



DXTUNE  
WHITE PAPER //

# WELCOME TO DXTUNE

## A NEW ERA OF AI MUSIC CREATION



COMPANY SLOGAN

TECHNOLOGY DRIVES MELODY, INTELLIGENCE RESHAPES CREATION

# COMPANY PROFILE



## CORPORATE BACKGROUND AND CORE POSITIONING

DxTune was founded in 2014 and is headquartered in London, UK. It is a technology company focusing on intelligent music creation and digital sound technology. Since its inception, we have always been committed to integrating artificial intelligence, audio processing and blockchain technology to create a world-leading digital music platform. Through the "Digital x Tune" concept, DxTune not only reshapes the music creation and distribution process, but also drives the entire industry towards a new era of intelligence and standardization.

## BRAND MISSION

Our mission is to unleash the potential of creators through the power of technology, so that every musician can participate in professional music production with the lowest threshold and highest efficiency. Whether it is an individual musician, a brand, a content creator or an educational institution, DxTune provides a complete creative tool and content distribution network to help users achieve full-link support from inspiration to global communication.



## CORE ADVANTAGES

DxTune has strong technical integration and product implementation capabilities, and its services cover AI composition assistance system, high-performance audio processing engine, intelligent mixing tools, copyright chain protection mechanism, and multi-platform content distribution module. This comprehensive capability makes DxTune a highly representative technology solution provider in the current digital music industry.

# DEVELOPMENT HISTORY AND MILESTONES

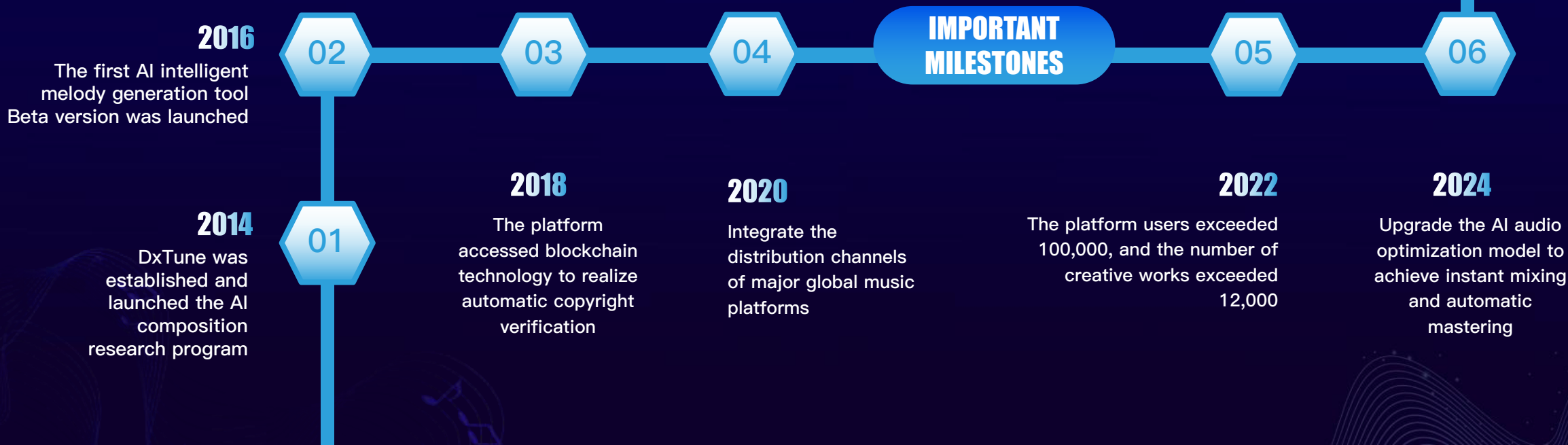


## FROM THE LABORATORY TO THE GLOBAL STAGE

Since its establishment in 2014, DxTune has gradually developed from a small innovation laboratory to a digital music platform with global influence by virtue of its forward-looking layout of technology and deep understanding of the music industry. Our technology products have been used in more than 30 countries, assisting thousands of musicians, studios and brands to complete their creation and distribution tasks.

## FUTURE PLANNING

In the future, DxTune will continue to strengthen its layout in personalized music generation, immersive audio experience and global content cooperation network, promote the further popularization and globalization of music technology, and make creation truly borderless, barrier-free and unlimited.





# VISION AND VALUES



## VISION AND GOALS

DxTune is committed to becoming the preferred intelligent platform for global music creators, and to establishing a digital music ecosystem with creativity as the core and technology as the driving force. We believe that the music of the future should be freer, more inclusive, and have a stronger space for personalized expression.

## CORPORATE SOCIAL RESPONSIBILITY

DxTune advocates that "music is social language". While developing business, it actively participates in public welfare music education projects, promotes the cultivation of young creative talents, and promotes the fair development of digital culture.



## FOUR CORE VALUES



### INNOVATION-DRIVEN

Continuously develop cutting-edge technologies to keep creative tools at the forefront.



### EQUAL RIGHTS FOR CREATION

Lower the threshold so that everyone has the opportunity to become a musician.



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# TECHNICAL ARCHITECTURE AND SYSTEM MODULES



## FULLY INTEGRATED TECHNICAL SYSTEM

DxTune adopts a modular technical architecture, covering AI music generation engine, high-performance audio processing system, blockchain copyright recording module, intelligent mixing tool and multi-platform publishing API. This architecture not only supports the whole process from creation to release, but also can be flexibly expanded to meet diversified creation and commercial application scenarios.



## TECHNICAL ADVANTAGES

DxTune uses deep neural networks and adaptive algorithms to learn users' creative habits and provide highly compatible and accurate intelligent suggestions. It also supports VST/AU plug-ins and third-party docking to create an open and flexible music technology ecosystem.

## INTRODUCTION TO CORE MODULES

- **AI COMPOSITION ENGINE**

Supports melody, rhythm, harmony and emotion simulation, and automatically generates first draft or creation sketch

- **AUDIO PROCESSING ENGINE**

Provides instant mixing, automatic mastering, spatial sound simulation and other functions

- **INTELLIGENT ARRANGEMENT ASSISTANCE**

Automatically arranges the music section structure according to the style of music suggestion and instrument configuration

- **BLOCKCHAIN COPYRIGHT SYSTEM**

All works are created and uploaded to the chain, and timestamps and authorization certificates are automatically generated

- **CROSS-PLATFORM CONTENT DISTRIBUTION**

One-click release to global mainstream platforms (spotify, apple music, soundcloud, etc.)

# TECHNICAL ARCHITECTURE AND SYSTEM MODULES



## CORE FUNCTIONS OF PRODUCTS AND PLATFORMS

DxTune provides one-stop music creation and publishing services to meet the needs of different users in various stages such as inspiration generation, audio production, copyright management and global distribution. The platform is designed with user-friendliness as the starting point, so even creators without professional backgrounds can quickly get started and complete high-quality works.

### MAIN SERVICE FUNCTIONS

- **AI INSPIRATION GENERATION**

Provide melody, harmony, and rhythm clips to help creators quickly start projects

- **INTELLIGENT AUDIO PRODUCTION**

Built-in mixer, mastering, special effects plug-ins, automatically optimize the sound quality process

- **COPYRIGHT MANAGEMENT TOOLS**

Instantly upload works to the chain, generate blockchain authentication and authorization modules

- **ONE-CLICK GLOBAL RELEASE**

Connect multi-platform channels to achieve rapid online and playback data tracking

- **COLLABORATIVE SHARING FUNCTION**

Support multi-user real-time editing and creation version management

### APPLICATION SCENARIOS



#### FILM AND TELEVISION AND ADVERTISING SOUNDTRACKS

Quickly generate specific emotional tracks and shorten the production cycle



#### GAME SOUND EFFECTS AND SCENE MUSIC

Suitable for multi-style game scenes, supporting real-time rendering



#### SOCIAL AUDIO AND VIDEO CREATION

Match the needs of short video platforms and quickly generate soundtracks



#### MUSIC EDUCATION SCENARIO

Educational institutions use dxtune to provide students with interactive creation experience



# USER GROUPS AND MARKET COVERAGE



## GLOBAL USER NETWORK

DxTune currently operates in more than 30 countries around the world, serving more than 120,000 users, including professional musicians, creator communities, educational institutions and brand customers. The platform has a multilingual interface and localization support to ensure that users from different cultures and backgrounds can have a smooth experience.

## USER COMPOSITION RATIO

- **INDEPENDENT MUSIC CREATORS (45%)**  
Individual musicians, original singers, producers
- **SOUND DESIGNERS AND RECORDING ENGINEERS (25%)**  
Professional producers engaged in soundtracks and sound effects
- **AI MUSIC ENTHUSIASTS AND DEVELOPERS (15%)**  
Innovators focusing on cutting-edge technology applications
- **FILM AND TELEVISION AND GAME CONTENT CREATORS (10%)**  
Music creators in multimedia projects
- **EDUCATIONAL INSTITUTIONS AND STUDENT GROUPS (5%)**  
Actual users of music teaching and learning

## MAJOR MARKET AREAS

- **NORTH AMERICA (THE UNITED STATES, CANADA)**  
a gathering place for professional music industry and creators
- **EUROPE (GERMANY, THE UNITED KINGDOM, FRANCE)**  
strong demand for artistic creation and new media music
- **ASIA (SOUTH KOREA, JAPAN, TAIWAN)**  
a market driven by games and K-POP culture
- **SOUTH AMERICA AND OTHER EMERGING REGIONS**  
active music communities and strong growth potential

## GROWTH STRATEGY

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# USER GROUPS AND MARKET COVERAGE



## ONE-STOP SMART MUSIC PLATFORM

DxTune provides a complete solution for digital music creation, processing and publishing, with the goal of allowing users to create high-quality music works without professional equipment or complicated processes. The platform product design emphasizes modularity and ease of use, supporting the entire process from inspiration to commercial distribution for creators.

## MAIN SERVICES

### AI COMPOSITION ASSISTANCE SYSTEM

- Provide melody, harmony, and rhythm generation suggestions
- Automatically simulate style structure and emotional transitions
- Support multi-language instructions and emotional label input

### MULTI-PLATFORM CONTENT PUBLISHING FUNCTION

- Integrate mainstream channels such as Spotify, Apple Music, YouTube Music, TikTok, etc.
- Support work appointment and online data statistics analysis
- Provide one-click sharing and collaboration invitation functions

### INTELLIGENT MIXING AND MASTERING TOOLS

- Achieve release-level sound quality without professional background
- Automatically adjust dynamic range, spatial positioning, and EQ balance
- Generate master version with one click, support multiple formats (MP3/WAV/FLAC)

### TEACHING AND TRAINING RESOURCE LIBRARY

- Provide teaching content produced by senior musicians and engineers
- Includes getting started guides, practical cases and technical lectures
- Suitable for educational institutions and self-taught creators

### BLOCKCHAIN COPYRIGHT CHAIN SYSTEM

- Automatically generate chain records and ownership certificates for each creation
- Use smart contracts to manage authorization scope and revenue distribution
- Prevent plagiarism and infringement, and enhance the credibility of original works

### CUSTOMER SERVICE AND TECHNICAL SUPPORT

- The platform has a global multi-language technical support team
- Provide 7×24 Online customer service, creative consultation and account assistance services
- Ensure that users can get timely help in any creative process



# APPLICATION SCENARIOS AND CUSTOMER CASE STUDIES



## DIVERSIFIED IMPLEMENTATION OF SMART MUSIC

DxTune products and technologies have been widely used in a variety of digital music creation and sound design scenarios, serving musicians, brands, game developers, film and television production units, and educational institutions. The platform's modular services can be combined on demand to greatly improve the efficiency of creation and the value of finished products.



# DXTUNE

## FILM AND TV SOUNDTRACKS AND ADVERTISING SOUND EFFECTS

- Many film and TV companies use DxTune to quickly generate soundtracks and structured soundtracks
- AI can automatically adjust the music beat and mood according to the picture style and rhythm
- Advertising companies use the platform to generate short-duration sound effects with distinct rhythms

## GAME MUSIC AND INTERACTIVE SOUND DESIGN

- Game developers use the platform to generate environmental background sounds and interactive trigger sounds
- Supports multi-track export and loop design, which is convenient for access to game engines
- Matched with virtual character sound design, create an immersive game atmosphere



# APPLICATION SCENARIOS AND CUSTOMER CASE STUDIES



## INDIVIDUAL MUSICIANS AND INDEPENDENT PRODUCTIONS



- 45% of platform users are individual creators, using AI tools to break the creative bottleneck
- Complete EP or single production without a recording studio
- Automatic mixing and mastering support independent distribution

## BRAND AND CORPORATE AUDIO ASSET MANAGEMENT



- International brands use DxTune to build exclusive brand sound effects (Sonic Branding)
- Use generative models to develop voice advertisements, event theme songs and other content
- Support social media communication and unified management of original audio assets

## EDUCATION AND TRAINING APPLICATIONS



- Many universities and creative colleges use the platform as a teaching aid
- Use AI Composition cases and visual analysis help students master skills
- Support remote teaching and collaborative creation functions to promote interaction between teachers and students

## REAL CASE SHARING

### A WELL-KNOWN ANIMATION COMPANY IN TOKYO

Use DxTune to compose music for an entire season of dramas, saving 40% of production time

### BERLIN ELECTRONIC MUSICIAN E.K.

Use the platform to complete album production and successfully boarded the Spotify global play list

### LOS ANGELES GAME STUDIO WPIX

Use DxTune to generate ambient sound and percussion to enhance the game atmosphere





# BUSINESS MODEL AND PROFIT STRATEGY



## PLATFORM OPERATION LOGIC

DxTune adopts a diversified business model, taking into account different user types such as creators, brand companies and educational institutions, and building a stable and sustainable profit structure. The platform takes "tools as a service" and "content as assets" as its core logic, creating value and realizing monetization in every link of the creative process.

## MAIN SERVICES

### GAME MUSIC AND INTERACTIVE SOUND DESIGN

- Provide monthly/annual paid subscription plans to individual users and studios, covering functional modules such as AI composition, mixing, and mastering
- Divide multi-level accounts according to usage frequency and functional permissions to improve user stickiness and renewal rate

### CONTENT DISTRIBUTION AND AUTHORIZATION COMMISSION

- Assist users to publish works to global mainstream platforms simultaneously, and charge a fixed proportion of royalties and management fees
- Provide B2B music material authorization services, billed by number of downloads or authorization type

### ENTERPRISE CUSTOMIZATION SERVICES

- Provide customized sound recognition design, advertising soundtrack generation and integrated distribution services for brands and advertising companies
- Quote according to project requirements, and provide subsequent updates and content maintenance support

### EDUCATION AND API OUTPUT COOPERATION

- Cooperate with music colleges and technical colleges to provide course authorization and platform access services
- At the same time, open API interfaces, charge according to the number of calls or function authorization period, and promote DxTune to become a digital music infrastructure



# BUSINESS MODEL AND PROFIT STRATEGY



## USER RETENTION AND BUSINESS CONVERSION MECHANISM



### FREE TRIAL + FUNCTION UPGRADE INCENTIVE

lower the entry threshold for new users and increase the paid conversion rate



### WORK-ORIENTED INCENTIVE MECHANISM

After users complete a certain number or quality of works, they enjoy the rights of platform recommendation and exposure



### BRAND CO-BRANDING AND MUSIC COMPETITIONS

Attract independent creators and content producers to participate in the platform ecosystem construction



## SCALABILITY AND INTERNATIONALIZATION

DxTune's underlying technology supports multi-language, multi-currency and cross-regional content circulation mechanisms to ensure that the platform can be quickly replicated to other markets. With the continuous iteration of AI models and the expansion of cooperation scenarios, the platform's revenue sources will be further diversified, building a new digital music economy with creation as the core.

# APPLICATION SCENARIOS AND EXAMPLES FOR CREATORS



## FULL SUPPORT FOR MULTIPLE CREATIVE SCENARIOS

DxTune platform capabilities are suitable for different types of creators' needs, from individual musicians to professional sound effects producers, from brand marketing to education and training, all can enjoy AI-supported music creation and collaboration experience.

### TYPICAL APPLICATION SCENARIOS

#### ● INDEPENDENT MUSICIANS

Quickly generate melodies and harmonies, improve creative efficiency, and save production costs

#### ● FILM AND TELEVISION SOUNDTRACK PRODUCERS

Quickly complete soundtrack design with the help of emotion simulation and scene recommendation functions

#### ● GAME AND INTERACTIVE CONTENT DEVELOPERS

Combine instant generation technology to automatically generate music materials that adapt to interactive rhythms

#### ● BRANDS AND ADVERTISERS

Generate tune-setting music based on marketing themes and audience preferences to enhance brand memory points

#### ● EDUCATION AND LEARNING PLATFORM

As a teaching aid, help students master music structure and production process, and inspire creative expression

### ACTUAL CASE



#### A KOREAN SOUND DESIGNER

Use DxTune to create four layers of interactive scene music in the game, saving nearly 60% of production time



#### A EUROPEAN BRAND ADVERTISING SHORT FILM

Use DxTune emotion matching function to select background music, effectively increase the viewing completion rate by 22%



#### MULTIPLE MUSIC SCHOOLS

Incorporate DxTune into course teaching for melody design, mixing simulation and remote collaboration training





# BRAND AND ENTERPRISE CUSTOMER APPLICATION EXPANSION



## MUSIC IS BOTH A CONTENT ASSET AND A BRAND LANGUAGE

DxTune not only serves individual creators, but also deeply empowers brands and commercial users, transforming music into a communication medium with emotional value and recognition, and enhancing the content influence and sound asset value of enterprises in the digital environment.

### BUSINESS APPLICATION MODULE

#### ● BRAND SOUNDTRACK CUSTOMIZATION SERVICE

DxTune AI model generates exclusive soundtracks based on marketing themes, audience portraits and cultural backgrounds, suitable for advertising, short videos, event openings and other scenarios

#### ● INTERACTIVE CONTENT AUDIO

Through API access, websites, apps or metaverse spaces can generate appropriate soundtracks in real time to enhance immersive experience and user stickiness

#### ● DATA-DRIVEN MUSIC MARKETING

DxTune combines big data and user preference analysis to provide brands with accurate music content delivery strategies to maximize communication effects

### TYPICAL INDUSTRY APPLICATION SCOPE

Digital marketing and community operations

Game companies and development platforms

Educational technology and online learning products

Smart cities and public audio environment construction

Web3.0 and virtual performance fields

## VALUE REALIZATION

Enterprise users can complete the creation and authorization process through DxTune without a professional music team, significantly reducing production and communication costs. At the same time, respond to the market rhythm, realize instant content updates and multi-version music output, and improve the brand's sound recognition and communication efficiency in the global market.





# AI-DRIVEN PERSONALIZED GENERATION AND FUTURE TECHNOLOGIES



## FROM TOOLS TO CO-CREATION: AI IS NOT JUST AN ASSISTANT, BUT ALSO A PARTNER

One of DxTune's core technologies is the AI-driven personalized music generation system. Different from the traditional template recommendation mechanism, our platform dynamically generates melodies and arrangement sketches that meet individual needs based on user operating habits, creative style, historical materials, and current emotions.

### THREE CORE MODULES OF THE PERSONALIZATION ENGINE

- **INSTANT STYLE SIMULATOR**

Based on a deep learning model, quickly simulate the rhythm and timbre of the target style

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### AI CO-CREATION APPLICATION EXPANSION

This technology is not only used for music creation, but also widely used in the following scenarios:

Film and television soundtracks and advertising background sounds

Game sound effects generation and interactive music experience

Virtual vocal training and character voice personalization design

Brand voice recognition system and multi-platform interactive content generation

### FUTURE TECHNOLOGY LAYOUT DIRECTION

- **MULTI-MODAL GENERATION MODEL (MULTI-MODAL MUSIC AI):** realize cross-media conversion of images, text and music
- **AI ADAPTIVE ARRANGEMENT COLLABORATION TOOL:** automatically adjust the creation style and rhythm structure according to different partners
- **SPEECH-TO-MELODY:** instantly generate melody drafts based on human voice intonation

# BUSINESS MODEL AND PLATFORM REVENUE STRUCTURE



## STEADY, FLEXIBLE AND WIN-WIN BUSINESS LOGIC

### DXTUNE'S BUSINESS MODEL IS BASED ON THE "DUAL CORE" CONCEPT

On the one hand, maximizing the value of creators, and on the other hand, promoting the continuous upgrading of platform technology. Through multiple sources of income such as subscriptions, profit sharing, corporate cooperation and technology licensing, a scalable operating system is built.



## MAIN SOURCES OF REVENUE

### ● USER SUBSCRIPTION PLAN

- User subscription plan
- Provide free trial and multiple paid levels (entry/professional/enterprise)
- Charge fees based on the degree of function unlocking (such as sound source library expansion, advanced AI model, global distribution rights)

### ● COPYRIGHT MANAGEMENT AND REVENUE SHARING

- Assist users to register the copyright of works on the chain, and the platform participates in authorization and revenue distribution as an intermediary
- Revenue from commercial authorizations such as film, television, advertising, and games is automatically settled to the original creator's account

### ● B2B COOPERATION AND BRAND CUSTOMIZATION

- Content licensing cooperation with film and television production, advertising companies, game studios, etc.
- Provide AI music customization services to help brands build exclusive sound recognition systems (Sonic Branding)



# BUSINESS MODEL AND PLATFORM REVENUE STRUCTURE



## ● TECHNICAL API AUTHORIZATION

- Open some AI engines, audio processing and copyright verification modules for external platforms to access
- Charge by traffic, function or term to promote DxTune to become one of the core digital music infrastructures

## ● PLATFORM REVENUE REINVESTMENT MECHANISM

The platform will reinvest 50% of the profits from subscriptions and commercial cooperation in:

- New algorithm development and AI model iteration
- Server and security infrastructure enhancement
- Global musician support program and education project support



## MAIN SOURCES OF REVENUE

DxTune not only empowers creators, but also ensures the transparency and fairness of income distribution through smart contracts, achieving a win-win situation for the "platform-creator-industry". The success of each creator is the best proof of the growth of the platform's value.



# BUSINESS MODEL AND PLATFORM REVENUE STRUCTURE



## GLOBALIZATION STRATEGY AND REGIONAL IMPLEMENTATION

Since its inception, DxTune has always promoted market layout with a global vision. Currently, the platform has regional representative offices or technical cooperation bases in the United States, Germany, South Korea, Japan, Singapore and the United Kingdom to achieve local language support, time zone service synchronization and market strategy localization.

### MAIN LAYOUT FOCUS

- **NORTH AMERICAN MARKET**

Focus on AI technology research and development and digital music education market

- **EUROPEAN MARKET**

Closely cooperate with the creative communities in Berlin and Amsterdam to promote the rapid expansion of the creator base

- **ASIAN MARKET**

Combine the digital entertainment industries in South Korea and Japan, and deeply integrate K-pop, animation and game music applications

- **SOUTHEAST ASIA AND EMERGING MARKETS**

Promote the development of local music talents and resource integration through educational projects and creator funds

### PARTNER SYSTEM

DxTune has established a multi-dimensional international cooperation network covering technology, content, distribution and education:

- **TECHNICAL PARTNERS**

Cooperate with cloud service providers and AI model development institutions (such as AWS, openai) to ensure stable operation of the platform and continuous training of the model

- **MUSIC PLATFORM AND DISTRIBUTION CHANNEL**

Has integrated mainstream platform apis such as spotify, apple music, youtube music, deezer, etc. To achieve one-click distribution

- **EDUCATION AND INCUBATION INSTITUTIONS**

Cooperate with dozens of music schools and creative incubators around the world to promote the development of AI music education content and the cultivation of creative talents

- **Blockchain and copyright platform**

In-depth cooperation with smart contract platforms in the copyright chain part to realize cross-chain authorization and NFT music tagging system

# FUTURE TECHNOLOGY DIRECTION AND RESEARCH FOCUS



## THREE MAJOR RESEARCH AND DEVELOPMENT AXES FOR THE FUTURE

In order to maintain technological leadership and product competitiveness, DxTune focuses on the following three cutting-edge directions to promote the in-depth evolution of the music industry:

### ● AI MUSIC UNDERSTANDING AND PERSONALIZED GENERATION

- Strengthen the AI model's ability to understand rhythm, semantics and cultural background, and achieve cross-style and multi-language melody generation
- Establish a user style learning system (User Style Learning) to create a dedicated "virtual accompanist" and "intelligent creative assistant"

### ● IMMERSIVE AND INTERACTIVE SOUND EXPERIENCE

- Deploy 3D sound field simulation, spatial positioning and surround sound calculation
- Support VR/AR devices and interactive input (such as gesture recognition, eye tracking) to create an immersive creation and performance space

### ● WEB3 AND COMPOSABLE MUSIC ASSETS

- Promote the circulation of standardized music modules (such as drums, melody loops, and harmony fragments) on the chain
- Develop recombinable smart music contracts to make works "open source creative units" and promote cross-platform co-creation and transactions

### ● RESEARCH SUPPORT AND INDUSTRY-UNIVERSITY COOPERATION

DxTune has established AI Audio laboratory, and carry out industry-university cooperation with world-renowned universities, regularly publish research results, and promote open source development.

## MAIN SOURCES OF REVENUE

**BY THE END OF 2025:** deploy the next-generation personalized generation engine DxGen-V3

**Q2 2026** Launch the internal test of the immersive interactive platform, support the access of mainstream VR devices

**2027** Launch the first composable music asset ecosystem, and release a cross-platform NFT creation module





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# REWRITING THE SOUND OF TOMORROW

## TECHNOLOGY LEADS CREATIVITY, SOUND RESHAPES THE WORLD

In the future music world, creation is no longer a privilege for a few people, and inspiration and resources will flow, connect and co-create more freely. DxTune always believes that when technology and art merge, creation will no longer be a pressure, but a pleasure; dissemination will no longer be an obstacle, but a driving force; rights and interests will no longer be vague, but transparent and verifiable.

We will continue to focus on innovation, work with global users, technology communities and industry partners, and jointly promote the birth, growth and dissemination of each melody, and create a fairer, smarter and more closely connected digital music era.

**THE SOUND OF THE FUTURE HAS ALREADY SOUNDED.  
NOW, COMPOSE THE MAIN MELODY OF YOUR ERA WITH DXTUNE.**

**CORE SLOGAN**

**DXTUNE IS NOT JUST A CREATIVE TOOL, BUT ALSO A PROMOTER OF THE EVOLUTION OF GLOBAL MUSIC CIVILIZATION**

