

# Pitch

The Music Plus  
Newsletter

This week, Achille Forler talks about a new model for royalty sharing with SyncMama. We delve into how short form video content is driving music discovery in the country, TuneCore announces a slate of new Pricing Plans for artists and Digital music education start-up Spardha raises Rs. 8 crore! Spotify closed the acquisition of digital audiobook distribution co. Findaway and HYBE's share price plummets as BTS take a break from the spotlight.

*The Pitch has it all. Read on.*

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## **Features**



### **Achille Forler's SyncMama making royalty sharing in music more equitable**

When Parliament was discussing amendments to India's Copyright Act, Achille Forler was there.

"I was the only publisher who testified in the joint parliamentary committee," remembers Forler. The result were two amendments that heavily impacted music publishing in India.

Now, Forler seeks another change – to make music licensing accessible with SyncMama which launched earlier this year.

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### **Short form content 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 between 2019 and 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.

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### **Listen To Episode 1 of Changing Tunes - The Music Plus Podcast**

## Vishakha Singh, VP, WazirX



**changing  
tunes**  
The Music Plus Podcast

In the first episode of Changing Tunes, Vishakha Singh from WazirX NFT Marketplace has all the answers to an important question – what can blockchain tech do for music?

Vishakha Singh is an Indian actor and award winning film producer and a two-time successful start-up co-founder who has actively worked in the fan engagement space for the past five years. Currently, she is the VP at WazirX NFT marketplace and leads the business and marketing initiatives.

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

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### **Industry news you need**



### **TuneCore announces Unlimited Release Pricing, including free distribution for new artists**

**TuneCore**, the independent digital music distributor for self-releasing artists, has announced a slate of new 'Unlimited Release Pricing Plans'. Since its inception, TuneCore, a division of global digital music company **Believe**, has democratised

access to music distribution for self-releasing artists by introducing the first flat fee, pay-per-release distribution model on the market.

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## **Digital music education start-up Spardha raises Rs. 8 crore in funding**

Digital music and performing arts education platform, **Spardha** has raised Rs 8 crore in a Pre-series A2 round led by Inflection Point Ventures.

Spardha is a digital training platform that leverages curated curriculum, certified teachers and technological solutions to offer personalised trainer-assisted online classes. Founded by Saurabh Srivastav, Amrita Srivastav and Rikhil Jain, Spardha uses a proprietary system to hire, up skill and manage teachers professionally.

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## **After raising \$65 Million, Music making platform BandLab hits 50M users milestone**

Today, Singapore-based BandLab has announced a milestone of 50 million users on its platform, up from 30 million users in March 2021.

In addition to today's user number update, BandLab has also announced a new initiative called the Creator Grant.

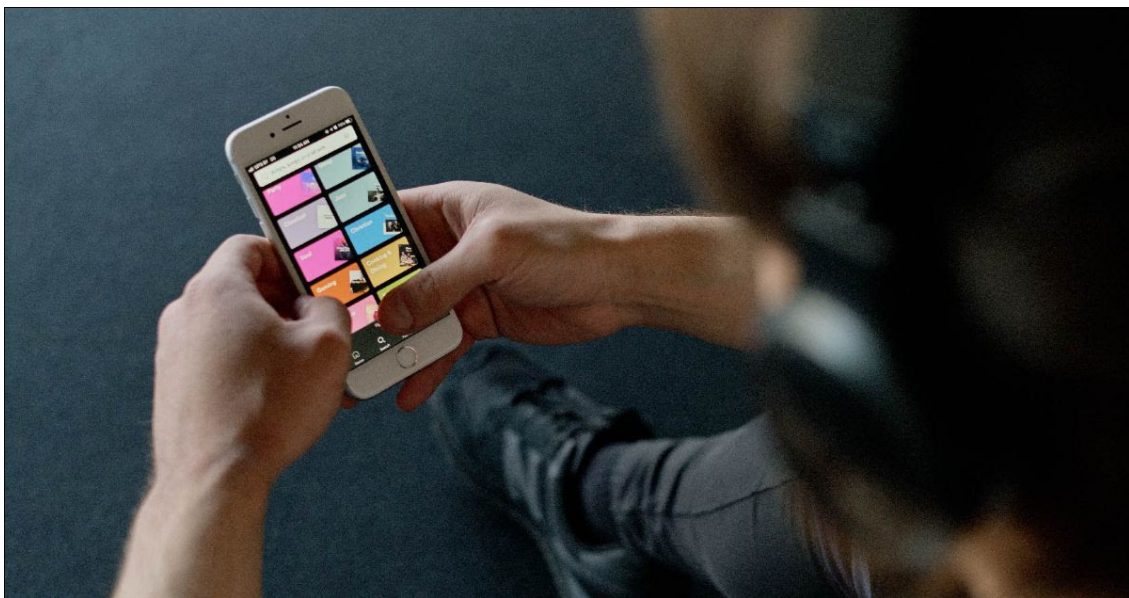
This grant will total USD \$60,000, and will be awarded to select individuals on BandLab, who the platform says "have shown great growth and resourcefulness in their efforts to reach new musical heights".

via [\*\*musicbusinessworldwide.com\*\*](#)

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## **News from around the world**



## **After signalling audiobooks push at its Investor Day, Spotify closes acquisition of Findaway**

**Spotify** has closed the acquisition of digital audiobook distribution company Findaway.

The company entered into a definitive agreement to acquire Findaway in November 2021. The terms of the transaction were not disclosed.

Spotify's buyout of Findaway positions the company to be able to compete in an audiobooks sector currently dominated by the likes of Audible, which was acquired by **Amazon for \$300 million** in 2018.

via [\*\*musicbusinessworldwide.com\*\*](#)

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## **Songclip announces multi-year agreement with Universal Music Group and Universal Music Publishing Group**

Songclip, the world's only patented music clip company, today announced a multi-year global strategic partnership with Universal Music Group (UMG), the world leader in music entertainment and leading, global music publisher, Universal Music Publishing Group (UMPG).

Songclip, creators of the patented Songclip API, will integrate music from UMG and UMPG's unrivalled artist and songwriter roster "*as a feature*" in consumer applications and across global social platforms, managing and facilitating search, catalog & compliance, licensing, royalty payments and reporting.

via [universalmusic.com](https://universalmusic.com)

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## **HYBE share price plummets as BTS announce break**

BTS shared some shock news this week that spooked investors in HYBE, the publicly-traded K-pop company behind the group.

Yesterday (June 14), the K-Pop superstars published a ‘BTS Dinner Party’ video on their **official YouTube channel** to their 67.9 million subscribers.

Over dinner, the band discussed challenges they’re facing – and revealed that they would be taking a break to pursue solo projects.

Today (June 15), in an official press release, HYBE-owned label BIGHIT MUSIC confirmed that the group will be focusing on solo projects going forward, but added that they will also remain “active as a group”.

via ***musicbusinessworldwide.com***

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