ADAPT

Artist Data Accessibility,
Portability, and Transparency

Platforms connect once
Artists choose where data goes

ADAPT is building a neutral connection layer and open standard for artist and fan data. Artists and authorized teams direct permitted records to the tools they choose.

Think DDEX for shared standards, with a Plaid-like connection experience for fan data.
An analogy for the approach, not an affiliation.

One connection from source to destination

Authorized sources
Ticketing, commerce,
and fan platforms

→

ADAPT
Shared formats
Permissions and provenance

→

Artist-selected tools
CRM, analytics,
and campaign tools

Illustrative flow: an artist authorizes ticketing records to reach a CRM for permitted reporting or campaigns. Sources keep their own records. This is not a claim of live integrations.

Fewer bespoke integrations

Exchange permitted data through a common connection instead of rebuilding the plumbing for every partner.

A head start for new tools

Receive an artist's authorized existing data so they do not have to rebuild their audience from scratch.

Independent of competitors

Participate without relying on a competing CRM, label, or distributor to host the artist's data.

No Gatekeepers

Our goal is to never put a pay gate between artists and access to their data. Independent tools and hosting providers may charge separately.

Fans need a say, too

Our principle: one place to manage cross-platform opt-outs across participating services. Verification and enforcement are still being designed.

Build the standard with us

Help define the protocol, test the connection model, and shape participation as a founding partner.

Register your interest →

adapt.music/learn-more

Working proposal, not a completed specification or live service. Registering interest does not confer partner status or authorize publication of your name or logo.

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Read the protocol ↗