



## À LA UNE AUJOURD'HUI

### Initiatives Canada

- Une formule hybride pour MUTEK
- Un nouveau festival MURAL tout l'été

### Initiatives Internationales

- SNEP : 7 Propositions pour relancer la production musicale

### Nouvelles de l'Industrie - Canada

- The Ultimate Guide to Social Media Live Streaming in 2020
- New Survey Casts A Worrisome Shadow Over Live Music Industry

### Nouvelles de l'Industrie - International

- Europe : YouTube Music Europe director Dan Chalmers on the rise of livestreams
- US : Sosa Entertainment boss calls Spotify's "fraudster" claims "laughable and blatantly false"
  - US : How Hip-hop Royalty found a new home in Instagram Live
  - Australie : Spotify Australia launches campaign to boost local music
    - France : Et si le masque devenait le support du billet ?
- US : Travis McCready Successfully Stages America's First Socially-Distanced Concert
  - Goldman Sachs: Global Music Revenue Will Drop 25% In 2020
- Indonesia Is Tacking a 10% VAT on Spotify, Apple Music, and Other Streaming Services
  - Australie : The Infinite Dial 2020
- US : The Sound of the Coronavirus Quarantine Is an Acoustic Guitar



# ADISQ

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

Mercredi 20 Mai 2020

## À LA UNE AUJOURD'HUI

# Initiatives Canada

### Festival



### Une formule hybride pour MUTEK

Le festival MUTEK aura lieu à la fois virtuellement et physiquement du 8 au 13 septembre. La programmation de MUTEK, festival international de créativité numérique et de musiques électroniques, se déploiera de façon hybride. MUTEK, et son forum parallèle IMG, seront présentés « dans des espaces physiques traditionnels, dans le respect des règles de distanciation sociale », mais aussi « dans un univers virtuel qui nous permettra d'expérimenter des horizons inédits et d'offrir une programmation singulière à un public du monde entier », peut-on lire dans le communiqué de presse annonçant la tenue de l'événement du 8 au 13 septembre. Au programme : des prestations de musique électronique, des performances audiovisuelles *live* et des œuvres numériques innovantes. Le tout avec le soutien international des autres chapitres de MUTEK. Dans ses panels et ateliers de réseautage, le forum IMG mettra l'accent sur « les nouveaux modèles qui stimulent les industries créatives et les arts tout comme les réflexions éthiques et politiques en lien avec la technologie et induites par les événements récents ».

<https://www.lapresse.ca/arts/musique/2020/05/19/01-5274147-une-formule-hybride-pour-mutek.php>

### Festival



### Un nouveau festival MURAL tout l'été

Une 8<sup>e</sup> édition de MURAL, le festival montréalais d'art urbain, avec ses très courus spectacles musicaux extérieurs, ne pouvait être envisagée dans sa formule habituelle à cause de la COVID-19. L'évènement a donc été transformé en MURAL Estival, qui se déroulera de façon restreinte autour du boulevard Saint-Laurent, mais aussi sur l'internet. Et pas seulement pendant 11 jours, mais durant tout l'été ! Le festival MURAL survivra à la pandémie, assure Pierre-Alain Benoît, son directeur général. « Du côté budgétaire, ça été un exercice périlleux, dit-il. Au départ, on pensait reporter MURAL en août ou en septembre, ce qui aurait permis d'éviter des pertes de revenus, mais on s'est rendu compte que c'était impossible. »

L'organisation a donc décidé de concevoir MURAL Estival, un mélange d'activités extérieures et de programmes virtuels, étalé du 21 juin au 20 septembre, ce qui permet de planifier l'évènement au fur et à mesure, contrairement aux précédentes éditions, en s'ajustant à la réalité sanitaire.

<https://www.lapresse.ca/arts/arts-visuels/2020/05/15/01-5273815-un-nouveau-festival-mural-tout-ete.php>



# ADISQ

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

Mercredi 20 Mai 2020

## À LA UNE AUJOURD'HUI

# Initiatives Internationales

Soutien

### SNEP : 7 Propositions pour relancer la production musicale

Durement touchés cette année par la chute des ventes, les producteurs de musique seront aussi très impactés l'an prochain par l'écroulement des droits voisins : les labels du SNEP (syndicat national français de l'édition phonographique) font 7 propositions pour sauvegarder et encourager la diversité musicale en France, dont : Faire monter en puissance le crédit d'impôt phonographique (CIPP), Alléger la procédure du CIPP pour engager les projets artistiques, Défendre une TVA à 5,5% pour les produits physiques musicaux ou encore Faire baisser la pression fiscale locale sur les labels TPE.

<https://snepmusique.com/actualites-du-snep/covid-19-7-propositions-pour-relancer-la-production-musicale/>





# ADISQ

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

Mercredi 20 Mai 2020

## À LA UNE AUJOURD'HUI

# Nouvelles de l'Industrie - Canada

## The Ultimate Guide to Social Media Live Streaming in 2020

From *Saturday Night Live* to the Superbowl to that weird televised version of *Peter Pan* starring Allison Williams, there's no denying that there's always been something captivating about a screening of a live performance. Today, we can count on social media livestreams to give us that what's-going-to-happen-next magic on a more intimate scale. Armed with a smartphone and a social media account, anyone can be the director of their own live spectacular. Welcome to the golden age of live video. Social media live streaming is dynamic, authentic and engaging. (And—don't deny it, you adrenaline-junkie, you—a little bit thrilling, right? *Anything could happen!*) The best part is that you don't need any special equipment or tools to tap into the world of self-broadcasting. We've got your guide to streaming below, covering all the major social platforms, so the only thing you have to worry about is deciding *what* to stream.

<https://blog.hootsuite.com/social-media-live-streaming/>

## New Survey Casts A Worrisome Shadow Over Live Music Industry

Data from an April 24 to 30 online survey with 2,500 Canadians aged 18 and over offers crushing news for promoters of live music with about 40% saying it will take six months or more before they will feel comfortable going to a concert at a arena or a music festival and a majority saying they are unlikely to go to a live music event, even if distancing protocols are put in place and the number of people at the venue is reduced. "As governments across Canada and the world increasingly shift their focus to recovery, this data from Abacus underscores the precarious position of the live music ecosystem – an ecosystem upon which artists rely for a significant, and in some cases predominant, portion of their livelihood," said Graham Henderson, President and CEO of Music Canada. "The music industry faces a triple threat. First – the very real medical concerns of Canadians about the virus. Second – that government restrictions will remain on large gatherings well into recovery. And third – that even after government restrictions have lifted and economies begin to reopen – Canadian confidence in returning to these live events will continue to be low."

<https://www.fyimusicnews.ca/articles/2020/05/20/new-survey-casts-worrisome-shadow-over-live-music-industry>



# Nouvelles de l'Industrie - International

## Europe : YouTube Music Europe director Dan Chalmers on the rise of livestreams

[YouTube Music EMEA director Dan Chalmers](#) has spoken about the impact of music livestreams on the platform. In the [latest issue of Music Week](#), Chalmers opens up about the growing ambitions for YouTube within dance music. The video platform is already strong in terms of [rap](#) and pop. [Livestream](#) events from [Defected Records](#), Boiler Room and Tomorrowland have racked up big numbers on YouTube. DJs such as David Guetta, Martin Garrix and Diplo have also embraced the format during lockdown. "Obviously, this is a stressful time for the whole world, and I think dance [music] is a way to let yourself go, experience a different world and party with your friends, even if it is virtually," said Chalmers. "Technology adoption has been forced on parts of society quicker than it may have been in the past due to Covid-19. I think that these types of virtual events and the responses we've seen will be here to stay. The numbers of some of the livestreams have been significant. It far outweighs any of the physical audiences in the clubs, plus you're playing immediately to a global audience. It's really exciting, for the talent and ourselves."

<https://www.musicweek.com/digital/read/youtube-music-europe-director-dan-chalmers-on-the-rise-of-livestreams/079840>

## US : Sosa Entertainment boss calls Spotify's "fraudster" claims "laughable and blatantly false"

The boss of independent label Sosa Entertainment and start-up collecting society PRO Music Rights has called claims made by Spotify in a legal filing this week "laughable and blatantly false". Spotify [countersued Jake Noch on Monday](#) as part of a long-running dispute between Sosa and the streaming firm. It was actually Noch who went legal first, last year, accusing Spotify of "unfair and deceptive practices" after it removed his label's catalogue from its platform, also causing Sosa to lose its membership of indie label digital rights group Merlin. The streaming company says it banned Noch's label from its platform based on the belief he was manipulating streams of his own music in order to boost his share of the digital pie at the end of each month.

<https://completemusicupdate.com/article/sosa-entertainment-boss-calls-spotifys-fraudster-claims-laughable-and-blattantly-false/>

## US : How Hip-hop Royalty found a new home in Instagram Live

If March 11 — the date the [NBA suspended its season](#) and [Tom Hanks announced](#) he'd contracted the coronavirus — was when it became clear that the pandemic would be indiscriminate in demolishing industries and dismantling social norms, it was just over a week later, on March 21, that the new normal began to take shape. For the fifth night in a row, [D-Nice streamed a D.J. set](#) on Instagram Live from his Los Angeles apartment. Things had started small, on a Tuesday, playing songs from his iTunes to a couple of hundred friends. But the United States was changing rapidly. On Thursday, California issued a [stay-at-home order](#). New York followed the next day. That weekend became the first time most of the entertainment industry was sheltering in place, and the scale of what might be lost in the coronavirus crisis was becoming clear.

<https://www.nytimes.com/2020/05/07/arts/music/hip-hop-instagram-coronavirus.html?>



# ADISQ

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

Mercredi 20 Mai 2020

## À LA UNE AUJOURD'HUI

# Nouvelles de l'Industrie - International

### Australie : Spotify Australia launches campaign to boost local music

Spotify AUNZ has launched a campaign to back local musicians during the pandemic. Over the past few weeks, the Australian and New Zealand music industries have been hit by the restrictions in place to slow the spread of coronavirus, with revenue drying up as festivals and gigs are cancelled. To help promote talent across both nations, Spotify's #ListenLocal campaign will launch a microsite where Australians and Kiwis can connect their accounts or take a quiz to generate a personalised playlist of local artists. "It is our mission at Spotify to unlock the potential of human creativity - by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it," says Spotify AUNZ head of music Alicia Sbrugnera.

<https://www.adnews.com.au/news/spotify-australia-launches-campaign-to-boost-local-music>

### France : Et si le masque devenait le support du billet ?

Vu sur [le blog de Nicolas Olive](#), strategic et creative designer : Le Madge. Pour les prochains événements, le port du masque sera potentiellement encore obligatoire. Le masque peut alors devenir un support de billet ou un badge pour des exposants. Un moyen, ludique et créatif, d'utiliser le masque, devenu indispensable, tout en s'inscrivant dans une démarche éco-responsable, et en permettant la reconnaissance des individus.

<https://www.mgbmag.fr/2020/05/15/et-si-le-masque-devenait-le-support-du-billet/>

### US : Travis McCready Successfully Stages America's First Socially-Distanced Concert

Musicians Travis McCready and Lauren Brown get an 'A' for Effort in staging America's first socially-distanced concert in Arkansas on Monday. But was it really worth it? After considerable hullabaloo, the ambitious event was initially [shut down by Arkansas governor Asa Hutchinson](#) because it didn't follow strict COVID-19 guidelines. At one point, the venue TempleLive received a cease-and-desist from state officials, and even had its liquor license revoked over the standoff. But the sides eventually agreed to retry the idea on Monday. The result, as you might expect, was a small crowd in a fairly large space — with lots of distancing and plenty of complications. Initially, the Fort Smith-based TempleLive chopped its available seating by 80%, down from 1,100 to 229, though the eventual crowd looked far smaller. Everyone was subjected to a temperature check before getting inside, and TempleLive fog-sprayed the entire venue with sanitizing mist before setup. Beyond that, hallways were one-way only, bathrooms blocked off most stalls and faucets, and beer was only dispensed in closed containers. Of course, masks were also mandatory, though on-stage performers — of course — ditched the masks but kept their distance from one another.

<https://blog.streamelements.com/state-of-the-stream-april-2020-valorant-and-valorant-streamers-top-the-charts-music-is-having-d503aad6c2e7>



# Nouvelles de l'Industrie - International

### Goldman Sachs: Global Music Revenue Will Drop 25% In 2020

In a new "Music in the Air" analysis of the music industry's outlook, Goldman Sachs projected that global music revenue will drop 25 percent this year, owing to the fiscal and operational strain of the novel coronavirus crisis. As expected, 2020's substantially lessened concert and live performance income played the biggest part in the predicted revenue drop-off; Goldman reduced its pre-pandemic earnings estimates for live music by more than 75 percent. The New York City-based investment powerhouse also anticipated lessened publishing revenue (five percent below previous estimates) and recorded music revenue (eight percent below previous estimates), culminating in total global music revenue of \$57.5 billion. For reference, 2019's global music revenue totaled more than \$75 billion. Nevertheless, the report also signaled confidence in music's ability to recover and continue growing in 2021 and beyond. In a prior "["Music in the Air" breakdown](#)", Goldman Sachs predicted that recorded music itself would produce \$80 billion worth of annual income by 2030, where as live music would generate \$38 billion, and publishing \$12.5 billion, each year.

<https://www.digitalmusicnews.com/2020/05/19/goldman-sachs-global-music-revenue-drop/>

### Indonesia Is Tacking a 10% VAT on Spotify, Apple Music, and Other Streaming Services

Indonesia is adding a 10% value-added tax (VAT) to digital streaming services starting in July. The latest regulation comes from the Finance Ministry in Jakarta, who made the announcement public on Friday. "Under this regulation, digital products such as streaming music subscriptions, streaming films, digital applications, and games are subject to VAT," the statement [reads](#). Indonesia expects services that conduct more than a specified volume of transactions to collect the VAT from customers. The amount will then be paid to the government each month. The tax office says it reserves the right to determine that threshold and determine which companies or digital services must collect the tax. Indonesia's explosive growth makes it a key market in the [Southeast Asia region](#). Indonesia's Finance Ministry says the COVID-19 pandemic has escalated plans for the digital streaming VAT. Officials believe the VAT will create equality between local and [overseas businesses](#).

<https://www.digitalmusicnews.com/2020/05/19/indonesia-vat-streaming-services/>

### Australie : The Infinite Dial 2020

Infinite Dial Australia explores the penetration of online digital audio in Australia, as well as the online platforms and technologies that Australians are using. In the first quarter of 2020, prior to the COVID-19 pandemic, Edison Research conducted a national telephone survey of 1,014 Australians age 12 and older. 25% of Australians listen to podcasts every month, according to [new data from Edison Research's Infinite Dial](#). The country is roughly two years behind the US, which now stands on 37% monthly reach

<https://pitchfork.com/thepitch/is-there-a-safe-way-to-throw-socially-distanced-shows/>



# ADISQ

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

Mercredi 20 Mai 2020

## À LA UNE AUJOURD'HUI

# Nouvelles de l'Industrie - International

### US : The Sound of the Coronavirus Quarantine Is an Acoustic Guitar

Streaming data shows that bluegrass, country, and singer-songwriter classics have spiked during the pandemic, even as streams fell overall. Streaming data shows that in the first two months of social distancing, American listeners largely gravitated away from electric and electronic genres and toward the acoustic — to singer-songwriter classics and country jams, from Joan Baez to the Byrds and [Bob Dylan](#). According to Alpha Data, as on-demand audio streams in the U.S. dipped eight percent from March 13th through May 7th compared with the previous two months, streams for pop, dance, and hip-hop decreased at up to two times that rate, while genres like country, soft rock, and bluegrass have stayed steady or seen up to double-digit growth. This analysis is limited to on-demand audio streams in the U.S., which is the primary metric powering the [Rolling Stone Charts](#).

<https://www.rollingstone.com/pro/news/coronavirus-acoustic-music-trends-1000796/>