



À LA UNE AUJOURD'HUI

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ADISQ

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

Mercredi 15 Avril 2020

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Initiatives Canada

Online

Juste pour rire lance un festival numérique d'humour

Du 21 au 24 mai prochain, tous les confinés de la terre ont rendez-vous pour le tout premier festival numérique d'humour francophone au monde ! Une initiative du Groupe Juste pour rire. L'organisme possède déjà quinze chaînes de diffusion numérique et estime donc avoir toute l'expertise requise pour faire un succès de cet événement nouveau genre. On développe d'ailleurs une technologie qui permettrait au public d'interagir en temps réel avec les humoristes. La programmation sera dévoilée dans les prochaines semaines, ajoutez-t-on. Le festival sera payant puisqu'on évoque la vente de billets sur le site lepointdevente.com. De là, les spectateurs virtuels auront accès au festival sur le site hahaha.com. Rappelons que l'édition 2020 du Festival Juste pour rire en salle n'a pas été annulée, mais reportée à l'automne.

<https://www.lapresse.ca/arts/humour/202004/15/01-5269430-juste-pour-rire-lance-un-festival-numerique-dhumour.php>

Soutien

Lepointdevente.com a lancé une plateforme de streaming payant

Cette initiative a pour but de permettre aux artistes, aux professionnels et aux artisans de l'événementiel de monnayer plus facilement leur contenu vidéo. Le principe est simple. Créez votre événement, vendez des laissez-passer et présentez votre événement... en ligne! "À première vue ça peut paraître bizarre de lancer une telle plateforme dans un contexte où la gratuité émerge de partout. À peu près tous les médias sociaux ont une plateforme vous permettant de vous filmer et de partager votre contenu. Mais nous avons une opinion différente. Nous croyons à la valeur de l'art et de l'expertise. Nous estimons que, même durant les temps difficiles, nous devons continuer à nous instruire et à nous divertir."

<https://blog.lepointdevente.com/un-evenement-virtuel-ce-nest-pas-un-evenement-comme-les-autres/>

Soutien

Initiative remboursement sans tracas par lepointdevente.com

Les ventes de billets ne sont plus au rendez-vous dans le domaine de l'événementiel et avec raison. L'élan engendré par la mise en vente des festivals et des programmations d'été s'est arrêté net suite à l'annonce des premiers cas de COVID-19 dans la province. *Remboursement sans tracas* est une mesure qui vous assure d'obtenir un remboursement, peu importe la raison, pour un laissez-passer que vous achèterez. *Remboursement sans tracas* s'applique seulement sur les événements participants.

<https://lepointdevente.com/remboursement-sans-tracas>





Initiatives Internationales

Financement

PPL donates £700,000 to UK COVID-19 hardship funds

PPL has announced that it has pledged £700,000 to three of the music industry hardship funds that have been set up as a result of the COVID-19 pandemic. The collecting society will donate £500,000 to the Help Musicians Coronavirus Financial Hardship Fund, as well as £100,000 each to the Musicians' Union Coronavirus Hardship Fund and the AIM COVID-19 Crisis Fund. The Help Musicians and Musicians' Union funds are offering emergency grants to musicians who have been financially affected by the ongoing health crisis, while AIM is providing support to contractors and freelancers working in the independent music sector.

<https://completeupdate.com/article/ppl-donates-700000-to-uk-covid-19-hardship-funds/>

Soutien

Qrates Is Bringing Old-School Vinyl Distribution Back — And Offering a COVID Workaround for Musicians

In 2019, U.S. vinyl record sales [grew](#) by nearly 20 percent to over \$500 million, marking the 14th consecutive year in which the format's domestic commercial performance has improved. Now, COVID-19 is putting that progress on pause, though Qrates is developing smart manufacturing and distribution workarounds to keep growing the format. In an effort to help artists push through COVID-19 challenges, Qrates is helping artists who have completed a crowdfunding campaign with another 100 records at no cost. The extra records pressed for artists are stored in the free Qrates Storage, and can be sold anytime

for instant fulfillment.

<https://www.digitalmusicnews.com/2020/04/14/qrates-old-school-vinyl-distribution-covid-19/>

Online

New : Sell tickets to live streams

During the COVID-19 pandemic, many musicians have been looking at live streams as a way to reach their fans while they're unable to tour. As the days stretch into weeks, finding ways to monetize those live streams is becoming increasingly important. With this in mind, we've updated our ticketing options so that you can now sell tickets commission-free to live streaming events - directly through your website. Normally a Pro plan feature, ticket sales will be available on all plans, to all Bandzoogle members during the pandemic.

<https://bandzoogle.com/blog/new-sell-tickets-to-live-streams>





Nouvelles de l'Industrie - International

US : New Data Shows How Entertainment Consumption Is Changing

We know our online activities are evolving. [People are spending 60% more time with music and other forms of remotely accessed entertainment.](#) The barriers between home life and work life are blurring. [Slightly over one-third of the U.S. population is now working from home, a rate that is roughly double what it was before the pandemic. Consumers with children under the age of 18 \(43% of the population\)](#) are spending 24/7 with those children, educating and entertaining them — and trying to assuage their anxieties. For their own relief, consumers are leaning into entertainment and music for solace and distraction. Almost one-quarter of the population has added new subscription services, and 79% of that group reports that they intend to keep those services now that they've experienced them. <https://www.billboard.com/articles/news/9355951/covid-19-insights-report>

UK : Streaming rebounds as coronavirus lockdown sets in

[UK streaming consumption](#) has returned to growth, according to Official Charts Company data. It follows a [dip in audio streams](#) after a fortnight of Covid-19 lockdown. For the chart week ending April 3, *Music Week* revealed a 1.2% week-on-week decline. But in the third week of the UK lockdown, ending April 10, audio streaming figures rebounded with a 7.1% increase on the prior week. According to the latest data, the total number of weekly streams was 2,245,383,032. That's roughly similar to the 2,249,927,519 total for the week ending March 20, a head of the March 23 lockdown. The figures will be a welcome boost to the market, at a time when [DSPs have urged labels to keep releasing new music.](#) The UK government has indicated that the lifting of lockdown measures is not imminent. The increase actually came during a quiet chart week in terms of new releases. A [Bill Withers](#) collection was the only new entry in the Top 10 <https://www.musicweek.com/digital/read/streaming-rebounds-as-coronavirus-lockdown-sets-in/079463>

US : How the Virus Transformed the way Americans Spend Their Money

"This is the sharpest decline in consumer spending that we have ever seen," said Luke Tilley, chief economist at Wilmington Trust. All of the charts in this article are based on a New York Times analysis of data from Earnest Research, which tracks and analyzes credit card and debit card purchases of nearly six million people in the United States. While the data does not include cash transactions, and therefore does not reflect all sales, it provides a strong snapshot of the impact of the virus on the economy. Some companies like Walmart, Amazon and Uber Eats have seen spikes in purchases. But customers of many other businesses have simply stopped spending, the data shows. <https://www.nytimes.com/interactive/2020/04/11/business/economy/coronavirus-us-economy-spending.html>



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Australie : New insights from ARN signals shift in listening habits during pandemic

Australian Radio Network says its on-demand audio platforms have recorded significant growth when comparing data from February to March this year. iHeartRadio Australia experienced a 31% rise in registrations and a 26% jump in new users. Listeners are also increasing their duration of engagement, with a 5% increase in time spent listening (TSL) to ARN stations across the KIIS, Pure Gold and The Edge networks. The HT&E-owned media company just [splashed millions on acquiring shares in outdoor experts oOh!media](#) after announcing [pay cuts and a series of cost-saving measures](#). ARN says the new data, released Tuesday, is also backed up by growth in digital and social user engagement and was sourced from Adobe, Google Analytics, Social and owned stream log data.

<https://www.radiotoday.com.au/arn-insights-pandemic/>

Australie : New GfK data shows radio consumption is up during isolation

CRA says Australian audiences are turning to radio as a critical source of information, entertainment, and connection during the COVID-19 crisis, with close to three in four Australians 18+ listening radio the same amount or more during isolation. From a sample size of 426 radio listeners, 23% of Australian adults are now listening to more radio, with the greatest increases in listening seen in younger audiences. Radio Today understands that 69% of respondents, who completed the online survey, were from metro markets, with the remaining 31% based in regional Australia. Of people aged 18-34, 29% have increased their listening, as have 27% of people 35-44. This is compared to 20% of people aged 45-54, 15% of the 55-64 demo and 16% of people 65+. 72% of listeners agree that they trust radio to give them up-to-date information, with 68% stating that they see radio as a good source of information about COVID-19. Radio presenters are also seen as providing an additional layer of authenticity and accuracy, with 63% of listeners saying that they trust the information from their favourite radio presenters.

<https://www.radiotoday.com.au/radio-consumption-isolation/>

US : Deezer's Nigel Harding on supporting new music during self-isolation

Will Deezer work with artists to help them in the current crisis?

"Deezer is still very much open for business. We're still planning promotional campaigns and remain fully committed to all of our label partners. The crisis has also created opportunities to help our listeners and we're constantly adapting our product to suit the new life indoors. We've created a Stay at Home channel and we're working with artists all over the world to produce exclusive content for this. We have unlimited space for new music" - Nigel Harding

<https://www.musicweek.com/digital/read/deezer-s-nigel-harding-on-supporting-new-music-during-self-isolation/079441>



Nouvelles de l'Industrie - International

Australia: Music Industry Unsatisfied With \$27m In Relief

Music Industry Unimpressed With \$27m Govt. Funding. The Australian government confirmed April 9 a package of \$27 million (US\$17.14 million) in funding for the music and arts industries during the coronavirus pandemic. It was made up of A\$10 million (\$6.34 million) for the industry's well being charity Support Act, and A\$17 million (\$10.79 million) for First Nation and regional musicians, artists and associations. Arts minister Paul Fletcher described the funding as "specifically targeted measures where we think we can provide support." The \$27 million is a far cry from the A\$850 million (\$539.59 million) that music promoters asked for – the music sector estimates it contributes over A\$15 billion (\$9.52 million) of value to the local community – and a A\$2 billion (\$1.26 billion) survival and stimulus package request from the wider A\$4 billion (\$2.53 billion) worth live performance sector.

<https://www.pollstar.com/article/australia-music-industry-unsatisfied-with-27m-in-relief-144281>

US : A Music Industry Post 2020 Depression Recovery Plan

After the obvious "When will this end?" pondering what comes next is the question haunting every member of the music industry. According to a recent survey by [The Wall Street Journal](#), projections show a downturn that predicts the slump will last months, and will in some ways rival—possibly even surpass—the severity of the economic crash in 2008. Similar findings were noted in [Goldman Sachs' latest economic pulse report](#), which projects U.S. output to fall 3.1% this year and unemployment to soar up 9% from the current 3.5%.

<https://celebrityaccess.com/2020/04/14/a-music-industry-post-2020-depression-recovery-plan/>

Amid swell of support, Patreon explains why it is now 'a lifeline for creators

Creatives are flooding to fan membership service Patreon to make up for revenues lost during the pandemic. With a public lockdown driving the cancellations of live events, the rescheduling of commissions, and a [subsequent freelance drought](#), a record number of creatives are using the memberships platform to stoke direct fan revenue. In March, 50,000 new artists joined the platform resulting in an unprecedented spike in patrons (paying fans) of 36% month on month across the US, UK, Canada, Germany, Australia and Italy. By April, this had evened out to around an extra 25% daily average on February.

<https://www.thedrum.com/news/2020/04/15/amid-swell-support-patreon-explains-why-it-now-lifeline-creators>



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US : How Independent Music Could Suffer If Trump Kills the U.S. Postal Service

For independent record stores, mail-order has played a bigger and bigger role as music sales have moved online. Now, with shelter-at-home orders in place across the country, it's [sometimes the only way these shops can do business](#). "We've relied on our website to be our sole source for revenue during this crisis, and we have always offered free shipping for all purchases within the U.S.," says Jim Henderson, co-owner of California independent chain [Amoeba Music](#). "Not having access to the USPS would certainly eliminate our ability to continue the free shipping offer, as alternate shipping options are dramatically more expensive and cumbersome to navigate, and would likely shut down the commerce part of our site entirely."

<https://pitchfork.com/thepitch/how-independent-music-could-suffer-if-trump-kills-the-us-postal-service/>

How To Continue Earning Money In The Music Industry During Isolation

The COVID-19 pandemic is requiring people all over the world to adjust to new daily practices for public health and safety. The pause on live events and productions has caused uncertainty and worry among many in the music community. There is still business to do, but it will require a more creative approach. Here is a list of ways for music creators and companies to continue doing business and earning money during this uncertain time.

<https://www.hypebot.com/hypebot/2020/04/how-to-continue-earning-money-in-the-music-industry-during-isolation.html?>