

Pitch

The Music Plus
Newsletter

Let's talk about the new web3 record label on the block, Fools With Dreams, that's hoping to democratise Indian hip-hop. In case you missed out, we spoke to Achille Forler about making music licensing accessible with SyncMama. Saregama has announced a global deal with YouTube and Chingari just launched India's first video NFT marketplace. Oppo announces a partnership of their own with Spotify for customised user experiences. And a bit of good and bad news for Triller as they raise \$200M and got sued by Sony for non-payment.

The Pitch has it all. Read on.

Features



Fools With Dreams is a web3 record label hoping to democratise Indian hip-hop

“One of the first rap songs used in Bollywood was ‘*tune abhi dekha nahi*’ from the 1980 film ‘Do Aur Do Paanch’ sung by Kishore Kumar,” remembers West Bengal-based **Subhrojit Dey** who’s helming the operations of a new hip-hop record label that’s been developed on blockchain to democratise its ownership as well as the creation of art and its monetisation.

Fools With Dreams (FWD) is a platform that onboards and educates artists about how to communicate using web3 tools and the implementation of **NFTs** and smart contracts to music. Simultaneously, they are also educating and interacting with their

fans and promoting the idea of owning the music of their favourite artists and how they can later profit from these digitally signed limited collectible assets.

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Achille Forler's SyncMama is royalty sharing in music more equitable

Around ten years ago, **Achille Forler** was a music producer standing apart from the rest of the industry. Forler, born in France, worked as an attaché at the French Embassy in India between 1990 and 1994 overseeing radio, television, cinema and music.

But in 1995, he quit and set up shop as a music publisher, going down the road that would set him against traditional record labels in a fight about copyright royalties. When Parliament was discussing amendments to India's Copyright Act, Forler was there. "I was the only publisher who testified in the joint parliamentary committee," remembers Forler. The result were two amendments that heavily impacted music publishing in India.

Now, Forler seeks another change – to make music licensing accessible with SyncMama which launched earlier this year.

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

Kunal Khambati, BookMyShow



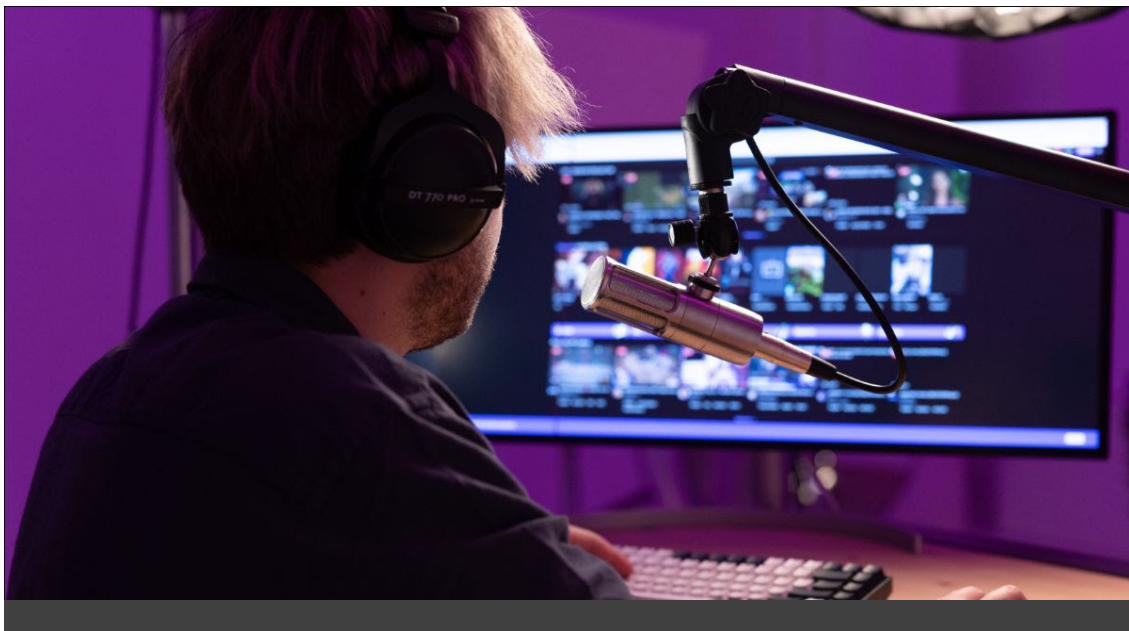
**changing
tunes**
The Music Plus Podcast

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.](#)

Industry news you need



Saregama inks global deal to provide music for YouTube Shorts creators

The oldest record label in India, **Saregama** announced a global deal with **YouTube** for YouTube Shorts — the company's **short form** video sharing platform. The collaboration will allow users all over the world to create short videos using the music label's huge catalogue of Indian music.

The label is home to more than 1.40 lakh tracks spanning different genres, languages and includes film as well as non-film music like devotional tracks, indie pop, ghazals and more.

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Chingari announces video NFT marketplace

Short video platform **Chingari** has launched Creator Cuts, a video non-fungible token (NFT) marketplace.

The new feature allows the platform's biggest creators the opportunity to mint their videos as **NFTs**. Collectors that buy the NFTs will also receive 10% of the revenue generated by the creators in Gari tokens. The video NFT marketplace aims to fuel monetisation opportunities for both creators and collectors. A unique price has been assigned to every video depending on the activity of the creator on the Chingari app. These NFTs can then be bought by anyone (Chingari user/non-user).

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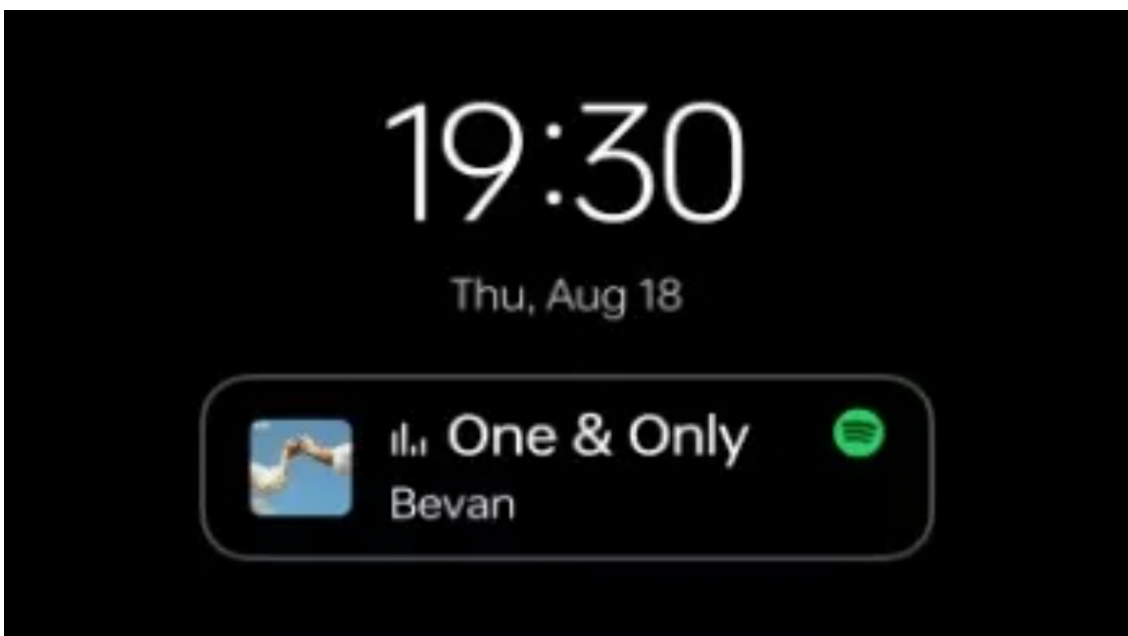


Rockstar outfit Naalayak drops NFT with FanTiger

A few weeks after launching their first NFT, Punjabi singer **Sunanda Sharma**'s '9-9 Mashukan', FanTiger has now come out with their second drop. This time, they've launched India's first independent rock NFT, 'Nusrat' by Chandigarh band, **Naalayak**, led by singer and composer Sahil Samuel.

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News from around the world



Oppo teams up with Spotify for more customised music experience

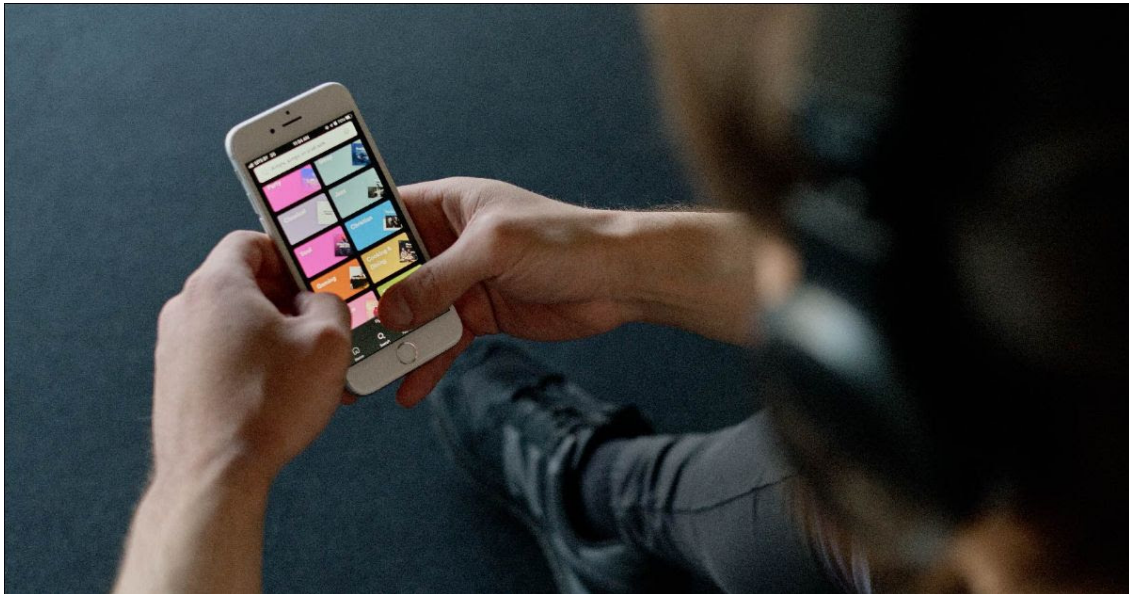
ColorOS 13, Oppo's new interface based on Android 13, is being rolled out since mid August. It is fluid to use and looks good. And it integrates with popular audio streaming platform **Spotify** and allows you to add some custom widgets to it that can be accessed quickly from your home screen.

Today, Oppo formally announced a new partnership with Spotify to create a simple and customizable music experience on Oppo smartphones through the **ColorOS 13** OS.

Thanks to this integration, Spotify app is now on the home screen of Oppo devices, and listeners can get easier access and control to music, podcasts and audiobooks.

via [techradar.com](https://www.techradar.com)

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How Spotify reorganised its marketing team to enable more 'nimble' creativity

Taj Alavi joined Spotify as its top marketer in June last year with a mission to “reconnect” consumers with the “emotional side” of the brand, using creativity at a higher frequency to tap into and create cultural moments and trends.

That ambition led to a reorganisation of the audio streaming service’s marketing function, streamlining multiple “mini organisations” into one cross-functional team and enabling a 5x increase in creative output.

via [marketingweek.com](https://www.marketingweek.com)

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Triller raises \$200M ahead of Q4 IPO; Sony sues claiming non-payment

Triller's announced in June that it was aiming for a September IPO, in a Spotify-style direct listing. The Wrap **has now reported** that the IPO should happen before the end of this year, and that Triller has secured \$200 million in financing in the form of convertible debt, with a target valuation of \$3 billion.

Sony is suing Triller for copyright infringement and seeking damages, as well as requesting an injunction to stop Triller from using its recordings.

via **musically.com**

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