

Post #1

Title: My Chemical Romance's "Helena" Video Reaches Significant Milestone

Analysis: It's safe to say that many music listeners around the world were ecstatic to hear about the rock band My Chemical Romance reuniting after breaking up six years ago. The announcement got everyone listening, and watching, anything by My Chemical Romance again. It was reported that days following the band's announcement their YouTube views increased by 190%. With this increase it was able to push the video for the song 'Helena' up to 100 million views making it the fourth video for the band to reach such a monumental milestone. Rocksound took this a step further and calculated how long it would take for a single person to watch 'Helena' 100 million times.....671 years.

Link/Reference: <https://www.rocksound.tv/news/read/my-chemical-romances-helena-just-reached-a-significant-milestone>

Post #2

Title: Welcome back to The Black Parade

Analysis: Following the announcement of one of the most anticipated band reunion in years, rock group My Chemical Romance has marched its way back to the Billboard 200. One week after the reunion announcement, My Chemical Romance's catalog soared. It has been reported that after the first week the band's on-demand U.S. streams went up by 98%, the count of its equivalent album units jumped by 127%, and their song downloads grew by 193%. Because of this the band made its reappearance on multiple *Billboard* charts including the Billboard 200 (coming in at number 92).

Link/Reference: <https://www.billboard.com/articles/business/chart-beat/8543789/my-chemical-romance-black-parade-billboard-200-return-reunion>

Post #3

Title: Ja Rule Dismissed from Fyre Festival Lawsuit

Analysis: In what seems to be as the most infamous festival flops of the decade, Fyre Festival's co-founder Ja Rule has been dismissed from the \$100 million lawsuit against the event. Since the beginning, Fyre Festival seemed too good to be true. Ultimately, it ended up being just that. With tickets costing as much as \$250,000, festival attendees were promised a roundtrip to the Bahamas on a custom VIP aircraft, luxury villas, and fine-dining amongst other things. But many of the promises and guarantees were not kept. Obviously, a group of festival attendees banded together to file suit against the CEO and founder of the festival, Billy McFarland and just about everyone else involved including the co-founder Ja Rule. However in the recent ruling, Ja Rule and the festival's Chief Marketing Officer Grant Margolin were dropped from the suit.

Link/Reference: <https://www.altpress.com/news/ja-rule-clear-of-100-million-dollar-fyre-festival-lawsuit/>
https://www.altpress.com/news/fyre_festival_appeared_to_be_a_total_sht_show_blink_182_cancel_headlining_s/

Post #4

Title: *Blurryface* Set To Be The Best-Selling Rock Album of the Decade

Analysis: It's that time of year when everyone looks back to evaluate how the year has been for them. Well, with it being 2019, people are looking more at the last 10 years. With this decade coming to a close the statistics in the music world are beginning to pour out. One of those statistics was the best-selling rock albums of the decade, with twenty one pilots' *Blurryface* placing first. *Blurryface* is a 4x platinum-certified record, having sold over 6.5 million copies worldwide and over 1.7 million copies in the U.S.

Link/Reference: <https://www.altpress.com/news/twenty-one-pilots-best-selling-rock-album-of-the-decade/>

Post #5

Title: Marc Jacobs Motion to Dismiss Denied In Lawsuit with Nirvana

Analysis: Last year the famous fashion line Marc Jacobs released the "Bootleg Redux Grunge" collection that incorporated a smiley face that was eerily similar to the famous grunge band Nirvana's classic smiley face. Nirvana quickly caught wind of this and filed suit for copyright infringement. It has been reported that the original design of the smiley face appeared on a flyer for the band's *Nevermind* release party back in 1991. It has also been reported that Nirvana has officially owned the trademark since 1992. Marc Jacobs filed a motion to dismiss the lawsuit back in March of this year, citing that Nirvana is not the authorized owner of the "happy face" and that their registration for it is invalid. However, that motion was denied earlier this month by U.S. District Judge John A. Kronstadt allowing for the suit to move further.

Link/Reference: <https://www.altpress.com/news/nirvana-lawsuit-marc-jacobs-copyright-infringement/>

Post #6

Title: Alt-Pop Singer Halsey Follows The Long Line Of Artists Defending Taylor Swift

Analysis: Earlier this summer Scooter Braun's Ithaca Holdings acquired Big Machine Label Group which included Taylor Swift's entire catalog. Swift was quick to vocalize her disappointment, saying that Braun's ownership of her masters is her "worst case scenerio." In her original statement on Tumblr Swift also claimed that in her time with Braun he was nothing but a "manipulative bully." Following the likes of Justin Bieber and Brendon Urie, alt-pop singer Halsey has spoken out in defense for Swift.

Link/Reference: <https://www.altpress.com/news/halsey-taylor-swift-amas-netflix-scooter-braun/>

Post #7

Title: Interesting Music Business Facebook Groups

Analysis: Hypebot posted a list of interesting music business Facebook groups that might be interesting to join. If it's not for you, it could be something to recommend to a peer. The first group listed is [Artist Manager Connect](#) which is a community of artist managers from around the world dedicated to sharing their knowledge and experience as well as post about opportunities. The next is called [Music Biz Besties](#) which is a private group for female musicians and industry leaders. It is founded and hosted by Katherine Forbes. Following that is a group called

[*Symphonic Fam*](#) which is all about empowering and supporting independent musicians. Next is the [*GBTRS Music Industry Networking Group*](#) which is networking and non-profit working group for women, non-binary, and gender nonconforming people can find opportunities. And lastly is [*Music Launch Hub*](#) which is an all-inclusive group to network and help get crowdsourced support.

Link/Reference: <https://www.hypebot.com/hypebot/2019/11/music-business-facebook-groups-you-ought-to-join.html>

Post #8

Title: *Spotify's Daniel Ek Has a Plan to Harness Hollywood for Podcasts and Create "the World's No. 1 Audio Platform"*

Analysis: Spotify is well known for changing how we listen to music today. However, it is time for them to diversify the business. With big rivals like Apple and Amazon they can't afford not to. Spotify's attempt to do so lies not within music, but podcasting. So far in 2019, Spotify has set up more than 30 new podcasts from the likes of Jordan Peele, Paul Feig, Mark Wahlberg, YouTube influencer Lele Pons, as well as the Obamas.

Link/Reference: <https://www.hollywoodreporter.com/features/spotify-aims-become-worlds-no-1-audio-platform-1256162>

Post #9

Title: Universal Music Releases App For Artists and Managers To Track Streams, Socials, And More

Analysis: On November 21, Universal Music Group released the Universal Music Artists (UMA) app that can be used to view personalized, global data insights from Spotify, Apple Music, Amazon, and YouTube. The app is available for both Apple and Android devices and will send real-time alerts every time a song is added to a top global playlist which updates about every 30 minutes. One of the features to the app include the Artist Dashboard which displays the total audience, total streams, spotlight songs activities, spotlight video performances, and insights highlighting changes. Another feature is the Music tab which shows the performance of Top 40 songs overall, by platform, globally, and by country, as well as YouTube views (globally and by country). There is also an Audience tab which shows listeners and streams by top platforms, engagement, top countries and regions, and demographics. There is also a Social tab that allows the artist and managers to monitor social engagement across Facebook, Instagram and Twitter, followers, interactions, and top performing posts.

Link/Reference: <https://www.musicbusinessworldwide.com/universal-music-releases-app-for-artists-and-managers-to-track-streams-socials-and-more/>

Post #10

Title: New Apple Music For Business Service Launches

Analysis: Apple has officially launched 'Music For Business' through its partnership with in-store music provider PlayNetwork. The service can used through the iOS app and CURIOPlayer

Z8 music players. One feature included with the services is human-curated playlists that PlayNetwork's music supervisors will help 'hand select' tracks base on the store's brand.

Link/Reference: <https://www.musicbusinessworldwide.com/apple-music-for-business-lets-you-play-licensed-music-at-your-store/>

Post #11

Title: Pro Music Rights Announces Standardized Public Performance Rights License

Analysis: Pro Music Rights, a privately-funded US performing rights organization has announced the first-ever standardized Public Performance Rights license. The license will have a \$0.01 usage charge that goes directly to the rights holders of the musical work without PRO deducting any type of percentage. In exchange for this, PRO will charge a flat monthly licensing fee at \$2,500.

Link/Reference: <https://www.musicbusinessworldwide.com/pro-music-rights-announces-standardized-public-performance-rights-license/>

Post #12

Title: Soundcloud's Repost Network Launches Mobile App For IOS & Android

Analysis: Repost Network, a rights management and distribution company owned by Soundcloud, as officially launched an app for iOS and Android devices. The app allows artists to distribute their work to Apple Music, Spotify, Tik Tok, among other music services. The app also allows its users to monetize music on SoundCloud, issue takedowns of infringing content, and add, remove, and see all claims across YouTube. There is an earnings and analytics dashboard that users can add, update and remove revenue splits with collaborators as well.

Link/Reference: <https://www.musicbusinessworldwide.com/soundclouds-repost-network-launches-mobile-app-for-ios-android/>

Post #13

Title: House Investigation Casts Wide Net On 'Unfair and Deceptive Practices' In Ticketing Industry

Analysis: Last week, the U.S. House of Representatives Energy and Commerce committee announced a bi-partisan investigation into the ticketing industry. Issues of the sale of tickets that scalpers sell but don't actually own, deceptive websites that trick consumers into thinking they are purchasing from the show producer, and issues involving the disclosure of available ticket inventory and the lack of transparency about what tickets are and are not available are the top trending concerns the committee plans to investigate. The committee is also said to look into the notorious hidden fees practices on both primary and secondary ticket sites and the transferability of tickets.

Link/Reference: <https://www.billboard.com/articles/business/touring/8544469/house-investigation-ticketing>

Post #14

Title: Record Labels Can Now Pay Spotify To Promote Artists On The Platform, Via Pop-Up 'Music For You' Alerts

Analysis: Last month Spotify announced that record companies and other industry players will soon be able to pay to have their artists promoted to target fans through Spotify's 'Brand New Music For You' pop-up ad. These ads are said to land within both free and premium accounts. However, premium users will have the option to turn them off. Spotify is currently calling this unveiling a "test" and is only going to exist on Spotify's platform in the U.S. Spotify has also made it clear that labels will only be able to target frequent listeners of an artist or users who actively follow the artist.

Link/Reference: <https://www.musicbusinessworldwide.com/record-labels-can-now-pay-spotify-to-promote-artists-on-the-platform-via-pop-up-music-for-you-alerts/>