

## Thoughts: By Tsubasa Kato

Popular things I like: (As of 5/5/2019)

-Spotify - good for discovering new music for free

-Apple Music - good for listening to an immense number of songs for 980 JPY / month

These days, subscription model is the standard for many web based services, including Amazon Prime Video, Apple Music, Spotify etc.

I think this subscription model should be incorporating cryptocurrency more. Easy integration of cryptocurrency to be sent to the content producer will heighten the amount of transactions, and therefore, creating higher value for that cryptocurrency and the cryptocurrency world in general.

(Related links:

<https://www.rebilly.com/blog/challenges-for-cryptocurrency-subscription-billing/>

[https://www.reddit.com/r/CryptoCurrency/comments/biampd/bringing\\_subscription\\_business\\_model\\_into\\_the/](https://www.reddit.com/r/CryptoCurrency/comments/biampd/bringing_subscription_business_model_into_the/)

<https://medium.com/currencycrate/why-a-cryptocurrency-subscription-box-will-work-wonderfully-886958208fb6>

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On a Clean Online Environment:

Having a clean environment online, without ads will be a better model than the current model that is filled with ads.

Remember the popup advertisements in the 90's and early 2000's in the web space? Did you like it?

Most probably not. Currently, people are engulfed with advertisements that are "relevant" to the web user (surfer). This attention that gets distracted into new merchandise is creating lots of problems for many people. One sometimes use the web to find out that one gets distracted into job advertisements offering high salary, cool but very expensive merchandise costing xx dollars. When you put in an ad blocker, the ad blocker knows all the sites you visited, and even worse, the ad blocker doesn't function in many sites, which forces you to exit the ad blocker temporarily.

Many people are accustomed to getting distracted when they go online, but that has to stop.

Here's a good related article from Guardian on this subject:

<https://www.theguardian.com/lifeandstyle/2018/oct/14/the-lost-art-of-concentration-being-distracted-in-a-digital-world>

Some projects are out there that allow you to sell your attention to the advertisers with a token, and I am thinking that may alleviate things to a certain extent, but we ought to protect our minds more....

Targeted advertisement gets very irritating for me sometimes, so I will be thinking of a new way to move away from advertisement based system that is dominating the world... Simple thinking time without distraction and a quiet time should be regarded with a higher importance than now, including myself. I also read that the more you spend online, one study showed that the lower the income. That book said that you have to take into account of what the trade off is. (more time online without any value is a detrimental time and money spent)

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