

A new value of music? Some preliminary elements on the emergence of the Music Tech

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SPOTIFY VALUED NEAR \$30BN AS IT BEGINS TRADING ON NEW YORK STOCK EXCHANGE

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APRIL 3, 2018

BY TIM INGHAM



Spotify started trading on the New York Stock Exchange moments ago. And, after a few hours of behind-the-scenes buying and selling, its official debut public price has been revealed – \$166 per share, resulting in a market cap worth approximately \$29.6bn.

The news comes after months of speculation regarding Spotify's official valuation, with analysts recently reporting that private trades of the company put its worth anywhere between \$18bn and \$44bn.

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Value gap is crucial for the music sector



Recent research by Ipsos has shown that 82% of YouTube's 1 billion users use it for music, 81% of whom listen to music they already know. Photograph: Paper Boat Creative/Getty Images

It is wrong to say that the "value gap" depriving music creators of fair revenues is a concern for only "1% of popstars" (is YouTube wrecking the music industry, 18 July). It is a profound concern for the entire music sector.

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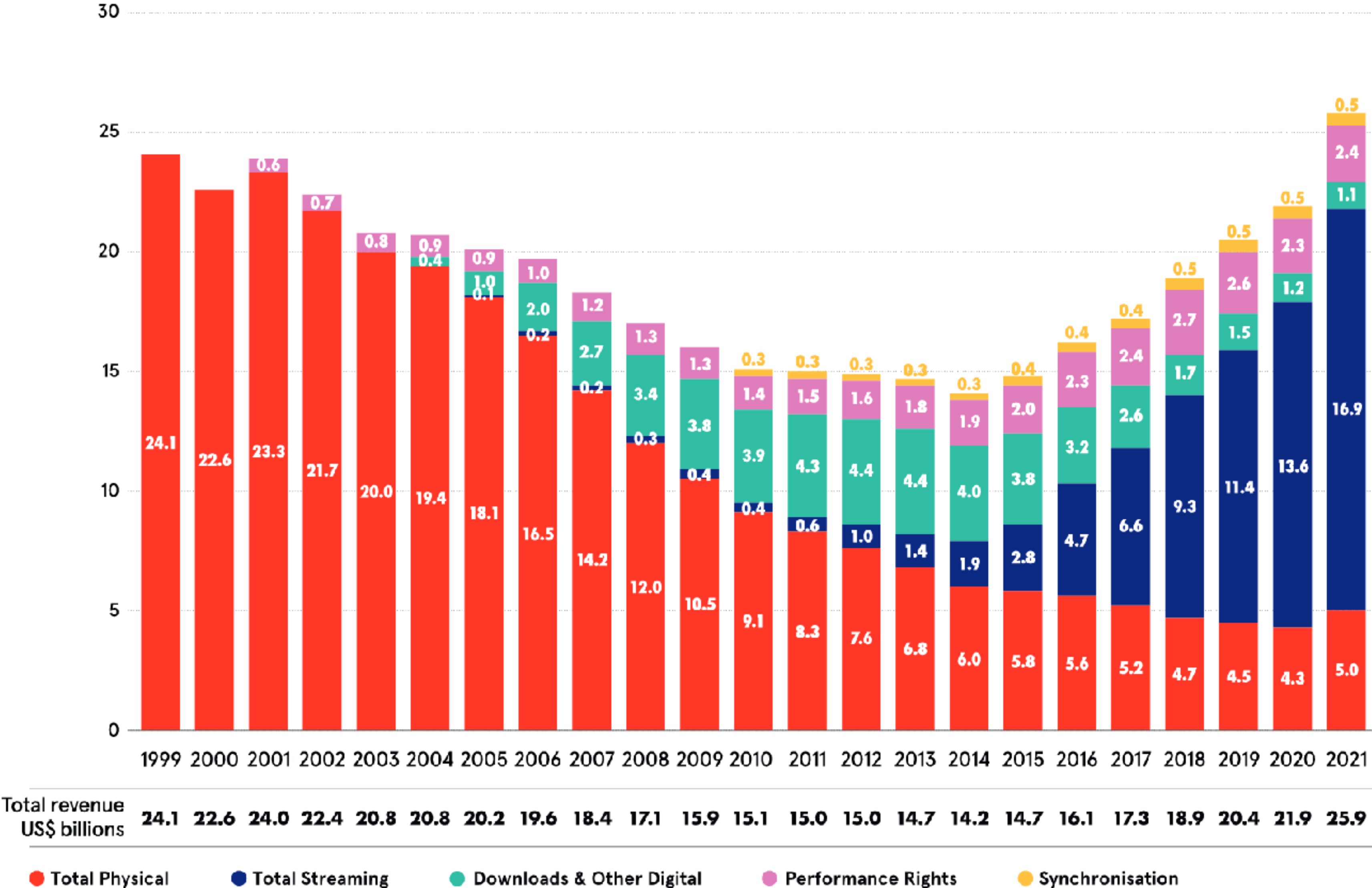
Posted on May 8, 2019

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Playlist Malfeasance Will Create a Streaming Crisis

Streaming economics are facing a potential crisis. The problem does not lie in the market itself; after all, in Q1 2019 streaming revenue became more than half of the recorded music business and Spotify hit 100 million subscribers. Nor does it even lie in the perennial

GLOBAL RECORDED MUSIC INDUSTRY REVENUES 1999 - 2021 (US\$ BILLIONS)



MusicTech ?

- innovation-intensive companies (// FinTech, BioTech)
- following several successful companies or technologies: iTunes, MySpace, Spotify, Shazam, SoundCloud
- ranging from music production tool, to music education, music distribution, artist services or ticketing
- between \$5.3 B (CrunchBase, 2022) and \$14.4 B (Tracxn 2022)
- \$745 M in 2019 and \$243 M in 2020 (BusinessFinancing)



Sofar Sounds an example of music start-up

- venture-capital backed
- exploratory entrepreneurship
- demonstrating scalability
- financial strength



What about Switzerland?

Some examples

- **Utopia**, proprietary music monitoring platform, €300 M
- **Mictic**, wearable music devices, \$2.5 M
- **TYXIT**, ultra-low latency conference app, CHF 1.1 M
- **Soundtrap**, music and audio recording studio, € 5.4 M
- **iMusician**, SaaS, \$2.1 M
- **Fave**, social platform and marketplace, \$2.2 M
- **Tomplay**, music-lesson, €4 M

UTOPIA IS RAISING €300 MILLION IN A SERIES C ROUND THAT WOULD VALUE ITS COMPANY AT €2.5BN. BUT WHAT'S IT BUILDING?

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 AUGUST 30, 2022

BY TIM INGHAM



Mattias Hjelmstedt

Utopia Music (Utopia Music AG) continues to be one of the most talked about and acquisitive startups in the modern music business – though not everyone, as yet, has fully got their head around exactly what it's building.

Conclusive thoughts

situating the MusicTech within the music industry

what are the challenges in this somehow different music market ?

a new music business culture?

a different historical look that the "CDs crisis" ?

the rise of the Music Tech and its consequences on regulations

Thanks for your attention

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