

## Bitcoin Adoption Grows Among Global Music Artists

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Bitcoin is no longer just a speculative asset for tech-savvy investors. It is now finding its way into the global music industry, where artists are using cryptocurrency and its underlying blockchain technology to challenge outdated business models and take greater control over their work and income.

Musicians, particularly those outside the traditional label system, are using Bitcoin to distribute content, engage with fans, and receive payments. The shift points to a growing trend: the decentralisation of the music industry.

According to live market data from trusted exchanges, Bitcoin is currently trading at \$120,271.60, up 0.74% in the last 24 hours. With a circulating supply of 19,893,687 BTC out of a maximum of 21 million, its market cap now stands at \$2.39 trillion. These figures illustrate Bitcoin's increasing role as a credible financial instrument, one that artists are increasingly willing to integrate into their business.

Canadian rapper Drake referenced Bitcoin in his track What Did I Miss?, aired during a YouTube stream titled ICEMAN EPISODE ONE. In a line inspired by recent personal disputes, Drake raps, "I look at this st like a BTC. Could be down this week, then I'm up next week." The comparison highlights the volatility of the digital currency and mirrors shifting loyalties in the music world.

Drake has a history with crypto. In 2022, he reportedly wagered \$1 million in Bitcoin during a major sports betting event, further demonstrating his interest in digital finance.

Several influential artists have gone beyond lyrics and invested directly in the cryptocurrency space.

Snoop Dogg has long been vocal about his support for Bitcoin. Back in 2013, he accepted BTC as payment for his album Reincarnated. Since then, he has embraced NFTs and digital collections, becoming one of the most active celebrity figures in crypto.

Ghostface Killah, a founding member of Wu-Tang Clan, released new music as Bitcoin Ordinals, unique digital assets tied to the blockchain. These works were shared under a Creative Commons Zero licence, enabling decentralised ownership and bypassing traditional music rights systems.

Rapper Logic announced his Bitcoin investment in late 2020 and has continued to grow his position even as the market fluctuated. Meanwhile, Nas has made significant gains from his early involvement with crypto startups and has participated in pro-crypto advocacy events.

Blockchain and crypto assets are introducing new ways for musicians to generate income. One approach involves the sale of music-related NFTs, digital assets that provide exclusive access to songs, concert experiences, or even opportunities to collaborate with artists.

These assets are often limited in number and tradable, giving fans a sense of ownership and exclusivity.

A more advanced innovation is the tokenisation of music rights. This allows artists to sell ownership shares in their work directly to fans or investors, bypassing large record labels. The model not only brings in upfront capital but also introduces a faster, more transparent royalty system. For artists trying to stay independent, it's a powerful alternative.

New platforms such as Audius, Opulous, and the rebooted LimeWire are helping musicians distribute their work while maintaining full control over their rights. These decentralised platforms are built on blockchain technology and aim to give a larger share of earnings directly to artists.

With crypto payments becoming easier to facilitate, artists can now be paid in Bitcoin or other digital currencies instantly. This direct approach eliminates the need for third-party payment processors, avoids banking delays, and often reduces fees. It also encourages stronger engagement between musicians and their fans.

What began as niche experimentation is now evolving into a widespread movement. Bitcoin and blockchain technology are giving artists real options to escape rigid industry structures. Many are choosing to become financially self-sufficient by adopting tools that give them ownership, faster payments, and a stronger bond with fans.

The music industry has long been dominated by middlemen and complex contracts. By turning to digital currencies and decentralised platforms, artists are laying the foundation for a future where they call the shots.

Whether Bitcoin becomes a permanent fixture in the industry or not, its influence is already being felt. As artists adapt to this financial shift, the future of music could look much more independent and far less reliant on the traditional gatekeepers.