

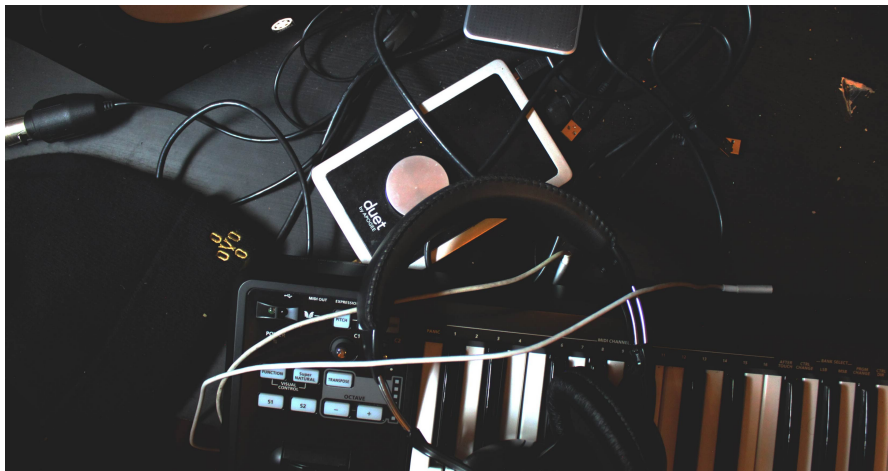
Pitch

The Music Plus
Newsletter

A new Indian start-up, a.live, founded by Abhijit Nath is finding new ways to consume music in the metaverse. Sumeet Sarkar's got your mental health covered with music. SETVI's first artist signed just happens to be an international virtual influencer pop star named Polar. Plus, Warner Music and UMG signed a revenue-sharing deal with Facebook, and Spotify is testing a new website to sell concert tickets to fans directly. There's lots more.

The Pitch has it all. Read on.

Features



Abhijit Nath's a.live is developing new ways to consume music in the metaverse

Abhijit Nath wants to bring back the experience of queuing up with friends outside a record shop to buy a limited-edition LP before it sells out, or waiting for the music video of your favourite artist to drop. But he wants to do that in the **metaverse**. His latest venture, **a.live** promises to offer a new way to consume music.

Dropping an album on streaming platforms or even releasing a music video can be a hard win, a.live offers a potent way for artists to create and grow their reach in an immersive way in the metaverse. More importantly, they also create exclusive content (remixes, spatial audio, bonus content) and sell that to their superfans. Being a musician himself, Nath, the founder of a.live is walking the bridge where technology and art forms meet and sway to the tunes of Web3 innovation.

Nath, CEO and founder of the company, has built an immersive, interactive and inclusive platform where **every song is a world**. Though they are currently in alpha, they are looking forward to their big beta release shortly, with a series of exciting releases by both independent and label artists.

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'Turning ideas in your head into recorded audio is important,' says music composer Sumeet Sarkar

He's worked as an orchestrator for the series 'Ginny and Georgia' and the documentary, 'RUTH – Justice Ginsburg in her own Words' along with managing the MIT Symphony Orchestra. But Los Angeles-based award-winning violinist and music composer, Sumeet Sarkar always been interested in music's impact on mental health. With his latest effort, 'Cymatic Chronicles Vol 2', Sarkar – who grew up in South Africa – talks to **Music Plus** about his interest in exploring sonic solutions for mental wellbeing; his new venture, Project Serenity that provides music to content creators; and how his art is transcending platforms and mediums.

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



Our third podcast guest for Changing Tunes is Mumbai-native, Kunal Khambhati, who is the Head of Live Events and IP at BookMyShow.

In conversation with host Animesh Das, we focus on live events – as they evolve and change for the times ahead.

[Tune in here.](#)

Industry news you need



Big Bang Music and Moj collaborate to promote new artists

Music label, **Big Bang Music** and short video platform, **Moj** have joined hands for a strategic collaboration to launch new songs with Moj creators featuring prominently in their releases to leverage the power of the **short video** format.

Each song features an exclusive pre-release of the audio on Moj, with the video sharing platform's creators featuring prominently in the YouTube video, and a Moj in-video integration during the video as well.

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Sony Entertainment Talent Ventures India now represents international virtual popstar Polar, in India

Sony Entertainment Talent Ventures India (**SETVI**) has signed their first ever virtual influencer, the popstar **Polar**, exclusively in India.

SETVI is India's first talent and **metaverse** advisory business and will offer Polar representation for all metaverse and **web3** opportunities worldwide. Accordingly, SETVI will help Polar unleash different marketing and promotional associations across leading brands. Furthermore, SETVI is planning to launch a virtual concert with Polar soon.

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Spotify collaborates with Asiaville to launch new program for Tamil and Malayalam podcast creators

Streaming platform **Spotify** has collaborated with content network **Asiaville** to launch 'Create with Anchor', a new program that will enable the discovery of 1,000 regional language podcast creators in **Tamil** and **Malayalam**.

The program's first phase will focus on Tamil podcast creators, with the initial call for applications currently live. The launch dates for the Malayalam podcasters will be announced shortly after. The application process will run for a period of three weeks, during which time candidates can apply **here**.

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News from around the world



Warner Music joins UMG in inking revenue-sharing deal with Facebook (Meta)

Warner Music Group has become the latest major music company to announce a fresh licensing deal with Meta. The agreement will enable WMG and its artists to receive a portion of revenue from the use of licensed music on **Facebook** creators' posts.

via ***musicbusinessworldwide.com***

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Live Events

Your destination for live events by creators you love, ticketed by Spotify

**Limbeck**

Rebel Lounge, Phoenix
Sun, Sep 11, 8:00 PM MST

**Annie DiRusso**

7th St Entry, Minneapolis
Wed, Oct 5, 8:00 PM CDT

**Dirty Honey - California Dreamin Tour**

Ventura Music Hall, Ventura
Thu, Oct 6, 7:30 PM PDT

Spotify tests selling tickets straight to fans

Spotify's testing a new website to sell concert tickets directly to fans, as **first reported by *Music Ally***. The site, **dubbed Spotify Tickets**, currently has a limited selection of upcoming US-based concerts for participating artists like Limbeck, Tokimonsta, and Annie DiRusso.

Spotify already partners with Ticketmaster, Eventbrite, and See Tickets to sell tickets through **its new Live Events Feed**, where you can browse nearby shows and purchase tickets through a third party. The new Spotify Tickets site, however, lets you buy tickets through Spotify itself.

via ***theverge.com***

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Spotify's online studio Soundtrap launches live collaboration, auto-save tools

Soundtrap, a digital audio workstation acquired by **Spotify** in 2017, is offering live collaboration and auto-save tools as new test features, allowing artists to work on a project from different devices in real time.

The new features that are currently in beta were revealed by Bryan Johnson, Spotify's head of international artist and industry partnerships, to **Music Ally** in an interview on Tuesday (August 9).

Apart from live collaborations and auto-save tools, Soundtrap will also allow commenting so that collaborators can share feedback on a certain section of their podcast or music projects.

via ***musicbusinessworldwide.com***

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