & ability to build our own.

artists are creative entrepreneurs, we need to focus on the entire picture.

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 **VÉRITÉ** @Verite · Aug 14, 2022

Replying to @cobie

i think it's all identifying & catering to different motivations for participation & accepting it's not one size fits all.

pure music nfts will always be a niche market. utilizing tools of web3 to create tiers of value on existing consumer behaviors will be more





VÉRITÉ @Verite · Jan 6, 2022

a very neat & concise thread of my @viamirror piece on my year in web3 and music.

thanks for this summary. xx.
twitter.com/relevant_crypt...



VÉRITÉ @Verite · Apr 28, 2022

live with @ThisFemmehouse to talk about building an independent career, the tools of web3 & much more. <3 twitter.com/ThisFemmehouse...



VÉRITÉ @Verite · Aug 1, 2022

Replying to @romefortune and @BlackDave
i see this. i think web3 can give the illusion of fans but it's not a mechanism for skipping steps, getting in a minivan & touring the country & connecting with individuals that then has an exponential effect when something hits.

def a problem that can be solved for tho.



VÉRITÉ @Verite · Jun 5, 2022

Replying to @arjanwrites

welcome to the wonderful chaos of web3 ✨ ✨ ✨ ✨



VÉRITÉ @Verite · Sep 20, 2022

going live with @justcallmetroy @suzywillow at 3pm EST to talk about partnering with @venicemusic for my upcoming releases, new music, bridging web2 & web3 strategy & so much more...



come say hi! twitter.com/venicemusic/st...

 **VÉRITÉ** @Verite · Dec 12, 2022

Replying to @songadaymann

haha, I think for me, I see a litany of unintended consequences if we just assume that IP right are fucked because web3 we're enthusiastically trying to build something new. innovation doesn't erase the present day reality. just don't want to set precedents we regret.

 **VÉRITÉ** @Verite · Feb 7, 2022

this drop feels like the end of the introduction of my exploration of how i can use the tools of web3 to create a better reality for artists to build their own. i'm so grateful to everyone who's supported me.

please know, this is just the beginning.

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 **VÉRITÉ** @Verite · Feb 22, 2022

4/ my experiments in web3 have all been focused on what tiers of value can we create for music above the baseline of free. i wanted to see what appendages of value could be created for one song. i view it as a pyramid of value with multiple points of entry.

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 **VÉRITÉ** @Verite · Feb 13

Replying to @Verite and @BlackDave

The more the tech is utilized the more clear it'll be that web3 artists aren't a thing and need to take a holistic approach to building careers that explores new tech while building out a fan base that puts bodies in rooms etc

 **VÉRITÉ** @Verite · Feb 13

Replying to @BlackDave

I don't think so and I'm not fully sure it's realistic to have the expectation. I think this is where web3 as a technology isn't always going to feed back into web3 as a culture of early adopters.

 **VÉRITÉ** @Verite · Apr 24, 2022

Replying to @DUCKWRTH

welcome to the beautiful chaos of web3

 **VÉRITÉ** @Verite · Sep 3, 2022

Replying to @BlackDave

fact is, not all music is fine art. all music will serve its unique purpose and the intent mixed with execution, presentation and marketing will determine.

but ultimately been asking myself why web3 when strategizing for this next record & scarcity feels core to the ethos.

 **VÉRITÉ** @Verite · Feb 23, 2022

join @CallMeLatasha (queen of web3 music videos) & i to talk about the final installment of he's not you: the jacket + the music video (my first on the blockchain).

check the drop & see you tomorrow xxxxxxxxxx
i.k.a.p/drops/hes-not-...
twitter.com/ourZORA/status...

 **VÉRITÉ** @Verite · Mar 10, 2022

talked with @riabhutoria about navigating an independent career & embracing the tools of web3.

rarely get to have these conversations with @VanessaMagos, who's been my manager for the last 7 years so this is extra extra special xxx.
twitter.com/riabhutoria/st...

 **VÉRITÉ** @Verite · Oct 2, 2022

Replying to @OpheliaX7

read mirror articles from people who've been in this world a minute. recognize everyone will have different strategies/approaches using tools of web3. figure out how you can use the tools to best serve you & your project while seeing what you can offer to others

 **VÉRITÉ** @Verite · Jun 15, 2022

beyond interested and excited to watch brands like @yslbeauty build out their web3 infrastructure in an insane market.

this experimentation period is going to be fun.
twitter.com/yslbeauty/stat...

 **VÉRITÉ** @Verite · Aug 4, 2022

Replying to @Verite and @arjanwrites

but also vertically when looking at web3 on its own silo. at some point there needs to be a cooperation and utilization of the systems in place as we spend years attempting to disrupt and innovate. you need to be inside to create the change that these legacy systems need.

 **VÉRITÉ** @Verite · Apr 3, 2022

Replying to @BlackDave

the last time I have 30% away (3 year term), I did so with for a sizable investment and distribution/marketing/physical services.

for web3, I'd say they need to bring in an opportunity that would make that 30% pay for itself.

 **VÉRITÉ** @Verite · Dec 10, 2022

Replying to @Verite @NiftySax and 2 others

if web3 platforms intend to use IP, they should have a roadmap to how they plan to pay for that use—via ads, subscription etc.

if not it's just “use for exposure” which is an even worse system than the current system.

 **VÉRITÉ** @Verite · Dec 10, 2022

Replying to @mozadomusic and @BlackDave

there literally are. every music composition exists with two separate sets of rights, the rights of the master recording and rights of the underlying IP encompassed in the recording. web3 doesn't erase existing laws and procedures.

 **VÉRITÉ** @Verite · Sep 7, 2022

Replying to @icgwasz and @BlackDave

it's less about tools and more so about teaching a mindset on how to utilize all tools to build whatever it is you want to build.

also what does onboarding mean? to what end?
creating a wallet? building a sustainable business in web3? outside of web3?

 **VÉRITÉ** @Verite · Aug 2, 2022

Replying to @AdrienStern @romefortune and @BlackDave

true. that's my entire focus. fans do not care about technology or digital ownership in general. web2 problems will exist in web3. this is just a new set of tools to help build sustainable businesses around artistry & provide meaningful experiences to fan.

 **VÉRITÉ** @Verite · Dec 10, 2022

Replying to @Verite @NiftySax and 2 others

this doesn't even begin to tackle moral objections to, for instance, if a right-wing web3 platform pulls your NFT & promotes it on their front page.

the precedent for use of ip on any new site should always be explicit, not assuming it's fine to use music & asking later.

 **VÉRITÉ** @Verite · Mar 22, 2022

Replying to @Verite @agraham999 and 2 others

for sure not a perfect system and not fully "web3" but we're in early days of building the tools that will need to co-exist and interact with extremely clunky & ineffective monetary systems and this is definitely a step towards gathering a fuck ton of data.

 **VÉRITÉ** @Verite · Mar 27, 2022

Replying to @yoitsbrae @lukenamop and 14 others
my opinion: web3 provides tools for artists to create new value propositions. fans/collectors will all have different motivations for purchasing. royalty % is a tangible on-ramp of non-web3 fans & the first time fans participated in any of my nft offerings.

 **VÉRITÉ** @Verite · Feb 21, 2022

Replying to @heyellieday and @join_royal
haha yes!!! we're overdue for a catch up. these + tomorrow's drop mark the end of the first year in web3. we have learned too much!

then i go finish my record.

 **VÉRITÉ** @Verite · Sep 7, 2022

Replying to @jarrodT123

I personally feel like I'm branching so far in both directions.

1/1 music, scarce, high value
accessible tier of NFTs geared toward community building that is low price, considers web2/web3 fans & adds value on existing behaviors (see veriteofficial.com)

wish me luck lol



 **VÉRITÉ** @Verite · Mar 5

Replying to @jarroddicker

have had a lot of success with this working with @iyk_app. premiere access to my record via nfc tagged crewneck. now bts experiences via tour merch sold on the road.

experience first, authentication via nft secondary.

 **VÉRITÉ** @Verite · Nov 11, 2022

Replying to @maghanmcd

i launched my record with an nfc embedded crewneck that gives premiere access to the next era and can be collected as an NFT to verify ownership! in collaboration with @__iyk

veriteshop.myshopify.com/products/the-v...

 **VÉRITÉ** @Verite · Sep 7, 2022

Replying to @maghanmcd

depends on the context + who your audience is

i'm using NFC to give premiere access to my next record via merch. for my crewneck, we were non-crypto native fan focused & used "tech enabled" to describe the NFC component for the least amount of friction

 **VÉRITÉ** @Verite · Apr 14, 2022

2022 music nft starter pack <3

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 **VÉRITÉ** @Verite · Apr 3

all these “i’m leaving the nft space” posts show the issue of equating distribution methods & tech with the movement surrounding their use.

there’s nothing for me to leave because i’ve just been playing with different means of creating value & experience with some new tools.

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 **VÉRITÉ** @Verite · Aug 14, 2022

hot take music nft sunday morning is entertaining

 **VÉRITÉ** @Verite · Oct 24, 2021

dropped my first music nft in February of this year & it's so exciting to see the attitude and attention towards their value growing.

i've been able to make more than 30,000,000 streams would pay on @Spotify & experiment with how fans will value music in web3.

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 **VÉRITÉ** @Verite · Apr 8, 2021

by now. 04/15/21.

1/1 NFT edited by my longtime photographer & collaborator @nicolemaggo

we chose this shot/sequence to represent a lyric in the song

“so close you should see it on my face by now”

auction —>

zora.co/verite/2720



0:35

 **VÉRITÉ** @Verite · May 12, 2021

no nft drop for by now (stripped) today. all my transactions are stuck from 5am and gas is 1k. technology is cool.

it'll be worth it. xx.

 **VÉRITÉ** @Verite · Mar 13, 2022

AUSTIN, TX

I'm performing at the "Countdown-to-Minting"
#NFT @sxsw party with @wearebcl TONIGHT at
5th & Trinity! Come to the show. Doors open at 8
pm.

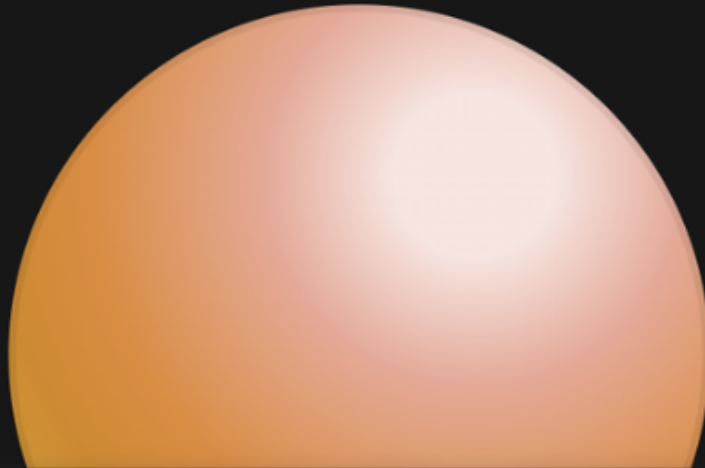
xxxxxxx.



 **VÉRITÉ** @Verite · Jan 2, 2022

my first NFT was #411 on @ourZORA on 2/9/21. the first song i released. i'm v grateful to @js_horne @opiumhum & team for building my favorite marketplace, that has given birth to other favorite marketplaces @catalogworks & for introducing me

thank you for the zorb!



 **VÉRITÉ** @Verite · Mar 23, 2022

a lucid dream is the final track on my upcoming third record. the end of a story you haven't heard yet.

this NFT will also give you access to my record in its current form.

auction begins tomorrow 11AM EST.

@catalogworks

beta.catalog.works/verite/a-lucid...

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VÉRITÉ @Verite · May 15, 2021

oh shit, @ParisHilton follows me. i'm very honored.
a literal queen.

seriously tho, women coming together to support
& hype each other is how we start to dominate
industries, nft & otherwise.

!!!!



VÉRITÉ @Verite · Jun 20, 2021

been recording and tracking live on the internet all
day at the request of my discord family & the
owner of my last nft auction, which came with the
option to redeem additional recordings.

about to go live on Instagram to fuck around with
by now. it's been a sweaty, fun day.



VÉRITÉ @Verite · May 12, 2022

to have longevity, we need to diversify our focus &
revenue streams to create a constellation of value
for ourselves.

relying solely on NFT sales is the same as relying
solely on play listing and streaming income. it's
shortsighted.

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VÉRITÉ @Verite · Feb 22, 2022

1/ excited to announce the final installment of he's not you + my first official music video on the blockchain. with this drop, your NFT will be embedded in the sequin jacket that was worn in the music video.

i.yk.app/drops/hes-not-...

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VÉRITÉ @Verite · May 27, 2021

town hall tonight on discord to discuss the by now (stripped) nft additional recordings.

the winner of the auction wants to include the community in how we create and release them!.

join us 10:30pm est to discuss!!!!

discord.gg/HxYZ8BkM

VÉRITÉ
TOWN
HALL

TONIGHT

10:30PM EST
VÉRIBAÉ DISCORD



VÉRITÉ @Verite · Nov 29, 2021

this tour, i experimented with Guestbook in collaboration with @_iyk, allowing fans to claim NFTs by tapping their phones at shows.

if you were at a show & didn't sign, we're allowing you to submit proof of attendance & collect your NFT this week!

[iyk.app/verite-guestbo...](#)

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DID YOU ATTEND A SHOW
ON THE FALL 2021 TOUR?



VÉRITÉ @Verite · Jan 5, 2022

the experience around creating and selling an NFT should be front of mind. creating a floor of value for collectors is always my #1 priority. not every fan is a collector, not every collector is a fan. be conscious of motivations and work to create a



VÉRITÉ @Verite · Mar 23, 2022

this will be a bespoke experience tailored to the specific collector(s) and access will be via a private, token gated discord channel. collector will also receive VIP access to future NFT and royalty offerings for the album where applicable.

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VÉRITÉ @Verite · Jan 5, 2022

fractionalized ownership allows more fans to potentially get involved at a lower price point. my initial experiment for by now, i sold 2.3% of my master for 23k to a fan, but in the future, more people can be involved in owning an NFT or IRL song, being patrons of an artist.

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VÉRITÉ @Verite · Apr 12, 2021

recapping my NFT auction & discussing the future of independent artistry with Cherie hu, @CallMeLatasha, @VanessaMagos & more tomorrow. 7pm est.

come join the conversation!

joinclubhouse.com/event/PADrZX4O

a conversation discussing the impact of NFTs and new technology on independent artists and how we navigate the music industry with...



 **VÉRITÉ** @Verite · May 6, 2021

ahhhhh planning some really dope IRL co-collaboration options for this next drop on @catalogworks coming next week.

buy the NFT of the composition & have an option to help compose another.
it's all coming together in my brain.

 **VÉRITÉ** @Verite · Apr 6, 2021

by now 1/1 NFT auction with option to redeem a % of master recording ownership is officially LIVE on @ourZORA

so excited to launch this project, experiment and share this next chapter with you. community ownership is the future of music.

auction -->
zora.co/verite/2720

 **VÉRITÉ** @Verite · Feb 12, 2022

to celebrate the sale (sell out) of he's not you, @3LAU @join_royal & i held a twitter space & we're gifting a gold token to a member of the audience!

@__iyk took a snapshot of the audience & the raffle took place on chain!

 **VÉRITÉ** @Verite · Sep 8, 2022

beyond excited for this @Cooopahtroopa

humbled to have sold you your first music NFT & love how you're focused on funding & empowering the next generation of music innovation ✨ ✨ ✨
[twitter.com/Cooopahtroopa/...](https://twitter.com/Cooopahtroopa/)

 **VÉRITÉ** @Verite · Apr 27

Replying to @matthewchaim

i've been saying this for a year. nft/web3 don't make it. the branding is unpalatable to outsiders. it'll be invisible moving forward.

 **VÉRITÉ** @Verite · Oct 30, 2022

Replying to @HenryChatfield

i think "music NFTs" are suffering from the branding which makes us feel like we need to define them.

an nft is just a box. fill it with whatever makes sense. demonstrate provenance. help artists identify audience.

 **VÉRITÉ** @Verite · May 11, 2021

if you have ever bid on one of my NFTs and would like to see what's coming tomorrow, shoot me a DM. happy to give you a preview. it'll drop on

 **VÉRITÉ** @Verite · Mar 24, 2022

auction has been set for a lucid dream on
@catalogworks

5.5 ETH reserve

inviting you see the record in progress & vip access
to all future NFT/royalty offerings for the album.

see & experience everything before anyone else.

<3333333333

beta.catalog.works/verite/a-lucid...

 **VÉRITÉ** @Verite · May 13, 2021

by now (stripped) 1/1 NFT is live now on
@catalogworks !!

comes with the option to co-create additional
orchestrated recordings. the owner can set the
tone of the arrangements, get bts of the process &
have the recordings minted.

beta.catalog.works/verite/by-now-...

 **VÉRITÉ** @Verite · Aug 12, 2021

will be on a plane en route to rest when this
auction closes on @catalogworks !!!!

4.5 hrs left for he's not you.
current bid = .99 ETH

 **VÉRITÉ** @Verite · Apr 13, 2021

Replying to @ @ and -2 others

anything is an NFT if you believe it is...

 **VÉRITÉ** @Verite · Aug 12, 2021

just want to say how appreciative i am for the entire web3/NFT community. i'm so excited to be building in this world & very grateful to those who've supported, either by collecting or teaching.

this is an escape hatch from the status quo that gives artists their autonomy back.

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 **VÉRITÉ** @Verite · Aug 24, 2022

Replying to @Cooopahtroopa @CallMeLatasha and @ourZORA

how did i not know this was your first music nft?

 **VÉRITÉ** @Verite · Jan 26

Replying to @RAC

this is really cool. i'm now slowly adding the open, accessible mint structure to my vocabulary.

curious to see how many fans get their first nft from this because it's so accessible.

 **VÉRITÉ** @Verite · Nov 14, 2021

i spy @__iyk in here. we've been playing with Guestbook on this tour, allowing fans to tap their phone leave me a message & claim an NFT that

 **VÉRITÉ** @Verite · Dec 10, 2022

Replying to @Dutchmassive @BlackDave and 13 others

true. but it doesn't change the fact that IP rights aren't being granted in the container of an NFT, so platforms will be bound to real world precedents as they build and host music on their sites.

 **VÉRITÉ** @Verite · Feb 22, 2022

2/ built with @_iyk, we've tied a physical piece of memorabilia to an NFT is a priceless tool, creating an on chain record of this jacket & it's final performance in the he's not you music video. you can now own both a digital and physical piece of my history.

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 **VÉRITÉ** @Verite · Jan 26

in opposition, i've also been focused on very accessible fan experiences with a web3 component, where value is added on existing behaviors.

the crewneck: get album previews, claim NFT to authenticate

guestbook: proof of attendance at shows

@_iyk

[iyk.app/drops/verite-c...](#)

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 **VÉRITÉ** @Verite · Mar 5

Replying to @jarroddicker

have had a lot of success with this working with @iyk_app. premiere access to my record via nfc tagged crewneck. now bts experiences via tour merch sold on the road.

experience first, authentication via nft secondary.

 **VÉRITÉ** @Verite · Dec 12, 2022

Replying to @songadaymann

this is super informative but ignores that every song has two sets of rights.

the song file is in the container of the nft. the underlying IP rights are not on ipfs.

when the songs IP is communicated to a new audience, it technically should require a license or consent.

 **VÉRITÉ** @Verite · Aug 25, 2021

holy shit @M4T_NFT. just seeing this. thank you so so much! seriously. this project with @styblova has been one of the most creatively fulfilling & fun pieces i've been able to be a part of.

thank you for valuing it & supporting!!!!
we have so much more to create!
@AsyncArt [twitter.com/AsyncArt/statu...](https://twitter.com/AsyncArt/status/1428888888888888888)

 **VÉRITÉ** @Verite · Oct 14, 2021

Replying to @CallMeLatasha

I'll put you on the list for show at the roxy 10/21 & you can cop a crew neck & get an nft :)

 **VÉRITÉ** @Verite · Jul 8, 2021

Replying to @ThankYouX

you're definitely doing an audio/visual nft now...

 **VÉRITÉ** @Verite · Mar 27, 2022

Replying to @yoitsbrae @lukenamop and 14 others

my opinion: web3 provides tools for artists to create new value propositions. fans/collectors will all have different motivations for purchasing. royalty % is a tangible on-ramp of non-web3 fans & the first time fans participated in any of my nft offerings.

 **VÉRITÉ** @Verite · Dec 10, 2022

Replying to @Verite @NiftySax and 2 others

this doesn't even begin to tackle moral objections to, for instance, if a right-wing web3 platform pulls your NFT & promotes it on their front page.

the precedent for use of ip on any new site should always be explicit, not assuming it's fine to use music & asking later.

 **VÉRITÉ** @Verite · Sep 25, 2021

auction for underdressed 1/1 NFT ends in 4 hours.
woke up to a new bid of 1.75 eth from the legend
@studionouveau_

can't wait to see where she lands! forcing myself to
go for a run now, but i'll be back!
[beta.catalog.works/verite/underdr...](#)
[@catalogworks](#) [twitter.com/catalogworks/s...](#)

 **VÉRITÉ** @Verite · Apr 9, 2021

Replying to @AutografMusic

Since the nft doesn't actually represent the
ownership, it allows for a conversation, we feel
protected.

 **VÉRITÉ** @Verite · Feb 22, 2022

3/ this completes the trilogy of he's not you NFT
drops, which have included
-the sale of a 1/1 music NFT on @catalogworks
(the Mona Lisa of He's Not You)
-39% fractionalized ownership on @joinroyal
("prints of the song")
& the music video (the live action remake of the
song)

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 **VÉRITÉ** @Verite · Nov 11, 2022

Replying to @maghanmcd

 **VÉRITÉ** @Verite · Apr 7, 2021

Replying to @anildelphi @Cooopahtroopa and 2 others

a few things. 1. NFT = option to redeem % ownership. 2. not fractionalizing ownership 3. not framing as an investment/making promises of profit. 4. everything is a risk, and it was a risk worth taking!

 **VÉRITÉ** @Verite · Nov 7, 2021

Replying to @KateNahon @catalogworks and @web3brett

right now, everything is an experiment in value & in 5 years we'll see these platforms diverge & offer different experiences and value propositions?

you'll have high value (1/1 NFT)
tiered value (fractionalized ownership)
and fully accessible, low cost options (\$audio)

11:48 AM