



June 2020

## **Call for evidence - The future of Public Service Broadcasting**

1. UK Music is the umbrella body representing the interests of the commercial music industry in the United Kingdom (see annex for full list of members). We campaign and lobby for the collective interests of the commercial music industry on behalf of artists, musicians, songwriters and composers, record labels, music publishers, studio producers, managers and music licensing organisations. We strive to promote the UK's extraordinarily successful commercial music sector and support policies that drive economic growth and promote the benefits of music to British society.

Music and public service broadcasting operate in a symbiotic relationship and can support each other. Music is central to the output of public service broadcasting organisations and music can benefit from their need for new music and their distribution platforms. Public service broadcasting organisations require new music to fulfill their public service remit for their diverse audiences. Without music, the output of public service broadcasting organisations would be of significantly reduced value. A good example of such cooperation for social good during the current COVID-19 pandemic was the recent BBC Live Lounge Allstars campaign; it reached no.1 in the UK charts, raising money for both Children in Need and Comic Relief.

2. Given the reliance of UK public service broadcasting organisations on new talent, they need to work creatively with the music industry to support composers, performers and music rights holders.
3. Public service broadcasting is fundamentally important to the music industry. In particular, the BBC offers a wide array of music to its audience on a number of platforms: radio, television, concerts and online services including iPlayer and BBC Sounds. Other public service broadcasting organisations offer music on similar platforms (e.g. Channel 4's "4 Music" and "B4") as well as broadcasting live music events such as the BRIT Awards (ITV). We specifically highlight "BBC Introducing", which in addition to providing a platform for new talent, has the capacity to be a great partner for touring networks (via small/regional venues) as part of the post COVID-19 rebuild strategy. Any resultant policy initiative needs to lead to an increase in music programming of public service broadcasting organisations in future; BBC, Channel 4 and ITV.

4. Additionally, all public service broadcasting organisations commission and license music for use in their TV programming, including so called library or production music. This constitutes an important part of the music ecology and supports composers and performers. Music continues to be important for programmes, from featured usage in dramas through to music on breakfast TV to daytime quiz shows and cooking shows.
5. Music symbolises UK culture and society not only for UK residents, but also to an international audience. UK public service broadcasting organisations, and in particular the BBC, have an important role to promote our music nationally and globally. Its soft power strengthens the status of global Britain following the withdrawal from the European Union in addition to the economic importance as a net exporter of music globally.
6. UK public service broadcasting organisations provide opportunities for UK composers and performers and those who invest in them through:
  - Offering designated music programmes, including broadcasts of live concerts;
  - Commissioning and licensing new music, both as specific commissioned works as well as production music.

The BBC is also the biggest employer of orchestral musicians in the UK, directly employing over 400 musicians in five full-time orchestras. They sponsor and broadcast the world's biggest classical music festival, the Proms.

Such opportunities have become even more important during the COVID-19 lockdown; during this time the commissioning of new music has been drastically reduced, removing opportunities for musicians and composers to earn a living from their creativity. More dramatically, all public performances have been suspended, endangering the livelihood of UK musicians, most of them freelancers, with limited access to government help schemes in practice. We expect that social distancing measures will continue even after a first easing of the lockdown; concerts and public performances, as we know them, seem a long way off.

Public service broadcasting organisations will play a crucial role in the swift renaissance of the music sector given their wide reach. For example by providing an increasing amount of designated music programmes as well as commissioning and licensing new music. On a practical level, public service broadcasting organisations could provide their expertise and equipment to enable more creative broadcasts of performance which substitute "live" concerts. They could record performances and broadcast them through their networks.

During the ongoing COVID-19 crisis, music is key to the morale of the whole of UK society, and public service broadcasting organisations enable access to music in a way commercial operators do not. A recent example of the cooperation between public service broadcasting and music for society was the BBC programme One World: Together at Home.

## Looking ahead.

7. Public service broadcasters should meaningfully support the UK music industry; their current activities promoting diverse music in their programmes have not been sufficient and moreover, following the current crisis, their support is even more important. As specifically identified, public service broadcasting organisations, and in particular the BBC, need to:
  - Offer more dedicated music programmes provided by all public service broadcasting organisations (we appreciate that commercially funded companies are themselves subject to considerable budgetary pressures and look forward to discussing new programme offerings, in particular providing a forum for new creative talent).
  - Commission more new work or license existing work (again we appreciate the pressure commercially funded companies are under given the reduction in advertising revenue).

In particular, the BBC is less directly exposed to the consequences of the current crisis and has a public duty to provide new opportunities to ensure continued creation and performance of new music for the benefit of a national and international audience. There are still too few opportunities for new musicians to showcase their talent to a wider audience. Public service broadcasting organisations are able to change that.

8. Public service broadcasters need to be adequately funded to provide the opportunities so urgently required; we support the existing funding mechanisms which need to be maintained to ensure the continued symbiosis between music and broadcasting.

We remain at the disposal of the DCMS Select Committee for further questions, in particular on the commercial details of the music industry.

## **Annex**

UK Music's membership comprises: -

- AIM – The Association of Independent Music – the trade body for the independent music community, representing over 850 small and medium sized independent record labels and associated music businesses.
- BPI - the trade body of the recorded music industry representing 3 major record labels and over 300 independent record labels.
- FAC – The Featured Artists Coalition represents and promotes the interests of featured recording artists in the music industry.
- The Ivors Academy - The Ivors Academy is an independent association representing professional songwriters and composers. As champions of music creators for over 70 years, the organisation works to support, protect and celebrate music creators including its internationally respected Ivors Awards.
- MMF – Music Managers Forum - representing over 800 UK managers of artists, songwriters and producers across the music industry with global businesses.
- 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 over 32,000 musicians from all genres, both featured and non-featured.
- PPL is the music licensing company which works on behalf of over 100,000 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 114,000 composers, songwriters and publishers and an international repertoire of 10 million songs.
- UK Live Music Group, representing of the live music sector with a membership consisting of: Agents' Association (AA), Association for Electronic Music (AFEM), Association of Festival Organisers (AFO), Association of Independent Festivals (AIF), Concert Promoters Association (CPA), International Live Music Conference (ILMC), National Arenas Association (NAA), Production Services Association (PSA), Music Venue Trust (MVT), with contributions from PRS Foundation, MU, MMF, FAC and BPI.