

Pitch

The Music Plus
Newsletter

ICYMI: we delve into the evolution of Indian short video from self-expression to social commerce and music preservation in India. Lots happening in the FM space, Chingari partners with BIG FM for cross platform content sharing and Mirchi launches its own audio OTT app. Snoop Dogg still believes in that NFTs are the future as Travis Barker launches his first set of NFTs.

The Pitch has it all. Read on.

Features



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

From streaming DSPs like **JioSaavn** (in collaboration with **Triller**) to messaging giant WhatsApp and Amazon Mini TV have all bet on the power of short videos, even as **Spotify** is mulling adding a video option to compete with TikTok. 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.

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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



Chingari powered by \$GARI partners with BIG FM for cross platform content sharing

A leading social video app, **Chingari** powered by \$GARI, has announced a partnership with one of India's leading radio stations, BIG FM. The partnership will give Chingari users' access to BIG FM's **short video** content.

With the collaboration, **BIG FM** will be looking at expanding its reach to millions of Chingari users and making its shows and programming available across varied groups. Chingari has been striving to deliver immersive, engaging features to its creators and users. The addition of BIG FM Content to Chingari's content portfolio will help increase time-spends on the app.

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Spotify launches Radar podcasters to support emerging audio creators

Swedish music streaming giant, **Spotify** has launched a new program to provide support to podcasters across 15 global markets. Titled, Radar Podcasters, the new initiative will elevate **podcasters** from around the world and help grow their audiences. The program's format and name borrows from Spotify's similar efforts to boost up-and-coming artists and musicians.

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Radio network Mirchi launches audio OTT app, Mirchi Plus

Leading network of private FM radio stations, **Mirchi** has launched its app, **Mirchi Plus**. In an effort to become a phone-first brand, the Mirchi Plus app offers a huge library of original audio stories, podcasts, videos, entertainment news and more.

Mirchi Plus, owned by the Entertainment Network India Ltd (ENIL) a subsidiary of The Times Group, offers a bouquet of content across 10 Indian languages – English, Hindi, Punjabi, Marathi, Gujarati, Bangla, Telugu, Tamil, Malayalam, and Kannada. The audio content spans genres such as drama, comedy, romance, horror, thriller and more. Also, Mirchi Plus will launch new marquee **audio** shows every month.

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News from around the world



Snoop Dogg still believes NFTs are the future despite the crypto

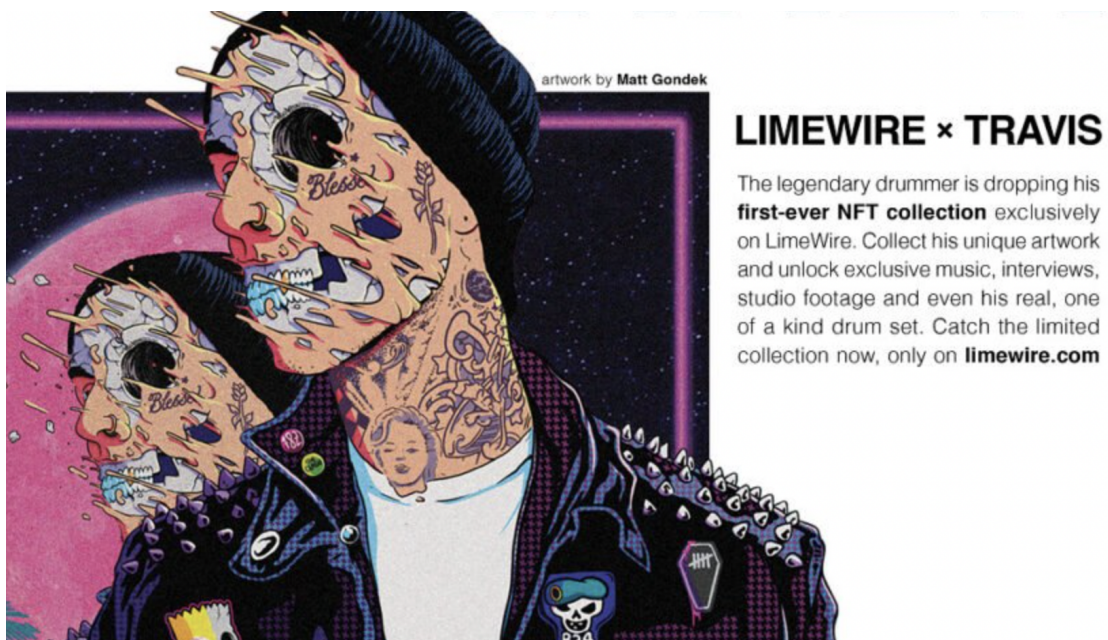
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While these days he's well-known for his focus on Web3 and particularly NFTs, Snoop Dogg has long been an early adopter. In 2014, he was part of a \$50 million investment into Reddit. Then valued at around \$500 million, the platform is today valued at \$15 billion, according to Pitchbook data.

"I know (NFTs) have a great opportunity to be big in music, because sooner or later the labels are going to have to come on in," Snoop says in his **recent interview with CNBC**. "They're going to have to come on home and sit at the table and understand that catalogs and things they hold onto are better served on the blockchain than sitting in the catalog collecting cobwebs."

via **digitalmusicnews.com**

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Travis Barker releases first set of NFTs via Limewire, as former file-sharing platform officially launches collectibles marketplace

Travis Barker, Brandy, Nicky Jam, Aitch, Dillon Francis, FitLit Club featuring Jim Jones, Maino, Dave East, and Fabolous, Gramatik, 7 Aurelius and Elijah Blake will be releasing exclusive NFT collections on the LimeWire marketplace in the coming weeks.

LimeWire's official rollout follows the news in May that the platform had struck its **first major label partnership** with **Universal Music Group (UMG)**.

via **musicbusinessworldwide.com**

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Major publishers tackle streaming services over songwriting royalties

Executives from all three major publishers have been talking about streaming services and licensing, as **part of Synchtank's ongoing report into the publishing market**. Given the swirl of conjecture about whether they are hampered from advocating more strongly for higher rates by their parent companies, that's a notable moment.

"The biggest challenge that I see right now is the fact that we can't have a sensible negotiation with a lot of the services in the US," said Sony Music Publishing's Antony Bebawi.

"The licensing system in that market is very complex, and it is consistently used by the services to try and reduce the amounts of money that they pay to songwriters. And to try to reduce it to a level that's below what's being achieved in free market negotiations outside of the US."

via ***musically.com***

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