

# Pitch

The Music Plus  
Newsletter

ICYMI: we had a chat with TuneCore's India head Heena Kriplani about the company's areas of focus in India as Facebook India (Meta's) Paras Sharma to understand the role of Indian music in the platform's way forward. Indian short form content can achieve \$19B monetisation potential by 2030; Airtel is all set to buy Gaana; and Spotify has announced new features for their paying users. Plus, rumour has it that SoundCloud is about to lay off about 20% of its workforce.

*The Pitch has it all. Read on.*

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## **Features**



**Heena Kriplani: 'The artist's growth is more important than retaining their patronage'**

After more than a decade at Gibson Brands, Inc. as Director of Entertainment Relations, Asia, **Heena Kriplani** joined **TuneCore** in 2020. With 18 years of solid music industry experience, Kriplani has previously worked at EMI Virgin Music and co-founded Cinnamon dedicated to sync and in-film opportunities for local and international talent.

TuneCore was launched in July 2020 with the aim to be a truly localised global resource that serviced Indian artists and focused on their specific needs. “Happy to say that our unwavering focus has proved fruitful,” says Kriplani. “We’ve grown exponentially and taken our artists with us. Or rather, they’ve taken us with them. Our successes and growth are closely linked.”

In a bid to service today’s artist’s evolving needs, TuneCore recently announced their **Unlimited Pricing** packages that distributes music with no limits and total independence. **Music Plus** has a chat with TuneCore’s India head Kriplani to understand TuneCore’s areas of focus and way forward.

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### **'The way music is driving trends in SFV is transformative for the music industry', says Facebook India (Meta's) Paras Sharma**

Recently, Instagram India launched a collection of #1MinMusic from 200 artists across the country for exclusive use on Reels and Stories in a bid to level up the platform’s short form video creation. Incidentally, Reels has also been a global stage for music and artist discovery in the country ever since its launch. With approximately 230 million users, India is the largest market for Instagram and there are reportedly, six million reels created daily.

In a recent interview with Business Today, the company revealed they’re running tests to explore ad supported revenue opportunities with enabling payments through DM being the latest. Now **Music Plus** has an exclusive chat with Paras Sharma,

Director and Head of Content and Community Partnerships at Facebook India (Meta) to understand the role of Indian music in the platform's way forward.

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### **Listen To Episode 1 of 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**



### **Indian short form to reach \$19 billion monetisation potential by 2030: Redseer report**

Indian short-form apps have a monetisation opportunity of \$19 billion by 2030, according to a new report by Bengaluru-based consultancy firm, Redseer Strategy Consultants.

Indian short form content is growing exponentially with the 300-million monthly active user (MAU) base courtesy improving quality of content, digital advertising and algorithms. This is expected to reach 600 million and 67% of all smartphone users by 2025.

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## **Indian artistes, Noor Chahal and Kayan are part of YouTube's 2022 Foundry Class**

Ever since 2015, **YouTube Music** has supported independent artistes at various stages of their careers through the annual Foundry class, a global **artist development** programme.

**Noor Chahal** and **Kayan**, are among the 30 artists selected from all over the world to be part of the Foundry class of 2022. This year's class represents 15 countries spanning a variety of genres.

“Foundry gives independent artists a springboard to success and we’re excited to support such emerging artists and reduce barriers along their journey,” said **Pawan Agarwal**, director, music partnerships (India and South Asia), YouTube, in a public statement.

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## **Pocket FM helps Flipkart venture into audiobooks**

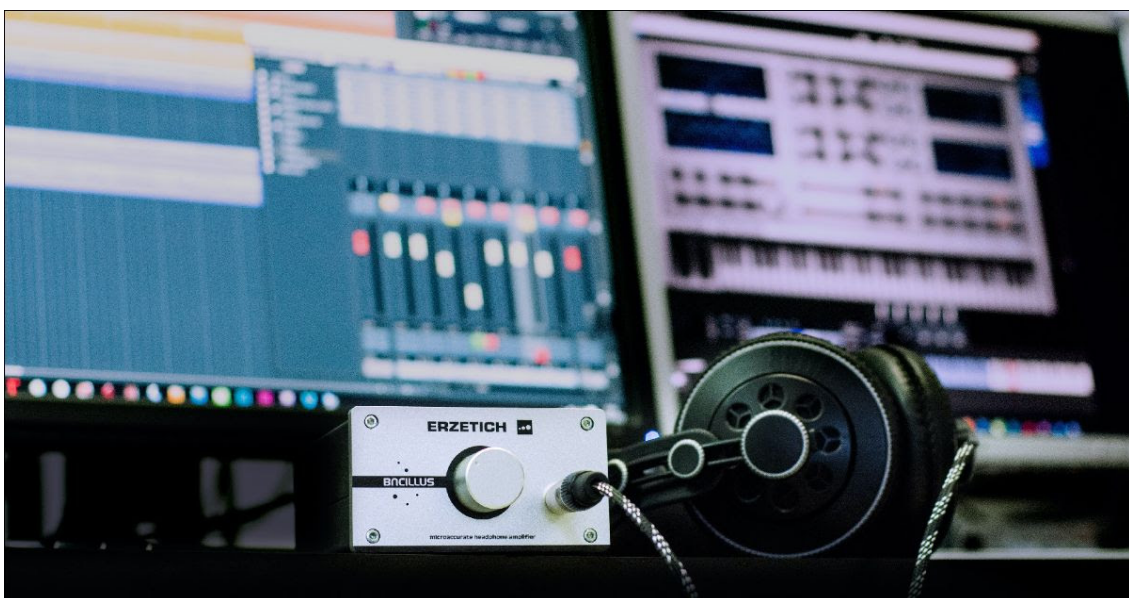
**Audio** streaming platform **Pocket FM** has partnered with homegrown e-commerce giant Flipkart with a strategic collaboration that will enable the latter to enter the audiobooks segment. With this partnership, Flipkart will be able to provide exclusive and licensed audiobooks through Pocket FM to its customer base of over 400 million.

According to research by Pocket FM, India reportedly ranks third in the world when it comes to audiobook listeners, amounting to 25 million.

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## **News from around the world**



## **Telco Airtel poised to buy loss-making Spotify challenger Gaana**

Indian telecommunication services firm Bharti Airtel is said to be in 'serious talks' to buy India-based **Spotify** rival **Gaana**.



The potential deal would see Airtel expand its music streaming offerings as it already runs a similar platform called Wynk Music.

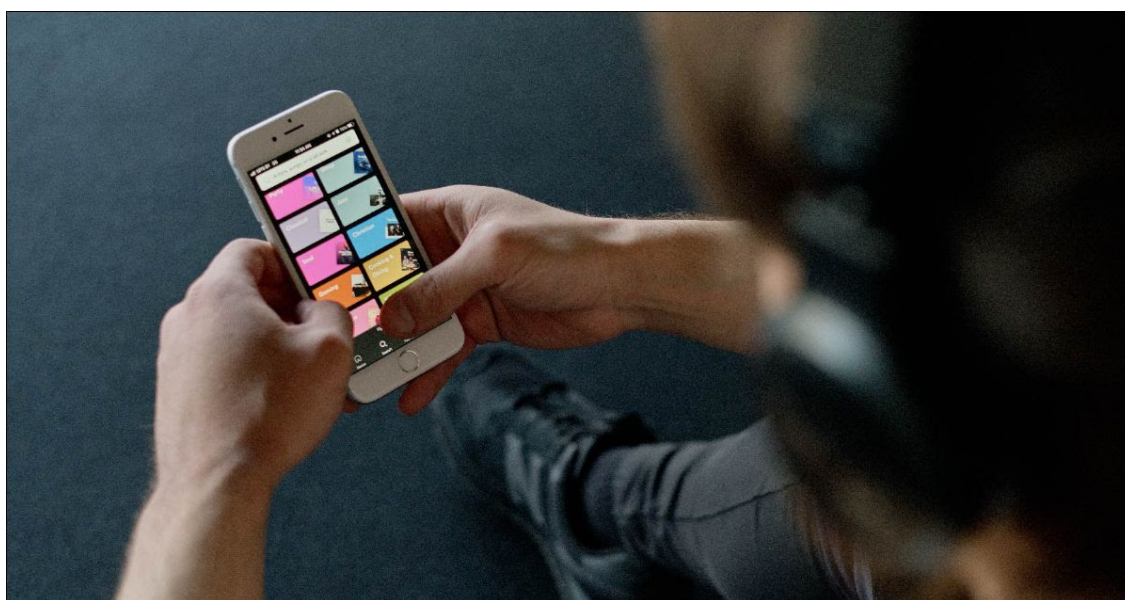
Founded in 2011, **Gaana** hosts popular Bollywood, Hindi, regional, and international music on its platform.

The potential acquisition was reported on Tuesday (August 2) by **Billboard**, citing people familiar with the matter.

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

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### **Spotify to roll out separate play and shuffle buttons for paying users**

**Spotify** is rolling out separate buttons for “Shuffle” and “Play,” allowing users to choose whether or not they want to listen to an album, playlist or an artist in order on the Spotify app.

“This new change will allow you to choose the mode you prefer at the top of playlists and albums and listen the way you want to,” the company said Monday (August 1).

“Whether you love the joy of the unexpected with Shuffle mode, or prefer listening to tunes in order by simply pressing Play, Spotify has you covered.”

The feature is expected to be available in the coming weeks through updates on iOS and Android mobile devices.

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

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## **SoundCloud to lay off 'up to 20%' of its workforce**

SoundCloud employees received an email yesterday from CEO Michael Weissman, who told them “we have decided to make reductions to our global team that will impact up to 20% of our company.” Weissmann also published a version of the email to his **personal LinkedIn account**. It’s not clear how many people will be affected, but it will be a significant number: in its last consolidated accounts report to the UK’s **Companies House**, which covered 2020, **SoundCloud said it employed 392 people**, and insiders told Music Ally that today it’s “around 400”. If true, the layoffs will affect around 80 people.

via ***musically.com***

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