

From BMG's alliance with financial investment company Pimco, to Sir Lucian Grainge's 2022 message: It's MBW's Weekly Round-Up

Welcome to Music Business Worldwide [157 articles]" > Music Business Worldwide's weekly round-up—where we ensure you captured the 5 greatest stories to strike our headings over the previous 7 days. MBW's round-up is supported by Centtrip, which assists over 500 of the world's very popular artists increase their earnings and lower their touring expenses.

Anyone following MBW's protection of the worldwide music service over the past 12 months will undoubtedly have actually seen something:

Barely a week now passes without eye-catching news about either a significant music rights offer, or a brand-new, deep pocketed gamer going into the music rights acquisition area.

This week brought news of both.

Today (January 14), we found out that financial investment huge Pimco has actually struck an alliance with BMG [730 articles]" > BMG to collectively purchase music copyrights, and the significance of the company going into the fray is enormous.

That's since Pimco has a portfolio of properties worth \$2.21 TRILLION, more than financial investment giants KKR [59 articles]" > KKR (around \$234 billion), Apollo Global Management (around \$455 billion) and Blackstone (around \$649 billion) integrated.

We likewise discovered today that the acquisitive Primary Wave [134 articles]" > Primary Wave Music Publishing has actually invested a cumulative \$60 million on stakes in the brochures of Paul Rodgers, and Gerry Beckley and Dewey Bunnell of America.

According to the *Wall Street Journal*, both offers, valued at \$20 million and \$40 million respectively, happened at the end of 2021— a year in which MBW quotes, as reported on Monday (January 10), that a minimum of \$5 billion was invested in music rights acquisitions.

In addition, based on the *WSJ*, Primary Wave, which itself has more than \$1 billion to invest in music rights, "is getting ready to invest \$500 million to \$600 million" this year.

Elsewhere today, Warner Music Group [1,920 articles]" > Warner Music Group got popular African music supplier Africori, while Universal Music Group [2,528 articles]" > Universal Music Group Chairman and CEO Sir Lucian Grainge [411 articles]" > Sir Lucian Grainge sent out a memo to UMG's labor force to mark the brand-new year.

Here's what occurred over the previous 7 days ...

Photo credit: Giorgio Trovato

1) AT LEAST \$5 BILLION WAS SPENT ON MUSIC RIGHTS ACQUISITIONS IN 2021 COULD 2022 BE EVEN BIGGER?

The music rights market was on fire in 2021.

MBW price quotes— based upon validated rates and details from market sources— that a minimum of \$5.05 billion was invested in brochure and music rights acquisitions throughout the 60- plus big-money offers we reported on throughout in 2015.

That figure consists of offers for specific brochures offered by artists and songwriters, plus acquisitions of music rights portfolios (consisting of those owned by active labels/publishers) by business from other business ...

2) PIMCO, ONE OF THE WORLD'S BIGGEST INVESTMENT FIRMS, TURNS ITS ATTENTION TO MUSIC RIGHTS

Towards completion of in 2015, MBW ran the now-infamous heading: Here Come The Giants. It remained in referral to 3 heavy players from the financial investment neighborhood— Blackstone, Apollo Global Management, and KKR— choosing to cumulatively funnel billions of dollars into music rights acquisition.

Today (January 14), we discover that another imposing name from the financing world— Pimco— is likewise getting in the fray.

The Financial Times reports that Pimco has actually struck an alliance with BMG to collectively obtain tune copyrights ...

3) WARNER ACQUIRES AFRICA-BASED MUSIC DISTRIBUTOR AFRICORI

Warner Music Group (WMG) has actually obtained a bulk stake in Africori, a popular African music circulation, music rights management and artist advancement business.

With workplaces in Johannesburg, London and Lagos, Africori presently services 7,000 artists and 850 customers and reports that in 2021, its artists created numerous countless audio streams and billions of YouTube [1,229 articles] > YouTube views. The business likewise reports to have actually taped strong profits development throughout all significant DSPs.

WMG states that Africori will continue to run as an independent business, with existing CEO, Yoel Kenan, staying in his post ...

4) PRIMARY WAVE SPENDS \$60 M ON STAKES IN PAUL RODGERS AND AMERICA CATALOGS

Primary Wave Music has actually just recently struck 2 brand-new brochure offers for a combined \$60 million.

Firstly, the company has actually invested \$20 million on a stake in Paul Rodgers' music publishing brochure totally free and Bad Company, along with his master recording earnings streams for both bands.

Secondly, Primary Wave has actually gotten Gerry Beckley's and Dewey Bunnell's rights in the America music brochure, in an offer worth \$40 million.

The worth of both acquisitions were reported by the Wall Street Journal, which, pointing out individuals near the offers, states that both occurred in 2021.

The WSJ likewise reports that Primary Wave, which has more than \$1 billion to invest in music rights, "is preparing to invest \$500 million to \$600 million" this year ...

5) READ SIR LUCIAN GRAINGE'S 2022 MESSAGE TO UNIVERSAL MUSIC GROUP'S WORKFORCE

Universal Music Group Chairman and CEO Sir Lucian Grainge sent out an extensive memo to his business's personnel today to mark the brand-new year.

Within the note, acquired by MBW, Grainge applauds and thanks UMG's international labor force for their "decision and dedication" in 2021, and for what the business accomplished in 2015 in spite of the obstacles provided by the pandemic.

Indeed, Grainge composes that, for UMG's company, 2021 was "in a word, incredible" ... (MBW)

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Source: [From BMG's alliance with financial investment company Pimco, to Sir Lucian Grainge's 2022 message: It's MBW's Weekly Round-Up](#)