

# Blockchain Music Association and Australian Music Companies announce world-first NFT based live concert series.

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In A Nutshell: LIMITED EDITION is a live performance 10-episode content series launching a new revenue platform for artists using blockchain(NFT) technology. Content is recorded at the highest quality featuring emerging Australian musicians. The performances are turned into unique NFTs, promoted onto streaming-platforms, and broadcasted to the world.

More info...

Showcasing Australia's hottest emerging talent, LIMITED EDITION is a live-performance series that will combine live-performance audiovisual content recorded live for the first time, and converted into a collectible non-fungible-token for fans.

The mission of this 'world-first' is to open the blockchain market of NFTs to live music content.

Professionally recorded at Studios 301 and consisting of 10 episodes, Each LIMITED EDITION episode will shine the spotlight on exceptional up and coming artists, where they will perform songs that are recorded in front of a small studio audience.

To provide a true music discovery platform, the episodes and artist interviews will be broadcasted and promoted to thousands of local and international audiences via our media partners' outlets.

To generate new revenue streams for the artists, the performances will also be turned into unique and exclusive NFTs (blockchain-tokens) for fans to trade, as well as be released onto DSPs and promoted for audiences to stream.

Rico Soto, Director of the Australasian Blockchain Music Association and co-producer of the series said:

"This opportunity will impact not only the companies and individuals involved, but the Australian music industry as a whole. One of our key goals is to integrate Blockchain-NFT technology with live content to provide artists, managers, independent labels and creators with a new and clear business model to generate revenue. This (Limited Edition) project can continue to pave the way for the industry to reimagine the Blockchain (NFT) marketplace, continuing to expand beyond the static format, and providing tangible examples for every musician to create tradable assets from their live-content and music."

Talent: The first 10 emerging artists will be announced in the upcoming weeks. The series is scheduled to begin filming in late June.

The Team: The series will be recorded and filmed at the renowned Studios 301 and their professional team, as well as produced visually by award winning cinematographer Cas Dickson.

The NFT marketplace and platform will be provided by Zimrii Music, a new Australian blockchain music company designed to help artists commercialise their work and engage with worldwide fanbases via their unique blockchain marketplace.

"Our mission is to make the blockchain and NFT experience accessible to every creator, and we're starting with music" - says Mo Jalloh, Co-Founder of Zimrii.

The aim of the project is to create high quality NFTs for the fans.

"We want to showcase these artists in the best way possible, so we are aiming to deliver a production of high quality. The entire series is filmed with cinema grade Red Cameras and the team at Studios 301 will be expertly capturing the audio of the live performances." - said Jamie Croft from ie:music & Co-producer of the series.

This wouldn't happen without the support of agencies and sponsors who believe in our vision, such as City of Sydney, Liquid Ears, Zimrii Music and Pounce Marketing.

The ideation of these series comes from content production and management company Fire Entertainment and the co-production of ie:music.

Bands and Fans can find out more by visiting: [LimitedEditionMusic.com](https://LimitedEditionMusic.com)

## Contacts

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