

February 2018

## Ofcom Consultation

### Definition of New Music on Radio 1 and Radio 2

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. A full list of UK Music members can be found in annex.

### **Question 1: Do you agree with the proposed amendments to the BBC's Operating Licence set out in paragraphs 2.36 to 2.37 of this consultation?**

3. UK Music supports the proposed amendments to the BBC's operating Licence set out in paragraphs 2.36 to 2.37 of this consultation.
4. UK Music believes that this is a suitable definition which better meets the needs of today's music industry and reflects consumer preference of music consumption.
5. Whilst supportive of the definition, UK Music believes that it should not be used to restrict "slow burn" successes, remixes, remasters or demos from benefiting. For example, artists may upload tracks and then rework or update them at a later point. We also suggest some flexibility may need to be applied to the impact of streaming to allow greater fan engagement with tracks over a longer period of time.
6. It is imperative that the proposed changes to the definition of new music on BBC Radio 1 & Radio 2 strengthen and build upon the BBC's important music services. Without these services there would be diminished music output which is essential to meet the variety of tastes and interests of licence fee payers. The new definition demonstrates a commitment to reflect the changing markets of the music industry, with the rise in streaming having an impact on the charts.

### **BBC**

7. The BBC and its relationship with new music is of great interest to UK Music. The BBC relies heavily across all its platforms (radio, television and online) on the music created

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and supported by our members, yet it also provides an important platform for listeners to access our members' works.

8. BBC Music offers great diversity in its music coverage and reach. Radio1, Radio2, Radio3, 6Music, 1Xtra, The Proms, BBC Introducing, Later, BBC Asian Network, Desert Island Discs, Glastonbury, festival coverage, music driven broadcast programming, documentaries and other BBC output support the entire UK music ecosystem. BBC Music also provides unparalleled variety to its consumers - whether your interest is in new music, folk, classical, pop, jazz, electronica or grime.
9. The music industry appreciates that BBC Radio plays clearly defined new music in particular when compared to commercial radio and BBC Television. The key for sustaining a diverse and vibrant music scene in the UK is however that artists and writers get paid for their work (be it BBC or commercial radio).
10. In 2015 UK Music launched the #LetItBeeb campaign on behalf of the entire UK music community in the backdrop of the Government's BBC Charter review. Its purpose was to unite music fans, artists, songwriters, composers and performers of all ages, genres and locations in support of the vital and diverse music services the BBC provides. It was supported by artists including Sam Smith and Nick Mason.
11. The BBC provides a wide opportunity for new music and recording artists to be heard by the public, which is important for the future health and success of the UK music industry.
12. New content is essential for a vibrant music industry which in turn benefits society as a whole. The 2015 report on the contribution of the BBC to the UK Creative Industries, prepared by Frontier Economics for the BBC, identified areas where the BBC supports and promotes new British talent and therefore has a positive impact on the music market. These areas include talent schemes, like BBC Introducing, which is of great merit in terms of showcasing unsigned talent.
13. BBC Introducing provides up-and-coming artists with broadcast opportunities on television and online, as well as the chance to perform at major festivals and showcases. The BBC takes risks on new artists, providing exposure before release, enabling new artists to be played on shows with big audiences and assists with the raising of an artist's profile and success.
14. More than 190,000 artists have registered over 470,000 tracks uploaded on the BBC Introducing website. Between them they have amassed 14 UK No.1 singles, 68 UK Top 10 singles, 28 UK No.1 albums and 54 UK Top 10 albums. It is interesting to note that 58% of the acts that performed at Reading + Leeds Festival in 2017 initially uploaded their music to the BBC Introducing Uploader.<sup>1</sup>
15. Florence and the Machine, George Ezra, Jake Bugg, Bombay Bicycle Club, Catfish and the Bottlemen, Royal Blood and James Bay have all benefited from this strand of the BBC's work in helping launch their careers. These acts and artists have gone on to create

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<sup>1</sup> <http://www.bbc.co.uk/programmes/articles/5lvdZfbkPG7lbdRvDgtpwB7/what-is-bbc-music-introducing>

strong economic returns for the UK. The UK music industry contributed £4.4 billion to the economy in 2016 - year on year growth of 6%.<sup>2</sup> Therefore, the BBC's music services must continue to be protected and expanded in order to nurture the talent pipeline of the future.

## **Annex**

UK Music's membership comprises of:-

- 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.
- BASCA - British Academy of Songwriters, Composers and Authors – BASCA is the membership association for music writers and exists to support and protect the professional 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.
- FAC – The Featured Artists Coalition represents and promotes the interests of featured recording artists in the music industry.
- MMF – Music Managers Forum - representing over 500 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, remixers, 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 114,000 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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<sup>2</sup> <https://www.ukmusic.org/research/measuring-music-2017/>