

Dealtracker:

Baidu and Qtrax announced a tie up that will see China's leading search engine direct music-related queries to Qtrax's ad-funded portal. There is still some uncertainty about how integrated this relationship is, but it could be an encouraging first step in a market that is over 90% pirate. It comes in the same week Google announced the first stats on its own ad-supported music download service in China, delivering 5m tracks a day.

Meanwhile, EA and Extreme Music's deal will see their own in-house compositions being marketed for synchronisation elsewhere. The catalogue includes numerous pieces commissioned from big-name composers over the years.

Heat Maps, the geolocation-based feature announced by we7 last week, offers maps of the UK - with the idea being to help labels tailor their marketing and physical distribution according to where their artists are popular. It can also help artists plan where to visit when touring.

Finally, the new entertainment store from Tesco will provide cross-selling features between digital and physical (as well as other search, browse and purchasing improvements). To promote the launch, Tesco is selling the top 10 MP3 albums for £3.97 each, with popular singles going for just 29p.



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Deals

02.11.2009 - Qtrax / Baidu - China

Qtrax has partnered with Chinese search engine Baidu in a deal that involves Baidu directing music-related queries from its portal to Qtrax (for artists they represent).

03.11.2009 - INgrooves / RightsFlow - US

INgrooves - a provider of digital music distribution, marketing and promotion services - has partnered with RightsFlow. RightsFlow will provide INgrooves' clients with access to licensing, accounting and royalty payment platforms.

04.11.2009 - Electronic Arts / Extreme Music - global

Games publisher EA has signed a deal with Extreme Music to make its catalogue of more than 2,000 pieces of original music available for commercial licensing.

10.09.2009 - CTS Eventim / Apple - UK

German-based online ticketing company CTS Eventim has announced a partnership with iTunes, with customers receiving priority booking to concerts before the general sale date.

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Launches

02.11.2009 - we7 - UK

UK streaming music service we7 has launched Heat Maps, a new feature designed to help labels see where in the UK their artists, tracks and albums are most popular.

05.11.2009 - Deezer - Europe

Deezer announced details of Deezer Premium. The new service, initially available in France then elsewhere in Europe, will provide ad-free streaming, mobile access and the ability to download tracks and playlists, all with a two-tiered payment model.

06.11.2009 - Tesco - UK

Supermarket giant Tesco launched its new entertainment site, combining its digital music and film download store into its existing site that sells CDs, DVDs and games.

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Investment, Acquisitions & Mergers

03.11.2009 - Blinkx - global

Blinkx is to raise \$8.1m through an offering of shares representing 10% of the company.

04.11.2009 - News Corp - global

News Corp revealed that MySpace stands to lose out on \$100m of its \$900m search deal with Google, due to falling traffic.

09.11.2009 - Google - global

Google Inc has acquired the mobile display advertising company AdMob. The deal will see Google pay \$750m for stock in AdMob.

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