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Pitch

The Music Plus
Newsletter

This week, we shine a much-deserved spotlight on a few archives that are working to preserve traditional Indian music. Short form video apps are driving music discovery in India, a preferred choice of social media consumption for many of us – on that note, FICCI & EY say Indian music grew by 24% in 2021! BTS' recorded live concert event turns out to be a massive hit, clocking Rs. 1.6 crore at the Indian box office

The Pitch has it all. Read on.

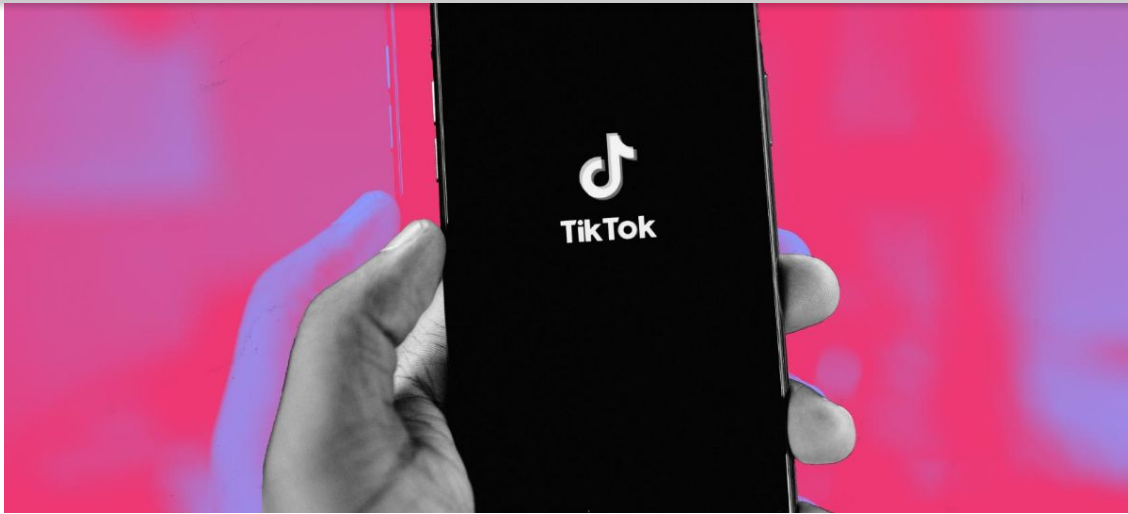
Features



Music preservation in India

It is a commendable thought to preserve the fast disappearing strains of Indian music. A few archives that are working to capture these fading artefacts of culture are People's Archive of Rural India, Jaipur Virasat Foundation, The Archive of Indian Music, Digging in India Archives, and lastly De Kulture.

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Short form video is driving music discovery in India

Nearly one in every five hours of music engagement in India (19.1%), took place on short form video apps from 2019-2021, almost as high as the amount of music consumed on YouTube, according to David Price, Director of Insight and Analysis of the International Federation of the Phonographic Industry (IFPI). In the same report, he continues that social media has become one of the most common ways in which platforms like Instagram, Twitter, and Snapchat were used was to enable Indians to find and share music.

But on closer look, short form video emerges as a forerunner when it comes to Indians' choice of social media consumption. Indeed, we've broken global trends, allowing this segment to grow a whopping 269% since 2019.

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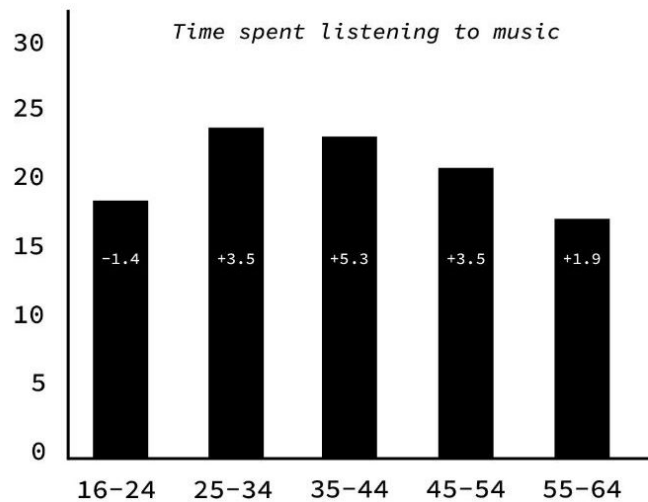
FICCI, EY: Indian music grew by 24% in 2021

The Indian music **industry** grew by 24% to reach Rs 18.7 billion in 2021, according to the latest report by the Federation of Indian Chambers of Commerce and Industry

gives an in-depth analysis of how the media and entertainment (M&E) industry fared in 2021.

music consumption

Indian consumers spent 21.9 hours/
week listening to music



IMI Digital Music Study Report 2021 /
Hours per week on music by age group

- ▶ India's average of 21.9 hours/ week is higher than the global average of 18.4 hours/ week
- ▶ Out of the above, average weekly music consumption on streaming services was 10.4 hours compared to 9.7 hours in 2019

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[Listen To Episode 2 of Changing Tunes - The Music Plus Podcast](#)

Kavita Rajwade,
IVM Podcasts



Episode 002

**changing
tunes**
The Music Plus Podcast

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



BTS recorded concert collects Rs. 1.6 crore at Indian box office

The BTS concert – featuring a performance that included 20 songs from the band’s repertoire – sold 18,148 tickets, collecting an impressive Rs 1.6 crore at the box office. The revenue collected is notable considering the concert received box office competition in the form of films such as ‘The Kashmir Files’, ‘The Batman’ and ‘Gangubai Kathiawadi’.

Ticket prices ranged from Rs 500 to Rs 2,000. Kamal Gianchandani — CEO of PVR Pictures Ltd and Chief of Strategy at PVR Limited — told News18, that the cinemas running the Permission To Dance On Stage – Seoul concert, enjoyed 90 percent occupancy across cities.

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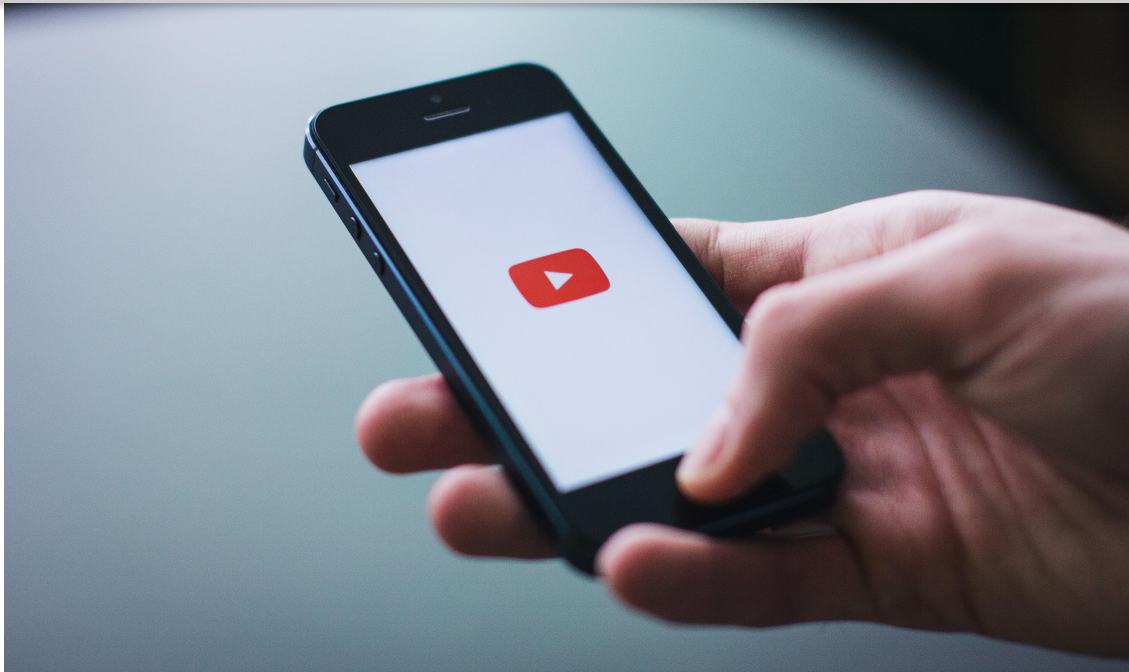
Report claims Meta paid for anti-tiktok PR campaign in the US

The Post has uncovered Meta “paying one of the biggest Republican consulting firms in the country to orchestrate a nationwide campaign seeking to turn the public against TikTok”.

It went on to report that the campaign included “placing op-eds and letters to the editor in major regional news outlets, promoting dubious stories about alleged TikTok trends that actually originated on Facebook, and pushing to draw political reporters and local politicians into helping take down its biggest competitor”.

via musically.com

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Leaked slide deck hints at YouTube's future plans for podcasts

YouTube is big in podcasts already thanks to the plethora of shows uploading video recordings of their episodes to its service. However, the company has big plans, some of which have been revealed this week in a leaked slide deck **published by the Podnews website**.

It suggests that YouTube is planning to launch a new podcasts homepage (akin to what it does for gaming and music); that will make it easier to get podcasts onto its platform, including via the traditional method of RSS feeds; and a new push for Google-sold audio ads to help podcasters make money.

via musically.com

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News from around the world



What can radio learn from Netflix?

When we think about the revolutionary moves Netflix has made over the years, most think about the transition from mailing DVD movies in red envelopes to the video streaming they've made famous today. And there's a lot to be said for that. Those advancements destroyed Blockbuster and vaulted Netflix to the top of the heap in a new category – unlimited video streaming that's commercial free. It also enabled us to scroll through content while sitting on the couch, having it appear seconds later on our TVs.

via hypebot.com

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Universal Music Group is disregarding unrecouped balances for heritage artists

The policy was announced within UMG's Environment Social Governance (ESG) report, included in its Annual Report 2021, which was published today.

In the report, which also highlights initiatives on artist welfare, climate change and Diversity, Equity, and Inclusion, among other subjects, UMG says it will be launching what it calls a “worldwide goodwill program for certain legacy featured recording artists and songwriters”.

The program will see UMG disregard unrecouped balances on advances for eligible artists.

via musicbusinessworldwide.com

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Women are still missing in the music industry, especially behind the scenes

The music industry is nowhere near reaching gender parity. According to a new **study** from the USC Annenberg Inclusion Initiative, women lag behind men as artists, but the problem is particularly severe when it comes to fields such as songwriting, producing and engineering.

This is all despite the Recording Academy's stated attempts at trying to expand women's opportunities.

The study, which was funded by Spotify, examined the artists, songwriters and producers credited on songs that appeared on the Billboard Hot 100 Year-End Chart since 2012. According to their count, less than a quarter of the artists on the chart in 2021 were women. Over the past ten years, that number has been stagnant at 21%

via npr.org

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