



Communications du secteur culturel

- **[COVID-19]** Le secteur du spectacle aura besoin de plus qu'une consultation [\[Le Devoir\]](#)
- Local broadcasters face major cuts and closures as Canadian media crisis worsens [\[ACR\]](#)

Pratiques industrielles et artistiques

- **[COVID-19]** Livestreaming is an obvious next move for Spotify. Here's why it makes sense [\[MBW\]](#)
- Stores are Misusing Background Music and It's Costing the Record Industry Billions [\[Rolling Stone\]](#)

Consommation médiatique et de biens culturels

- Classical streams are booming for younger listeners [\[Music:Ally\]](#)
- The Most-Streamed Songs and Podcasts of Summer 2020 [\[Spotify\]](#)

Politiques publiques

- SESAC inks licensing deal with Radio Music License Committee [\[MBW\]](#)
- TikTok sues Trump administration to block pending ban [\[Digital Trends\]](#)

Économie

- How Much Is an Album Worth in 2020: \$3.49? \$77? \$1,000? Maybe \$0 [\[New York Times\]](#)
- Why companies are buying up the rights to thousands of songs [\[Global\]](#)

Actualités techno

- Apple Music Adds Two Radio Streams and Drops Beats Branding [\[Bloomberg\]](#)
- YouTube Music to expand lyrics integration to desktop [\[Music Network\]](#)

Annonces Importantes

[COVID-19] Quatre semaines additionnelles disponibles – prolongation de la PCU de 24 à 28 semaines pour les travailleurs [\[Canada\]](#)

[COVID-19] Modifications à diverses mesures fiscales [\[Finances Québec\]](#)

Ressources COVID-19

[À la une](#)

[Webinaires](#)

[Mesures économiques](#)

[Mesures sanitaires](#)

ANNONCES IMPORTANTES

Quatre semaines additionnelles disponibles – prolongation de la PCU de 24 à 28 semaines pour les travailleurs



Le 20 août 2020, le gouvernement du Canada a annoncé la mise en œuvre de changements au régime d'assurance-emploi et de nouvelles prestations de soutien du revenu afin de mieux appuyer les Canadiens. Quatre semaines additionnelles disponibles – prolongation de la PCU de 24 à 28 semaines pour les travailleurs : qui ont arrêté de travailler à cause de la COVID-19; ou qui sont admissibles aux prestations régulières ou aux prestations de maladie de l'assurance-emploi; ou qui ont épuisé leurs prestations régulières ou de pêcheur entre le 29 décembre 2019 et le 3 octobre 2020.

Pour en lire davantage : [Canada](#)

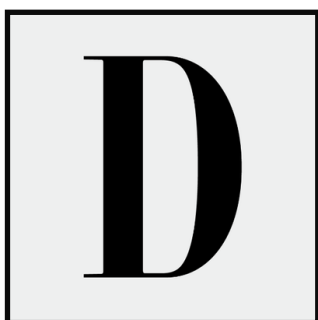


Modifications à diverses mesures fiscales

Source : [Finances Québec](#)

COMMUNICATIONS DU SECTEUR CULTUREL

Le secteur du spectacle aura besoin de plus qu'une consultation



À l'heure où le gouvernement fédéral adapte et réduit de façon progressive ses mesures de soutien d'urgence, il convient de souligner — statistiques à l'appui — que l'industrie du spectacle est encore loin d'avoir entamé une réelle reprise. Si le ministère du Patrimoine canadien se montre à l'écoute du secteur et s'appuie sur l'ensemble des données produites par Statistique Canada, souhaitons alors que cela conduise à des mesures ciblées là où les besoins sont les plus criants.

Pour en lire davantage : [Le Devoir](#)



Local broadcasters face major cuts and closures as Canadian media crisis worsens

Source : [ACR](#)

PRATIQUES INDUSTRIELLES ET ARTISTIQUES

Livestreaming is an obvious next move for Spotify. Here's why it makes sense



One obvious opportunity that Spotify is yet to capitalize on is live video streaming, which has boomed in music during COVID quarantine. At least, Spotify is yet to capitalize on it officially: today brought evidence – as spotted by renowned reverse engineer Jane Manchun Wong – which suggests SPOT may indeed be working on adding virtual concert-related functionality to its platform. Manchun Wong, a specialist in rooting out secret test pages that tech companies are trialling in their platforms, discovered an 'Upcoming Virtual Events' area in Spotify's app, as well as a specific 'Virtual Event' mocked-up calendar entry for a BTS show.

Pour en lire davantage : [MBW](#) / [Tech Crunch](#)

Stores are Misusing Background Music and It's Costing the Record Industry Billions

That's one reason why Swedish background music company Soundtrack Your Brand teamed up with Spotify to create a platform that allows business owners to easily stream music and curate brand-friendly playlists for 30 to 40 dollars a month, with the company inking unique licensing deals with Sony and Warner, alongside indie music association Merlin, to make sure that songs' rights-holders get paid for influencing these shopping and dining experiences. On Tuesday, Soundtrack Your Brand announced a new deal with Universal Music Group that will lock in deals with all three major labels.



Pour en lire davantage : [Rolling Stone](#)



Music is big on Twitch. Now record labels want it to pay up

Source : [CNN](#)

For Jay Z's Roc Nation, social justice is personal

ROC NATION

Source : [Fast Company](#)



Taylor Swift Starts Frenzy at Indie Record Stores With Surprise Signed 'Folklore' CDs

Source : [Rolling Stone](#)

Report shows 58% of Instagram videos contain music

Source : [The Music Network](#) / [PEX](#)

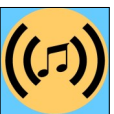


'Genres don't exist like before': BBC Radio 1's boost for rising stars

Source : [Music Week](#)

Music streaming can help reinvent the radio

Source : [The Telegraph](#)



To Test Spread of Coronavirus, These Scientists Put on a Concert

Source : [The New York Times](#)

PRATIQUES INDUSTRIELLES ET ARTISTIQUES (suite)



CERB Gave Canadian Musicians a Lifeline During Lockdown — Now, What's Next?

Source : [Exclaim!](#)

Survey: 30% of musicians are planning weekly livestreams

Source : [Music:Ally](#)



OPINION: Sonstream & Resonate: offering a more ethical alternative to Spotify

Source : [God is in the TV Zine](#)

Thinking outside the box when helping the live sector in crisis

Source : [The Music Network](#)

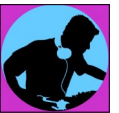


EMI's Clive Cawley on The Killers' all-conquering Imploding The Mirage album campaign

Source : [Music Week](#)

Denver Is Hosting a New Outdoor Livestream Experience: See Which DJs Are Playing

Source : [Billboard](#)



Still Down by 50%, The Problem With Streaming 2020 Edition

Source : [The Trichordist](#)

CONSOMMATION MÉDIATIQUE ET DE BIENS CULTURELS

Classical streams are booming for younger listeners



Globally, the service saw a 17% increase in classical listeners between April 2019 and April 2020, but the report highlights younger listeners (those under 35 – good news early thirtysomethings worrying that you’re not young any more!) in particular. In the last year, 31% of Deezer’s classical listeners in the UK were under 35, while this age group was also the most likely to have listened to orchestral music during the Covid-19 lockdown according to the RPO.

Pour en lire davantage : [Music:Ally](#)

The Most-Streamed Songs and Podcasts of Summer 2020

Following DaBaby’s “Rockstar” is The Weeknd’s “Blinding Lights,” which takes the slot for the second-most-streamed song this summer. It racked up just under 340 million streams between June 1 and August 15, and although it was released last November, it speaks to cities being “cold and empty.” In third place is SAINT JHN’s upbeat jam “Roses – Imanbek Remix,” which collected over 280 million streams and was added to many workout playlists.

Pour en lire davantage : [Spotify](#)



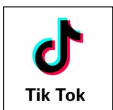
'The real thing': Forget streaming, CDs and vinyl stage COVID comeback

Source : [Sydney Morning Herald](#)

Australia’s streaming music subscriptions reach 12.2m



Source : [Music Network](#)



Country, Metal, and TikTok: Digital Trends in the Music Industry With Former Sony Music Nashville VP Ed Rivadavia

Source : [Chart Metric](#)

POLITIQUES PUBLIQUES

SESAC inks licensing deal with Radio Music License Committee



The new agreement sets the rates payable by the majority of America's commercial terrestrial radio stations to publicly perform works in the SESAC repertory, effective January 1 2019 through December 31, 2022.

The RMLC represents more than 10,000 commercial radio stations in the US and SESAC represents more than 1 million songs and some 30,000 songwriters, composers and music publisher affiliates.

Pour en lire davantage : [MBW](#)

TikTok sues Trump administration to block pending ban

In a statement on its website, TikTok said the administration's ban had the potential to "strip the rights" of the employees and creators on the Tik Tok platform "without any evidence to justify such an extreme action."

The statement also reiterated TikTok's claim that it is not a national security threat and that the executive order Trump issued ignored the due process usually taken to look into these allegations.



Pour en lire davantage : [Digital Trends](#) / [CMU](#)



Government's cultural fund announces grants for 135 English music venues

Source : [CMU](#)

Apple hits back in Epic Games dispute, as Microsoft takes sides

Source : [CMU](#)



Record Industry Groups Take Action Against Fake Music Streams in Germany

Source : [Billboard](#)

Judge confirms Apple can ban Fortnite but not cut off the Unreal Engine in Epic dispute

Source : [CMU](#)



IFPI takes aim at more 'music streaming manipulation' sites

Source : [Music:Ally](#)

ÉCONOMIE

How Much Is an Album Worth in 2020: \$3.49? \$77? \$1,000? Maybe \$0



For the most popular artists, the album itself is just one small part of a multiplatform business, and nowhere near the most profitable one. While they still do a healthy business in physical sales, and sometimes find ways to squeeze additional profits from it — Taylor Swift recently offered eight different deluxe editions of her new album, “Folklore” — generally the album is the thing that sets the table for far more ambitious revenue streams: merchandise, touring, licensing and more.

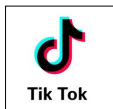
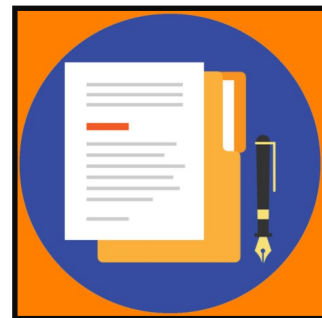
Pour en lire davantage : [New York Times](#)

Why companies are buying up the rights to thousands of songs

One of the biggest is Hipgnosis Songs Fund, run by Canadian-born Merck Mercuradis, a former marketing person at Virgin Music Canada. Like his competitors, Mercuradis believes that proven songs have genuine value that can generate revenue for decades to come.

Hipgnosis has done deals with Beyonce, grabbing the future revenues of Single Ladies (Put a Ring On It), Justin Bieber’s Baby, and Umbrella by Rihanna. The company now owns some 6,000 songs and is the only music rights company on the London Stock Exchange.

Pour en lire davantage : [Global News](#) / [SynchTank](#)

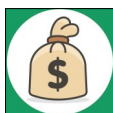


TikTok announces a deal with UnitedMasters, its first music distribution partnership

Source : [Tech Crunch](#)

Facebook Unveils Paid Online Events Feature, Dings Apple for Not Waving Tax

Source : [Billboard](#)



Stat Of The Week: The pandemic has hit the major labels this year... but they’re still generating over \$1m per hour from streaming

Source : [MBW](#)

Songtradr finalises \$30m funding round for global expansion

Source : [Music Network](#)



Spotify Unveils Esports Partnership With Riot Games

Source : [Hollywood Reporter](#)

MelodyVR buys Napster

Source : [CMU](#) / [Music Network](#)



TikTok-rival Triller inks deal with Reliance’s JioSaavn in India push

Source : [Tech Crunch](#)

Jay-Z’s TIDAL makes VR concerts bet, buying \$7m in tokens from \$100m-backed Sensorium Corporation

Source : [MBW](#)



Stem’s \$10M Financing Will Help Musicians Sing A New Tune

Source : [Crunch Base](#)

ACTUALITÉS TECHNO

Apple Music Adds Two Radio Streams and Drops Beats Branding



Apple Inc. added two new online radio channels to its streaming music service and re-named the flagship station Apple Music 1, shedding the Beats brand that had been in place since the debut in 2015. One of the new stations features hits from the 1980s, 90s and 2000s, and the other plays popular country music. Apple Music 1 will continue to feature modern pop, Latin music and DJ hosts.

Pour en lire davantage : [Bloomberg](#)

YouTube Music to expand lyrics integration to desktop

The lyrics mode interface is similar to that of the mobile, with the album cover on one side of the screen, and the lyrics queue and lyrics on the other. Unlike in Apple Music and Spotify where the lyrics are forwarded in real-time as the song plays, YouTube Music users have to scroll down. Not all lyrics to songs are immediately available as these come from a third-party source.



Pour en lire davantage : [Music Network](#)



Qwest TV Partners with Samsung to Enhance Music Offerings on Samsung TV Plus

Source : [Broadway World](#)

Good Splits Launches New Royalty Calculator For Artists and Creators

Source : [Billboard](#)



Facebook is bringing a Shop section to its app, while Instagram expands Live Shopping

Source : [Tech Crunch](#)

On-Stage Launches New Microphone Cleansers

Source : [Radio World](#)



eMusic launches livestreaming platform

Source : [CMU](#) / [Music Week](#)

9 Music Collaboration Apps We're Digging Right Now

Source : [Fly Paper](#)



Microsoft brings transcriptions to Word

Source : [Tech Crunch](#)

VARIA

Is Audio the Future of Social Media? Twitter's Jack Dorsey Thinks So.



So should we all go back to the way it was? At first thought, it seems regressive, in the age of 8K video and visually-based apps like TikTok and Instagram, but maybe our minds aren't equipped to deal with the huge amount of visual information that we're bombarded with every single day. We certainly aren't meant to have written conversations with strangers, as proven by the lack of balance and coherence shown in most Twitter and Facebook exchanges.

Pour en lire davantage : [Entrepreneur](#)



This browser extension shows you the carbon footprint of your Amazon purchases

Source : [Fast Company](#)

INSOLITE

Man jailed for selling bootleg CDs on Amazon and eBay



In these crazy times in which we live, how about we report on a nice old fashioned slightly reassuring bootleg CD operation? Although the bootleg CDs were being sold on Amazon and eBay. So not entirely old fashioned. I preferred it when it was all about market stalls and car boot sales. Anyway, a man who led a bootleg CD operation selling counterfeit discs via Amazon and eBay has been handed an eighteen month prison sentence after being found guilty of criminal trademark infringement. The conviction comes at the end of a case initiated by the Content Protection Unit of record label trade body the BPI and then pursued by Lancashire Trading Standards.

Pour en lire davantage : [CMU](#)



Pandora releases playlists to illustrate a connection of sound and color

Source : [RAIN](#)

Van Morrison Calls Socially Distanced Shows "Pseudo-Science"

Source : [Exclaim!](#)

