

DIGITAL COPYRIGHT

FROM A BRUNEIAN ARTIST PERSPECTIVE



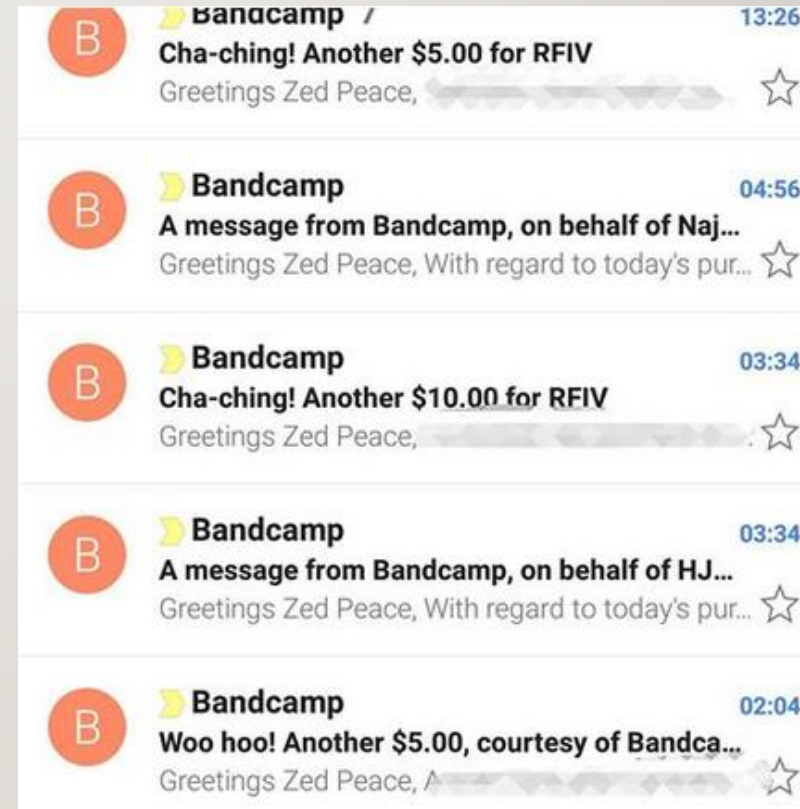
INTRODUCTION

- Rap / Hip-Hop recording artist
- Ventured into the business in 2008
- Started with online platforms Youtube, Soundcloud etc.
- Founded www.zedpeace.com in 2015
- To date have released over 100+ songs online through albums, singles, mixtape and independent releases.



WHAT DOES “ © “ MEAN TO ME?

- Protecting your image, songs and releases.
- Online and physical sales
- Developing your brand and identity as an artist



COMMERCIALISATION OF MUSIC

- Working with other brands on a music project.
- Commissioned to write / produce a song
- Performances and shows



CHALLENGES (AND OPPORTUNITIES) IN THE MUSIC INDUSTRY

- Brunei identified as a “small” market – not enough to build a sustainable music industry
- Nowadays everything is online and through social media
- What we cannot achieve in physical sales, you can potentially make through digital media



WHERE ARE WE HEADED TOWARDS?

- Collaborative efforts & projects within and outside Brunei
- Better regulation of music & arts in Brunei – to encourage a growth in performances, live shows and events.
- Catalyst will be on Digital / Social Media to attract interest and following



THANK YOU

 @zed.peace

 www.zedpeace.com