



# PeaceTones

## *World Music with A Social Conscience*

### ***What Is PeaceTones?***

PeaceTones is a pilot project geared towards exploring issues relating to international e-commerce through the distribution of digital media. This initiative combines the efforts of InternetBar (IBO), Subway Records, OpenWorld, ODRWorld and others to lower digital and economic barriers to entry for e-commerce markets. PeaceTones will help artists in frontier (developing) economies to provide digital copies of their work to buyers around the world via an online platform managed through Subway Records.

### ***How Does PeaceTones Work?***

Individual artists get help recording and uploading music to IBO and its affiliates. IBO then packages the music as PeaceTones collections (albums, album art, mixes, etc), posting the collections on Subway Records for purchase online. IBO is responsible for forming the collections, promoting the PeaceTones name, and for creating pathways to handle the issues that may arise between the artists, Subway Records, and the buyers.



### ***Who Profits from PeaceTones?***

IBO will ensure that the proceeds from these sales go directly to the musicians and/or their cooperatives as well as find sponsors who will get recording equipment into frontier economies and for sustaining and promoting the PeaceTones project.

PeaceTones is the first step in an ambitious plan to use micro-commerce (e-commerce

from developing nations) to radically improve the lives of artists and artisans living in remote and developing areas through digital media. Pending the success of the PeaceTones pilot, IBO hopes to use the PeaceTones model as a guide for marketing images and physical artifacts using similar mass distribution and marketing methods.

PeaceTones is a unique opportunity for IBO to open economic pathways, protect intellectual property rights across borders, test the application an effective ODR system, and translate digital revenues into usable capital for participants around the world.

### ***What Is The Status Of PeaceTones?***

Subway Records ([www.SubwayRecords.com](http://www.SubwayRecords.com)) has agreed to partner with IBO to provide an online forum for musicians to sell and distribute ringtones through the PeaceTones Initiative. OpenWorld ([www.openworld.com](http://www.openworld.com)), a non-profit group specializing in global markets for telework and technology-enabled free economic zones, and IBO are spearheading a **Cyberlaw Initiative for Equity and Economic Growth**. This initiative will offer up to a dozen micro-scholarships to students and musicians around the world who qualify for IBO's PeaceTones Initiative. High school-age students will be offered small stipends to do work-study research projects or prepare mini-business plans on revenue-generating potentials for the PeaceTones project. IBO will partner with ODR WORLD ([www.odrworld.com](http://www.odrworld.com)) , a global ODR service provider, to assist in setting up the PeaceTones online dispute resolution service.

### ***What Can You Do Now?***

You can identify musicians in your communities who may be interested in participating in the project. You can agree to promote PeaceTones and urge your friends and colleagues to buy "World Music with a Social Conscience." You can fund, or help find funding, for musicians who have talent but no means to record or upload their music.

We also welcome any general suggestions relating to this pilot, and we are always looking for additional affiliates and partners to aid in the completion of our project goals.

If you want to help, contact Jeff Aresty, president of IBO ([JeffAresty@internetbar.org](mailto:JeffAresty@internetbar.org)) or Gillian Neer, vice president of IBO ([Neer\\_Gill@bentley.edu](mailto:Neer_Gill@bentley.edu)).