

March 25th, 2022. Issue #005.



This week, we dive into music education with a list of India's top institutions. Then there's CD Baby doing their bit by adding an artist engagement and education team. As he kicks off his first India tour, here's a chat we had with Yung Raja about taking over the world. In other news, IFPI Global music report says the recorded music industry grew 18.5% last year. Saregama inks an exclusive deal with Adnan Sami to produce independent Hindi music. Plus, Warner Music and JioSaavn launch *Spotted*, an artist discovery platform.

The Pitch has it all. Read on.

Features



Getting schooled: Music education in India

Traditionally, music education for the Indian art forms has been via the guru-shishya parampara where the student learns directly from the teacher without an institutional set-up. While this continues to exist, the idea of 'music institutions' have drastically evolved today.

Music Plus lists the country's top institutions that will get you the right education. *Click the link below to view the list.*

[Read More](#)



Yung Raja: Peace in your heart forever

Yung Raja has announced a five-city India tour that kicks off today and will take the rapper from Mumbai to Bangalore.

The Singapore-born Indian-origin rapper who first hit the scene with 2018's "Poori Gang," has in many ways been the bellwether for the current wave of Tamil music breaking into the mainstream. Take artists like Priya Ragu, Lady Kash and Arivu, from India and abroad, bringing Tamil into the mainstream. "We're all trying to put our ethnic and cultural backgrounds on the map," says the rapper. "All we have is one and another, so from day one of my career, I've been looking out for people that are kind of fighting the same fight, in a sense."

[Read the Interview](#)



IFPI Global Music Report: Global recorded music grew 18.5% in 2021

Phonographic Industry), the organisation that represents the recorded music industry worldwide. Figures released today in IFPI's 'Global Music Report' show total revenues for 2021 were US\$25.9 billion. *Click the link below for the full report.*

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

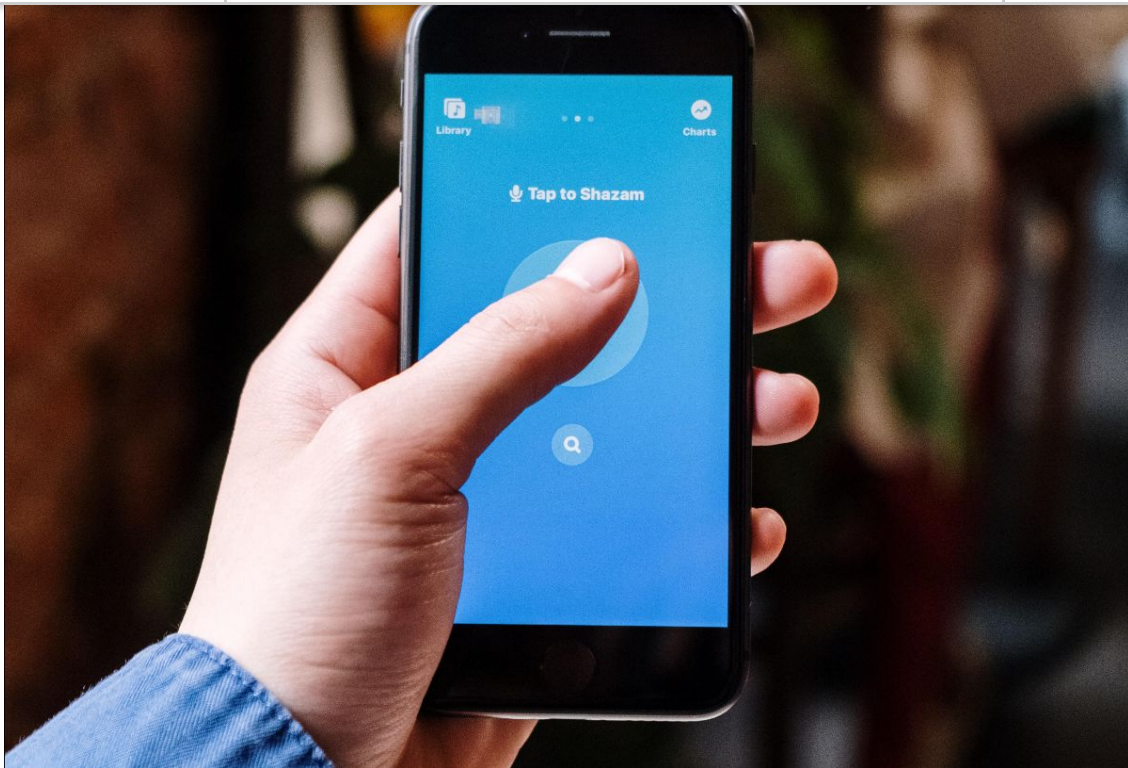


Our third podcast guest for Changing Tunes is Mumbai native **Kavita Rajwade**, the co-founder of **IVM Podcasts**.

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

[Tune in here.](#)

Industry news you need



Apple's music recognition app Shazam is also a concert discovery platform now

Shazam, the music recognition app **acquired by Apple for \$400 million** in 2018, has added new concert discovery features to its platform, which, it says, will make it easy for users to explore upcoming live music shows and increase exposure for artists.

via musicbusinessworldwide.com

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Saregama has now inked an exclusive year-long agreement with Adnan Sami who will partner exclusively with the label for his upcoming Hindi singles.

In the first-ever deal with Saregama, Adnan intends to produce independent Hindi music adding to his stellar set of widely acclaimed singles and albums.

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Warner Music India, JioSaavn launch artist discovery platform, Spotted

Warner Music India and **JioSaavn** have announced the launch of Spotted, an artist discovery program. As a **DSP**, JioSaavn will collaborate with Warner Music India, to release audio and video content.

Spotted will reach across the country to mine new talent. April onwards, aspiring musicians and singers will be able to upload their original tracks on a microsite.

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News from around the world



CD Baby is the latest distributor to expand the services it provides for artists into education. It has created a new Artist Engagement and Education team, headed by the founder of the DIY Musician podcast and blog Kevin Breuner.

He's been hired as SVP of artist engagement and education at CD Baby to lead a team of musician mentors.

via musically.com

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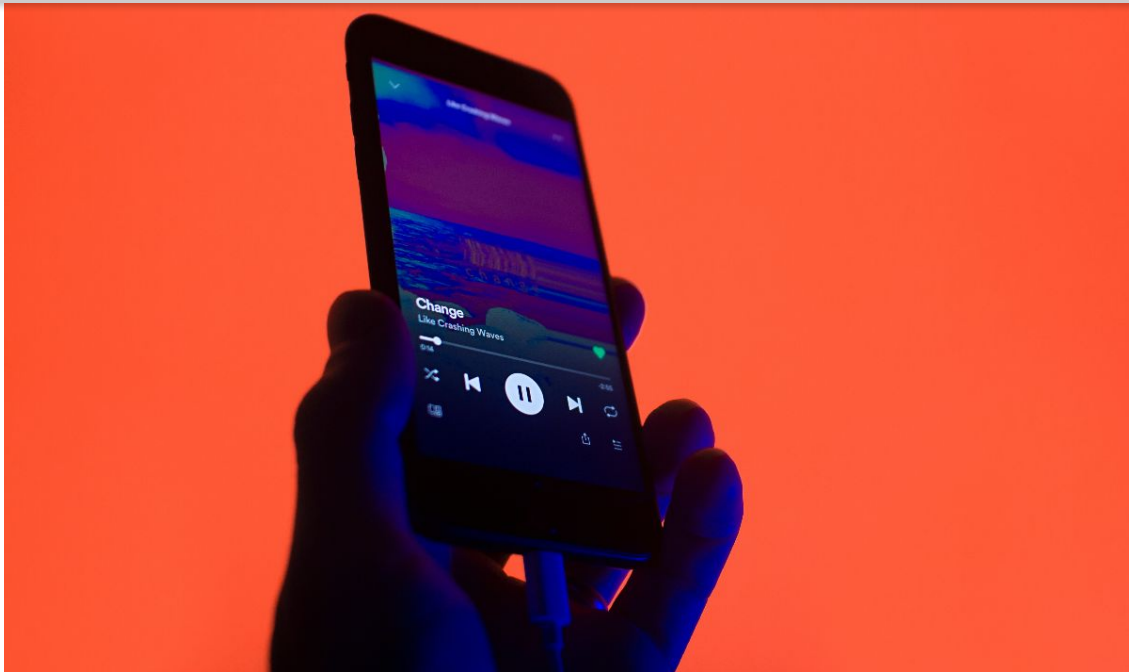


Kushal Chakraborty and Sharmistha Biswas launch label, Roxy Music

Sharmistha Biswas and Kushal Chakraborty have launched Roxy Music, a **music label** in New Delhi to promote emerging talent from all around the country.

Chakraborty, a member of the board of directors at Roxy Music said, “We have launched Roxy Music with the mission to promote talented singers from small towns, villages, and cities in the country. Despite their hidden talents, these singers don’t get a proper platform to showcase their skills”.

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Spotify is reportedly adding live audio features to its main app very soon

According to **Bloomberg**, the company's live audio conversation app Greenroom will reportedly be rebranded as Spotify Live, and the change could take place as soon as in the second quarter of this year.

Integrating live audio into the main Spotify app will make the service more easily accessible for users, and help Greenhouse creators tap into Spotify's massive subscriber base.

via musictech.com

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