









Some readers of [redacted], however, took heed of its warnings about limitations and barriers to adoption. Carlotta De Ninni, CEO of [redacted], a company that is providing a verified digital identification system for musicians, has stated that she opted not to use blockchain for its underlying technology, as she agreed with the report's assessment that it 'was not yet sufficiently mature' [5.4c]. In relation to the utility of blockchain for incumbent companies, Erik Beijhoff of Spotify has stated that [redacted] 'cut through to the core of the usefulness of what that type of technology could be' [5.2d]. Spotify were exploring the potential of blockchain and found the report's warnings about governance to be one of the 'key takeaways' [5.2d].

### **Inspiring innovation**

[redacted] was significant in inspiring several blockchain initiatives. Andrew Melchior, chief technology officer for Massive Attack, stated that the report was responsible for the group adopting the technology for the 2018 re-release of their album [redacted].