

June 3rd, 2022. Issue #009.

Pitch

The Music Plus
Newsletter

This week, an exclusive chat with the co-founders of Dibbl who promise to cut through the murky layers of music licensing to provide audio to customers. Plus American pop sweetheart, Vaultboy talks to Music Plus about his new single, Disaster.

Triller and Unlu launch a creator program for Indian singers and Justin Bieber announced that he's coming to Delhi on his world tour. More good news for creators: YouTube and Tiktok are amping up monetisation for users!

The Pitch has it all. Read on.

Features



Dibbl promises to cut legal clutter for artists and producers

Dibbl, which formally launched on April 24, 2022, now has 250 musicians and 30 companies signed up for its service since December 2021. The company promises to cut through the murky layers of music licensing to provide audio to customers ranging from vloggers and wedding DJs to filmmakers and ad producers. The prices vary at a fixed rate for the more non-professional categories, to a negotiable sum for the professional ones.

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You've never been able to cross borders with songs the same way you can now, says Vaultboy

“I actually have a shirt with ‘Big In Japan’ embroidered in Japanese,” says the American artist in an exclusive chat with **Music Plus** just before his latest single ‘Disaster’ dropped.

He’s talking about the success of his 2021 breakout hit ‘**Everything Sucks**’ in Japan, which simultaneously dominated streaming charts in over 80 countries too. “When I found out I was number one on Japan’s viral chart as well, I started singing ‘I’m big in Japan’. I was really excited,” Vaultboy laughs.

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

**Kavita Rajwade,
IVM Podcasts**

**Episode
002**

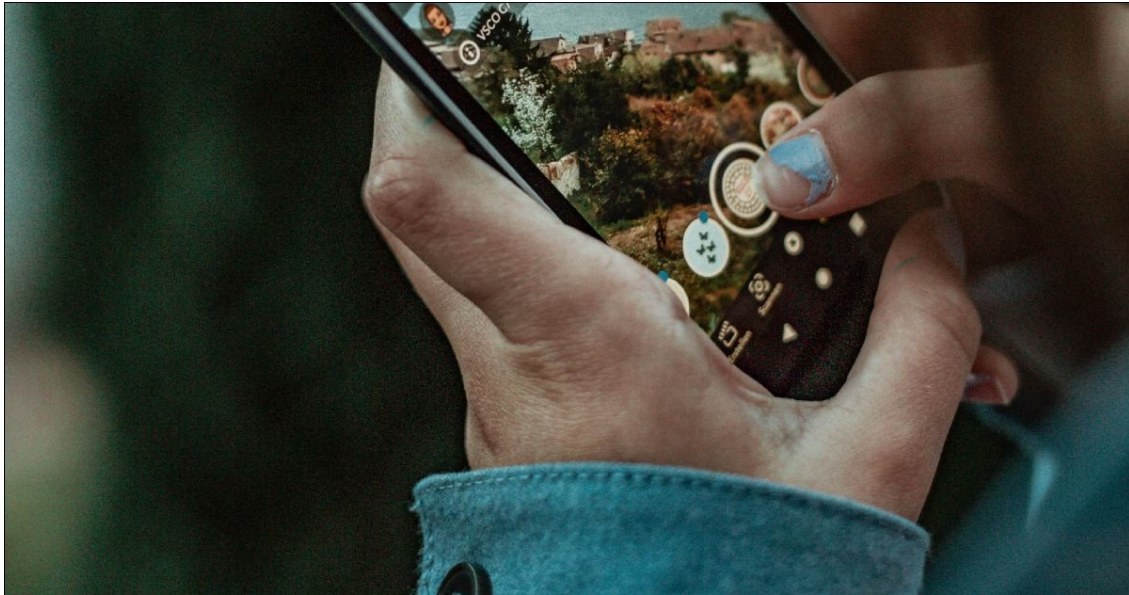
**changing
tunes**
The Music Plus Podcast

WHO IS THE CO-FOUNDER OF FATH 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



Triller and Unlu launch creator program for Indian singers

American **video sharing** app, Triller – which uses AI-powered open garden technology – has partnered with Unlu, a one-stop learning platform in creative **education**.

The two companies have collaborated to provide opportunities to up-and-coming Indian singers. This will result in the ‘Triller’s Unlu Singing Stars’, an in-app campaign on the Triller app.

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Instagram launches 1 Minute Music tracks for Reels

Instagram has unveiled a new music property, '1 Minute Music' – a set of music tracks and videos, exclusively available on its platform, for use on Reels and Stories. This includes music from 200 artists across India. Reels has been a global stage for music and artist discovery ever since its launch.

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Justin Bieber's Justice World Tour will come to Delhi

American singer **Justin Bieber** has announced a performance in India as part of his ongoing Justice world tour. The concert will be held in New Delhi on October 18th, 2022 at the Jawaharlal Nehru Stadium (JLN Stadium).

The concert in India, which is being promoted by BookMyShow and AEG Presents Asia, is now live for registrations.

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NEWS FROM AROUND THE WORLD

BTS break record for 'Biggest show of the Year' on Apple Music 1 with debut episode of 'BTS Radio'

Last week, **Apple Music** announced that BTS would be launching their own radio show on Apple Music 1, called *BTS Radio: Past & Present*.

Following the show's debut on Saturday May 28, Apple Music revealed **via a tweet** on Sunday (May 29) that the first episode “broke the record for biggest show of the year” on the platform.

Apple Music says that *BTS Radio: Past & Present* will be a three-episode limited series airing weekly, leading up to the release of BTS's new album *Proof*, released on June 10.

via musicbusinessworldwide.com

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YouTube, TikTok are amping up the creator monetization arms race

YouTube and TikTok are going head-to-head on new ways to pay their content creators.

YouTube Shorts will now incorporate an expanded array of ads on its short-form video feed, Business Insider **reported** Tuesday, which could potentially lead to Shorts creators receiving a cut of ad revenues. Meanwhile, TechCrunch **reported** yesterday that TikTok is beta-testing **LIVE Subscription**, a new model which allows fans to directly compensate creators.

via dot.la

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Linkfire adds more-detailed analytics for Apple Music

more information on how their campaigns were driving streams.

Now the partnership has **expanded** with more detailed reporting, including user trends and daily, weekly and monthly data. Users will also be able to use Linkfire to see how people who've clicked through from a smart-link have listened to an artist's entire catalogue, rather than just the first track they listened to.

via musically.com

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