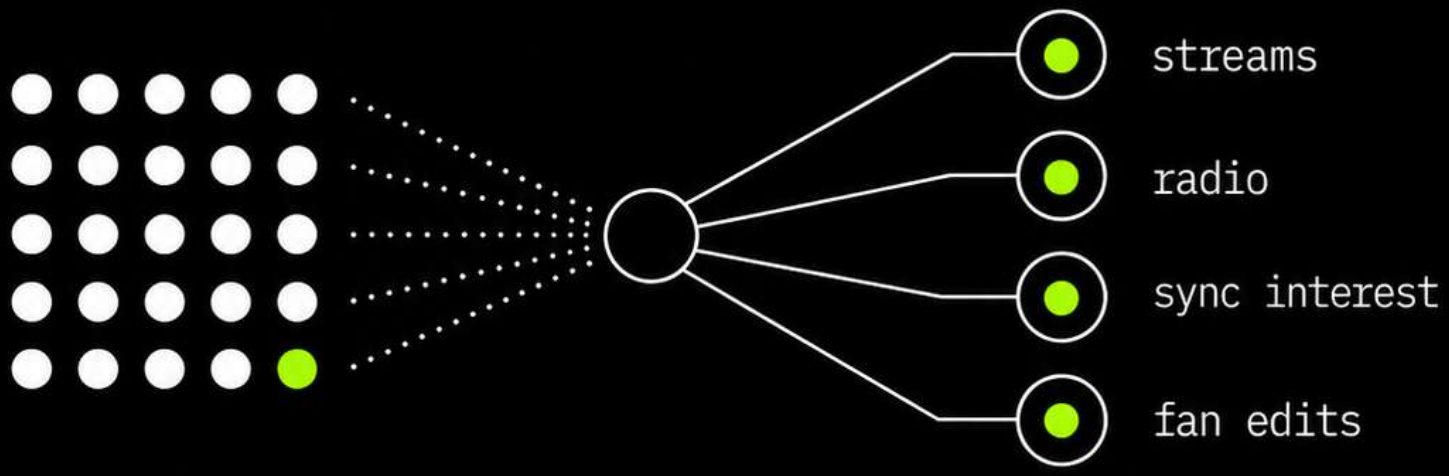
[SIGNAL + FLOW // START HERE]

Signal gets you heard. Flow gets you paid.



Signal is attention.

What people create and what people notice.



[Attention creates value. It does not guarantee payment.]

Flow is the route back.

The system that turns attention into payment.

CREDITS →	SPLITS →	RIGHTS →	METADATA →	PERMISSIONS →	PAYMENT
who made it	who owns what	what is controlled	what identifies it	what can be used	who gets paid

[No route back = no reliable payment.]

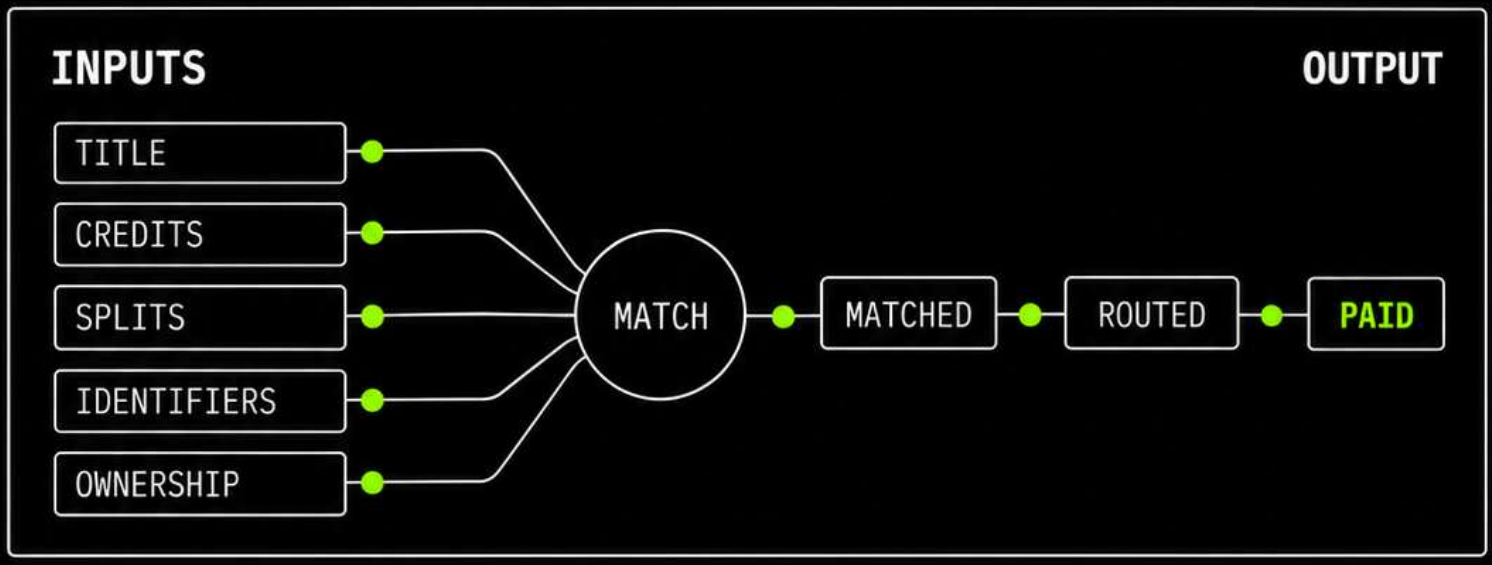
A track can be everywhere. And still not pay the people who made it.

USE	→	UNMATCHED	→	UNCLAIMED	→	UNPAID
the song moves		the system cannot connect it		no one can claim it		no money arrives

[The leak is not attention. The leak is the handover.]

The system pays what it can read.

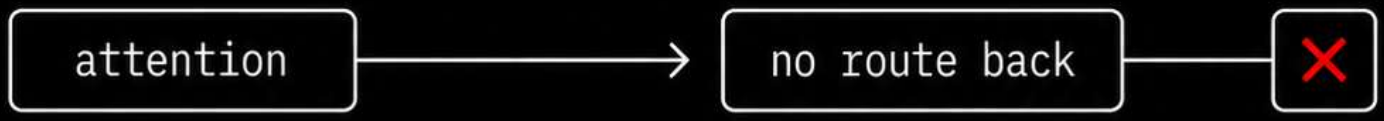
Attention has to become identifiable, attributable, permissioned and payable.



[If the data is missing, the payment route is missing.]

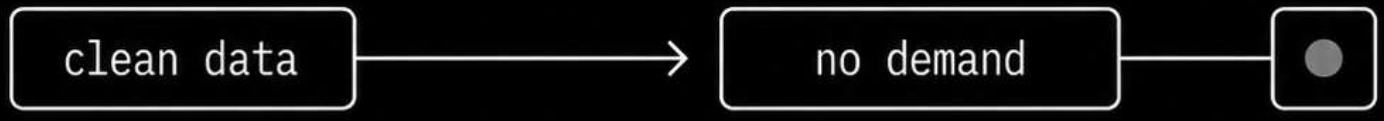
You need both.

SIGNAL WITHOUT FLOW creates heat and scraps.



CULTURE + INFRASTRUCTURE

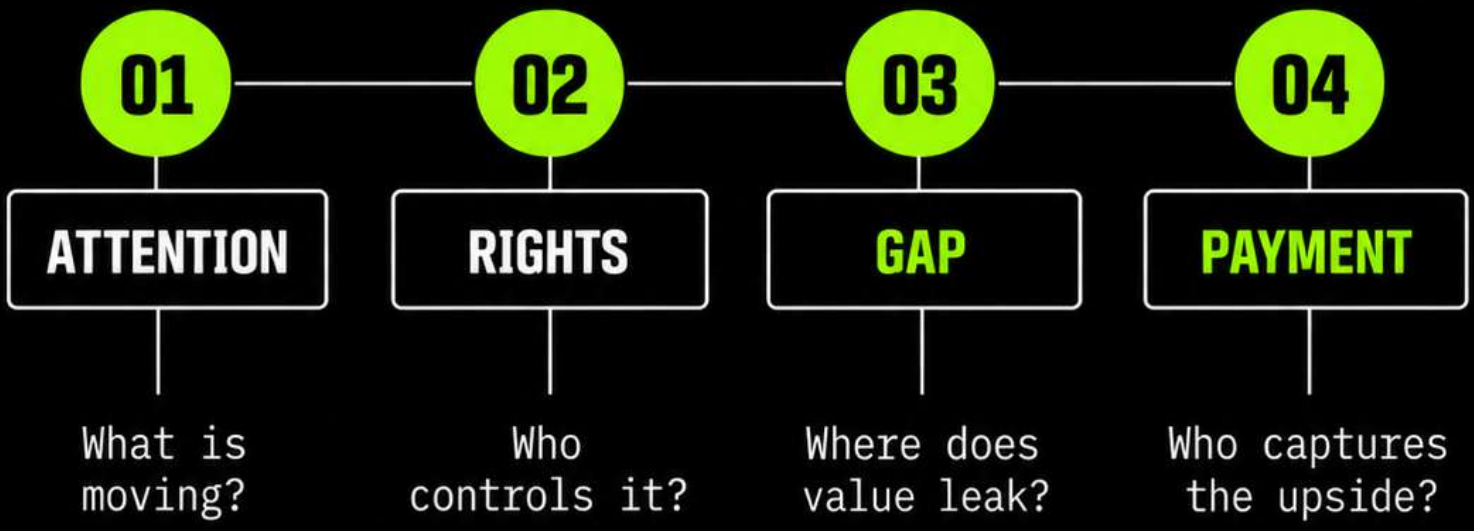
FLOW WITHOUT SIGNAL is a tidy database nobody sees.



[Culture that moves. Infrastructure that keeps up.]

Follow the handover.

From culture to commerce.



[Music does not become value by accident.]

Music culture is a money system.

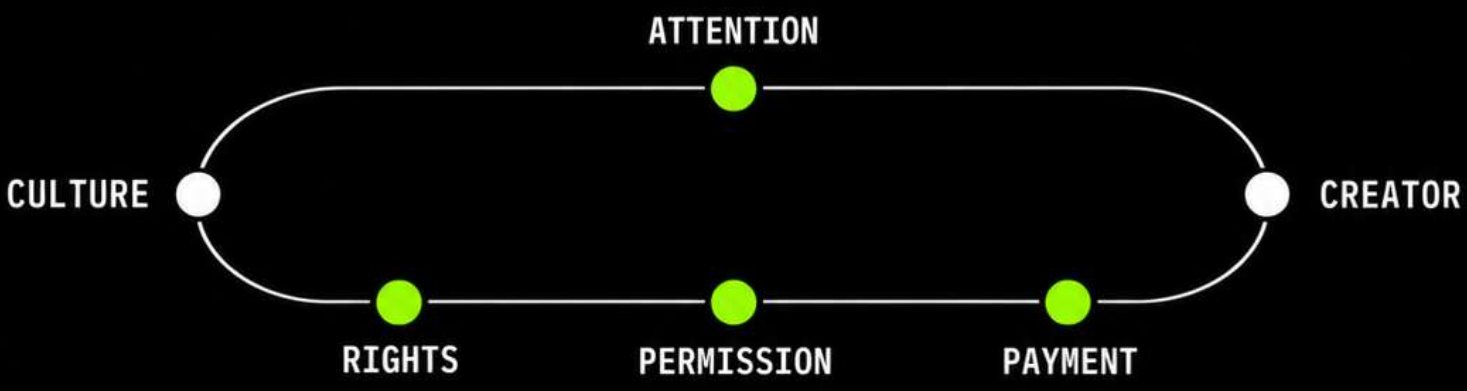
Signal + Flow follows the points where attention, rights and payment meet.

ATTENTION → **VALUE**

- WHAT MOVES
- WHO OWNS IT
- WHERE IT LEAKS
- WHO GETS PAID

[The question is never only: “Did the song travel?”]

Culture creates the signal. Infrastructure keeps the value connected.



[Signal gets you heard. Flow gets you paid.]

Follow SIGNAL + FLOW
music, rights + attention