



À LA UNE AUJOURD'HUI

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ADISQ

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

Vendredi 1er Mai 2020

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Télévision



« Une chance qu'on s'a »: les premières têtes d'affiche dévoilées

TVA et Télé-Québec ont dévoilé, ce jeudi 30 avril, une première vague d'artistes qui prendront part à l'événement télévisuel *Une chance qu'on s'a*, qui sera diffusé simultanément sur les deux chaînes le dimanche 10 mai, à 19h30. Pas moins de 80 artistes prendront part à ce nouveau rassemblement télévisuel qui « rendra hommage à la population québécoise qui lutte avec détermination pour contenir l'épidémie de la COVID-19 ». Parmi ceux-ci, nous comptons Jean-Pierre Ferland (évidemment), Ginette Reno, Lara Fabian, Marc Dupré, Les Trois Accords, Pier-Luc Funk, Guylaine Tremblay, le trio de *Passe-Partout*, Koriass et Pierre-Yves Lord. *Une chance qu'on s'a* a pour but d'aider et de souligner le travail indispensable effectué pendant la pandémie par les organismes [Les Petits Frères](#), qui aide à briser l'isolement des personnes âgées, et [SOS violence conjugale](#).

https://quebec.huffingtonpost.ca/entry/une-chance-quon-sa-artistes-devoiles_qc_5eac7b3c5b6efb0d33cddc4?

Online

Cours et expos en ligne gratuits à l'École nationale de théâtre

Soucieuse de briser l'isolement tout en poursuivant sa mission pédagogique, l'École nationale de théâtre (ENT) a regroupé des activités dans une initiative baptisée Art à part. En plus d'offrir des cours de perfectionnement gratuits pour les artistes de théâtre, l'ENT mettra en ligne une exposition de projets d'étudiants (en scénographie notamment) et deux projets théâtraux virtuels issus du volet anglais de cette institution bilingue. Tout se fait en ligne, bien entendu, vu les mesures de distanciation physique en vigueur. Frédéric Dubois, directeur artistique de la section française de l'ENT, juge qu'il est « plus important que jamais de briser l'isolement et d'offrir des opportunités de travail créatif aux artistes ».

<https://www.lapresse.ca/arts/theatre/202005/01/01-5271691-cours-et-expos-en-ligne-gratuits-a-lecole-nationale-de-theatre.php>



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Online

Face à la crise, le streaming vient en aide à l'industrie musicale

Spotify, Apple Music ou Qobuz : les initiatives des plateformes pour soutenir les artistes sont multiples. Les nouveaux artistes n'ont pas les catalogues ou les communautés de fans suffisants pour les aider à traverser la tempête, quand les plus grands artistes sont désormais confrontés au financement de très lourdes infrastructures sans pour autant disposer de leurs revenus habituels pour le faire. Les lives sur les réseaux sociaux et les [aides individuelles de l'État](#) risquent de ne pas suffire à la survie de certains. Alors pour soutenir ces artistes, des plateformes ont choisi d'apporter leur soutien à ces acteurs de la musique. Alors pour venir en aide à la communauté musicale, plusieurs plateformes de streaming ont ainsi décidé de se lancer dans de nouveaux projets de soutien, directs ou non, pour limiter l'impact catastrophique du Covid-19. Si plusieurs d'entre elles ont constaté [une baisse du temps d'écoute cumulé au début du confinement](#), leur situation semble s'être améliorée, leur permettant de se lancer dans ce type d'initiatives.

<https://www.konbini.com/fr/musique/face-crise-plateformes-de-streaming-musical-viennent-en-aide-aux-artistes/>

Soutien

US : A State-by-State Resource Guide for Music Professionals Who Need Help During Coronavirus Crisis (Updating)

The coronavirus pandemic has left countless members of the music community facing an uncertain future, as festivals and tours are canceled, studio sessions are called off and business travel is restricted.

To help music professionals and their loved ones navigate the crisis, *Billboard* has compiled a list of resources at both the national and state levels, including more than four dozen relief funds.

Note: While we have also included general resources that may be especially useful during this time, an asterisk indicates that the resource is coronavirus-specific. This is a living article, which will be updated regularly.

<https://www.billboard.com/articles/business/9337908/coronavirus-resource-guide-music-professionals-help?>

Financement

UK : COVID-19 grassroots venue fund in London gets £450,000 boost from mayor

The mayor of London Sadiq Khan yesterday announced a £2.3 million emergency fund to support venues and other creative businesses in the UK capital at risk of going under as a result of the COVID-19 lockdown. It includes a £450,000 contribution to the Music Venue Trust's #saveourvenues fund. In addition to the £450,000 for grassroots music venues, the mayor's scheme will also support LGBTQ+ venues via a partnership with the LGBTQ+ Venues Forum; the tenants of 200 artist studio workspaces via an alliance with the Creative Land Trust; and a number of independent cinemas via a tie-up with the British Film Institute. The funding will be targeted at those most likely to go out of business as a result of the COVID-19 shutdown and those unable to benefit from UK government support schemes. Though, the mayor added, the government itself should be seeking to fill the gaps that currently exist in its economic response to the pandemic.





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Spectacle

Drive-in concerts: A new normal for live?



Music fans in Lithuania, Denmark, Germany and Hungary are among those to access live performances from the safety of their cars, as the coronavirus shutdown rumbles on. Drive-in concerts are giving people the chance to access live music – as well as theatrical performances and films – while maintaining strict social distancing measures. In Denmark, [which has recently seen a blanket ban on its summer festival season](#), singer Mads Langer recently played a drive-in concert on the outskirts of Aarhus, performing to 500 fans. Attendees could interact with the singer during the performance using videoconferencing platform Zoom. Drive-in venues are also proving popular in Germany, with 30 makeshift cinemas opening up in Cologne and four other cities in response to the coronavirus shutdown. The drive-ins are also used for live performances, with Cologne band Brings recently performing to audiences of vehicle-dwellers in their hometown.

<https://www.iq-mag.net/2020/05/drive-in-concerts-a-new-normal-for-live/#.XqxbUZpCcY3>

Financement

MusiCares' COVID-19 Relief Fund Depleted: 'Until We Can Raise More Money... We Can No Longer Accept New Applications'



MusiCares announced Thursday (April 30) that its COVID-19 Relief Fund is depleted and that it has been forced to stop accepting new applications. "Unfortunately, until we can raise more money for our COVID-19 Relief Fund, we can no longer accept new applications from those seeking assistance. While our goal is always to provide support to everyone in need, we are currently bound by the funds available," the Foundation said in a statement. Since forming in March, the fund has raised nearly \$14 million to aid thousands of music industry professionals affected by the pandemic, according to MusiCares.

<https://www.billboard.com/articles/news/9369587/musicares-covid-19-relief-fund-depleted?>



Nouvelles de l'Industrie - Canada

Quel avenir pour la vie culturelle nocturne?

Les petites salles de spectacle auront un rôle clé à jouer dans la réadaptation sociale, selon Mathieu Grondin directeur de l'organisme MTL24/24. Surtout si on les aide à survivre la crise. [MTL24/24](#) est un organisme à but non lucratif qui a été créé en 2017 pour unir les voix des différents secteurs de la culture nocturne. «Notre but, c'est de déstigmatiser les activités nocturnes, d'appuyer la scène locale.

Ce qu'on aimerait, c'est d'appuyer l'ouverture de nouveaux marchés culturels, de libéraliser le cadre réglementaire actuel», explique Mathieu Grondin, qui agit à titre de directeur et cofondateur. Un conseil de nuit qui réunit les différents acteurs de la scène culturelle nocturne verra le jour ce printemps pour émettre des recommandations et des orientations aux différentes instances gouvernementales. La santé au travail prendra une plus grande place que prévu, dans un contexte de vie nocturne sous l'ombre de la COVID-19.

<https://voir.ca/musique/2020/04/30/quel-avenir-pour-la-vie-culturelle-nocturne/>

Spotify accused of ripping off self-serve ad platform from Canadian company

Spotify has been accused of ripping off a Canadian company when it developed its Ad Studio platform that first launched in 2017. "This is a case about a big business stealing from a small business", Toronto-based VoxTonePro says in a new lawsuit that claims Spotify has breached American laws related to trade secret misappropriation and unfair competition. VoxTonePro says in its legal filing that it was an innovator in the audio advertising production business by being the first to build a platform that simplified and automated the process of making radio-style ads. That platform made it much easier and much cheaper to produce audio ads, thus making advertising on audio platforms like Spotify accessible to a much wider range of advertisers.

<https://completeupdate.com/article/spotify-accused-of-ripping-off-self-serve-ad-platform-from-canadian-company/>

Steven Guilbeault à l'écoute du milieu des arts de la scène

Le ministre du Patrimoine canadien Steven Guilbeault a participé jeudi à une discussion lancée par CINARS sur l'impact de la COVID-19 sur la diffusion internationale des arts de la scène. L'enjeu est de taille. L'arrêt de la circulation des œuvres et créations québécoises et canadiennes inquiète de plus en plus le milieu des arts vivants. D'où cette discussion avec le ministre du Patrimoine canadien Steven Guilbeault, qui s'est montré à l'écoute des demandes formulées par les milieux concernés.

« Je sais que vous faites le maximum en ce moment pour relever toutes sortes de défis urgents, notamment, rembourser les billets d'événements annulés, retenir vos abonnés après la pandémie, garder vos commanditaires canadiens et étrangers, planifier votre prochaine saison sans date de déconfinement, rester à flot avec des marges excessivement serrées... » « S'il y a un message que j'aimerais vous transmettre, a-t-il poursuivi, c'est que votre gouvernement est là pour vous. Pour vous accompagner et vous aider à passer au travers. »

<https://www.lapresse.ca/arts/spectacles/202004/30/01-5271619-steven-guilbeault-a-lecoute-du-milieu-des-arts-de-la-scene.php>



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Nouvelles de l'Industrie - Canada

Les Québécois pas pressés de retourner dans les salles de spectacle

Un sondage réalisé par Léger 360 montre que les Québécois ont l'intention de retourner dans les salles de spectacle, mais qu'ils seront très prudents avant de le faire, et qu'ils ne seront pas très enclins à aller dans des salles de plus de 250 places. Cette enquête réalisée pour le compte de iCible, qui opère des services de billetterie dans plus de 80 salles au Québec, et l'Association RIDEAU, regroupement de 350 salles au Québec et dans la francophonie canadienne, a été effectuée auprès de 1002 Québécois entre le 24 et le 26 avril. Parmi les répondants, 55 % d'entre eux avaient déjà acheté un billet de spectacle au cours de la dernière année. À la question « Lors que l'interdiction de la tenue de spectacles sera levée par le gouvernement du Québec, comptez-vous recommencer à acheter des billets... », seulement 8 % d'entre eux ont répondu « Immédiatement », 22 % ont répondu « Après quelques semaines », 29 % « Après quelques mois », et 40 % « Après plusieurs mois ». Par contre, seulement 1 % ont répondu « Jamais ».

<https://www.lapresse.ca/arts/spectacles/202005/01/01-5271716-les-quebecois-pas-presses-de-retourner-dans-les-salles-de-spectacle.php>



Nouvelles de l'Industrie - International

Music Livestreams Are Up by More Than 20 Percent as Fans Continue to Shelter in Place

As social distancing and shelter-in-place regulations hold in place, musicians are continuing to use live stream platforms to stay busy and stay connected. The number of live stream events added to [Bandsintown.com](https://www.bandsintown.com) between April 22-28 rose to a weekly total of 3,109 (though some of these live streams won't play until a later date), up 21.5% from the previous week, which was a ready up 11.75% from the week before. Bandsintown has tracked a total of 12,360 live streams by 5,304 artists over 35 days (March 25 – April 28). That averages out to 2.33 livestreams per artist, up from 2.10 two weeks ago. The frequency of livestreams per artist has been inching up by 1-2% each day.

<https://www.billboard.com/articles/business/chart-beat/9368984/music-livestreams-up-amid-quarantine>

Spotify's Daniel Ek talks churn, fan funding and why Covid-19 'might be a much better time to release music'

The Covid-19 pandemic is leading some labels to postpone big album releases, especially those for which tours were a big part of the marketing plans. Some big artists, like Dua Lipa and The Weeknd, have put out their albums as planned. Spotify CEO Daniel Ek thinks they may offer encouragement to other artists and labels mulling their release strategies. "The Weeknd and Dua Lipa had record numbers. I think some people in the music industry falsely assumed this would be a bad time to release music. I think this might be a much better time to release music," he told Music Ally, in an interview following [Spotify's announcement of its latest financial results this morning](https://www.musically.com/2020/04/29/spotify-ceo-daniel-ek-talks-churn-artist-fundraising-and-why-covid-19-might-be-a-much-better-time-to-release-music/). Those financials revealed continued growth for Spotify's listeners, subscribers and revenues, despite the impact of Covid-19, which the company admitted had a "minor impact" in terms of 'churn' – subscription cancellations and payment failures – towards the end of Q1.

<https://musically.com/2020/04/29/spotify-ceo-daniel-ek-talks-churn-artist-fundraising-and-why-covid-19-might-be-a-much-better-time-to-release-music/>

Apple vs. Spotify (Q1 Data)

While we won't begin to fully understand the impact and correlation between the pandemic and these two podcast listening platforms until our Q2 report, Spotify did note that they began to see a change in behaviors on their platform in late February. In [a letter to their shareholders](https://www.musically.com/2020/04/29/spotify-ceo-daniel-ek-talks-churn-artist-fundraising-and-why-covid-19-might-be-a-much-better-time-to-release-music/) about Q1, they said there was a significant decline in daily active users and consumption in places like Italy and Spain, but that "over the last few weeks, we've seen listening start to rebound, and in many markets, consumption has meaningfully recovered." We assume Apple has seen similar ebbs and flows in podcast consumption, and if you're interested in overall global podcast listening trends throughout the pandemic across the board, feel free to check out [our report on the subject](https://blog.voxnest.com/apple-spotify-podcast-listeners-q1/?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2020-05-01).

https://blog.voxnest.com/apple-spotify-podcast-listeners-q1/?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2020-05-01



Nouvelles de l'Industrie - International

US : 84% of Music Freelancers Still Waiting on Coronavirus Relief Funds: Survey

Freelancers in the music industry are finding it difficult to secure government assistance during the coronavirus pandemic, finds a new survey conducted by the nonprofit [Freelancers Union](#). The survey, which was conducted April 22–29, elicited responses from a total of 2,755 freelancers, 411 of whom work in the music and performing arts fields. Of respondents in the latter category, 93% reported that they have lost work as a result of COVID-19, with 34% having lost over \$10,000. Nonetheless, government assistance has been slow in coming. Of the 85% of music and performing arts freelancers who reported they had applied for government relief as a result of the pandemic, 84% have yet to receive any funding, the results show.

<https://www.billboard.com/articles/business/9369404/music-freelancers-waiting-government-relief-funds-coronavirus-survey?>

US : The Smart Audio Report

The Spring 2020 Smart Audio Report confirms 77% of U.S. adults have had a change in their typical routine due to the outbreak of COVID-19, and voice-assistant usage has expanded during these disruptions. With 41% percent of the U.S. population saying they are staying at home and not leaving unless it is an emergency and 54% only going to places they feel safe and/or are necessary, new research shows how smart speakers and voice assistants are increasingly becoming a part of their everyday lives.

<https://www.nationalpublicmedia.com/insights/reports/smart-audio-report/>

US : COVID-19's Impact On Music By Genre

In an effort to help artists, labels, and other entertainment entities stay afloat and improve their well-being during this difficult period, Chartmetric provides some valuable data-driven analysis of exactly what effect COVID-19 is having on music-related consumption. Here's the key takeaways :

- Spotify listenership appears to be **widening** for Classical, Ambient, and Children's due to COVID-19.
 - Spotify listenership is relatively unaffected for Pop, Country and Dance during COVID-19, but Country seems to be demonstrating the greatest resiliency.
 - Spotify listenership appears to be **narrowing for** Latin, Rap, and Rock during COVID-19, but potentially due to other factors and not necessarily a result of the global pandemic.

<https://www.hypebot.com/hypebot/2020/05/covid-19s-impact-on-music-by-genre.html?>