



Peerify

For Artists & Performers

A practical primer

What Peerify Is

Peerify is a community-driven music platform built for real artists and real listeners.

It is **not a streaming service** and does not rely on opaque recommendation algorithms. Instead, Peerify is designed to support **direct relationships** between artists and listeners, **fair compensation** for creative work, and **real-world musical experiences** such as gigs, house concerts and small community events.

Peerify is run as a **not-for-profit initiative** under the Social Systems Foundation. Any surplus generated by the platform is returned to the wider creative community.

What Peerify Can Mean For You

Most artists already use social media and streaming platforms, even if the revenue is negligible. Peerify is designed to complement those tools by providing something they typically do not: a place where **music, supporters, events and income are connected in one system.**

Peerify focuses on:

- Selling music rather than giving it away
 - Supporting live and local performance
 - Helping artists build a following that really cares and they can actually reach
 - Reducing the technical and administrative burden of running an independent practice
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What You Can Do on Peerify

Create Your Artist Home

- Set up an artist profile with bio, photos and location
- Upload songs and albums
- Communicate with fans without intermediaries
- Present your work in one place, without building or maintaining a separate website

For many artists, Peerify can replace the need for a personal site, hosting account, and multiple third-party plugins.

Sell Music Directly

- Set your own prices for songs and albums
- Fans purchase music instead of streaming it
- Artists keep **90% of the sale price**

Listening on Peerify is tied to ownership. Music retains value, and support is explicit rather than implied through streams or likes.

Build and Manage a Supporter Base

- Listeners can follow you and support your work
- You can communicate directly with your supporters
- No algorithmic throttling of posts or announcements
- No advertising or sponsored content competing for attention

Your following is treated as a community, not as an audience segment.

Promote Gigs and Get Booked

- Post upcoming gigs and events
- Be discoverable for bookings, including:
 - House concerts
 - Micro-gigs
 - Community-hosted shows
- See where your supporters are located and where interest is growing

Peerify is designed to make **small, viable shows** easier to organise — especially in places artists would not normally tour.

How Peerify Fits with Social Media

Peerify is not a replacement for platforms like Instagram or Facebook.

Social media works well for:

- Visibility
- Announcements
- Reaching new people

Peerify is designed for:

- Selling music
- Sustaining relationships
- Organising real-world events
- Generating meaningful income over time

You can use social media to invite people **into** Peerify, where deeper engagement and support can happen.

Principles Peerify Operates By

- **Open source:** no hidden systems or secret ranking logic
- **No AI-generated artists:** human performers only
- **No advertising**
- **No extractive business model**
- Platform incentives are aligned with artist sustainability, not attention maximisation

Peerify is designed as infrastructure for creative work, not a growth-hacking platform.

Getting Started

We are still busy setting up shop and aim to have a first version of Peerify up and running in the first quarter of 2026, provided we reach our funding goals. When we open the gates you will be able to:

- Create an artist profile
- Upload your music
- Set your prices
- Share your Peerify page with listeners and hosts

We have the team and the tech that we need to pull this off, but we'll need help with the crowdfunding. Naturally, we could accept funding from individual investors, but they would invariably want their share of the dividends, which means less money for the artists. As the main purpose of Peerify is more money for the artists, we are hoping we can fund this through the community.

As an artist, by signing up and helping to spread the word and the crowdfunder we have planned for February 2026, you'll be making all of this a little more possible. And, of course, we would be most grateful for anything else you'd like to contribute.

The Peerify Team