

Pitch

The Music Plus
Newsletter

Prashan Agarwal says FanTiger will provide artists with the means to all the layers of music making: funding, marketing and distribution. ICYMI: we spoke to Meta's Paras Sharma about the role of Indian music in the platform's way forward. Divo releases Spotify exclusive podcasts, while Spotify on the other hand, is strengthening its partnership with Samsung. Sitar maestro Purbayan Chatterjee drops his NFT; Wynn Music launches Music distribution network Wynn Studio, and more.

The Pitch has it all. Read on.

Features



FanTiger's Prashan Agarwal: 'The idea is to launch about 40-50 songs in the next 6 months.'

A few days ago, Punjabi singer and actor Sunanda Sharma's **song**, '9-9 Mashukan' released along with the drop of 2,370 NFTs on **FanTiger**. The singer, who terms NFTs as a 'revolutionary technology', is giving away a 0.008% royalty for Silver NFT collectors (₹799); 0.04% royalty share for Gold NFT collectors (₹3,999); and 0.4% share to Platinum NFT holders (₹ 39,999). Other perks include access to listening parties and concerts, future material and a video call with the artist.

The platform onboarded to facilitate Sharma's NFT was **conceived** early this year and established shortly after in April. Founded by **Prashan Agarwal** – former CEO

of homegrown music streaming DSP Gaana – FanTiger wants to be the music NFT platform that brings Web2 audiences into the Web3 fold. The company wants to provide artists with the means to all three layers of music making: that is funding, marketing and distribution; by leaning on their fanbases in Web3. “We are essentially a platform which is enabling wholesale crowdfunding using NFTs,” says Agarwal.

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'The way music is driving trends in SFV is transformative for the music industry,' says Facebook India's (Meta) Parag Mehta

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 Parag Mehta, 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 3 of Changing Tunes - The Music Plus Podcast](#)

Kunal Khambati, BookMyShow



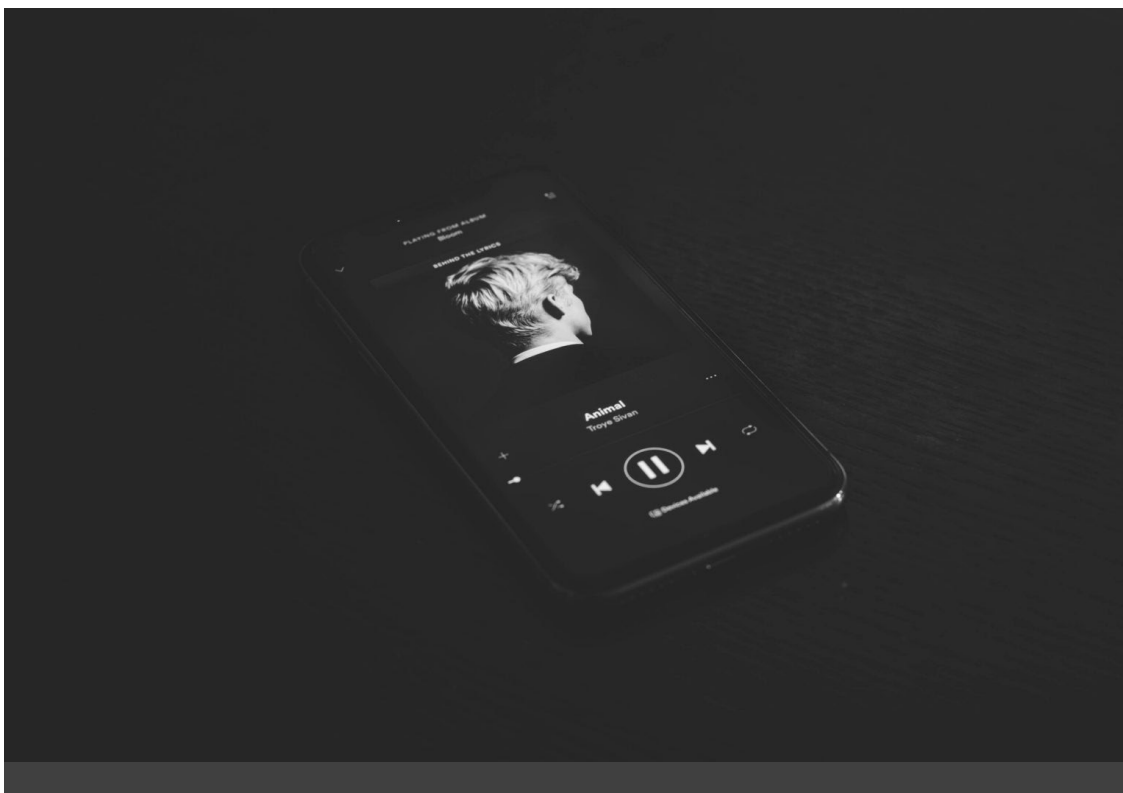
**changing
tunes**
The Music Plus Podcast

Our third podcast guest for Changing Tunes is Mumbai-native, Kunal Khambati, 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



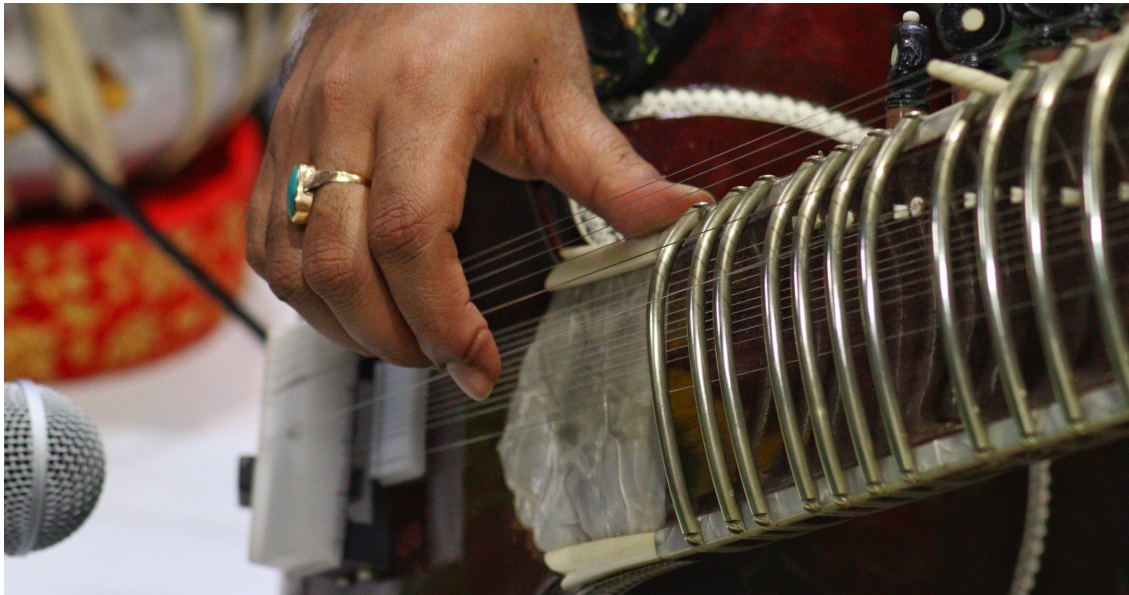
Divo is releasing Spotify exclusive podcasts

Indian digital media and music company, **Divo** has partnered with **Spotify** to launch original podcasts in Indian languages.

With this association, Divo will develop Spotify-exclusive audio content. As of now, Divo has already released eight podcasts on Spotify with RJ Sha, RJ Ananthi, Aranthangi Nisha, Rajmohan, Rishipedia, Kishen Das, Shanthnu & Kiki, and MaKaPa Anand.

Shahir Muneer, founder and director of Divo said, “The podcast market is booming, and Spotify is a global leader in the segment. This makes them the right partner for us to help grow this vertical. Tapping into local talent and markets, is the need of the hour. The journey has just begun, and it is overwhelming to see the positive responses coming in for the released podcasts.”

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Sitar maestro Purbayan Chatterjee drops NFT

Mumbai-based sitar maestro **Purbayan Chatterjee** has announced the drop of his unique **NFT** collection, ‘Pursuits of Purbayan’ (POP) which comprises 11,100 variations, including some of his most celebrated sitar pieces as audio NFTs.

“Art must look to the future; for an artist to stay relevant, he must explore all that is new and POP, much like my collection of NFTs,” said the maestro. “I believe this is a fairly new platform for all kinds of artists to showcase their life and work and add value to it.”

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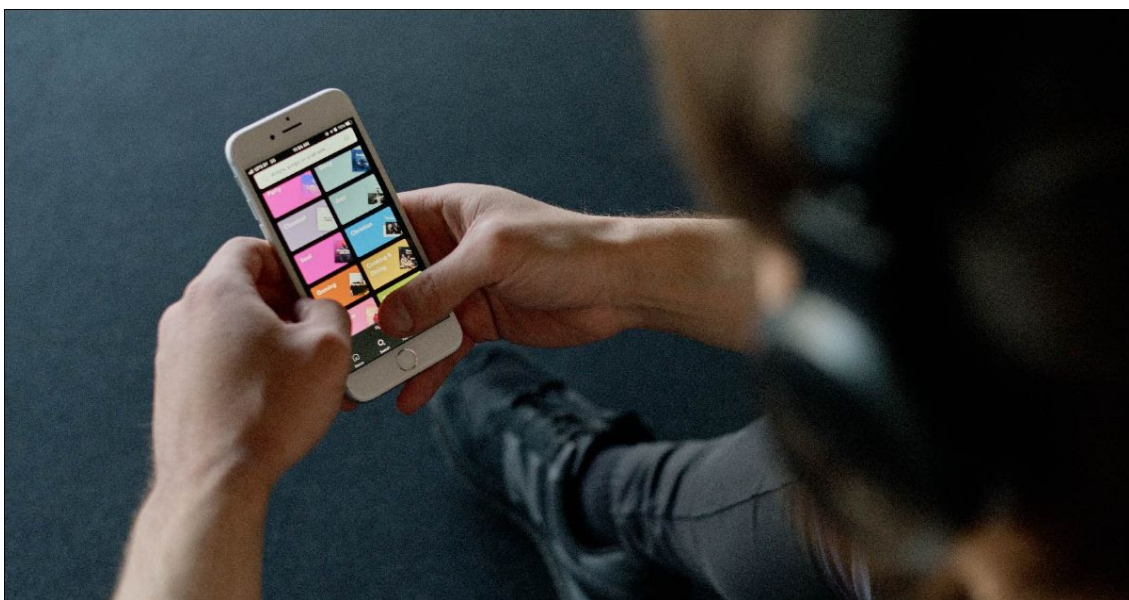


Wynk Music launches music distribution ecosystem, Wynk Studio

Streaming platform, Wynk Music – owned by Bharti Airtel – has announced a music distribution platform for independent artists. The new ecosystem, titled Wynk Studio, will enable artistes to launch their music, will facilitate industry partnerships and help them monetise their music on a host of platforms. The new music released will also be available on Airtel’s digital products portfolio including Wynk, Airtel Xstream, Airtel Ads, Airtel IQ among others. Additionally, Wynk Studio plans to launch 5,000 independent artists on the platform within the next year.

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News from around the world



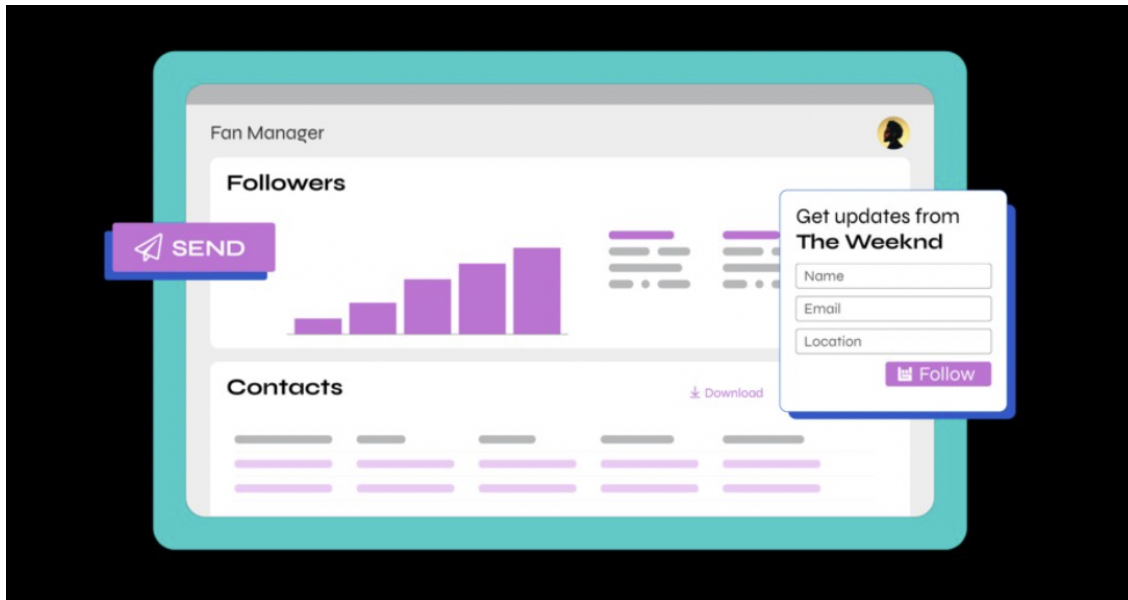
Spotify and Samsung expand their partnership in 2022, with more pre-installs, integrations and free trials

Spotify is **again expanding its 2018 partnership** with Samsung in 2022, the company announced. This year, Samsung and Spotify are working together on a

number of cross-platform integrations involving Samsung phones, earbuds, watches, TVs and more. The deal will again include pre-installations of Spotify's app on Samsung Galaxy phones and Smart TVs, the streamer also noted.

via [*techcrunch.com*](#)

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Bandsintown launches live music marketing tools for artists

Bandsintown has long been a popular way for artists to gauge demand for their tours and connect with those fans. Now it has launched a new 'Fan Management Suite' of tools for them to use as part of its Bandsintown for Artists service.

The new tools include an events widget to embed on their own sites; smart links and signup forms; and a 'Fan Manager' dashboard to which artists and managers can import their existing contact lists and send out emails and messages.

via [*musically.com*](#)

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Meta adds reels features and expands Horizon Worlds rollout

Intensifying competition around short videos is spurring a blizzard of new features across TikTok, Instagram/Facebook, Snapchat and other services. **Meta's latest moves are focused on its Reels format**, including making it easier to cross-post them from Instagram to Facebook.

via ***musically.com***

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