



29 October 2014

BBC Trust service review: Network Music Radio

About UK Music

1. UK Music is the umbrella body representing the collective interests of the UK's commercial music industry, from songwriters and composers to artists and musicians, studio producers, music managers, music publishers, major and independent record labels, music licensing companies and the live music sector.
2. UK Music exists to represent the UK's commercial music sector, to drive economic growth and promote the benefits of music to British society. The members of UK Music are listed in an annex.

General

3. UK Music welcomes the opportunity to respond to the BBC Trust's consultation on the BBC's music radio services. Radio is an essential part of the UK's media landscape with around 90% of the population consuming over 1 billion hours of radio¹, with the BBC's share representing just over 50% of all listening.
4. Our response focuses on the essential role of the BBC's music radio services have in delivering the BBC's core public values, specifically representing the UK, its nations, regions and communities through radio services which cater to the diverse needs and expectation of licence fee payers.
5. The UK music industry is an essential part of the UK's economy, contributing £3.8 billion to the economy in 2013, growing 9%. The industry contributes £2.2 billion in exports and employs 110,000 people.² In addition, the benefits of the industry are realised outside the creative sector. For example, there are 6.5 million music tourists, generating spending in excess of £2.2 billion.³

¹ http://www.rajar.co.uk/docs/news/RAJAR_DataRelease_InfographicQ32014.pdf

² <http://www.ukmusic.org/research/measuring-music/>

³ <http://www.ukmusic.org/research/wish-you-were-here-2013/>

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6. The relationship between the BBC and UK Music's members is a well established one. The BBC relies heavily across all its platforms (radio, television and online) on the music services created and supported by our members. The BBC's services provide an important platform for listeners to access our member's works.
7. This relationship continues to strengthen through initiatives such as the new BBC Music strategy.⁴ In particular, we welcome that "emerging talent" is given as a core objective of the BBC's strategy. In July 2013 UK Music established the UK Music Skills Academy to equip the next generation of talent working in all parts of the music industry.⁵

BBC's Music Radio Services

8. Collectively Radio 1, 1Xtra, Radio 2, Radio 3, 6 Music and Asian Network represent a diverse range of services which provide access to a wide range of programming and music for licence fee payers. All these services are essential to the BBC delivering its public purposes objectives. Therefore, it is essential that the BBC continues to recognise the important role they play and invest in these services in the future.
9. This support and investment should include a focus on ensuring that the BBC's national radio services continue to provide musical programming which caters to and reflects the wide variety of taste and interests of licence fee payers across the UK.

Radio 3

10. For classical music, Radio 3 is an essential service whose role in sustaining a healthy classical sector cannot be overstated. Radio 3 is the primary commissioner, programmer and broadcaster of new classical music not only on the UK, but in the world. As a result it is the single most important radio service for listeners who want to access new classical music.
11. As the commissioner of new classical works, often in association with the BBC's own orchestras, Radio 3 clearly contributes to the BBC public purpose of "stimulating creativity and cultural excellence".

6 Music

12. We of course welcome the significant growth of 6 Music's share of listening, not least since the BBC consulted on plans to close the service, which is a testament to the quality of programming and the growing importance of digital radio.

Radio 1 and 2

⁴ <http://www.bbc.co.uk/mediacentre/mediapacks/bbcmusic>

⁵ <http://www.ukmusic.org/skills-academy/>

13. UK Music notes the analysis from the July 2014 Audiomonitor report which indicates there is a significant differentiation between the audience demographic of Radio 1 and Radio 2.
14. The research demonstrated that 15 to 24 year olds were more likely to listen to Radio 1 than Radio 2 and that those aged 45+ were most likely to listen to Radio 2.
15. Similarly, the Audiomonitor research would indicate there is a suitable differentiation of audience tastes between Radio 1 and 2. Whilst Radio 1 caters for an audience primarily interested in Hip-Hop/Rap, Indie/Alternative Rock and Dance, Radio 2 is more a home for Country, Rock and Jazz enthusiasts.

1Xtra and Asian Network

16. Finally, as an organisation that champions diversity and equality in the music industry, UK Music believes the existence of 1Xtra and Asian Network is important and should be preserved.

Future-proofing

17. Whilst we have presented a positive impression of the existing output from BBC radio services towards music, there are certain underlying principles we believe need to be established in order to future proof what BBC radio services offer with regard to music.
18. Any future assessment of the BBC's music services by the BBC Trust or Executive should consider the role these services play in building, sustaining and promoting a healthy music industry in the UK. This is very much in line with the BBC's purpose of "bringing the UK to the world and the world to the UK."
19. New content is essential for a vibrant music industry which in turn benefits society as a whole. Initiatives such as BBC Introducing is of great merit in terms of showcasing unsigned acts for example. BBC radio services should specifically report on what they are doing to enable new music creativity.
20. Variety is key. The recent "God Only Knows" BBC Music promotion demonstrates the sheer range of musical genres catered for by the BBC. This variety provides the BBC with a unique position in comparison to its competitors for audiences. The BBC radio offering should remain varied and cater for all tastes.
21. Whilst this consultation is specifically about radio, its offering to music must be synchronised with its offering on other media and in particular television. Music is well served on radio, but there is still comparatively little dedicated programming to music on television. This is in spite of the best efforts of the BBC Music strategy. To see music as an experience which can only be appreciated on audio would be a mistake.

Further UK Music members feedback

22. To conclude this response, it is important for UK Music to highlight specific views from UK Music members in relation to the music services offered by Radio 1, 1Xtra, Radio 2, Radio 3, 6 Music and Asian Network.

23. PPL, a member of UK Music, said in its submission as part of this consultation –

“Whilst each of the BBC music radio services subject to review has its own specific remit, distinctiveness, diversity and a commitment to new music are common themes. PPL’s analysis of the BBC’s usage of recorded music indicates that the radio services in general meet these objectives, and deliver a breadth of music which is substantially greater than that available from mainstream commercial radio services. In doing so it provides a wider opportunity for new sound recordings and new recording artists to be heard by the public, which is important for the future health and success of the UK music industry.”

24. MPA, a member of UK Music, said in its submission as part of this consultation –

“Radio 3 is unique: it is the world’s leading commissioner of classical music, it curates and executes the Proms, it is a trusted and revered broadcaster of classical music, it offers a wide range of performance opportunities for musicians, provides access to content via its website and on-demand technology and delivers a number of outreach programmes. Radio 3 is an ideal example of how the BBC fulfils its contribution to public value: by providing a service the market could never provide.

“In order to maintain this position, we call upon the BBC Trust to ensure that Radio 3 is not subject to any further funding cuts which would damage its ability to continue as a world leading commissioner of new music. We would like to see a continued commitment to broadcasting a broad range of music and ensuring sufficient airplay of new commissions – on broadcast radio as well as during the Proms season. It is vital that Radio 3 retains its FM status (the reach on DAB would significantly reduce the audience for this station) and that there is continued investment in the on-line and on-demand services which extend the reach of the station.”

25. MPG, a member of UK Music, said –

“We would add and support that Radio 1 and 6 Music are responsible for breaking and playing cutting edge newly signed and unsigned talent. This amounts to many more hours of new music each week compared to what is offered by other stations.”

26. Musicians’ Union, a member of UK Music, said –

“The BBC is the single biggest employer of MU members in the UK and is in the unique position of supporting five full-time orchestras. The BBC orchestras alone employ 404 contract musicians and many hundreds more on a freelance basis. The BBC also employs and supports all types of musicians through its radio and television programming - virtually all MU members will interface with the BBC at one stage of their career.”

Annex

UK Music's membership comprises of:-

- AIM – Association of Independent Music - representing over 850 small and medium sized independent music companies
- BASCA - British Academy of Songwriters, Composers and Authors – BASCA is the professional association for music writers and exists to support and protect the artistic, professional, commercial and copyright interests of songwriters, lyricists and composers of all genres of music and to celebrate and encourage excellence in British music writing
- BPI - the trade body of the recorded music industry representing 3 major record labels and over 300 independent record labels.
- MMF - Music Managers Forum - representing 425 managers throughout the music Industry
- MPG - Music Producers Guild - representing and promoting the interests of all those involved in the production of recorded music – including producers, engineers, mixers, re-mixers, programmers and mastering engineers
- MPA - Music Publishers Association - with 260 major and independent music publishers in membership, representing close to 4,000 catalogues across all genres of music
- Musicians' Union representing 30,000 musicians
- PPL is the music licensing company which works on behalf of over 90,000 record companies and performers to license recorded music played in public (at pubs, nightclubs, restaurants, shops, offices and many other business types) and broadcast (TV and radio) in the UK.
- *PRS for Music* is responsible for the collective licensing of rights in the musical works of 100,000 composers, songwriters and publishers and an international repertoire of 10 million songs
- UK Live Music Group, representing the main trade associations and representative bodies of the live music sector

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