

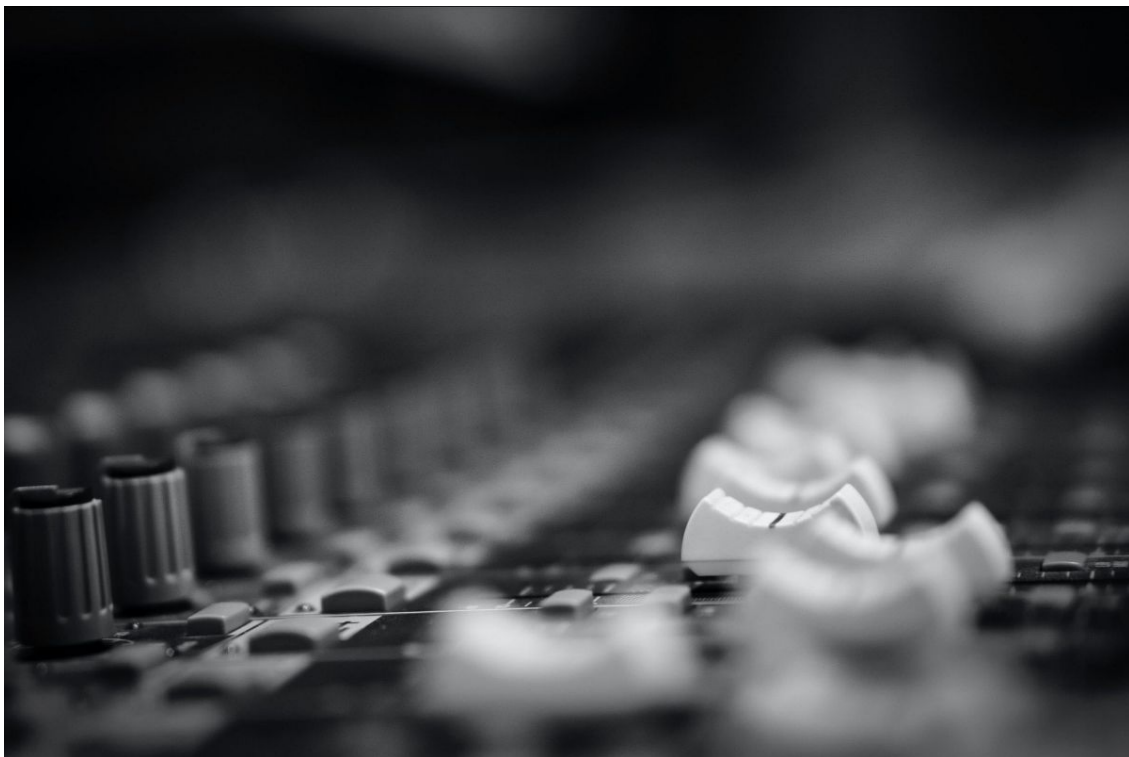
March 4th, 2022. Issue #002.



This week, Jonita Gandhi's 'Arabic Kuthi' goes viral crossing 100 Million views across platforms; an exclusive chat with IPRS CEO Rakesh Nigam on fair pay and fair play of music. Plus, another indie player bites the dust! Epic Games buys Bandcamp sending shockwaves through gaming AND music. Last but not least, Spotify loves India so much that we're one of the streaming giant's top 20 markets globally.

The Pitch has it all. Read on.

Features



Interview with Rakesh Nigam, CEO, Indian Performing Right Society Ltd.

In the last two years, the Indian Performing Right Society Ltd (**IPRS**) distributed over Rs 325 crores in royalties to members and sister societies, along with deploying Rs 6 crores in emergency relief funds. They also ranked as the sixth-largest society by revenues in the Asia-Pacific region, out of 11 Societies. **Globally**, the IPRS ranked 32nd in 2020 with collections of €20m compared to their 47th position in 2018 with collections of just €5.6m.

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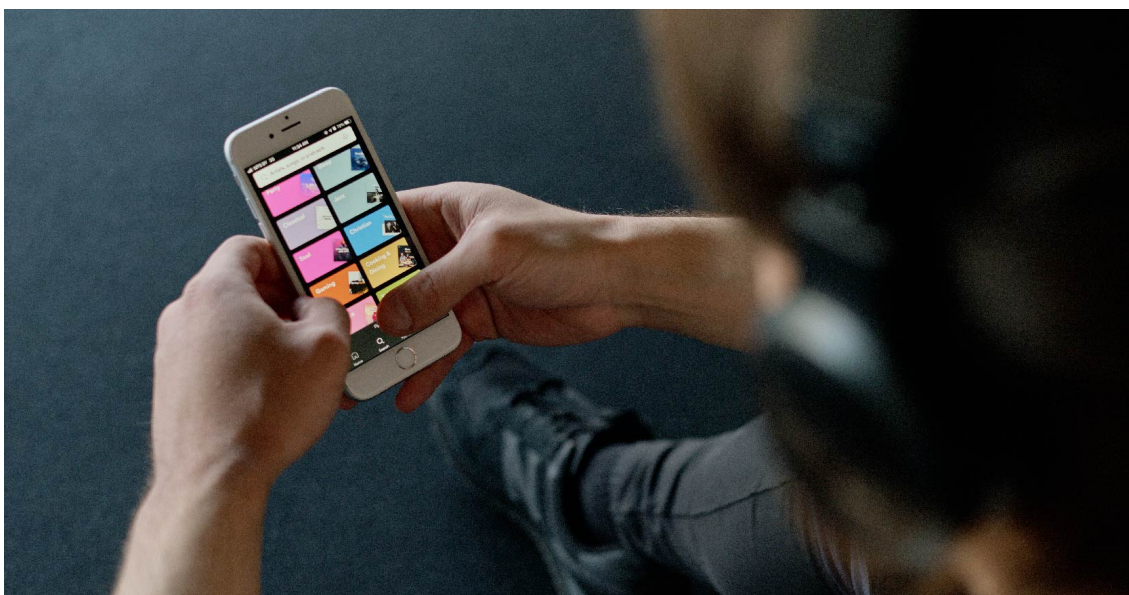


Jonita Gandhi's 'Arabic Kuthu' crosses 100 Million views

Since its release on February 14, **'Arabic Kuthu'** from the film **'Beast'** has gone viral all over the world. Now it's crossed more than 100 million views in less than two weeks with netizens scrambling over themselves to be part of the internet challenges surrounding the track.

The first single from director Nelson's action entertainer **'Beast'**, received 25 million views within just 24 hours of being released. The **song** has been voiced by **Anirudh Ravichander** and Jonita Gandhi, with lyrics by Sivakarthikeyan.

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Earlier this week, **Spotify** India's Managing Director, **Amarjit Singh Batra** said India has contributed significantly to Spotify's global growth.

In an interview with Indo-Asian News Service (IANS), Batra added that his company will be focusing efforts on educating artistes and taking local creators to the global stage this year.

"India is in the top few markets for Spotify globally in terms of users. We made this possible through successful partnerships with the artiste community, growing catalogue, and marketing campaigns, and ended last year as the one of the top audio streaming platforms where listeners were consuming music in the country," said Batra in the interview to IANS.

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Listen To Episode 2 of Changing Tunes - The Music Plus Podcast



Our second podcast guest for Changing Tunes is Mumbai native Kavita Rajwade, the Co-Founder of IVM Podcasts who is a marketing veteran in the music space with over 16 years of experience in revenue, strategy and business development.

In conversation with host Animesh Das, we discuss the viability and popularity of podcasts and creating a money ecosystem with Kavita Rajwade.

[Tune in here.](#)

Industry news you need



Juper Meta launched NFT marketplace

Jupiter Meta has launched India's first fully curated Non-Fungible Token (**NFT**) marketplace.

The digital marketplace, or the **metaverse**, will focus on music, film, and gaming, creating singular experiences for each user and enabling everyone to maximise their time in the metaverse.

Jupiter Meta – co-founded by Sathyan Rajan and Chakradhar Reddy Kommera – plans to expand in the growing Web 3.0 space as the start-up looks to bring people a more involved and personal feel to their metaverse interactions.

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Epic Games is acquiring music platform Bandcamp

Epic Games is acquiring independent music storefront Bandcamp. The companies announced the news today, saying that Bandcamp would “keep operating as a

via theverge.com

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News from around the world



IFPI names Adele's 30 as as biggest Global Album of 2021 across all formats

IFPI has revealed that **Adele's 30** is the winner of the Global Album All Format Chart for 2021.

Following its huge success in Q4 of 2021, the album continues its record-breaking streak by topping all three of IFPI's Global Album Charts – the Global Album All Format Chart (introduced last year and won by BTS), Global Album Sales Chart and the first ever Global Vinyl Album Chart.

Following its release in November 2021, 30 moved over five million album equivalent units in two months. 30 is the only album to feature in all three Top 10 charts.

via musicweek.com

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Apple, YouTube and Snap reveal latest policies on Russia

The rapidly-moving events in Ukraine are beginning to spark policy changes from big technology companies, in various ways.

Yesterday, **Apple CEO Tim Cook told staff** that the company has “paused all product sales in Russia”, removed state-media outlets RT and Sputnik’s apps from its App Store outside Russia; and disabled some features of its Apple Maps app in Ukraine as a “safety and precautionary measure for Ukrainian citizens”.

YouTube has **blocked RT and Sputnik’s YouTube channels** across Europe, while **Snap has stopped all ads running** in Russia, Belarus and Ukraine, while promising that it is “vigilantly monitoring our platform for any evidence of disinformation or misuse”.

via musically.com

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Dua Lipa sued over alleged copyright infringement over hit single

British pop star Dua Lipa has been hit with a lawsuit for allegedly ripping off a track by a band called Artikal Sound System to create her hit single, *Levitating*.

Released in 2020, *Levitating* was taken from Lipa's album *Future Nostalgia* and has been streamed over 445 million times on **Spotify** alone, and has been viewed over 475 million times on **YouTube**.

Filed in a California court on Tuesday (March 1), Artikal Sound System's members claim that *Levitating* is "substantially similar" to their own song *Live Your Life*.

via musicbusinessworldwide.com

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