

## Is corporate involvement enriching our music?



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"Coke Studio Bangla has been a fantastic experience. The platform gave me the opportunity to work with and learn from some of the all-time greats in our industry. It also allowed me to creatively express my music to the amazing fans in Bangladesh and to the global audience as well. The whole journey was magical," said Ritu Raj.



Coke Studio Bangla has received tremendous response from the global audience as well. Its YouTube channel has about 1600 reviews and reaction videos on season one with over 90 percent of them being international reviewers. Audiences from Pakistan, India, and different countries in Africa, all shared positive comments.

"While language may be a barrier

to these global audiences, they have started taking a keen interest in Bangla music. We have also received great interest from foreign media regarding our platform, requests to play our songs, songs making it as chart toppers, documentaries being created, and a particular Indian and UK based radio station requested if they could play our song on their stations. We were also invited to perform in a concert in Kolkata a few months back. To sum up, the international response has been amazing," said the Coke Studio official.

Coke Studio Bangla arranged a massive outdoor concert in Dhaka which was met with a huge response. Over 40,000 people were present at the Coke Studio Bangla Live concert and all of them queued up in huge lines amidst torrential rain, just to watch their favourite artists perform

live in front of them.

The musical show is also working extensively to ensure that all the artists involved with the programme are properly protected under the Bangladesh Copyright system.

"We are encouraging all our musicians and artists to take copyrights of their own songs. On the other hand, for musicians who are no longer with us, we have gone to extensive lengths, with the support of the Bangladesh Copyright Office, to ensure that all matters of rights are well protected. We

only encourage musicians and artists to enrich our music culture and take the right steps to protect their own creation," said a Coke Studio representative.

Nowadays, more and more corporations are investing in cultural programmes as a way to connect to their core audiences. While they are able to create an evolving brand image with the current generation, they are also playing an effective role in bringing the young generation a lot closer to their roots by bringing in the old Bangla songs and giving it a modern-day twist.



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