

Communications du secteur culturel

- Solange Drouin, vice-présidente, affaires publiques et directrice générale de l'ADISQ, annonce son départ de l'Association [\[ADISQ\]](#)
- Le budget 2021-2022 reconnaît le rôle du moteur du spectacle : l'ADISQ reconnaissante de la reconduction d'une mesure clé pour la musique [\[ADISQ\]](#)

Pratiques industrielles et artistiques

- UK study questions majors/indies split on streaming playlists [\[Music:Ally\]](#)
- **[COVID-19]** Music Canada: 2020 year in review & Outlook for 2021 [\[Music Canada\]](#)

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- Surprise! YouTube is the most popular music streaming service [\[Music:Ally\]](#)
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- It's time to challenge the flow [\[IMPALA\]](#)
- California Introduces Legislation to Limit Record Label Contracts to 7 Years [\[DMN\]](#)

Économie

- **[COVID-19]** Global recorded music revenues grow 7.4% [\[IFPI\]](#)
- **[COVID-19]** US Livestreams Earned \$610M in 2020: Study [\[Billboard\]](#)

Actualités techno

- Deezer seeks to democratize high-rez streaming, adding families to HiFi plans [\[RAIN\]](#)
- YouTube can now warn creators about copyright issues before videos are posted [\[The Verge\]](#)

Announces Importantes

BUDGET 2021-2022 - Des actions totalisant 4 G\$ pour accélérer la croissance économique et la transition vers la nouvelle économie du Québec [\[News Wire\]](#)

[COVID-19] Plan de relance économique du milieu culturel - La ministre Nathalie Roy annonce une aide de plus de 7,4 M\$ à 16 entreprises pour améliorer le positionnement des contenus culturels québécois sur les plateformes numériques [\[News Wire\]](#)

[COVID-19] Plan de relance économique du milieu culturel - La ministre Nathalie Roy annonce une aide de près de 680 000 \$ pour soutenir le développement numérique de 18 entreprises culturelles [\[News Wire\]](#)

La ministre Nathalie Roy annonce un octroi de près de 7 M\$ à 151 médias communautaires [\[News Wire\]](#)

Ressources COVID-19

À la une

Mesures économiques

Mesures sanitaires

ANNONCES IMPORTANTES

BUDGET 2021-2022 - Des actions totalisant 4 G\$ pour accélérer la croissance économique et la transition vers la nouvelle économie du Québec



Le secteur culturel a été frappé durement par la pandémie. Pour le soutenir et contribuer à sa relance, le budget 2021-2022 prévoit des investissements de 392 millions de dollars d'ici cinq ans qui serviront à promouvoir la culture, le patrimoine québécois et la langue française. Une somme de 147 millions de dollars permettra de bonifier et de prolonger le Plan de relance économique du milieu culturel, alors que des investissements de près de 104 millions de dollars sont prévus pour appuyer la défense et la promotion du français, langue officielle et langue commune du Québec.

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



Plan de relance économique du milieu culturel - La ministre Nathalie Roy annonce une aide de plus de 7,4 M\$ à 16 entreprises pour améliorer le positionnement des contenus culturels québécois sur les plateformes numériques

Source : [News Wire](#)

Plan de relance économique du milieu culturel - La ministre Nathalie Roy annonce une aide de près de 680 000 \$ pour soutenir le développement numérique de 18 entreprises culturelles



Source : [News Wire](#)

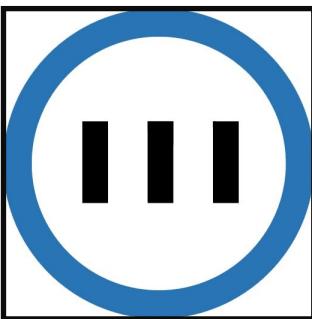


La ministre Nathalie Roy annonce un octroi de près de 7 M\$ à 151 médias communautaires

Source : [News Wire](#)

COMMUNICATIONS DU SECTEUR CULTUREL

Solange Drouin, vice-présidente, affaires publiques et directrice générale de l'ADISQ, annonce son départ de l'Association



Solange Drouin, vice-présidente aux affaires publiques et directrice générale de l'Association québécoise de l'industrie du disque, du spectacle et de la vidéo (ADISQ), a informé le conseil d'administration de l'association qu'elle quittera ses fonctions au cours des prochains mois. Après 29 ans au sein de l'organisation, Mme Drouin a décidé de consacrer les prochaines années à des projets personnels.

Pour en lire davantage : [ADISQ](#)



Le budget 2021-2022 reconnaît le rôle du moteur du spectacle : l'ADISQ reconnaissante de la reconduction d'une mesure clé pour la musique

Source : [ADISQ](#)

Budget 2021-2022 du Québec : l'APEM applaudit un soutien financier continu



Source : [APEM](#)



Un revenu de base garanti pour l'avenir des arts

Source : [La Presse](#)



Le Partenariat du Quartier des Spectacles et le Palais des Congrès de Montréal signent une entente-cadre

Source : [News Wire](#)

PRATIQUES INDUSTRIELLES ET ARTISTIQUES

UK study questions majors/indies split on streaming playlists



Do independent labels get a fair share of slots on music streaming services' playlists? It's a complicated question, with the answer having varied, historically, depending on which playlists you're talking about (all of them, or just the big ones?), how you define independent (do major-distributed tracks count?) and other factors.

Pour en lire davantage : [music:ally / DMN](#)

Music Canada: 2020 year in review & Outlook for 2021

Canadians want to get back to enjoying live music when it's safe to do so. As the pandemic continued, our research found that self-identified "live music lovers" missed live music more than ever. 90% of respondents in this group said "I really miss going to concerts" – and 89% of this group agreed that digital content will never replace the feeling of seeing live music.



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



Justin Bieber, 'Justice' Campaign Teardown

Source : [Amber Horsburgh](#)

The case for music.gov



Source : [The Week](#)



Rémunération des artistes : Spotify mise sur la transparence

Source : [Siècle Digital](#)

Covid 19 : les annulations de festivals de musique se multiplient pour la deuxième année de suite



Source : [Le Monde](#)



What the Spotify/K-Pop Showdown Underscores About the Future of Streaming

Source : [Pitchfork](#)

As Streaming Takes Over, Music Metadata Is Becoming More Critical for Musicians. How Critical, You Ask?



Source : [DMN](#)



How Can New Music Compete Against Classic Rock?

Source : [Jacobs Media Strategies](#)

PRATIQUES INDUSTRIELLES ET ARTISTIQUES (suite)



Radio giant Entercom rebrands as Audacy; renames RADIO.COM; new look and feel throughout

Source : [RAIN](#)



En 2020, le marché publicitaire a connu une crise sans précédent

Source : [Siècle Digital](#)



Why Is Tower Records Coming Back Now, of All Times?

Source : [Slate](#)



Secretly Label's Management Recognizes Its Staffers' Newly Formed Union

Source : [Variety](#)



Cassettes make a comeback with new reissue series

Source : [Straight](#)



COVID-19 & culture : et ailleurs dans le monde ?

Source : [MGB](#)



L'immense bonheur de retrouver l'Orchestre Métropolitain

Source : [Ludwig van Montréal](#)



French HiFi streaming service Qobuz heading for Australia

Source : [Music Network](#)



Festivals criticised for male-dominated line-ups

Source : [CMU](#)



How to Make Your Music Streaming a Little More Social

Source : [Wired](#)



Spotify is getting into live audio because of course it is

Source : [Tech Crunch](#)



SiriusXM Canada celebrates 15 years supporting artists at the 2021 JUNO Awards

Source : [Yahoo!](#)



CONSOMMATION MÉDIATIQUE ET DE BIENS CULTURELS

Surprise! YouTube is the most popular music streaming service



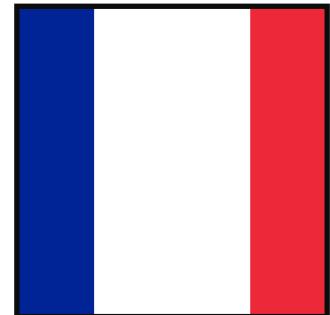
44% of Americans use YouTube for music, according to the study, putting it well ahead of Spotify (27%), Pandora (25%), Amazon Prime Music (24%) and Apple Music / iHeartRadio (both 12%). Interestingly, for 18-34 year-olds, the gap with Spotify is much closer: the services are used by 53% and 45% of that age group respectively.

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

Un an de crise sanitaire : Quelles conséquences sur les publics et les consommateurs ?

L'Afdas, les branches professionnelles, soutenus par les ministères du Travail, de la Culture et des Sports lancent une étude* prospective intersectorielle sur les évolutions socio-culturelles qui auront un impact sur les secteurs de la culture, des industries créatives, des médias, de la communication, des télécommunications, du sport, du tourisme, des loisirs et du divertissement à un horizon de 10 ans.

Pour en lire davantage : [AFDAS](#)



Le commerce électronique au Québec

Source : [ATN](#)

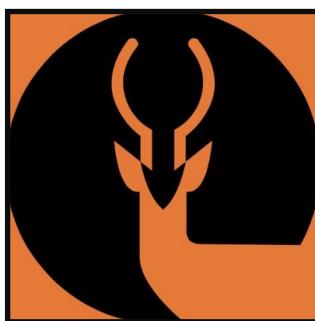
The most popular music streaming platforms in key markets globally



Source : [YouGov](#)

POLITIQUES PUBLIQUES

It's time to challenge the flow—IMPALA's 10-point plan to make streaming work



IMPALA, the European independent music companies' association in Europe, has published a ten point plan to reform streaming. We see music services as partners, and our aim is to make streaming fairer and provide a dynamic, compelling and responsible future for creators and for fans.

We start by calling for an end to safe harbour privileges that distort the market. Avoiding new loopholes is a priority as the EU copyright directive is currently being implemented at national level. We urge countries to "protect their creative artists – not timidly, but fiercely."

Pour en lire davantage : [IMPALA / MBW / CMU](#)

California Introduces Legislation to Limit Record Label Contracts to 7 Years

California Assemblywoman Lorena Gonzalez – who spearheaded the controversial AB 5 and subsequently authored AB 2257, which exempted many in the music community from the former's restrictions – introduced AB 1385 last month, and an amended version of the bill was just recently published. For background, section 2855 of California's Labor Code indicates that "a contract to render personal service...may not be enforced against the employee beyond seven years from the commencement of service under it." The clause refers specifically to agreements concerning services "of a special, unique, unusual, extraordinary, or intellectual character."



Pour en lire davantage : [DMN](#)



Australian live events industry boosted by federal funding

Source : [TBN](#)

PRS for Music claims anti-piracy success



Source : [Advanced Television](#)



Federal Government commits additional \$135m to music biz

Source : [Music Network](#)

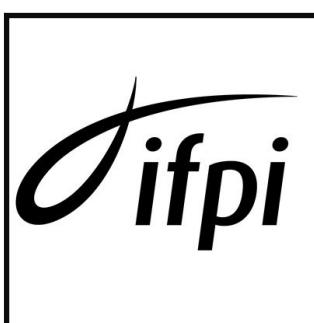
Government defends its refusal to provide COVID cancellation insurance for the festivals sector



Source : [CMU](#)

ÉCONOMIE

Global recorded music revenues grow 7.4%

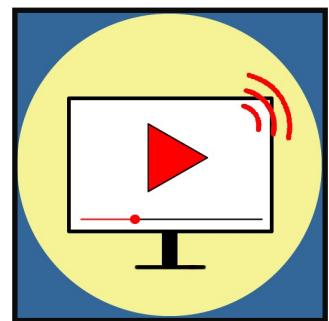


The global recorded music market grew by 7.4% in 2020, the sixth consecutive year of growth, according to IFPI, the organisation that represents the recorded music industry worldwide. Figures released today in IFPI's Global Music Report show total revenues for 2020 were US\$21.6 billion. Growth was driven by streaming, especially by paid subscription streaming revenues, which increased by 18.5%. There were 443 million users of paid subscription accounts at the end of 2020. Total streaming (including both paid subscription and advertising-supported) grew 19.9% and reached \$13.4 billion, or 62.1% of total global recorded music revenues.

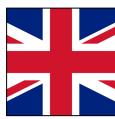
Pour en lire davantage : [IFPI / SNEP \(en français\) / SNEP \(PDF\)](#)

US Livestreams Earned \$610M in 2020: Study

An estimated 115 million people watched a livestream in the fourth quarter 2020 on platforms ranging from the popular site Twitch to Mandolin, one of the new music-focused streamers to have sprouted during the pandemic. "When I [first] looked at the landscape, it was an asterisk," says Russ Crupnick of MusicWatch, who found that 11% of U.S. consumers streamed a music event in the first quarter of 2019, counting clips and highlights, a multi-day virtual festival, DJ sets, and a video game stream, among other options. "It's been outstanding how many people have been exposed to one since the pandemic."



Pour en lire davantage : [Billboard](#)



UK recorded music revenues grew 3.8% in 2020

Source : [RotD](#)

Streaming and vinyl sales lead Australian music market's sixth year of growth



Source : [Music Network](#)



Streaming Drives Global Music Industry Resurgence

Source : [Statista](#)

Audio cassettes: despite being 'a bit rubbish', sales have doubled during the pandemic – here's why



Source : [Conversation](#)



The Global Value of Music Copyright reached a record high of \$31.6bn in 2019, up \$2.1bn on prior year. Streaming makes up 47%.

Source : [Tarzan Economics](#)

How many artists are generating \$50K+ a year on Spotify? Over 13,000.



Source : [MBW](#)



'We won't make enough money to exist': live music sector still highly uncertain

Source : [The Guardian](#)

ÉCONOMIE (suite)



Warner Music teams up with Tencent to crack China

Source : [BBC / MBW](#)

Streaming Saved Music. Artists Hate It.



Source : [NY Times](#)



Music startups saw funding levels sink by 67% in 2020

Source : [MBW](#)

Music streaming must switch to a fair and logical payout model. There is no time to lose



Source : [MBW](#)



Why Did Live Nation's Stock Price Hit an All-Time High Without Live Music?

Source : [Pitchfork](#)

Where does your money go? The real cost of music streaming



Source : [Kerrang](#)



SOCAN Expands Online Concert Payments Fund

Source : [FYI Music News](#)

A new catalog acquisition juggernaut is born, as BMG and KKR strike deal to jointly buy music copy-rights



Source : [MBW](#)



Why we believe streaming subscription ARPU fell by around 8% globally for the record industry last year

Source : [MBW](#)

Which music streamer pays best? How user-centric royalties could become a competitive advantage



Source : [Hypebot](#)

ACTUALITÉS TECHNO

Deezer seeks to democratize high-rez streaming, adding families to HiFi plans



Deezer's push into high-rez audio streaming takes an additional step now, as the company announces an expansion of the HiFi listening plan to families. Five additional accounts can be added to an existing HiFi subscription for five dollars. That spreads out the cost of HiFi streaming to, potentially, less than a dollar per person. The plan is called Deezer HiFi Family.

Pour en lire davantage : [RAIN](#)

YouTube can now warn creators about copyright issues before videos are posted

In an effort to make the process of uploading a video and receiving ad revenue easier, YouTube is rolling out a new tool called "Checks" that tells a creator ahead of time if their video contains copyrighted material and complies with advertising guidelines. Prior to Checks, creators uploaded their videos to YouTube and hoped everything went off without a hitch. The new feature screens uploads for copyrighted content, which could lead to takedowns or copyright holders claiming ad revenue, and whether the video runs afoul of advertising guideline issues.



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



YouTube's TikTok rival, YouTube Shorts, arrives in the US

Source : [Tech Crunch](#)

Spotify rolls out redesigned desktop and web apps



Source : [Tech Crunch / iMore](#)



Meet the Experimental Musicians Who Built Their Own Streaming Service

Source : [Pitchfork](#)

Sony Electronics Introduces 360 Reality Audio Compatible Wireless Speakers, Featuring New Amazon Music HD Streaming Capabilities



Source : [Yahoo! / Happy](#)



La (re)renaissance de la réalité virtuelle

Source : [L'Actualité](#)

Spotify acquires talk app Locker Room to take on Clubhouse



Source : [MBW](#)



Sonos drops the needle on high-resolution music streaming via Qobuz

Source : [Tech Hive](#)

ACTUALITÉS TECHNO (suite)



SiriusXM to Launch Disney Hits First-Ever Music Channel

Source : [Radio Online](#)



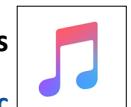
Facebook Expands Ticketed Live Streaming Into 24 New Countries

Source : [DMN](#)



TUNE.FM Launches the JAM Tokenized Music Marketplace, Built on Hedera Token Service, to Radically Evolve the Music Industry

Source : [Yahoo!](#)



‘Vinyls’ is a minimalist new app for Apple Music subscribers

Source : [9to5Mac](#)

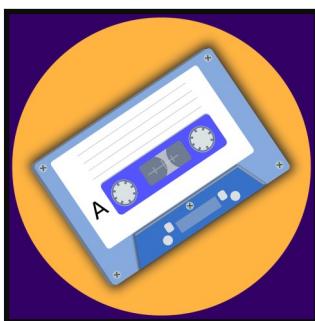


SoundExchange Unveils Upgraded Data Exchange System For Labels And Publishers

Source : [Music Row](#)

VARIA

Cassettes audio : un étonnant retour en grâce



Décrit par certains comme le « plus grand salon dédié aux nouvelles technologies d'Europe », le Salon international de la radiodiffusion de Berlin est depuis longtemps connu pour mettre à l'honneur les dernières nouveautés électroniques grand public. En 1963, le produit phare était la cassette audio, présentée par son créateur, l'ingénieur néerlandais Lou Ottens, décédé au début du mois.

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



More than 100 musicians declare a climate emergency in Canada

Source : [NOW](#)

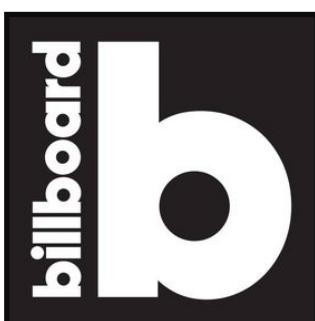


Disc-go: Should you get rid of your CDs?

Source : [Guardian](#)

INSOLITE

How Ice Cream Can Help Make Sense of Streaming Royalties



Music streaming costs the same whether you stream one track a month or 3,000 -- \$10 a month. It's all-you-can-eat. If music were ice cream, the parlors of Spotify and Apple charge the same to eat a tub a day as they do to eat a cone a month. But while this simple model created an incentive to get a critical mass of music lovers to subscribe to these services, it's probably not fair for the long term – and it's already starting to creak at the seams.

Pour en lire davantage : [Billboard](#)



Looking for your musical soulmate? This app might help.

Source : [AJOMT](#)