

Pitch

The Music Plus
Newsletter

This week, read all about how the short video has evolved in India: from self expression to social commerce. Plus, a look back at what went down at the first edition of the Brands & Entertainment Conference in Mumbai. Armaan Malik and WMG come together to reprise Ed Sheeran's '2step' and Hoichoi collaborated with Dolby for immersive Bengali content.

Also, Tiktok denies a relaunch in India but has amped up hires and offloaded existing investments. TuneCore overhauls pricing structure, and more.

The Pitch has it all. Read on.

Features



From self-expression to social commerce, here's how the Indian short video has evolved

The shareability and easy consumption of short videos has presented plenty of homegrown options, but also created a ripple effect in allied sectors. So much so that India is right behind China when it comes to Internet users and smartphone users. **Bain & Company** estimates there are around 640 million people on the Internet in the country and at least 550 million who have smartphones.

Words by Anurag Tagat.



'We're doing what we're doing to put Indian music on the map,' said Badshah at the Brands & Entertainment Conference

Rapper Badshah thinks singer-songwriter **Prateek Kuhad** is good looking. He said that during the culmination of Brands and Entertainment, the first edition of Create and Collab's B2B conference dedicated to, well, brands in the Indian entertainment industry. Curated by Kommune, the two-day event took place on June 1 and 2 at Taj Lands End in Bandra, Mumbai.

Badshah was having a fireside chat with **Devraj Sanyal**, MD & CEO of **Universal Music** India and South Asia, in a packed conference room, to figure out the role of pop stars in branded content.

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Listen To Episode 3 of Changing Tunes - The Music Plus Podcast

**Episode
003**

The logo for 'changing tunes' is centered on a light gray background. The word 'changing' is in a bold, black, sans-serif font. Below it, the word 'tunes' is in a larger, bold, black, sans-serif font. To the left of 'tunes' are four vertical black lines of varying heights, each with a small black dot at the bottom, resembling a stylized musical staff or a graphic element. The entire logo is framed by two thick, wavy yellow lines that curve around the top and bottom of the text.

changing
tunes
The Music Plus Podcast

Tune in here.

A man with dark hair and a beard is singing into a microphone on a stage. He is wearing a green jacket over a white shirt. The background is dark with blue and purple stage lights.

Recently, Warner Music India had announced a strategic deal with Armaan Malik to launch his native music label Always Music Global. Now Malik has lent his voice to

recreate the popular Ed Sheeran song ‘2step’.

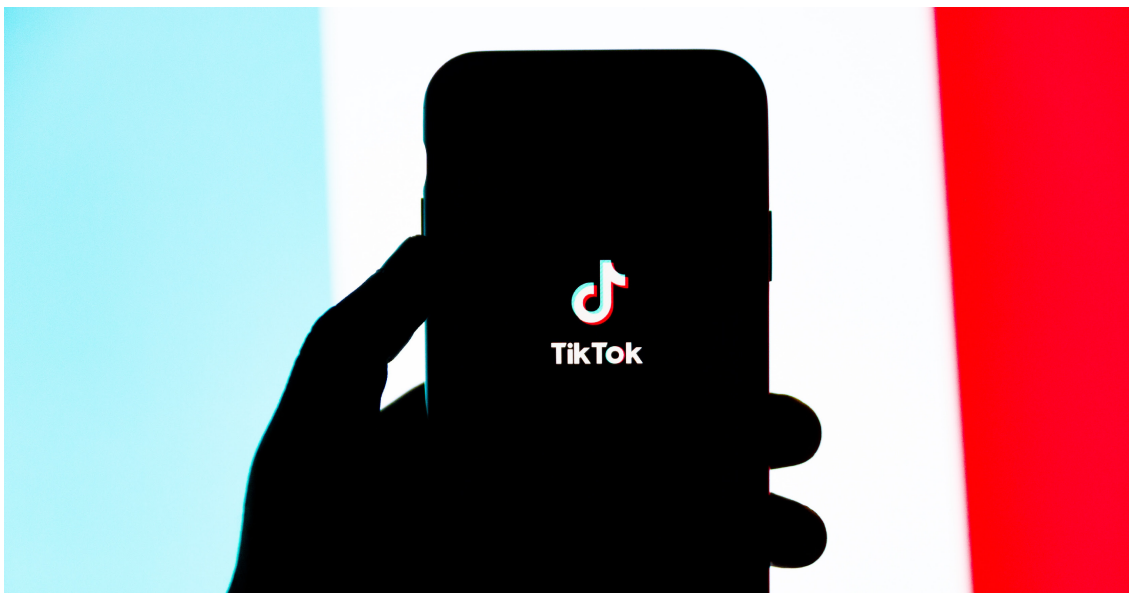
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Hoichoi and Dolby collaborate for immersive Bengali content

Hoichoi, an on-demand **Bengali** content streaming platform has partnered with **Dolby** Laboratories, Inc, a company delivering breakthrough audio and visual experiences to billions of consumers worldwide. The two companies have collaborated to deliver an enhanced audio experience for viewers in Dolby Atmos. Hoichoi announced that noted director Srijit Mukherji's much-awaited series '**Feludar Goyendagiri**' will stream in Dolby Atmos to compatible mobile and home devices.

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Tiktok's ByteDance denies India relaunch but sells stake in

short video app Josh's parent company, VerSe Innovations

Last week, according to a report by The Economic Times, **ByteDance** – the parent company of short video app TikTok – has reportedly been in talks with Indian partners who can help the company relaunch in the Indian market.

ByteDance has reportedly been in conversation with the Hiranandani Group, which operates data centres company, Yotta Infrastructure Solutions. However, a senior government official quoted in The Economic Times said, “There have been no formal talks with us yet. But, we have been informed of the plans. As and when they come to us for approvals, we will examine their request.”

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News from around the world



TuneCore overhauls pricing to offer unlimited music distribution for a single annual fee

Believe-owned DIY music distributor **TuneCore** has overhauled its pricing structure for independent artists – in what it says is its “biggest change since opening for business 16 years ago”.

Announced today by Andreea Gleeson, TuneCore’s Chief Executive Officer, the platform is introducing new ‘Unlimited Release Pricing Plans’.

What that means: TuneCore is – for the first time in history – enabling artists and labels to distribute an uncapped amount of music to services like **Spotify** and **Apple Music** each year for a single annual price.

via musicbusinessworldwide.com



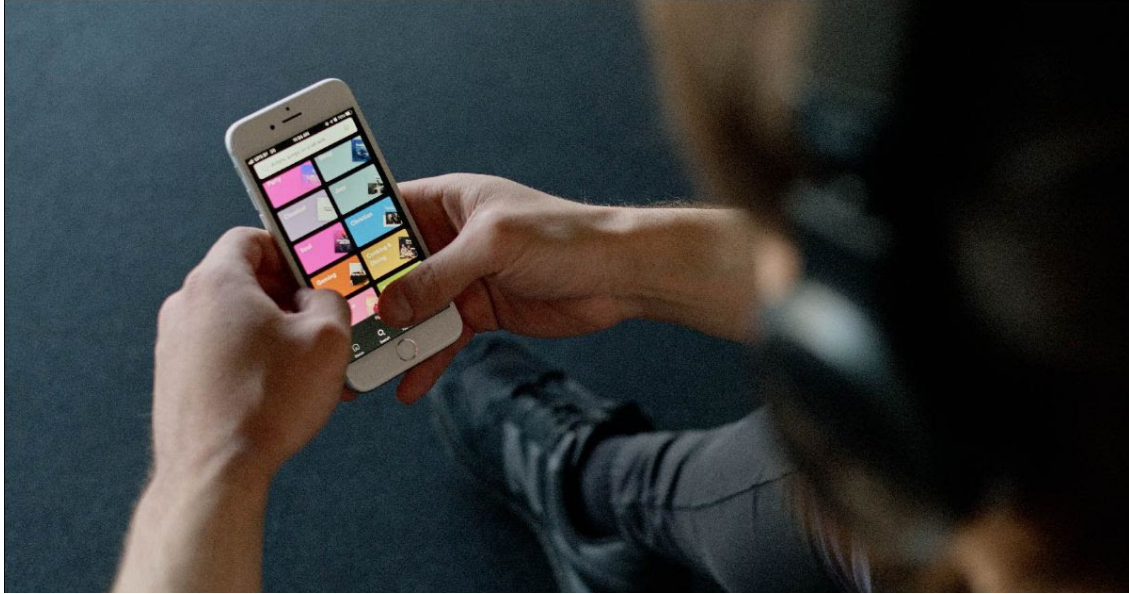
Spotify's Cannes Lions line up includes Kendrick Lamar, Dua Lipa and Post Malone

Spotify has revealed its performance and panel lineup for this year's Cannes Lions Festival, taking place Monday, June 20 to Thursday, June 23. (The festival runs through June 24.)

Back for an encore is Spotify Beach, which will make its home on the Croisette daily from dusk till dawn.

Performances take place each night and will feature **Kendrick Lamar**, DJ Pee .Wee, aka Anderson .Paak, Kaytranada, the Black Keys and **Post Malone**, plus an unannounced artist, which Spotify revealed will be Dua Lipa.

via ***variety.com***



Spotify Pie is the latest viral website that analyses your Spotify data

Spotify Pie analyzes your Spotify listening and organizes it into a highly sharable pie chart of all the genres you've listened to in the last month. The website doesn't just reveal your most listened to genres but also lists your top artists of the month below the colorful chart. The website was created by UCLA student Darren Huang and the clever tagline reads, "Bake your monthly genre pie."

Spotify Pie takes advantage of how Spotify categorizes each song into *very* specific genres. My personal pie featured everything from "metropopolis" to "deep underground hip hop" to "boyband."

via ***mashable.com***

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