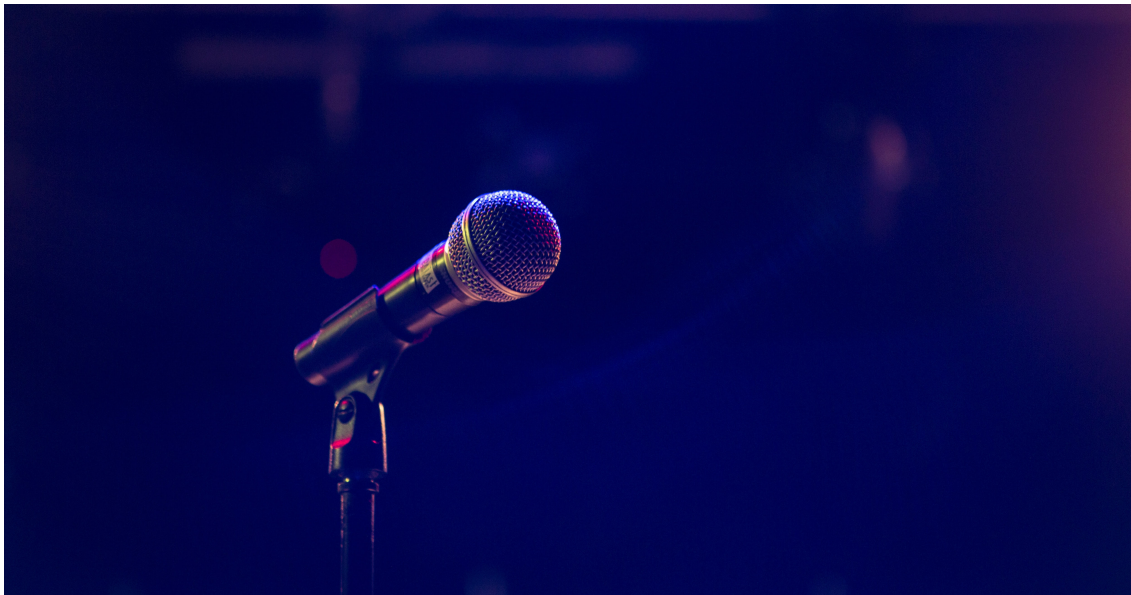




First off, happy new year! We take a look back at the music deals that shaped the Indian industry. We also caught up with one of the top emerging musicians in the country – Jubin Nautiyal about his journey from X factor to what his plans for 2022 are. News from around the world about NFTs and instruments from Neumann, back home – JioSaavn and Radio City are collaborating on a weekly show that will also stream on the app.

The Pitch has it all. Read on.

Features



Deals that shaped the Indian Music Industry in 2021

The music industry shifted shape and adapted in its own ways with a little bit of start and stop through different points of 2021. And not just the artists. We're talking about the many companies – big and small, new and seasoned – who made moves with a keen eye on the future.

As the year comes to a close, Music Plus looks back at some of the big labels, entertainment companies, investors and social media apps that forged partnerships

to sustain or break new ground.

[Read More](#)



Jubin Nautiyal: 'One's talent can pave their path in 2022'

If anyone can say they've had a good 2021, it's singer Jubin Nautiyal. Today, he's one of the biggest Indian singers who's relentlessly building his music empire, one massive hit after another.

The track has received global acclaim recently, thanks to Tanzanian brother-sister **duo** Kili and Neema Paul whose viral lip sync to Nautiyal's song has captured the internet.

Now in an exclusive interview with Music Plus, the '**Ek Mulaqat**' singer spills the beans on what he thinks 2022 will pan out to be.

[Read more](#)



India's smart personal audio reaches 14% of worldwide market share.

The **smart** personal audio market in India grew 62% in Q3 2021, according to a new report published by global research firm, Canalys. There were 16.6 million units shipped, pushing the segment to a worldwide market share of 14%.

On the other hand, globally the smart personal audio market declined by 1.2% to reach 118.8 million units.

Markets in Western Europe and North America fell 21% and 15% respectively, mainly due to **Apple's** shipment slump as consumers waited for the next generation of AirPods.

This was insufficient to offset the decline of wireless headphones and wireless earphones, which decreased by 4.7% and 4.9%, respectively.

[Read more](#)

[Listen To Episode 1 of Changing Tunes - The Music Plus Podcast](#)



Our first podcast guest for Changing Tunes is Mumbai native Clint Valladares, a graduate of the Berklee College of Music who is also Senior Managing Director, Global Engagement, Middle East and India for the prestigious institution. In conversation with host Animesh Das, Clint talks about music education in the 21st century

Tune in [here](#).

Industry news you need



Radio City and JioSaavn launch weekly show

JioSaavn and **Radio City** have partnered to launch a new weekly radio show, 'Nach Le'. The show will be broadcast in Mumbai, Delhi, Pune, Lucknow, Jaipur, and Ahmedabad, between 6 pm and 8 pm, every Saturday. The new show will also be available to stream on JioSaavn.

Over a period of 12 months, Radio City and JioSaavn are slated to launch four co-branded 'Nach Le' playlists per month. Accordingly, these will explore different sub genres and themes.

[Read more](#)



How to use SoundCloud as a marketing tool

Let's say you've got your marketing schedule for the year polished and ready to go... Kudos! Now, I assume there are some times in your schedule where you'll be touring, doing local shows, recording music etc., where you aren't actively releasing anything new. So, how can you keep your fans engaged during that time? SoundCloud is one of the easiest marketing tools out there for independent musicians on a budget.

via blog.symphonicdistribution.com

[Read more](#)

News from around the world



US Judge recommends \$80+ Millions in damages in case against stream-ripping services

The case was brought by the RIAA and more than a dozen record labels including **Universal**, **Warner** and **Sony back in 2018**, with the RIAA stating at the time that the two sites, FLVTO.biz and 2conv.com, were responsible for “enormous damage being inflicted on the U.S. record industry,”

via musicbusinessworldwide.com

[Read more](#)



Miniature instrument mics from Neumann

Neumann have just unveiled the first ever electret microphone in their near 100-year

history. The **Miniature Clip Mic System** is based around the brand-new **KK 14**, a capsule “unlike anything that came before”. They go on sale Spring 2022.

via soundonsound.com

[Read more](#)



How is the NFT space evolving globally and what are the possibilities for artists?

The technology is going to improve alongside an understanding of what fans really want. 2021 has been a year of earth-shaking innovation, and 2022 will be the year that skyscrapers are erected atop well-laid concrete foundations.

Artists and their teams will find that if their objectives involve engaging their real fans, they will need to operate on platforms like Serenade that function like a regular merch store similar to Shopify or Everpress, and allow fans to purchase NFTs without needing to know much about digital wallets, cryptocurrency or the blockchain.

[Read more](#)

Explore Indian Music Industry Jobs

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- **Netflix** | Counsel, Music - India

Apply [here](#).

- **Gaanaa.com** | Music Licensing and Content Syndication

Apply [**here**](#).

- **BYJU's** | Sound Design – Music Production

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Write to us with feedback, job listings, or story ideas at [**buzz@musicplus.in**](mailto:buzz@musicplus.in)



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