

How Unchained Music used borderless to automate their artist royalty payouts, reduce cost, and scale to 120+ countries.

## GLOBAL PAYOUTS

## unchainedmusic

Unchained Music is a 100% free music distribution platform powered by DeFi and AI; bringing more agency to the individual musician. Artists keep all their royalties and have access to additional services that are necessary to provide independent musicians with an equal playing field.

### CHALLENGE

Music platforms suffer from finding the right tools to automate their royalty payments while keeping healthy margins for all parties involved including Artists. In addition, finding a global solution to meet their needs and scale is challenging.

Unchained Music approached borderless to kick-off their payments to their artists. They were stuck with manual admin processes and did not find the right provider who can cover the globe in one API. They also wanted a provider that understand startups, the speed they operate at and the willingness to provide flexible pricing for their stage.

### APPROACH

#### Offset Compliance & Security

Leveraging borderless' @handle and Link widget, unchained music offset KYC & compliance to borderless and reduce their data liability. Artists enter their information securely while accomodating for UnchainedMusic requirement of keeping the experience within their application.

#### Quick Support & Integration

borderless provides a sandbox with a plug & play API. Unchained music received technical support to help with integration and over 95% of open ticket were resolved within 24 hours. borderless also offers no-code options to get started such as a portal and and mass payouts via .CSV

#### Flexible Pricing

Startups need the ability to start small and scale rapidly without breaking the bank. borderless offered Unchained music the ability to have low fees while providing volume tiered pricing.

### RESULTS

**STARTUP FRIENDLY**

**SIMPLE API & TIERED PRICING**



**FAST PAYOUTS TO ARTISTS 10-15 SEC**



**REDUCES COST BY 40%**



**120+ COUNTRIES IN 1 PLATFORM**