

# Pitch

The Music Plus  
Newsletter

We talk metaverse IPs with eDAO's Mairu Gupta and their impact on musicians. Recently concluded Ziro Festival of Music joins the metaverse with their own music NFT. Good news: the launch of 5G in India will improve music consumption experience for most. Meta's Creator Day was a huge success and it highlighted the platform's commitment to the creator economy. Plus, Priyanka Khimani and Ravdeep Anand launched Fairplay, a new digital platform that aims to structure music licensing and more.

*The Pitch has it all. Read on.*

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## **Features**



### **Metaverse IPs go beyond favoured playlists and top-tier artists, says eDAO's Mairu Gupta**

In June this year, decentralised Ethereum scaling platform, **Polygon** launched the new organisation **eDAO** to help create and spotlight global art, media and entertainment IPs for **Web3**. By eDAO COO **Mairu Gupta**'s own admission, the initiative started out at the 'height of the bull market' not too many months ago.

At the time that eDAO was being formulated as a platform for facilitating virtual events in the **metaverse** for the art world, Gupta says that "interest in **NFTs** was skyrocketing", especially from the Indian and American film and music industries. "Many artists were curious and wanted guidance on entering the Web3 space. So,

there was a product-market fit and there weren't enough folks building in the space; that's how eDAO was formed," says Gupta in a chat with **Music Plus**.

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## **Ziro Festival of Music enters metaverse with its 9th edition**

A few months ago, the St. Giles Church in Wrexham, Wales transformed into a venue for a cross-country gig like no other. Manipuri folk artist **Mangka** Mayanglambam, who incorporates the Moirang Sai of storytelling in her music along with electro soul pop music producer and singer-songwriter, Eädyth performed their collaborative track 'ReRaReHei' at the church as part of Ziro Focus, the international collaborative project in partnership with Focus Wales, UK and produced by the Ziro Festival of Music. The track will soon be available as an NFT, marking India's favourite sustainable music festival's foray into the **metaverse**.

The Wrexham performance was accessible to everyone worldwide as an augmented reality (AR) experience, followed by Mangka and Eädyth's extensive touring across the UK with performances in churches, bars, and arts spaces. Now the Ziro Festival of music which is currently underway in Arunachal Pradesh is recreating another such experience during its ninth edition that's returned to full scale after the pandemic. "We have an AR experience that is something completely new this year," says **Lubna Shaheen**, Programmes Director, Ziro Festival of Music adding that the second AR experience will be a live event during the festival.

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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 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.](#)**

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### **Industry news you need**



### **The launch of 5G will improve India's music consumption experience**

Over the weekend, during the sixth edition of the India Mobile Congress 2022 (IMC) conference at Pragati Maidan in New Delhi, Prime Minister Narendra Modi officially launched 5G telecom services in India. The IMC is a media, and technology forum jointly organised by the Department of Telecommunications (DoT) and Cellular Operators Association of India (COAI).



“5G can unleash new economic opportunities and societal benefits giving it the potential for being a transformational force for Indian society,” said the government of India’s official release announcing the launch of 5G services. “It will help the country leapfrog the traditional barriers to development, spur innovations by startups and business enterprises as well as advance the ‘Digital India’ vision. The cumulative economic impact of 5G on India is expected to reach \$450 Billion by 2035.” However, reports claim 5G could deliver an additional GDP of \$150 billion for the country, between 2025-40.

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### **Multi-city Creator Day 2022 highlights Meta's commitment to India's creator economy**

**Meta**’s annual flagship event to celebrate creators, ‘Creator Day’ took place in Mumbai last week before heading to several other cities in the country. The five-city event will soon reach Hyderabad, Kolkata, Chennai and Delhi, however dates and timings for the upcoming events have not been announced as yet.

The annual event, bigger in scale after two years of COVID-induced virtual meetings, allowed fans the opportunity to meet and interact with their favourite creators while showcasing Meta’s ambitions in the country.

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## **New digital platform Fairplay will bring structure to music licensing in India**

A new digital **licensing** platform **Fairplay** will soon offer end-to-end online licensing of music in India. Founded by entrepreneur **Ravdeep Anand** with lawyer **Priyanka Khimani** as Advisor and Investor, Fairplay's launch was recently announced at the sixth edition of the **All About Music** conference.

The platform aims to simplify music licensing process in India and substantially reduce transaction time and effort. It's being touted as digital marketplace for all categories of owners of musical content – from artists, composers and songwriters, to record labels, publishers and distributors. The platform will not only enable easy licensing and music clearances, but also serve as a repository of content that's carefully curated and catalogued by rights-holders in collaboration with the platform, to meet a wide range of end users.

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## **News from around the world**



## **Amazon and Music Ally launch Amazon Music for Artists for Pro series**

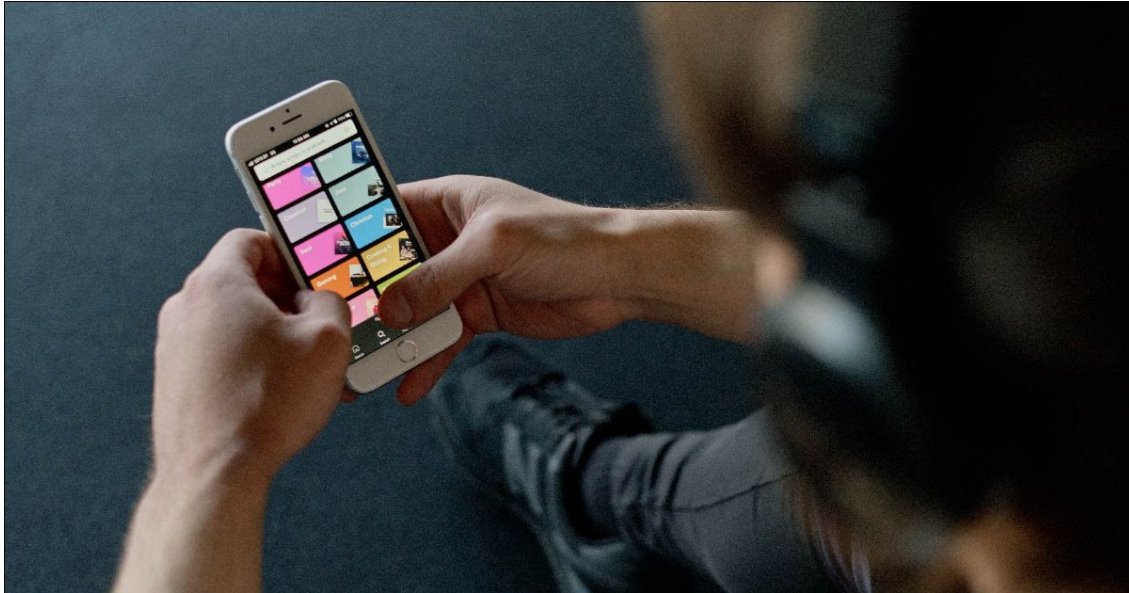
Music Ally and Amazon Music have launched a free five-course video series on Music Ally's educational Learning Hub called the **Amazon Music for Artists Pro Series**.

It's designed to help anyone working in the modern music business – from industry stalwarts at major and indie labels to DIY artists and managers – to effectively build their business with Amazon Music.

via [musically.com](#)

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### **100,000 tracks are being uploaded to streaming services like Spotify daily**

Approximately 100,000 fresh tracks are now being uploaded to music streaming platforms every day.

That's according to two of the most influential figures in the modern music business: **Universal Music Group** CEO and Chairman, **Sir Lucian Grainge**, plus the outgoing CEO of **Warner Music Group**, **Steve Cooper**.

Addressing the **Music Matters** conference in Singapore on September 27, Grainge said that **100,000** tracks were now being “added to music platforms every day”.

He argued that this vast volume of music, plus additional “associated content” on social platforms, is making it increasingly difficult for artists to break through to a substantial audience online.

via [musicbusinessworldwide.com](#)

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## **With Elon Musk in charge, will Twitter finally license music?**

The music industry has long been frustrated with one specific aspect of Twitter’s direction — the platform has not bothered to negotiate licensing deals with major labels and publishers. Instead of paying for the music that might pop on Twitter, the platform has relied on the protection of 1998’s Digital Millennium Copyright Act, a law that provides platforms with what’s known as “safe harbor” from their users’ copyright infringement as long as they respond to takedown notices within a certain window.

The announcement of Twitter’s new owner provided a window for industry advocacy groups to offer a gentle wave in the direction of the negotiating table. “It’s past time to fix Twitter’s broken policy of not paying songwriters,” National Music Publishers’ Association president and CEO **David Israelite**.

via **musically.com**

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