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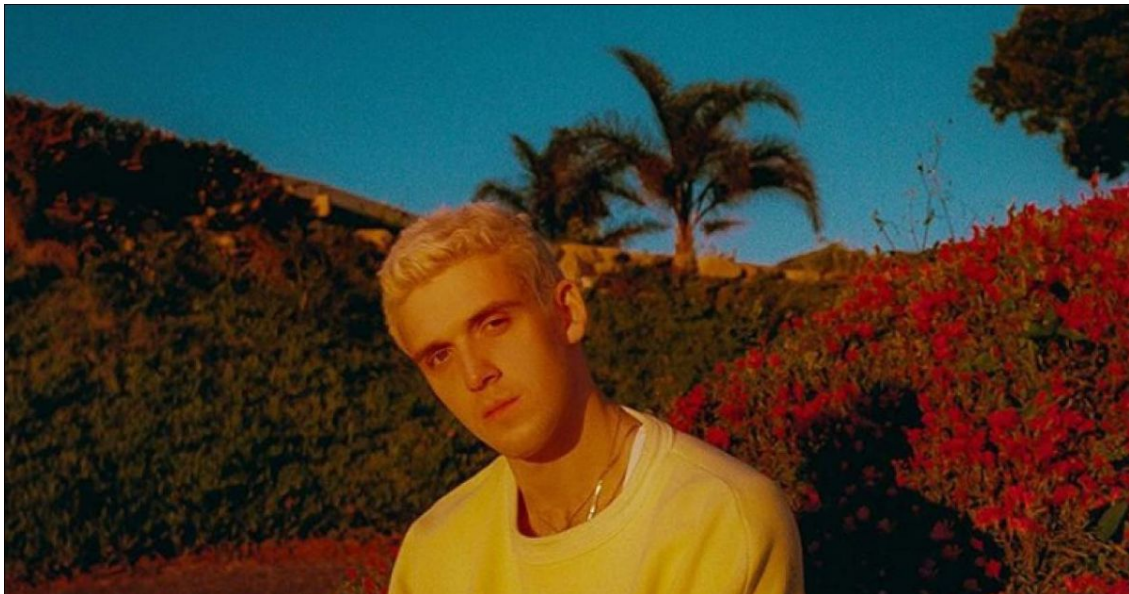
Pitch

The Music Plus
Newsletter

This week, we had an exclusive chat with the pop superstar, Lauv about the release of his new single. Ingrooves Music Groups has been issued a new patent for music marketing tech, giving an edge to their clients. And late legendary singer S.P. Balasubrahmanyam's last unreleased song is up for sale on an NFT marketplace.

The Pitch has it all. Read on.

Features



Exclusive Interview with the pop superstar, Lauv

Lauv doesn't believe that album-listening is irrelevant today, especially when it comes to devout fans. The pop superstar also known as, Ari Staprans Leff is chatting with *Music Plus* on the eve of the release of 'All 4 Nothing (I'm So in Love)', the second single from his sophomore album 'All 4 Nothing'. "I wouldn't say the album is dead," he insists. "It's just that people aren't forced to buy a whole album anymore to hear a song that they loved. Now it's getting more and more free."

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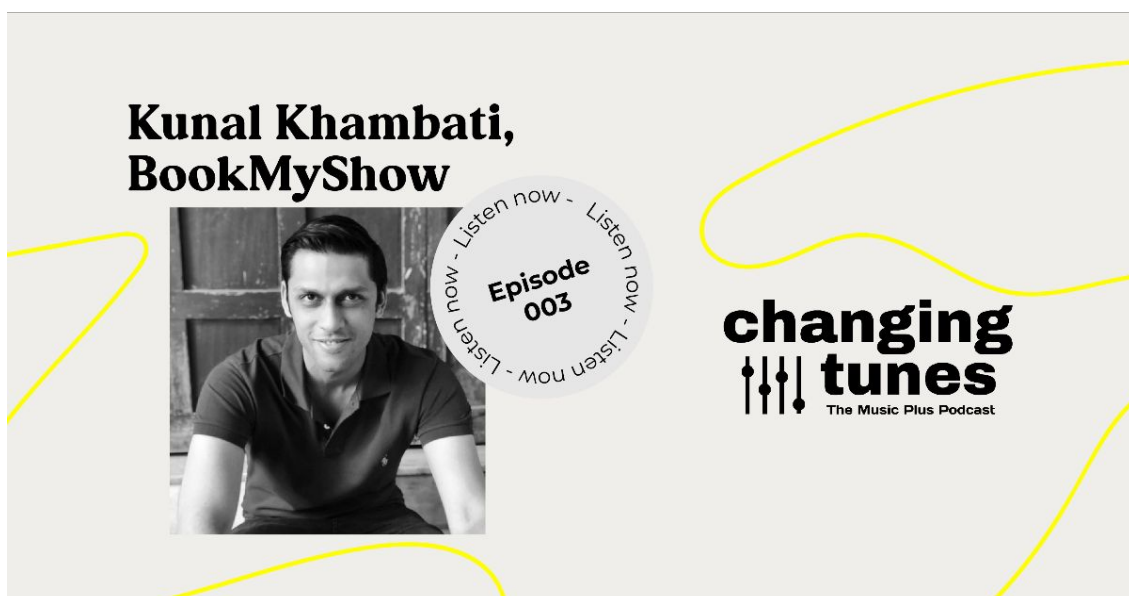
Ingrooves Music Group issued patent for proprietary marketing technology.

Ingrooves Music Group, a world leader in music distribution, marketing and technology, has been issued with a second United States patent (No.11,113,707) for its innovations in music marketing. The patented technology powers Ingrooves' Smart Audience Advertising Solution Which Outperforms Traditional Campaigns by Nearly 2 to 1.

Ingrooves Music Group entered India in November 2021 inking **deals** with Himesh Reshammiya and Yo Yo Honey Singh.

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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.

change for the times ahead.

[***Tune in here.***](#)

Industry news you need



S.P. Balasubrahmanyam's last song to be auctioned as NFT by Diginoor

S.P. Balasubrahmanyam's last unreleased song will be auctioned on April 9 as a Non Fungible Token (**NFT**). **Diginoor**, a Chennai-based NFT marketplace has acquired the exclusive rights to sell and release the song by the singer's son, S.P. Charan.

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One year after Spotify entered Pakistan, musicians are cautiously optimistic

When Swedish audio streaming giant Spotify launched in Pakistan in February 2021, it **created a massive** buzz in the world's fifth-most populous nation.

Spotify's entry was seen as an avenue that could help young and new talent reach a global audience and monetize their art in a country with weak local intellectual property laws.

In the last year, Spotify has had some positive impact on the industry, said Faisal Rafi, a music producer, recording engineer, and 25-year industry veteran.

via restofworld.org

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Analysis: plagiarism row between Ed Sheeran and Sami

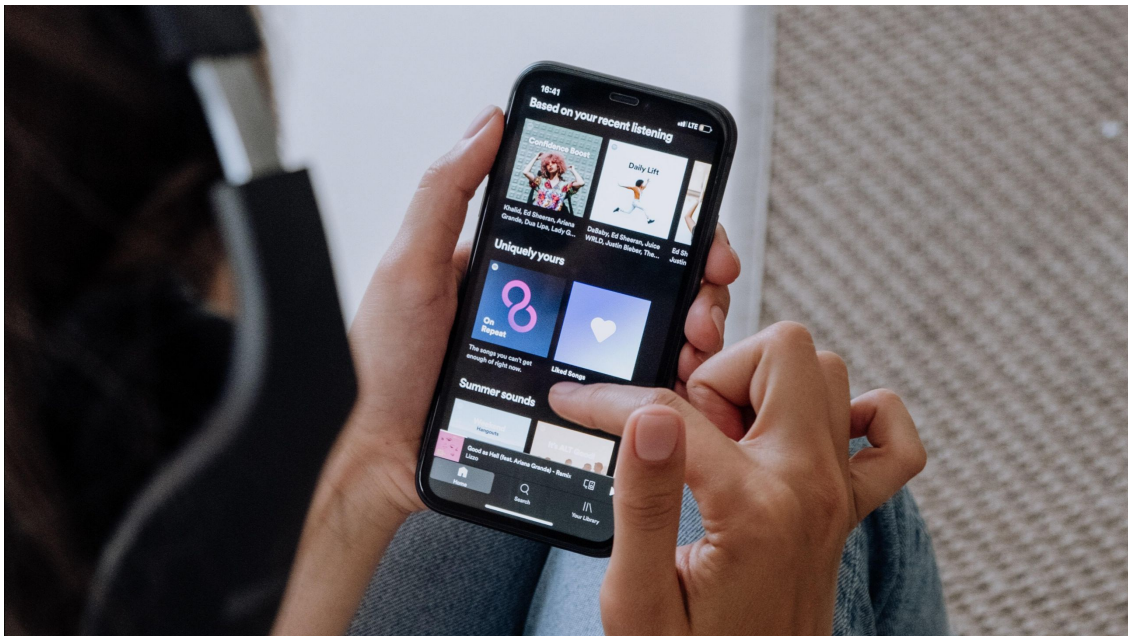
Over the course of an 11-day trial, Sheeran and his co-writers, John McDaid and Steve McCutcheon, faced accusations that they had ripped off the 2015 song Oh Why by the grime singer Sami Chokri and songwriter Ross O'Donoghue.

Central to Sheeran's defence was his argument that the segment in question was "a basic minor pentatonic pattern", which is "entirely commonplace".

via theguardian.com

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News from around the world



A bot named Ashley is taking over public playlists on Spotify

Multiple users have complained that their public, collaborative playlists — designed to allow Spotify users and their friends to curate songs in real time together — have been commandeered by bots masquerading as normal users, primarily one account simply named "Ashley."

via mashable.com

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Apple says rival music services do well on its App Store

Apple continues to fight back against accusations that it gives its own services an advantage over third-party rivals on its App Store.

It has supported a new study acclaiming “**The Success of Third-Party Apps on the App Store**” from research firm Analysis Group.

Unsurprisingly, it backs Apple’s view that it is a fair steward of the store, including wielding some data on Apple Music’s rivals in the music-streaming space. In fact, music streaming gets a whole section to itself in the report.

via musically.com

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JetSynthesis, Warner Music India launch EkWomen, a podcasting platform for South Asian women on Spotify.

platform for women.

EkWomen is conceived and produced by JetSynthesys' **Medha Jaishankar** and Monika Patel – (former producer at BBC World and consultant at Reliance Entertainment and journalist/host Mid-Day, Uppercrust and JetSynthesys' Daily Hinduism video series and Mata Monique podcasts).

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