

Communications du secteur culturel

- [COVID-19] Fermeture des salles jusqu'au 23 novembre : la musique d'ici garde coûte que coûte contact avec le public et continue de se préparer au retour tant attendu en salle [\[ADISQ\]](#)
- Lettre ouverte aux dirigeants de Bell Media, Cogeco - Québec et de l'Association Canadienne des Radiodiffuseurs (ACR) [\[Musique Bleue\]](#)

Pratiques industrielles et artistiques

- Union of Musicians and Allied Workers Launches “Justice at Spotify” Campaign [\[Pitchfork\]](#)
- How YouTube can be a music industry growth driver [\[Music Industry Blog\]](#)

Consommation médiatique et de biens culturels

- Synchs Of Distinction: The Most Popular Songs And The Most Influential Shows For Music Discovery [\[Billboard\]](#)
- [COVID-19] Pandora: New metrics for streaming listeners, and advice for advertisers [\[RAIN\]](#)

Politiques publiques

- FCC Approves All-Digital Option for AM [\[Radio World\]](#)
- Twitch, Amazon Slammed by RIAA and Major Industry Groups for Using Unlicensed Music; Twitch Disputes Claim [\[Variety\]](#)

Économie

- [COVID-19] Song right societies saw collections grow 8.4% in 2019, but fear a 35% drop in 2020 due to COVID [\[CMU\]](#)
- Report: independents are 27% of music publishing market [\[Music:Ally\]](#)

Actualités techno

- Spotify takes on radio with its own daily morning show [\[Tech Crunch\]](#)
- Quincy Jones Makes Strategic Investment In AI Startup Musimap [\[Platform & Stream\]](#)

ANNONCES IMPORTANTES

[COVID-19] Prolongement des mesures en zones rouges jusqu'au 23 novembre [\[News Wire\]](#)

[COVID-19] Le CALQ déploie le soutien du gouvernement à la diffusion de spectacles québécois pour traverser la deuxième vague de COVID-19 [\[CALQ\]](#)

GALAS DE L'ADISQ

Semaine de toutes les musiques [\[ADISQ\]](#)

Gagnants Gala de l'Industrie [\[ADISQ\]](#)

Gagnants du Premier Gala ADISQ [\[ADISQ\]](#)

Pour toute autre information consultez Palmarès-ADISQ [\[ADISQ\]](#)

Ne manquez pas le Gala de l'ADISQ dimanche 1^{er} novembre dès 20h sur les ondes de Radio-Canada

Ressources COVID-19

[À la une](#)

[Webinaires](#)

[Mesures économiques](#)

[Mesures sanitaires](#)

ANNONCES IMPORTANTES

Prolongement des mesures en zones rouges jusqu'au 23 novembre



Après avoir demandé aux Québécoises et aux Québécois de limiter leurs contacts pour une période de 28 jours et compte tenu de l'évolution de la situation épidémiologique de la pandémie, le premier ministre, François Legault, ainsi que le ministre de la Santé et des Services sociaux, Christian Dubé, annoncent aujourd'hui la nécessité de maintenir cet effort pendant quatre semaines supplémentaires dans les zones rouges, soit jusqu'au 23 novembre. Toutefois, certains assouplissements pourraient être annoncés dans deux semaines pour les régions où la tendance à la baisse se poursuivra.

Pour en lire davantage : [News Wire](#)



Accord de principe - Québec alloue plus de 8 M\$ à la modernisation des installations de la Société des arts technologiques

Source : [News Wire](#)

Le CALQ déploie le soutien du gouvernement à la diffusion de spectacles québécois pour traverser la deuxième vague de COVID-19



Source : [CALQ](#)

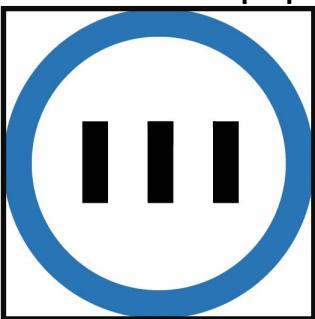


Webinaire : Mieux comprendre les nouveautés du volet 2.4 - Promotion sur un marché cible (hors Québec) du programme Sodexport - musique et variétés

Source : [SODEC](#)

COMMUNICATIONS DU SECTEUR CULTUREL

Fermeture des salles jusqu'au 23 novembre : la musique d'ici garde coûte que coûte contact avec le public et continue de se préparer au retour tant attendu en salle



Alors que la Semaine de toutes les musiques vient d'être lancée, le gouvernement du Québec a annoncé hier le maintien des mesures restrictives annoncées le 30 septembre dernier dans les zones rouges de la province, ce qui a pour effet de prolonger la fermeture des salles de spectacle pour une nouvelle période de 28 jours. L'ADISQ, qui accueille avec déception cette nouvelle, invite toutefois le public à demeurer à l'affût de l'offre musicale locale qui continue de lui être présentée, en virtuel, dans les médias traditionnels et dès que ce sera possible, en salle.

Pour en lire davantage : [ADISQ](#)



Lettre ouverte aux dirigeants de Bell Media, Cogeco - Québec et de l'Association Canadienne des Radiodiffuseurs (ACR)

Source : [Musique Bleue](#)

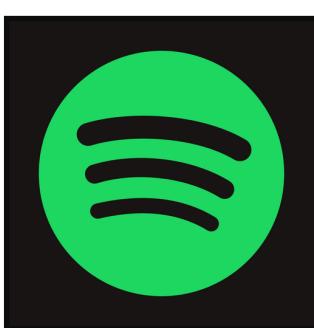
Consultation publique sur la Stratégie numérique de BAnQ 2021-2028 : le savoir et la culture pour tous, partout et en tout temps



Source : [News Wire](#)

PRATIQUES INDUSTRIELLES ET ARTISTIQUES

Union of Musicians and Allied Workers Launches “Justice at Spotify” Campaign



The Union of Musicians and Allied Workers has launched the “Justice at Spotify” campaign in advocacy of drastic changes to the streaming platform’s business model. The collective of musicians, DJs, producers, road crew, and other workers organizing to “collectively take resources and power from the few wealthy companies that dictate our industry” has collected more than 4,000 signatures from music industry workers

Pour en lire davantage : [Pitchfork](#) / [CMU](#) / [DMN](#) / [InRocks](#)

How YouTube can be a music industry growth driver

In the coming weeks MIDiA will be presenting the third edition of its biannual YouTube music report, State of the YouTube Music Economy 3.0: End of the Beginning. This is a major report that presents the definitive traits of the YouTube music economy, including revenues, royalty payments, streams, subscribers, user behaviour and user demographics. One of the key themes in this report is how the music industry, or at least the Western music industry, is failing to capitalise on the revenue potential of YouTube. Royalty rates play a part, and Europe’s Article 17 will have some role (exactly what is yet to be determined) in changing this.



Pour en lire davantage : [Music Industry Blog](#) / [RAIN](#)



Pandemic past, present & future of livestreaming

Source : [Music x Corona](#)

SCA says DAB+ stations have helped it weather ratings turbulence



Source : [Radio Today](#)



YouTube Music launches #FoundryFest with Dua Lipa, Arlo Parks & more

Source : [Music Week](#)

Is high definition audio ready to re-invent music (again?)



Source : [Lost Art of Listening](#)



Does UFC's new music app hint at the future of subscription streaming?

Source : [MBW](#)

Amazon Music launches Breathrough Live, a new live stream series



Source : [Grateful Web](#)



Apple Music, Spotify and other services pull racist music after investigation

Source : [Yahoo!](#)

PRATIQUES INDUSTRIELLES ET ARTISTIQUES (suite)



« Monétisation de l'accès à la culture par la numérique »

Source : [MGB](#)

The great song explosion of 2020: Why Paul McCartney and other artists are dropping albums at a pace we haven't since the 1960s.

Source : [Philadelphia Inquirer](#)



TikTok Is Giving a Niche Indie Band's 2008 Music Millions of New Streams

Source : [Rolling Stone](#)

Blurred lines: UGC is bringing creators and users closer, and blurring promotion with consumption



Source : [MIDiA / MIDiA \(PDF\)](#)



Dreading the Winter? Poolside FM Music Streams Keep the Summer Vibes Alive

Source : [PC Mag](#)

Why festivals can insure against terror attacks but not pandemics



Source : [Music Network](#)



Cardi B's 'WAP' Proves Music's Dirty Secret: Censorship Is Good Business

Source : [New York Times](#)

Apple Music UK reveals streaming surge for key dance playlist



Source : [Music Week](#)



Spinning up digital innovation at Warner Music Group

Source : [CIO](#)

« Streaming websites are shameless » Flux Pavilion calls for increased artist support



Source : [EDM](#)



Takeaways From the AM Digital Order

Source : [Radio World](#)

New Non-Profit Offers Aid to Small Music Venues Across America



Source : [Billboard](#)



He Helped Create Lollapalooza. Now He Wants to Save Live Music.

Source : [New York Times](#)

PRATIQUES INDUSTRIELLES ET ARTISTIQUES (suite)



Has Billie Eilish set the new standard for livestreamed gigs?

Source : [ABC](#)



Pandemic: CISAC President Björn Ulvaeus Brings A Songwriter's Clarity to Policy Decisionmaking

Source : [Artists Rights Watch](#)



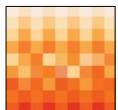
DDEX Virtual Creator Credit Summit

Source : [DDEX](#)

Concerts are almost back to normal — in New Zealand



Source : [Brooklyn Vegan](#)



YouTube au Canada en temps de COVID-19 : entre succès renouvelé et défis à relever

Source : [FMC](#)

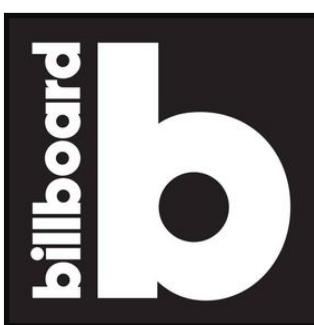


Fabric among the venues to receive more than £1 million from the Culture Recovery Fund

Source : [CMU](#)

CONSOMMATION MÉDIATIQUE ET DE BIENS CULTURELS

Synchs Of Distinction: The Most Popular Songs And The Most Influential Shows For Music Discovery



When it comes to music discovery on TV, Netflix dominates. Tunefind — which tracks TV synchs and their popularity among its 3.5 million monthly users — and Nielsen Music/MRC Data have compiled the top 50 synchs of 2020 year to date, and found that 33 of them were placed in series exclusive to the streaming giant. Netflix also has an outsize presence among the top 10 most influential shows. Four are exclusives, and another five enjoy the boost of a binge-ready second life as they arrive many-seasons-deep — though since those five shows are still first-run on their original networks, Netflix's impact is hard to gauge.

Pour en lire davantage : [Billboard](#)

Pandora: New metrics for streaming listeners, and advice for advertisers

Pandora's new Definitive Guide to Audio is a glossy pictorial presentation, embedded with new research stats about streaming listeners and best practices for digital audio advertisers marketing to those listeners. The presentation opens with a kind of "OMG, pandemic!" tone. Pandora says that it's a catalyst for change — for the company, the industry, and for marketers. Unsurprisingly, Pandora advocates for music, and for streaming. The attitude seems a little antique for 2020: "Ever heard of this little thing called streaming"? We get the wink, but that's a remark whose slyness would play better 10 years ago.



Pour en lire davantage : [RAIN / Pandora \(PDF\)](#)



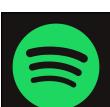
MIDiA Research: Spotify #1 podcast platform in international survey

Source : [RAIN](#)

Snapchat now has 249m daily active users and booming AR usage



Source : [Music:Ally](#)



According to Spotify, THIS is the most popular song on running playlists

Source : [Runner's World](#)

Deezer encourages pirate app users to switch to official version



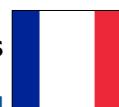
Source : [Music:Ally](#)



Un chiffre ou deux

Source : [La REM](#)

La SVOD séduit largement les Français



Source : [Siècle Digital](#)



La démocratisation des enceintes connectées se poursuit

Source : [Siècle Digital](#)

POLITIQUES PUBLIQUES

FCC Approves All-Digital Option for AM

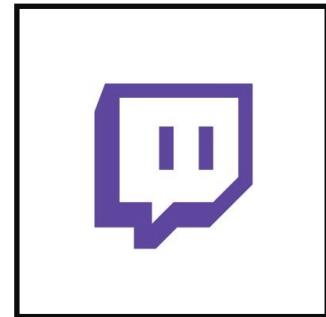


The Federal Communications Commission will allow U.S. AM radio station owners to convert their stations to all-digital HD Radio transmissions if they choose to do so. The commission voted unanimously in favor today at its October open meeting. Industry observers will be watching to see if any owners large or small take this step. All HD Radio receivers in the market are capable of receiving the MA3 signals; but making this switch would end analog listening on the given frequency.

Pour en lire davantage : [Radio World](#)

Twitch, Amazon Slammed by RIAA and Major Industry Groups for Using Unlicensed Music; Twitch Disputes Claim

Twitch, the rapidly growing livestreaming platform, and its owner Amazon received a blistering letter on Thursday signed by multiple major U.S. music organizations including the RIAA, the Recording Academy, the National Music Publishers Association, the Music Managers Forum, the American Association of Independent Music, SAG-AFTRA and more than a dozen others over its licensing situation with many major music rights-holders. The letter is addressed to Amazon founder/CEO Jeff Bezos, with Twitch CEO Emmet Shear on copy (a full list of signatories appears below).



Pour en lire davantage : [Variety](#) / [CMU](#) / [Verge](#)



COVID-19 Guidance for Arts and Culture

Source : [Government of Ireland](#)

Un sénateur français propose un CyberScore pour noter les plateformes numériques



Source : [Siècle Digital](#)



UK commercial radio sector calls for more COVID support as new restrictions impact on local advertisers

Source : [CMU](#)

€300M 'Umbrella' for Austrian promoters



Source : [IQ](#)



Intellectual property after 1 January 2021

Source : [UK Government](#)

French Three-Strikes Anti-Piracy Law Mostly Benefited American Movies



Source : [Torrent Freak](#)



Triller says TikTok is trying to “skirt the law” in ongoing David v Goliath patent dispute

Source : [CMU](#)

ÉCONOMIE

Song right societies saw collections grow 8.4% in 2019, but fear a 35% drop in 2020 due to COVID



In normal times global collecting society grouping CISAC would today be bigging up the 8.4% growth in music revenues collected by its members in 2019, with total income nearly reaching nine billion euros. However, these are not normal times. And instead, the headline-grabbing figure in the new CISAC Global Collections Report is that COVID-19 could cause a 35% drop in collections in 2020, equating to 3.5 billion euros of lost income.

Pour en lire davantage : [CMU / CISAC / CISAC \(PDF\) / CISAC \(PDF-Français\)](#)

Report: independents are 27% of music publishing market

Independent publishers body IMPF has published a new 'Global Market View 2020' report offering figures for its members' share of the global publishing sector. The key stats: an estimate that the global publishing market was worth €5bn (around \$5.9bn) in 2019 – up from €4.63bn in 2018 – and that independent publishers accounted for 27% of that market in 2019.



Pour en lire davantage : [Music:Ally / IMPF \(PDF\)](#)



4 quick bites and obituaries on Quibi (RIP 2020-2020)

Source : [Tech Crunch](#)

Netflix signe un bilan trimestriel en deçà des prévisions



Source : [Siècle Digital](#)



An Indie-Loving Company May Be Music's Next Billion-Dollar Success Story

Source : [Rolling Stone](#)

Decentralised streaming service Audius raises another \$1.25m



Source : [Music:Ally](#)



iHeartMedia acquires podcast technology company Voxnest

Source : [MBW](#)

Kanye West: I will buy Universal Music Group for \$33BN



Source : [MBW](#)



TikTok partners with Shopify on social commerce

Source : [Tech Crunch](#)

ÉCONOMIE (suite)



The hidden costs of streaming music

Source : [RNZ](#)

Amuse's Enhanced Royalty Advance Service Quickens Artist Payments



Source : [Forbes](#)



Steve Jobs Saved The Music Business Says Megadeth Star

Source : [AntiMusic](#)

UK live music: At a cliff edge



Source : [Live music Industry Venues and Entertainment](#)



No Joke: Music Industry Veterans Turn to Royalty Collections for Comedians, Podcasters

Source : [Billboard](#)

One Clear Casualty of the Streaming Wars: Profit



Source : [Doug Shapiro](#)

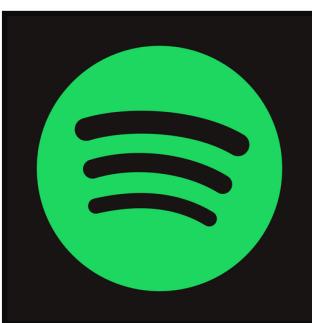


Forte croissance des dépenses publicitaires sur les réseaux sociaux

Source : [Siècle Digital](#)

ACTUALITÉS TECHNO

Spotify takes on radio with its own daily morning show

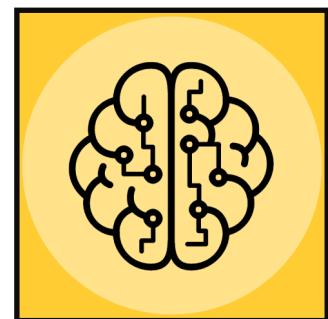


Spotify's streaming music service is starting to resemble terrestrial radio with today's launch of the company's first daily morning show, "The Get Up." Like other morning shows designed for commuters, the new program will be led by hosts and will combine news, pop culture, entertainment and music. But in Spotify's case, the music is personalized to the listener.

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

Quincy Jones Makes Strategic Investment In AI Startup Musimap

Emotional Artificial Intelligence company Musimap has welcomed Quincy Jones as an investor. Musimap captured Jones' imagination after testing its psycho-emotional profiling engine, MusiMe, which builds emotional profiles for listeners, detailing mood, feelings and values based on their listening history.



Pour en lire davantage : [Platform & Stream](#)



New iPad Air review: The iPad sweet spot, elevated

Source : [Fast Company](#)

Amazon Echo (4th Gen) review: New look, same outstanding results



Source : [Digital Trends](#)



This groundbreaking new style of A.I. learns things in a totally different way

Source : [Digital Trends](#)

Instagram and Snapchat Look to Take on TikTok with New Product Updates



Source : [eMarketer](#)



A Look at Eddie Van Halen's Legacy on Music Technology

Source : [Innovation & Tech Today](#)

Spotify changes API terms to allow playlist exporting



Source : [Music:Ally](#)



Small Spotify remote broadens musical horizons

Source : [Hackaday](#)

ACTUALITÉS TECHNO (suite)



Vevo Expands Music Streaming to Smart TVs with New Partnership

Source : [Cord Cutters News](#)

Prochains AirPods Pro : dites adieu à l'icône tige des écouteurs Apple



Source : [Siècle Digital](#)



YouTube Tests New Shorts Logo, Provides Tips on How to Get Videos Featured in Shorts Feed

Source : [Social Media Today](#)

T-Mobile launches new TVision streaming bundles, pricing starts at \$10 per month



Source : [Tech Crunch](#)



SoundCloud rolls out Snapchat integration, with Facebook stories coming soon

Source : [MBW](#)

Facebook arrive dans le cloud gaming



Source : [Siècle Digital](#)



AC Milan have announced an innovative new partnership with Apple Music

Source : [Sempre Milan](#)

Future of Tech: Gaming Predicted to Become Next Dominant Technology Platform



Source : [Wall Street Journal](#)



Apple eyes the TikTok generation with an updated version of Clips

Source : [Tech Crunch](#)

Kid Cudi to Launch Artist-Empowering Interactive Live Music App Encore



Source : [Yahoo!](#)

VARIA

Bryson Tiller and the art of living between albums



Putting pressure on artists to release new material will only lead to watered-down tunes built for streaming. Every Thursday night, like clockwork, the world prepares itself for a new batch of new music. These drops can be surprises or the result of a meticulous marketing campaign designed to attract the most amount of listeners as possible. Since there's so much new content every week, it can become easy to forget about an artist who's been laying low for a long time.

Pour en lire davantage : [The Concordian](#)

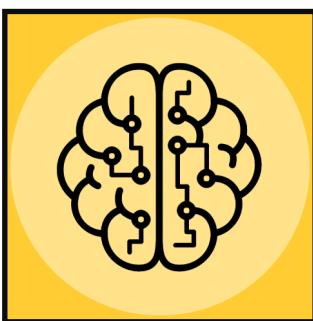


Making a Living from Live Streaming? A Beginner’s Guide to Monetisation Features

Source : [Henry Prince](#)

INSOLITE

Grimes Contributes “AI Lullaby” to Algorithmic Mood Music Startup



Grimes has partnered with Endel—an algorithm-based mood music startup—for a collaborative new project called “AI Lullaby.” Featuring original music and vocals from Grimes, it’s available on the Endel iOS app until December 23. (It will be available via Android and Amazon Alexa later this year.) The experience is meant to help “improve both sleep and wellness in children and adults.”

Pour en lire davantage : [Pitchfork](#)



How Maria Schneider Is Using Her Jazz Orchestra to Take On Big Tech

Source : [Billboard](#)