

MusicianAid Launches Global Platform to Spotlight Understreamed Artists

A simple and global platform created to support musicians in reaching out, building their audience and actually being able to continue delivering music.



Musician Aid

HIT PLAY. HIT REPEAT. MAKE A DIFFERENCE.

Alvsborgs Lan, Sweden Jun 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - MUSICIANAID LAUNCHES GLOBAL INITIATIVE TO SUPPORT UNDERSTREAMED ARTISTS ON SPOTIFY

With streaming platforms increasingly shifting towards royalty models that sideline songs with low play counts, independent musicians are being squeezed out of the system – and the future of music diversity is at stake.

In response, *MusicianAid* has launched as a global, nonprofit initiative to spotlight and support low-streamed artists. Every Monday at 18:00 CET, a new link to a hidden gem on Spotify is shared through their platform and social channels – with a simple call to action:

Hit Play. Hit Repeat. Make a Difference.

“These changes in streaming economics disproportionately benefit major labels while punishing new voices. If we don’t act now, we risk closing the door on tomorrow’s music creators,” says Johnny Holmgren, founder of MusicianAid.

MusicianAid aims to build visibility, spark global listening, and create an active community that helps artists gain traction—without needing industry gatekeepers.

About Musician Aid

Musician Aid is a nonprofit initiative dedicated to preserving musical diversity by championing low-

streamed, independent artists. Launched in 2025, it runs a weekly spotlight series that brings new ears to overlooked music—one play at a time.

For interviews or collaborations, please contact:

Johnny Holmgren – hello@musicianaid.com

www.musicianaid.com

Media Contact

MusicianAid

*****@musicianaid.com

Source : MusicianAid

[See on IssueWire](#)