



## **Redefining the Music Industry**

A public consultation on the future shape, needs, direction  
and ambitions of the music industry.

Closing date for responses: **15<sup>th</sup> September 2009**

## About UK Music

Established in October 2008, UK Music is the umbrella body that represents the collective interest of the UK's commercial music industry: from artists, musicians, songwriters and composers, to record labels, music managers, music publishers, collecting societies and studio producers.

Our member organisations are: the Association of Independent Music (AIM), the British Academy of Songwriters, Composers & Authors (BASCA), BPI (British Recorded Music Industry) Limited, the Music Managers Forum (MMF), the Music Publishers Association Limited (MPA), the Musicians Union (MU), PPL (Phonographic Performance Limited) and PRS for Music.

UK Music exists to understand, explain, promote, protect and nurture the UK's commercial music sector so that its inherent value grows and its positive knock-on effects reverberate ever further and ever deeper.

UK Music, through its wide membership, has access to the very best of the talent, creativity, insight and experience of those who together make up the commercial music sector.

Drawing on such a rich resource, UK Music is the industry unit for:

- Public policy and lobbying
- External awareness and public opinion
- Research and analysis
- Industry-relevant education and skills

For more information see [www.ukmusic.org](http://www.ukmusic.org)

## Overview

As we all know, the music industry has been dramatically re-shaped over the past ten years. In equal measures, this has proved disruptive, challenging and exciting. It will continue to be so.

However, within a fast-changing, ever-evolving commercial market, we believe it is vital that our entire industry can pull together; that we can identify and overcome internal and external challenges, plan, strategise, set policy and forge ahead.

UK Music is currently working on a detailed report - to be published in late October - that will seek to do just this.

***In order to take into account the widest spectrum of opinion, UK Music has announced an open, industry-wide consultation that will inform this report.***

## Consultation Summary

Specifically, we are asking all those working within, or affected by, the music industry, to contribute their thoughts to a vision of where our commercial sector should be heading over the next 5-10 years, the challenges we need to overcome, and the changes and policies that could positively impact on both individuals and businesses.

The UK is home to the world's most amazing musical heritage. More importantly, on the world stage we continue to punch way above our weight in terms of musical creativity, innovation and commercial success.

*To ensure this remains the case, we need your help and input.*

To begin with, we would ask you to respond to the following five questions:

- 1. What are the key challenges to growth in your particular sector? Where are the greatest opportunities for growth? What policies do you think our industry should be collectively developing to address and support these aspects, and why? Is there any role for Government to help in these areas? If so, how?**
- 2. How can our sector offer better opportunities for young people that wish to engage with our sector? How can we best support those at the grassroots level? Can our industry create better entry avenues for those people aspiring to work within our industry and develop a career in the music business?**
- 3. Is there a skills shortage in your sector? If so, what sort of workforce development or training would best benefit your needs? What should our industry be doing to promote further workplace equality in and throughout the sector?**
- 4. What can industry partners – for instance, commercial radio and the BBC – do to help promote new, diverse, local musical talent across all genres?**
- 5. Are there any other significant issues you would like to draw our attention to? (All considerations offered are welcome.)**

## Responses

Please send your responses (along with your name and contact details) to [feedback@ukmusic.org](mailto:feedback@ukmusic.org) by the **15th September 2009**

Further information will be available at [www.ukmusic.org/consultation](http://www.ukmusic.org/consultation)