

May 6th, 2022. Issue #008.

Pitch

The Music Plus
Newsletter

This week, we had an exclusive chat with Shreya Lenka, who's on the cusp of becoming the first Indian member of K-pop band, Blackswan.

The IPRS has launched a new campaign to Learn and Earn with a series of pan-India workshops. Then there's short video app Moj's new creator accelerator program! Plus, there's a lot happening in music tech—SoundCloud has acquired a music AI company called Musiio and Splice just launched their own AI powered app.

The Pitch has it all. Read on.

Features



Shreya Lenka could be the first Indian member of K-pop sensation Blackswan

In May 2021, **K-pop** group **Blackswan's** music label DR Music announced the launch of global auditions to replace band member Hyemi who had exited the group. Now a year later, the auditions are about to come to a close.

At the forefront of the race is 18-year-old **Shreya Lenka** from Odisha. An ardent K-pop fan for the last five years, Lenka always dreamed of becoming a performer.

her journey from Bollywood to Blackswan and everything in between.

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The IPRS supports artistes through Learn and Earn workshops

The Indian Performing Right Society Limited (**IPRS**) has been protecting the rights of Composers, Songwriters, and Publishers since 1969. Now, the organisation has launched an initiative to inform, educate and empower its members through a series of pan-India workshops.

Chennai was the first destination of the first Learn and Earn workshop on May 4th, 2022 with members from **Tamil** music industry, including top-line composers, songwriters, publishers, along with IPRS members.

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

Kavita Rajwade, IVM Podcasts



**changing
tunes**
The Music Plus Podcast

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

In conversation with host Animesh Das, we focus on the viability and popularity of podcasts and creating a money ecosystem

[Tune in here.](#)

Industry news you need



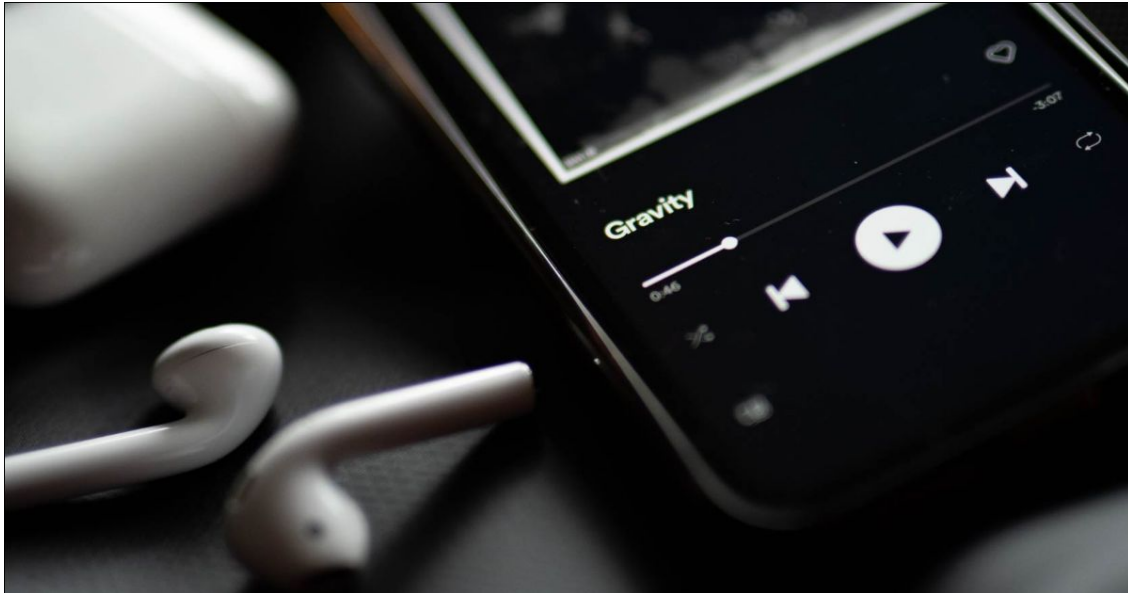
Short video app Moj has a new accelerator program eyeing 1 million superstar creators by 2025

Moj, one of India's leading **short video** apps, has announced the launch of the 'Moj For Creators' program. Through the initiative, Moj will facilitate creator earnings worth Rs 3,500 crore (over \$450 million).

This program is Moj's flagship creator initiative that charts a path for Moj creators' accelerated growth at different stages of their journey. The company claims that over

rupees.

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JioSaavn appoints new CEO, Sahas Malhotra, former Amazon Music head

JioSaavn has appointed a new CEO, **Sahas Malhotra** who previously headed **Amazon** Music as Director for over five years.

Based out of the Indian streaming company's Mumbai headquarters, Malhotra will spearhead JioSaavn's expansion in the Indian market. Prior to Amazon Music, Malhotra also worked with **Sony Music India** and **Tips Industries**.

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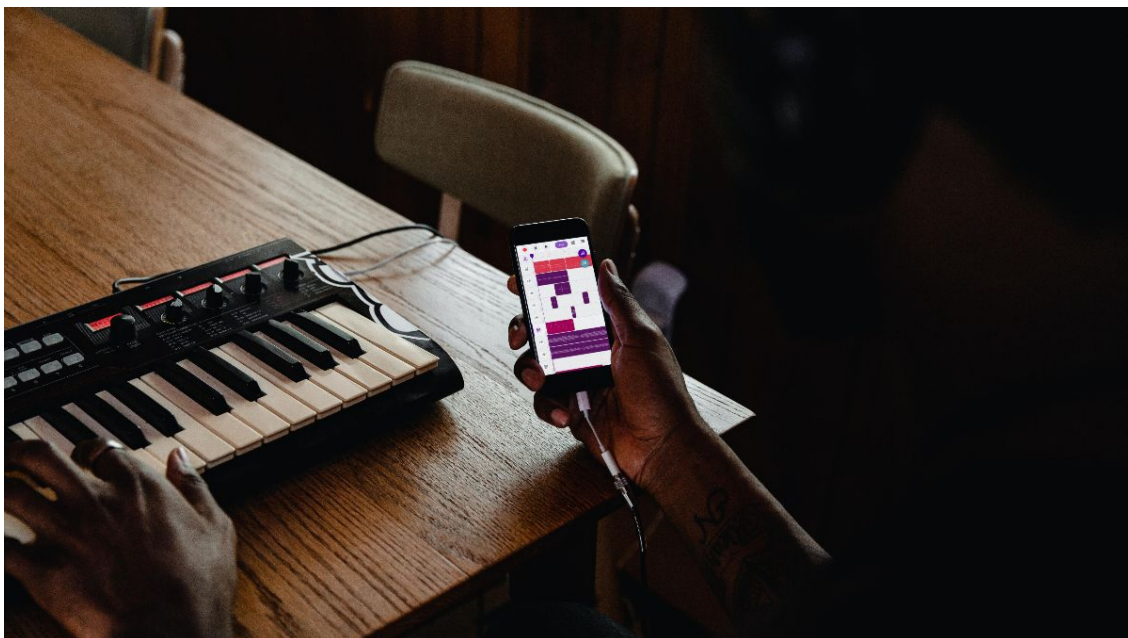
Soundcloud acquires Musiio, Music AI company

SoundCloud announced it has acquired Musiio, the artificial intelligence company at the forefront of machine learning technology. Musiio will amplify SoundCloud's existing music intelligence capabilities and allow the company to further leverage its vast data to identify what's next in music trends and talent.

via press.soundcloud.com

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News from around the world



Splice just launched an AI powered app that makes music with you

Splice carries more than 2 million royalty free samples, with its Splice Sounds library launching new sounds from the likes of Murda Beatz, Clean Bandit, Oliver and Fraser

This catalog of pre-cleared sounds has proved hugely popular with **bedroom producers** and established producers for superstar artists alike.

Now, Splice wants to make the process of finding those sounds, and layering them, as simple as swiping left and right in an app.

The company has launched a new artificial intelligence-powered music app called **CoSo**, which uses what Splice calls its 'Complementary Sounds' AI technology to create music "in split-seconds".

via musicbusinessworldwide.com

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SyncMama targets creators with 'royalty-included' music licensing service

With its plethora of short-video apps, and a huge audience on YouTube and other social media platforms, India is home to hundreds of thousands of content creators.

One of the challenges they face are their clips being taken down if rightsholders claim they are making unauthorised use of their music. **SyncMama**, which launched in April, is marketing itself as the solution to these creators' problems.

"Traditional music labels overlooked the need of this new class of creators for non-negotiated micro-licenses," claims the company's press release.

via musically.com

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Epic is asking a court to stop Google from yanking Bandcamp off the Play Store

Epic Games has filed a motion for a preliminary injunction to stop Google from removing independent music storefront Bandcamp from the Android app store — which Google has apparently threatened to do because Bandcamp is using its own billing system instead of paying Google an app store fee.

via techcrunch.com

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