

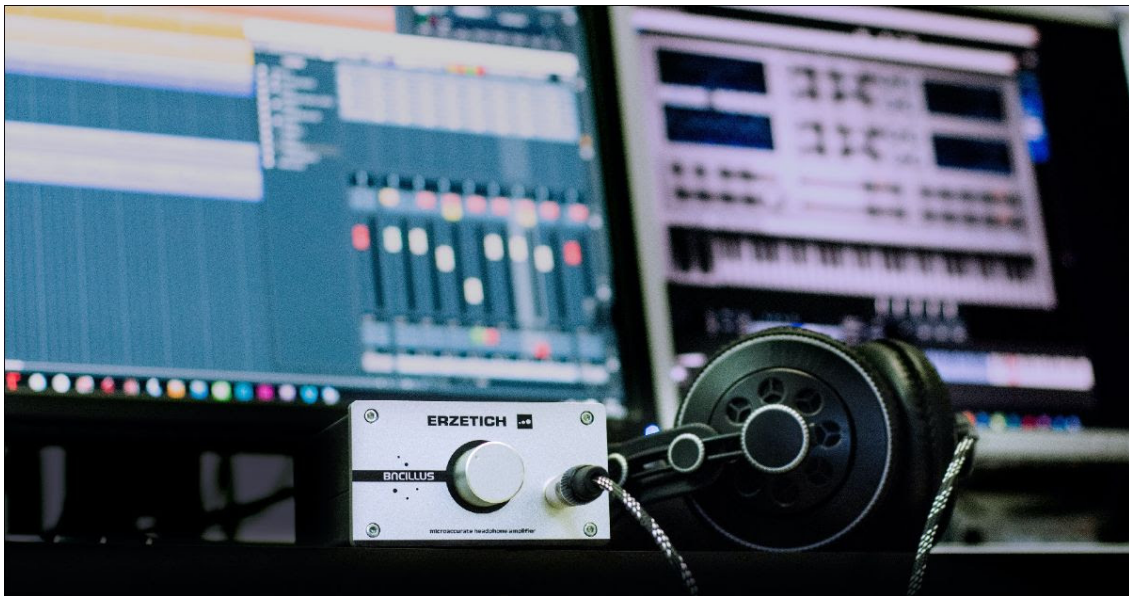
Pitch

The Music Plus
Newsletter

This week we're talking music distribution and marketing with Horus Music India's Chandrika Shah. Digital content brand, Arré has launched a women-first audio app, while PwC's latest report had some good (and bad) news for the Indian music industry. Napster 3.0 makes a comeback with plans for a web3 launch, and a lot more.

The Pitch has it all. Read on.

Features



'Distribution and marketing are inextricably linked in an already over-saturated market,' says Chandrika Shah, Horus Music India

“Offering different options for distribution gives us the flexibility to assist artists at all levels in their career,” says Horus Music India head Chandrika Shah in an exclusive chat with **Music Plus** talking about the Indian market. “They could be serious musicians or hobbyists. New or established. Regional or national. Instrumentalists or vocalists. Classical or pop. Horus Music truly has something for everyone”.

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Music Preservation in India

Do kids these days care about the difference between a tappa and thumri? It's true that we learn about our musical heritage all wrong. We're not given any context about class, caste or history.



However, there are a few archives that are filling in the gaps, one recording at a time to reconnect us with our roots. But the adversary is inevitable like dust and decay, or the ignorance that comes with the omission and commission of history.

Here are five initiatives that are fighting the good fight, guiding us back to the treasure we have lost and reminding us of the many human lives spent in practice so that tradition could grow and survive.

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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.***](#)

Industry news you need



Arre launches Project Voice, a women-first audio app for content creators

Digital content brand, **Arré** has announced Project Voice a women-first **audio** app aimed at building a new generation of creators. The app (beta version) is currently live on the Play Store and open on an invitation basis to women and anyone who identifies as a woman. Launched in Hindi, Tamil and English, the app will soon offer other Indian and global language options to create audio content.

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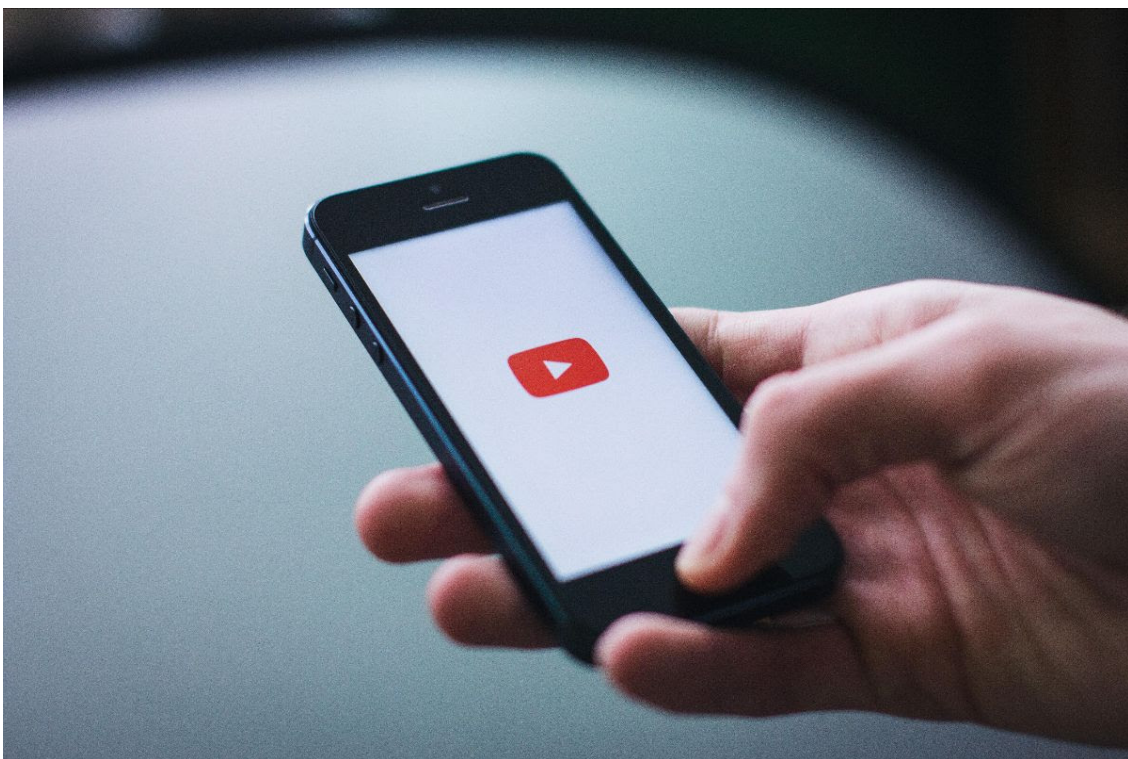


India's live music industry shed two thirds of revenue during the pandemic, says new PwC report

India's **music**, radio & podcast segment grew at 18% in 2021 and is set to grow at 9.8% CAGR to reach Rs 11,536 crore by 2026, according to a report by global consultancy firm PwC.

The document titled 'Global **Entertainment & Media** Outlook 2022-2026' is PwC's 23rd annual report chronicling and forecasting the sector spending by consumers and advertisers across 52 territories.

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Sidhu Moosewala song, 'SYL' referencing the Sulej Yamuna link project, removed from YouTube India

Almost a **month** after he was killed, Punjabi singer and politician Sidhu Moosewala's first posthumously released track '**SYL**' has been removed from YouTube India after a complaint submitted by the government.

The message **said**, "The message on the singer's YouTube **page** said: 'This content is not available on this country domain due to a legal complaint from the government.'"

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News from around the world



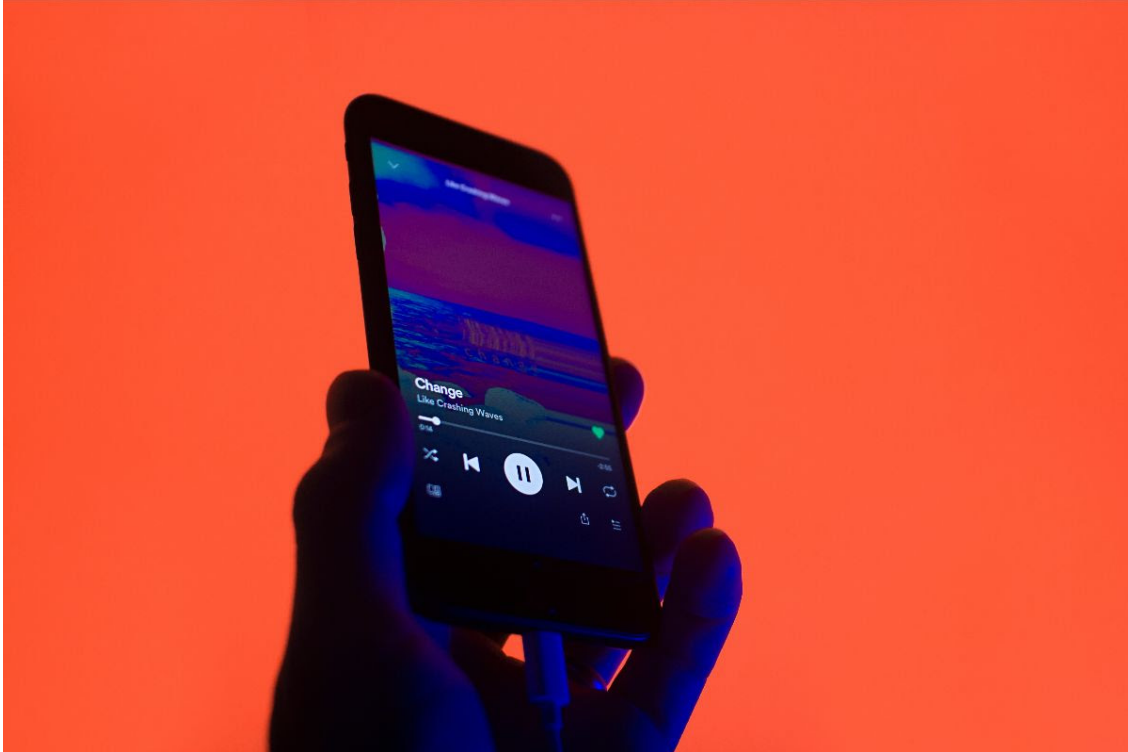
Napster publishes 'litepaper' on its plans for a web3 relaunch

In May, Napster was **acquired by a pair of companies from the web3 sector**, Hivemind and Algorand, who promised to "bring the iconic music brand to web3". But what does that actually mean?

We know more this week from the launch of a '**Napster 3.0**' section of the company's website, and the **accompanying publication of a 'litepaper'** outlining its plans to "launch as a decentralised music-first ecosystem to the benefit of fans, music makers and rights holders". There will be tokens, of course – \$NAPSTER – but also a "range of tools to establish, build and manage a super-connected fanbase" for artists.

via **musically.com**

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The surprising reemergence of Kate Bush's Running Up That Hill & Nostalgia culture

The music industry is undoubtedly capitalising on nostalgia. It is enough to take into account the rush of major labels to buy the back catalogues of musicians such as Bob Dylan, David Bowie and Paul Simon.

Major labels view these purchases as sound investments. The songs of these artists are already popular. So, instead of risking money and splashing on a young artist who may not be successful, majors are opting for a lower-risk investment.

via AmplifyYou

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Kanye West sued for allegedly sampling Chicago House legend Marshall Jefferson's music without permission

Kanye West has been hit with a lawsuit for the alleged copyright infringement of a sample used in the track *Flowers* on his *Donda 2* album.

The legal action was filed in New York on Wednesday (June 29) by Ultra International Music Publishing, citing its client – Chicago House music pioneer Marshall Jefferson – who, as the lawsuit states, is “often referred to as the Father of House Music”.

via [**musicbusinessworldwide.com**](https://musicbusinessworldwide.com)

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