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Royal: A New Music Rights Paradigm With Alchemy and Polygon

How Royal is enabling distributed ownership by artists and fans with Alchemy's Web3 developer platform on Polygon

PROBLEM:

- Artists and fans create most of the value but capture little
- Distribution process introduces many middlemen
- Need for high throughput to handle peak loads

SOLUTION:

- Royal's distribution platform using Limited Digital Assets
- Alchemy's reliable and scalable infrastructure
- Polygon's low fees and fast transaction speeds

RESULTS:

- 12,000+ NFTs minted for music ownership
- \$36,000 in royalties paid out so far
- 5 months of engineering time saved prior to launch

Royal turns music fans into music owners

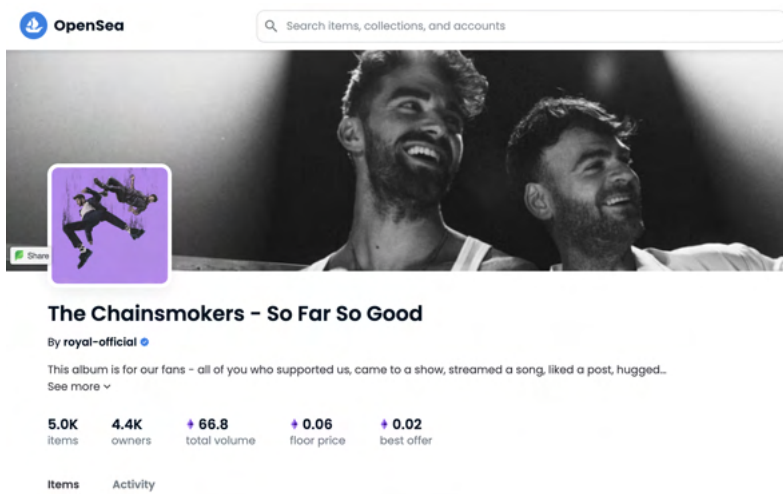
Historically, music ownership has been limited to record labels, publishers, private equity firms, and hedge funds, with artists often retaining only a small percentage, if any. And fans have been relegated to the role of passive consumers. Royal creates a new paradigm in the industry: artists maintain greater control over their art, while sharing ownership with their fans, who can invest in their favorite music and earn royalties.

With Royal, anyone can invest in music and take an active role in artists' success. When you buy a piece of a song or album, you not only own a percentage of the streaming royalty rights, but can also unlock access to benefits like concert tickets, merchandise, and more. Diplo, Nas, and The Chainsmokers are some of the first artists to join the revolution with Royal.



Blockchain tech makes music distribution easy

Royal enables distributed music ownership through NFTs, or as they call them, Limited Digital Assets (LDAs). The user experience for fans is simple: create a Royal account, follow along on Twitter, Instagram and Royal.io for news of upcoming drops, then make a purchase when a drop goes live. At this point, fans don't even have to create a crypto wallet - they can simply make their purchase with a debit or credit card and Royal will create a wallet that can store their LDAs.



\$36K

EARNED BY FANS IN FIRST ROYALTY PAYOUT ACROSS 4 SONGS

12,000

LDAS DROPPED TO THOUSANDS OF FANS SINCE LAUNCH IN 2021



When we set out to build Royal, some of our key considerations were scale, stability, and costs - our own and, more importantly, the added costs our users would need to spend to participate in music ownership.

DANIEL NEIGHMAN, HEAD OF ENGINEERING AT ROYAL

Choosing Polygon and Alchemy

Early on Royal made two important infrastructure decisions. The first was to build on Polygon, anticipating that the marketplace they are creating will need the network's low fees and fast transaction speeds. After Polygon offset the carbon footprint of its chain dating back to inception and the recent transition of Ethereum to the energy-efficient Proof-of-Stake consensus, Royal users can also have the peace of mind knowing their music rights live on one of the greenest blockchains in existence.

Royal also chose Alchemy to provide the blockchain infrastructure required to handle the amount of demand on their platform. With Alchemy's Supernode, Royal accesses features like auto-scaling and elastic throughput. That means that a popular NFT drop will never crash or get rate-limited, and will continue to scale with demand.

Here is an example of a peak load a system like that is designed to handle. During the drop of "Rare" by Nas, 52 transactions were mined in one block, working out to about 6.6 million gas spent. With each Polygon block capped at 20 million gas, that's about a third of throughput for a chain that is home to more than 37,000 other dApps.



Here is how you can get started building with Alchemy on Polygon today. And let's bring the world to Ethereum!

