



ADISQ

Association québécoise de l'industrie du disque, du spectacle et de la vidéo

Mardi 28 Avril 2020

À LA UNE AUJOURD'HUI

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Initiatives Canada

***Stronger Together, tous ensemble* récolte 6 millions \$**

L'évènement spécial de 90 minutes *Stronger Together, tous ensemble* a permis de récolter 6 millions pour offrir un soutien immédiat à Banques alimentaires Canada pendant la pandémie de la COVID-19. Une foule d'artistes, d'athlètes, d'auteurs, de militants et même d'astronautes canadiens ont tour à tour pris la parole depuis leur domicile respectif pendant l'émission, qui a été diffusée dimanche sur de nombreuses plateformes. Parmi ces personnalités, on a pu voir Céline Dion, Charlotte Cardin, Georges St-Pierre et Marie-Mai.

<https://www.lapresse.ca/arts/musique/202004/28/01-5271227-stronger-together-tous-ensemble-recolte-6-millions.php>

Télévision





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Soutien

Bandcamp : Support Artists Impacted By the Covid-19 Pandemic

The Covid-19 pandemic continues to impact all of us, and artists have been hit especially hard as tours and shows are canceled for the foreseeable future. With such a major revenue stream drying up almost entirely, finding ways to continue supporting artists in the coming months is an urgent priority for anyone who cares about music and the artists who create it. The pandemic and its impact on the music community aren't over, so on May 1, June 5, and July 3 (the first Friday of each month), we're waiving our revenue share for all sales on Bandcamp, from midnight to midnight PDT on each day. Musicians will continue to feel the effects of lost touring income for many months to come, so we're also sharing some ideas below on how fans can support the artists they love and how artists can give fans new, creative ways to provide support. It may sound simple, but the best way to help artists is with your direct financial support, and we hope you'll join us through the coming months as we work to support artists in this challenging time.

<https://daily.bandcamp.com/features/bandcamp-covid-19-fundraiser>

Online

Clubbing virtuel : quand les plateformes de jeu vidéo accueillent la fête 2.0

Durant cette période de confinement, des clubs virtuels abritant des *online parties* fleurissent sur Internet. Des créateurs s'amuse à reproduire leurs lieux de fête favoris dans les jeux vidéo Minecraft ou Fortnite, où des festivals et des concerts d'artistes en live y sont même proposés. Tour d'horizon des différentes initiatives mises en ligne ces dernières semaines. À l'heure où le confinement est étendu à l'échelle internationale, la toile s'est vue emparée d'innombrables initiatives numériques en lien avec les musiques électroniques. Si les livestreams de DJs et livers forment l'activité principale substituant aux soirées habituelles, certains ont été jusqu'à recréer leurs clubs favoris, comme le Bikini à Toulouse, dans les jeux vidéo Minecraft et Fornite. Il est même possible d'y trouver des concerts d'artistes comme le duo Massive Attack ou le rappeur Travis Scott, qui a réuni un chiffre historique de 12,3 millions de joueurs. Si l'objectif est parfois juste de passer du bon temps et de retrouver une sociabilité festive, certaines de ces *online parties* sont mises à profit pour récolter des fonds de soutien dans la lutte contre la crise du coronavirus.

<https://www.traxmag.com/clubbing-virtuel-plateformes-jeu-vidéo-fête-2-0/>

Financement

Post Malone's Coronavirus Charity Relief Concert Raises Nearly \$3MM

Post Malone held a Nirvana virtual tribute tour on YouTube, raising nearly \$3 million for coronavirus relief. Malone performed his rendition of 13 Nirvana songs including, "Drain You," "Come As You Are," and "Frances Farmer Will Have Her Revenge on Seattle." So far, the live stream has garnered \$2.6 million in donations. Google has pledged to match the amount of money donated at a 2:1 rate, up to \$5 million.

<https://www.digitalmusicnews.com/2020/04/27/post-malone-coronavirus-relief-concert/>





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Réseaux sociaux



Facebook to let artists charge for access to online gigs

Of course, live streaming isn't new, but it's as a result of the COVID-19 lockdown that live streamed music has really gone mainstream, which is why many questions about charging for access and sorting out copyright remain unanswered. The longer lockdown runs for—or if the increased interest in live streamed gigs can be maintained post-COVID-19—the more important it is for monetisation and licensing to be properly cracked. In among those announcements, it stated that soon "you'll be able to mark Facebook Events as online only and, in the coming weeks, integrate Facebook Live so you can broadcast to your guests. To support creators and small businesses, we plan to add the ability for Pages to charge for access to events with Live videos on Facebook – anything from online performances to classes to professional conferences".

<https://completemusicupdate.com/article/facebook-to-let-artists-charge-for-access-to-online-gigs/>

Lego annonce un partenariat avec Universal Music

Après s'être associé à Nintendo pour une gamme consacrée à Super Mario, le groupe danois annonce un partenariat avec Universal Music pour une gamme qui "*permettra aux enfants du monde entier d'explorer leur créativité à travers le jeu, tout en s'exprimant grâce à la musique.*" La nouvelle gamme, attendue pour 2021, aura pour objectif "*d'encourager et inspirer la prochaine génération de musiciens et d'artistes*", à travers des sets qualifiés d'immersifs et d'interactifs. **Ce n'est pas la première fois que Lego s'aventure dans des expériences interactives.** Le constructeur a déjà proposé des robots (via la gamme MindStorms), des jeux vidéo mêlant à la fois une partie virtuelle et une partie physique (Lego Dimensions), ou plus récemment, de la réalité augmentée avec la gamme Hidden Side. [Le partenariat avec Nintendo](#) fera également la part belle à l'interactivité, avec une figurine Super Mario compatible Bluetooth, et qui sera en mesure d'afficher diverses informations grâce à trois écrans faisant office de bouche, des yeux et de ventre du plombier.

https://www.rtbf.be/tendance/techno/detail_lego-annonce-un-partenariat-avec-universal-music?id=10490389



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Nouvelles de l'Industrie - Canada

Canadian record music sales continue to tank as a result of COVID-19, but...

Weekly figures released last night by Nielsen Music Canada show that sales of recorded music continue to take a beating during the pandemic. Let's start by comparing things year-upon-year. Here's where things stand compared to where we were at this point in 2019 : Total album sales, -36.5% // CDs, -46.5% // Digital albums, -25.2% // Digital tracks, -28.1% // Vinyl LPs, -29.7%. But not all is lost. Last week, sales of CDs actually increased by 37.7% from the week before. Yes, that means only 20,088 units were sold across the country in those seven days, but that was way better than the previous week. Same thing with vinyl. After tanking below 4,500 units, things rebounded to 8,454 copies, an increase of 88.2%. If we look at on-demand audio streams, there was an increase of 2.7% over the previous week to just under 1.6 million streams. For the year, audio streaming is up 16.8%. Interestingly, on-demand video streams are cratering. In just seven days, streams dropped by 23.9%. Year-over-year, access has dropped by 41.8%. The one-week drop was 57.6%.

<https://www.ajournalofmusicalthings.com/canadian-record-music-sales-continue-to-tank-as-a-result-of-covid-19-but/>



Nouvelles de l'Industrie - International

Australie : 'If our government wants cultural life to return, it must act now': an open letter from Australia's arts industry

Close to 100 arts groups issue clarion call to minister Paul Fletcher for a action over coronavirus hit to industry. e celebrate the federal arts minister, Paul Fletcher's, enthusiasm in [the opinion piece](#) published by the Guardian on Thursday, and share his excitement for the day when Australia's cultural life can resume. But to make sure that our creative industries survives to greet us on that day, urgent action is required. We welcome the \$27m in targeted measures already announced – they are [a helpful start](#) for some of the most vulnerable. We are running out of time, however, to address Australia's \$111.7bn creative industry comprehensively. [The industry has been clear and united](#) in outlining the gaps that exclude the people who Australians rely on to create our future

<https://www.theguardian.com/australia-news/2020/apr/24/if-our-government-wants-cultural-life-to-return-it-must-act-now-an-open-letter-from-australias-arts-industry>

Le live stream survivra-t-il au déconfinement ?

Le *live stream* de concert/DJs et n'est pas en soi un phénomène récent. Si l'on entend le terme *stream* au sens de flux, et *live* en terme de direct, on peut noter que la radio a depuis longtemps mis en place cette technique avec des concerts souvent retransmis en direct sur les ondes. La vidéo de concert en direct n'est pas en reste : le concert d'Elvis [Aloha From Hawaii](#) en 1973 a va it ainsi été couvert par des télévisions du monde entier et 1 milliard de personnes avaient pu voir la performance du King. Ce qui est plus récent en revanche c'est la diffusion sur Internet de ces flux audio et vidéo en direct. Ce n'est qu'en 2011 que Youtube lance pour quelques partenaires dédiés cette fonctionnalité permettant de diffuser du contenu vidéo en direct sur sa plateforme d'agrégation de vidéos. Parallèlement à cela, Twitch, qui devient une entité en soi en 2011, va lui aussi concentrer une partie de ses contenus sur l'e-streaming, à savoir le *live stream* de jeux vidéo, son succès fait qu'en 2014 la firme est rachetée par Amazon pour un peu moins d'1 milliard de dollars.

<https://www.irma.asso.fr/Le-live-stream-survivra-t-il-au>

Covid-19, pas facile pour les producteurs de podcasts

Continuer à produire des podcasts sans contact humain et surtout sans studio d'enregistrement demande une réelle agilité et une bonne dose de créativité. Les producteurs et journalistes s'adaptent avec des notes vocales et interviews d'experts réalisées à distance montées avec les moyens du bord en télétravail. La stratégie des producteurs ? **Adapter certains podcasts existants pour que les auditeurs puissent garder leurs repères** mais aussi lancer des podcasts dédiés pour couvrir cette période extraordinaire. "On s'adapte en faisant des formats qui sont moins longs, 30 minutes au lieu des 50 minutes habituelles. On récolte des témoignages et on les confronte à des experts" explique Melissa Bounoua de Louie Media.

Louie Media.



Nouvelles de l'Industrie - International

Saudi Arabia Purchases \$500 Million Stake in Live Nation

The government of Saudi Arabia's sovereign wealth fund has acquired a 5.7 percent stake in Live Nation, the parent company of Ticketmaster. The Saudi Public Investment Fund disclosed the stake, comprising 12,337,569, shares in a filing with the Securities and Exchange Commission on Monday morning. Based on Live Nation's share prices as of this writing, the investment is valued at just shy of \$500 million. Live Nation's share price jumped at the news, rising by more than 2 percent in the first few minutes of trading. The investment is passive, and was purchased on the open market. Live Nation has been hit particularly hard by the novel coronavirus pandemic, with essentially all concerts and sporting events around the world on hold. The company has been sued as it has been reluctant to offer full refunds to customers, though it has since amended its refund rules to address those complaints.

<https://www.billboard.com/articles/business/9366439/saudi-arabia-500-million-stake-live-nation-ticketmaster>

PPL adds extra royalty payment date to help members meet COVID-19 cashflow challenges

UK record industry collecting society PPL has announced that it will make an advance payment to more than 15,000 performers and labels later this week in a bid to help those members weather the COVID-19 storm. The collecting society – which administers the recording royalties paid by broadcasters and public spaces where recorded music is played – usually passes on monies to its members four times a year. On that schedule, the next payment would be in June. But with many performers and labels facing cashflow challenges as a result of the COVID-19 shutdown, £23.9 million of royalties will be advanced to members on 30 Apr.

<https://completemusicupdate.com/article/ppl-adds-extra-royalty-payment-date-to-help-members-meet-covid-19-cash-flow-challenges/>

BuzzAngle Rebrands as Alpha Data with Refreshed Music Data Service

[BuzzAngle](#), the analytics company that has impacted the music business in recent years with daily and weekly charts and other public and private data, is being relaunched as [Alpha Data](#), with a refreshed [website](#) and upgrades to its services to the industry. BuzzAngle has perhaps been best known in the last year for the [Rolling Stone charts](#), launched in July 2019 and crunching the week's numbers with detailed figures on album and song sales and streams. The company's subscription service, BuzzAngle Music, is also getting a name and is now called Alpha Data Music+. "Our goal is to provide the music industry with granular, up-to-date insights so our partners can formulate the best possible decisions in real time," said Alpha Data's president, Stephen Blackwell, in a statement. "Our forthcoming cloud applications will enhance our experience with lightning-fast feeds."

<https://variety.com/2020/music/news/buzzangle-alpha-data-rebrands-music-data-analytics-1234588268/>



Nouvelles de l'Industrie - International

COVID-19 Crisis Propels Video Game Sales to Decade High

Aside from [watching Netflix](#), playing video games is one of the few activities perfectly suited for life on lockdown. Not only does it offer some much-needed distraction from the dire realities of a global health crisis, but in the age of online gaming it also enables gamers to interact with friends (and strangers) without having to leave their homes. Given the circumstances, it doesn't come as a huge surprise that the U.S. video game industry had a very good March, a time when it usually faces a post-holiday sales slump. According to industry data from the [NPD Group](#), total spending on video game hardware, software, accessories and game cards amounted to \$1.6 billion in March 2020, the highest March figure since 2008, when Nintendo's Wii was flying off the shelves. Twelve years later, Nintendo is once again the big winner, as the Nintendo Switch set an all-time record for hardware unit sales in March despite being sold out in many places. The Japanese gaming company also had the best-selling game of the month with Animal Crossing: New Horizons

<https://www.statista.com/chart/21492/video-game-industry-sales-in-the-united-states/>

10 Ways To Use Spotify As A Social Platform

Many musicians are adept in at least one of the major social media platforms (Facebook, Instagram, Twitter), but aren't aware that those skills are transferable to a platform that requires a lot more social interaction than you might think, and that's Spotify. The service has done a good job not only as a music distributor, but has installed some usable social features around it as well. This is one of the things that sets it apart from other streaming services. Granted, others have tried (hello Apple Music), but haven't been able to pull off the social aspect with as much impact on the both the user and the artist.

<https://www.hypebot.com/hypebot/2020/04/10-ways-to-use-spotify-as-a-social-platform.html?>

What Artists Need To Know About SubmitHub

In this piece Brian Hazard of the project Color Theory walks us through his recent experience using the promotional platform SubmitHub, and determining whether or not he recommends their service to other artists. In March of 2016, I published what quickly became my most popular post: [These 59 Music Blogs Will Listen to Your Song, Guaranteed](#). Four years later it's up to 1100+, and also includes radio stations, YouTube and Twitch channels, Spotify playlists, and Instagram influencers. Jason Grishkoff, the founder of [SubmitHub](#), walked me through the submission process for my latest single on a two-hour call. Along the way, he provided loads of helpful tips to maximize results while minimizing budget.

<https://www.hypebot.com/hypebot/2020/04/what-artists-need-to-know-about-submithub.html?>