

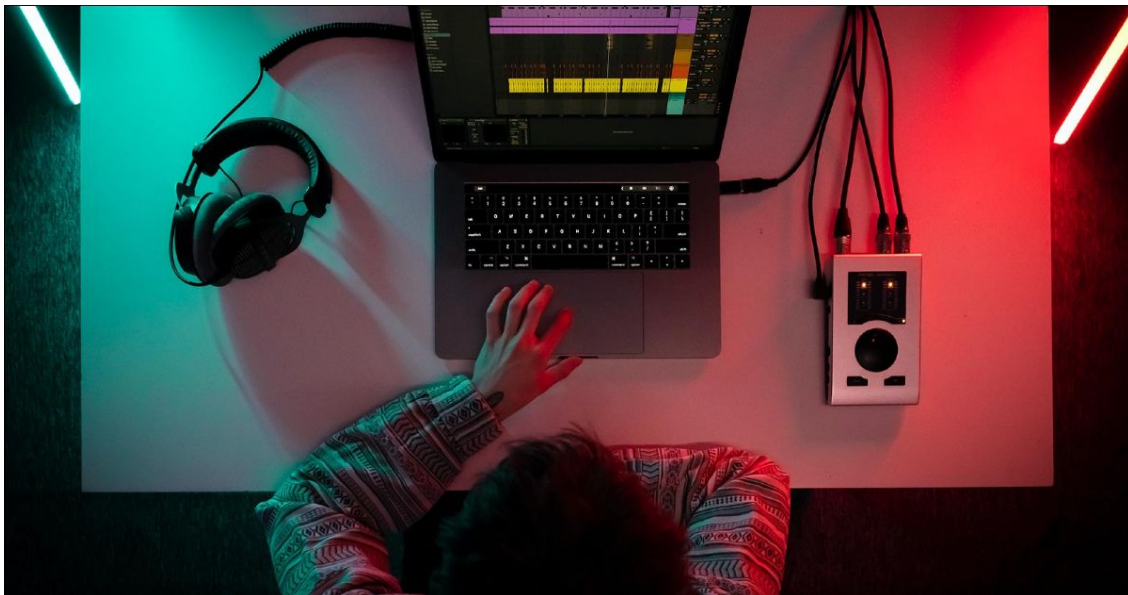
March 18th, 2022. Issue #004.



This week, Roposo's Mansi Jain spills the tea on the country's creator economy, while Viacom18's Anshul Ailawadi talks about harnessing India's musical talent. Diljit Dosanjh is ready to amplify his global music career along with Warner Music; and Spotify is going to sponsor FC Barcelona's Camp Nou in a huge tie-up. Closer home, the Centre clarifies whether Indian music on airlines is mandatory and South India's Lahari Music forays into Film Production. And lastly, 2021 was a massive year for Believe Music, who have amassed \$682M in revenue.

The Pitch has it all. Read on.

Features



Viacom18's Anshul Ailawadi: 'we are investing in music production'

Viacom 18's new **Fully Faltoo** NFT platform will launch its maiden short-form video offering Fully Faltoo, with over a dozen new web shows. There's also KaanPhod, a brand-new business division to provide emerging musical artistes with an opportunity to showcase their talent. Plus, MTV Hustle 2.0 continues to find India's next big rap sensation.

Music Plus had a chat with **Anshul Ailawadi**, Head – Youth, Music and English Entertainment, Viacom18 about the cluster's plans to tap into India's musical talent.



Mansi Jain: 'Roposo plans to groom the top 100 live commerce creators in the country'

Roposo – launched in 2014, and acquired by **Glance**, a subsidiary of InMobi – has been on an upward swing for the last few months. Recalibrated from a **short form** content app since its inception, Roposo was launched as India's first digital destination for 'creator-led, live entertainment commerce' in October 2021.

Music Plus has an exclusive chat with Vice President and General Manager of Roposo, **Mansi Jain** to understand the pivoting of short form video and the future of social commerce. Jain heads the overall live entertainment and commerce business across Roposo and Glance, leading the strategy and overseeing the business development.

[Read the Full Interview](#)

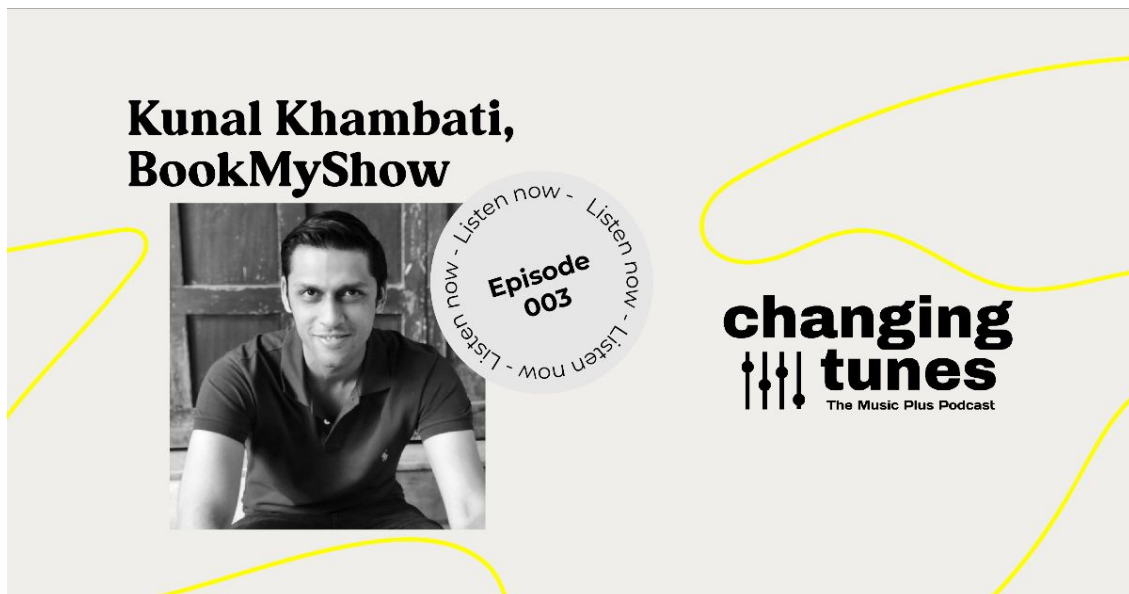


Diljit Dosanjh has announced a partnership with **Warner Music**, the first time he's signed a deal with a major record company. Dosanjh has found fame as an actor, singer, songwriter, and television presenter.

Dosanjh will be working with Warner Music to amplify his global music career. He has forthcoming singles with Canadian rapper **Tory Lanez** and the Tanzanian star **Diamond Platnumz**, who announced his own partnership with Warner Music last year.

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Listen To Episode 3 of Changing Tunes - The Music Plus Podcast



Our third podcast guest for Changing Tunes is Mumbai native Kunal Khambati, who heads Live Events and IP at BookMyShow.

In conversation with host Animesh Das, we focus on live events – as they evolve and change for the times ahead.

[Tune in here.](#)

Industry news you need



Spotify to sponsor FC Barcelona with stadium rebranded as Spotify Camp Nou

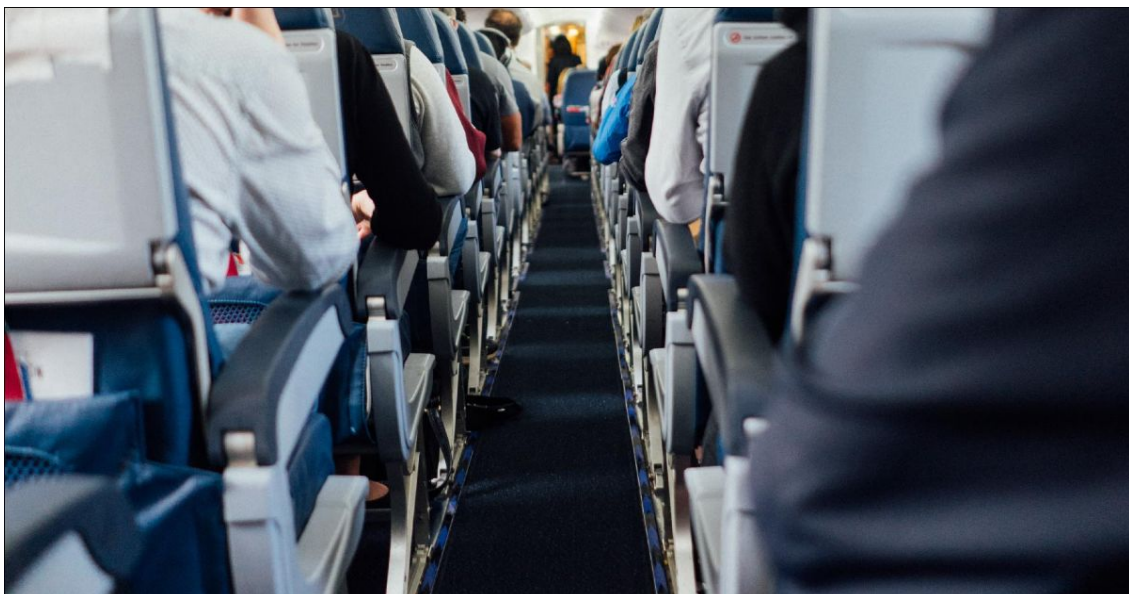
Spotify is to sponsor FC Barcelona in a huge tie-up between the club and streaming giant.

They have reached an agreement for the Swedish company to become the main partner of the legendary European club and the official audio streaming partner.

The **Spotify** logo will appear on the front of both men's and women's team shirts beginning in the 2022/23 season and for the next four seasons. Spotify will also sponsor the training shirts beginning in the 2022/23 season for the next three seasons.

Via [musicweek.com](https://www.musicweek.com)

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Centre clarifies rule for Indian music in aircraft, airlines

Ambika Soni asked whether the central government will be going forward with earlier plans to incorporate Indian music in aircraft and airport premises, to which Minister of State for Civil Aviation V K Singh replied in the negative.

A few months ago, on December 27, 2021, the Union Ministry of Civil Aviation urged airlines in India as well as airports to play Indian music on premises and in aircraft.

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Music Label Lahari Music forays into Film Production

South India's biggest music label, **Lahari Music** has announced an entry into film production with the banner Lahari Films LLP in association with Venus Entertainers, an entertainment company.

The two companies will collaborate to bring on board director, actor and politician, **Upendra** for a pan-India film that will be available in four Indian languages Kannada, Hindi, Telugu and Tamil.

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News from around the world



Believe generated \$682M in annual revenues last year, up 30.7% YoY

The company reports that it grew its revenues by €135.8 million (30.7%) year-over-year, from €441.4 million in 2020, to €577.2 million (USD \$682m) last year.

These results mark the company's first full year results since floating on the Paris Euronext last summer, where it currently commands a market cap valuation of €1.21 billion (\$1.43bn).

In Q4 2021 (ended December 2021), Believe grew its revenues by 30.8% YoY to reach €173.1 million (\$205m). Believe also reports that its digital revenues were up 35.9% YoY across the quarter.

The company pins this growth on growth in the streaming market and “solid market share gains” and “accelerated investment in local teams”.

via musicbusinessworldwide.com

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SIKI is using NFTs to build a better streaming economy for artists

For musicians, the benefits of the streaming economy haven't been equally distributed. The population of artists, producers, and engineers that make up the bulk of music's middle class saw their earnings stall over the last two decades before completely breaking down during the COVID-19 pandemic. It's clear that a new paradigm is necessary, and it's a requirement that Chris Moraites has used as a guiding philosophy.

Moraites is the founder and CEO of **SIKI**, a new kind of streaming platform built on Hedera Hashgraph that lets artists mint their music as **NFTs** and benefit directly from their community of fans and devotees.

via billboard.com

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IFPI, which represents the recording industry worldwide, has opened a new Southeast Asia regional office in Singapore.

Simon Seow has been appointed to the newly created role of IFPI Regional Director, Southeast Asia.

Seow will lead IFPI's work in the region to promote recorded music, expand its commercial uses and campaign for the rights of record producers, says IFPI.

Seow has already taken up his position, and reports to IFPI Chief Executive **Frances Moore**.

The move, says IFPI, is a result of a decision by IFPI and its member record companies to restructure IFPI's Asian operations, in an effort to more closely reflect the current needs of the recording industry.

via musicbusinessworldwide.com

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