
Your Morning Coffee :: Weekly Music News for the New Music Business

1 message

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Fri, Sep 4, 2020 at 7:38 AM



Chartmetric's New Music Industry Trends Report [Chartmetric] [FULL STORY](#)

In our latest music industry trends report, 6MO H1 2020: Breakthrough Music, we dive into where new acts are emerging and how older tracks are finding new life on popular platforms ... despite a seismic shift in life as we know it.



Want a Record Deal? Call a TikTok Marketing Company [Rolling Stone] [FULL STORY](#)

Digitally savvy companies like Against the Grain (ATG) are becoming increasingly influential by “owning the pipelines to fans”



How Playlists Reshaped the Music Industry [Medium] [FULL STORY](#)

Some artists even go as far as to think how they can optimize their playlist performance by writing “playlist-perfect” tracks. That includes writing shorter songs, avoiding long intros/outros to reduce skipping, inventing new genres, and also paying attention to cover art.



This Is What Artists Should Know About Signing Their First Record Deal [OkayPlayer] [FULL STORY](#)

We talked with Entertainment Attorney Karl Fowlkes, Esq. about when artists should lawyer up and what they should look out for before signing a record deal.



Facebook, Instagram Update Music Guidelines and It's Bad News For Live Streams [Hypebot] [FULL STORY](#)

Just weeks after [Facebook added fee-free ticketed live streams](#), it has issued new ‘Music Guidelines’ that will make it much riskier for musicians to use the platform



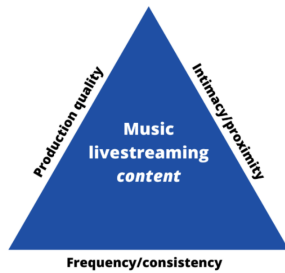
Discogs Mid-Year Marketplace Analysis and Database Highlights: Music Sales in 2020 [Discogs] [FULL STORY](#)

Discogs' Sales Grew 30% Amid Pandemic Shutdowns [Billboard] [FULL STORY](#)



U.S. Music Revenue Reached \$11 Billion in 2019, But It's Still Not at Its Peak [Rolling Stone] [FULL STORY](#)

The Digital Music Association, which represents the likes of Spotify and Apple Music, predicts a new historic high point for U.S. music revenue in 2025



What Will Happen to All These Music Livestreaming Platforms? [Cherie Hu] [FULL STORY](#)

There's a running joke in the Water & Music Discord server that involves an imaginary drinking game: Whenever we learn about a new music livestreaming platform, everybody takes a shot.



A Music Company Owned by a Pension Fund Is Making Nine-Figure Deals for Artist Catalogs [Rolling Stone] [FULL STORY](#)

US-based Concord just spent nine figures on Imagine Dragons — and, with around \$400 million at its disposal, is sizing up more huge acquisitions.



Amazon Music Is A Livestreaming Platform Now, Thanks To Twitch Tie-up [MBW] [FULL STORY](#)

Amazon Music has partnered with livestreaming platform Twitch (which is owned by Amazon) to incorporate Twitch's live streaming functionality into the Amazon Music app on IOS and Android.



10 Phases of Audience Development Over An Artist's Career [Lowade Jones] [FULL STORY](#)

When someone buys a CD, we don't know if they listen to the whole thing, or to one song over and over and over. With streaming, we know and we can build marketing plans to reach them and keep them....hopefully for many years to come.

It doesn't get clearer than this, here are the basics over your whole career:



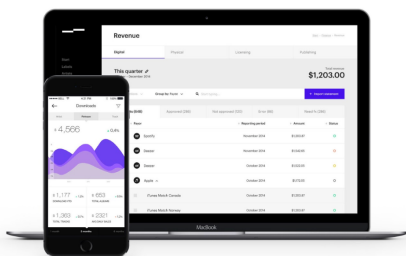
Your Morning Coffee Podcast: Streaming In 2020, BTS Chart Kerfuffle, OnlyFans & More [Hypebot] [FULL STORY](#)



How does vinyl work and is it really better than streaming from Spotify?

[TechRadar] [FULL STORY](#)

Over the past fifteen years, we've witnessed vinyl records making an incredible comeback. According to Statista, LPs sales have [grown twenty-fold since 2006](#). Vinyl is complicated, expensive, and inconvenient but we still love it.



Artist Analytics: New Frontier For The Music Industry [Hypebot] [FULL STORY](#)

In this new data-rich reality that artists find themselves in, utilizing data analytics has become an essential tool for achieving success in a music industry which is constantly evolving.

Who will own the virtual concert



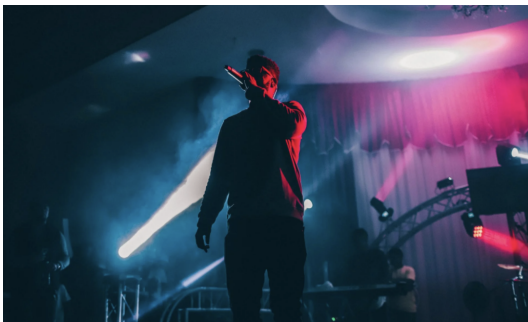
space? [MIDIa] [FULL STORY](#)

2020 will go down as a rough year for many artists, largely because of the income they lost when live ground to a halt. Unfortunately, the live music sector is still going to be disrupted in 2021 and it may take even longer for the sector to return to 'normal'.



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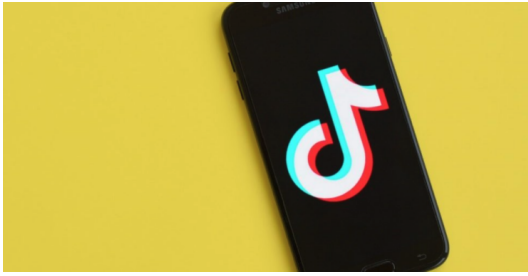
5 Fast Ways to Grow Your Fan Base with Content [Shani Taylor and Chris Prouty] [FULL STORY](#)

Musicians face a real challenge when starting out - they have to do the job of a marketing agency to build their fan base and maintain a committed and loyal following... All while creating and performing great music at the same time.



Is Spotify Hinting That It's Going to Raise Prices? [Motley Fool] [FULL STORY](#)

Amazon May Be Spotify's Biggest Challenger [Motley Fool] [FULL STORY](#)



Triller says made \$20 billion bid with Centricus for TikTok assets [Reuters] [FULL STORY](#)

Trump's TikTok deal has hit a serious roadblock [Verge] [FULL STORY](#)



Influencers Are Plugging More Songs. Now Their Engagement Is Suffering [Rolling Stone] [FULL STORY](#)
Popular creators on YouTube and Instagram can make money promoting music, but if they promote too many duds, their popularity can take a hit.



'The Show Must Be Paused' Continues Its Efforts With List of Demands for Music Companies [Billboard] [FULL STORY](#)

On June 2, Jamila Thomas of Atlantic Records and Brianna Agyemang of Platoon made the multibillion-dollar music industry pause. And since it's resumed, the two Black female executives have officially set a plan for how to keep their initiative moving forward.

BEHIND THE PAYWALL

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Amazon Music Will Now Let Artists Integrate Twitch Livestreams: Exclusive
[Billboard] [FULL STORY](#)

How Spotify's Rollout of Joe Rogan's Podcast Created a \$4.8B Headache
[Billboard] [FULL STORY](#)

If You Stream It, Will They Come? Inside The Livestream Boom [Billboard] [FULL STORY](#)

YOUR SECOND CUP

- Here Are All the Winners From the 2020 MTV VMAs [Billboard] [FULL STORY](#)
- What Makes This Song Valuable? [NSU] [FULL STORY](#)
- ASCAP Wants To Hear Your New Song For Their Next Spotify Playlist [American Songwriter] [FULL STORY](#)
- Megan Thee Stallion, Lil Uzi Vert, and the Emptiness of the Live Virtual Concert [New Yorker] [FULL STORY](#)
- Spotify Stock's Rally: Too Far Too Fast? [Variety] [FULL STORY](#)
- Biohazard's Evan Seinfeld On The Music Business, FutureStream, More [Hypebot] [FULL STORY](#)
- Apple Music's Kids and Family section gets new playlists and a fresh look [Engadget] [FULL STORY](#)
- MusicWatch Report: Music Livestreams Net Larger Audience Than Podcasts Through COVID-19 Pandemic [MBA] [FULL STORY](#)
- How to Optimize Your Spotify Label Profile [Symphonic] [FULL STORY](#)
- Why Hip-Hop's Indie Economy Has Taken Off [Trapital] [FULL STORY](#)
- Radio Needs Linchpins, Team Players, And Super Heroes (Not Necessarily In That Order) [Jacobs] [FULL STORY](#)
- Music Ally Startup Files: Mime takes the music business hyper-local [MusicAlly]

[FULL STORY](#)

- Napster's New Bosses Want To Make A New Kind of Music-Streaming Giant [Rolling Stone] [FULL STORY](#)
- Will Country Radio Promotion Tours Ever Return to Their Pre-Pandemic Ways? [Billboard] [FULL STORY](#)
- BMG Posts Solid First Half of 2020, With Revenue Jumping 4.8% and Streaming Up 26% [Billboard] [FULL STORY](#)
- How Pop Music's Teenage Dream Ended [Atlantic] [FULL STORY](#)
- WEBINAR: Producing, Performing, and Potential Big Pay Days in a Changed World [MBA] [FULL STORY](#)
- Recording Academy combats lost studio time with virtual, collaboration-fostering 'Pass The Aux' initiative [Dancing Astronaut] [FULL STORY](#)

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