

**Westminster Media Forum Keynote Seminar:
Next steps for the UK music industry - streaming services, social media and market consolidation**

Timing: Morning, Friday, 28th February 2014

Venue: Sixty One Whitehall, London SW1A 2ET

Agenda subject to change



**WESTMINSTER
MEDIA FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Lord Clement-Jones, Member, All-Party Parliamentary Group on Music
- 9.05 - 9.15 **Back in tune - prospects for future growth**
A analysis of the projected areas of growth for the music industry, emerging trends in how music is being consumed and the rising profitability of the physical-to-digital transition.
Dr Alice Enders, Senior Media Analyst, Enders Analysis
- 9.15 - 9.30 **Challenges to creating a sustainable business model in a dynamic market**
Francis Keeling, Global Head of Digital Business, GDB, Universal Music Group
- 9.30 - 10.20 **Digital disruption - revenues, consolidation and competition**
With the 'Big 5' now the 'Big 3', has consolidation in the sector sufficiently empowered the major labels to deal with the increasing influence of digital retailers such as Apple, Amazon and Google? How is Spotify - along with other music streaming services - changing the marketplace - in particular what effect are they having on sales? How is the place of streaming services likely to develop once 4G mobile services become widely available? What are the implications for labels and artists of revenues increasingly being generated away from record sales from endorsements, live performance and royalties? What are the implications to the cost base of industry of maintaining a mainly digital singles market alongside predominantly physical albums?
Mark Williamson, Director, Artist Services, Spotify
Jeremy Silver, Specialist Adviser on Creative Industries, Technology Strategy Board and Executive Chairman, Semetric
Chris Butler, Head of Publishing, Music Sales Group and Chairman, UK Music Publishers Association
Mark Foster, Managing Director, UK and Ireland, Deezer
Questions and comments from the floor with **Dr Alice Enders**, Senior Media Analyst, Enders Analysis and **Francis Keeling**, Global Head of Digital Business, GDB, Universal Music Group
- 10.20 - 10.30 **Developing and innovating in the music industry**
Geoff Taylor, Chief Executive, BPI (British Recorded Music Industry)
- 10.30 - 11.15 **Commercial innovation - licensing, copyright and new services**
How far do European and UK licensing and copyright frameworks encourage and assist innovation in the music industry? What are the barriers to entry for start-up music services - in particular is the way the licensing regimes are set up disadvantaging the legitimate service? How far is the current framework encouraging commercial and - in the case of the BBC Playlister - non-commercial innovation? How attractive are music services to would-be investors? How are new business models such as 'Pledgemusic' changing the economics? As Atoms for Peace remove their tracks from Spotify - in protest at the low price per stream rates for artists - and similar complaints are levelled at services such as Pandora and Napster - is the value of new services in delivering a sustainable model for the future being oversold?
Cliff Fluet, Partner, Digital Media and Branded Entertainment, Lewis Silkin
Frances Lowe, Head of Legal, Policy and Public Affairs, PRS for Music
Peter Jenner, Partner, Sincere Management and President Emeritus, International Music Managers' Forum
Ben Chapman, Head of Popular Music, Radio and Music multiplatform, BBC
Questions and comments from the floor with **Geoff Taylor**, Chief Executive, BPI (British Recorded Music Industry)
- 11.15 - 11.20 **Chairman's closing remarks**
Lord Clement-Jones, Member, All-Party Parliamentary Group on Music
- 11.20 - 11.45 Coffee
- 11.45 - 11.50 **Chairman's opening remarks**
Andrew Bingham MP, Vice-Chair, All-Party Parliamentary Group on Music
- 11.50 - 12.00 **The digital recording artist**
How is the internet changing the creative process and the career of the musician?
Crispin Hunt, Co-Chief Executive Officer, Featured Artists Coalition
- 12.00 - 12.10 **Artist-brand partnerships - investment, engagement and experience**
Dominic Hodge, Planning Director and Managing Partner, FRUKT
- 12.10 - 12.55 **Music and social media - disintermediation, business models and fan loyalty**
With 7 out of the top 10 most followed people on Twitter being artists, how is social media and the ability of artists to communicate directly with fans affecting the music industry's public relations strategy? What are the risks of using social media to shape artists' images and build marketable brands? How is the role of record label likely to develop with the disintermediation between artists and their fans? To what extent have the barriers to entry been brought down by the web? What are the options to translate web popularity into real-world commercial success? How is it possible to become successful without label backing?
Fiona Chow, Head of European Communications, StubHub
Adam Graham, Managing Consultant, Cact.us and Chair, British Interactive Media Association
Simon Wheeler, Head of Digital, Beggars Group
Questions and comments from the floor with **Crispin Hunt**, Co-Chief Executive Officer, Featured Artists Coalition and **Dominic Hodge**, Planning Director and Managing Partner, FRUKT
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Andrew Bingham MP, Vice-Chair, All-Party Parliamentary Group on Music
Michael Ryan, Deputy Editor, Westminster Media Forum