

Westminster Media Forum Keynote Seminar:

Next steps for the UK music industry - digital strategies, IP protection and the value of live

Timing: Morning, Thursday, 16th April 2015

Venue: Royal Aeronautical Society, No.4 Hamilton Place, London W1J 7BQ

Agenda subject to change



- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Clement-Jones
- 9.05 - 9.15 **The UK music industry - key issues and trends**
Mark Mulligan, Co-Founder and Analyst, MIDiA Research
- 9.15 - 9.35 **The growth of digital music - commercial opportunities and challenges**
Antony Bebawi, EVP Digital & Society Relations, Sony/ATV Music Publishing
Questions and comments from the floor
- 9.35 - 10.30 **A digital music market - dynamics, artist remuneration and the outlook for growth**
How is the impact of a well-established digital music market set to develop and widen in the future: in terms of perceptions of the monetary and cultural value of music, the power of established and emerging artists and the role of the record label? Are artist's contracts fit for the digital age; how are they set to change as the digital market develops, and what will be the key issues in any renegotiation? What are the emerging commercial challenges and opportunities for streaming services to work for all parties, to innovate and to expand into new markets? How can they build consumer loyalty, and how can streaming services continue to achieve a competitive edge in winning subscribers - through additional content, bundling, partnerships, pricing and exclusives? What are the latest developments in intelligent recommendation systems to enhance discoverability of new music? How will the role of data and analysis evolve to support the future of digital music services?
Lance Phillips, Partner, Digital Media and Music, Sheridans
Jeff Hughes, Chief Executive, Omnifone
Paul Pacifico, Manager, AllStars and Chief Executive Officer, Featured Artists Coalition (FAC)
Charles Caldas, Chief Executive Officer, Merlin
Pete Downton, Chief Commercial Officer, 7digital
Questions and comments from the floor with **Mark Mulligan**, Co-Founder and Analyst, MIDiA Research
- 10.30 - 10.35 **Chair's closing remarks**
Lord Clement-Jones
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**
Darren Johnson AM, London Assembly
- 11.05 - 11.15 **Domestic and international priorities for supporting the UK music industry**
Ged Doherty, Chairman, BPI (British Recorded Music Industry)
- 11.15 - 12.05 **In Sync? UK and European copyright law**
What are the latest developments in how UK Government and industry are working to support an environment in which the music industry can thrive, and what are the next steps? How successful has the Creative Content UK initiative been thus far and what challenges does it face going forward? As the European Commission announce their intention to publish plans for the development of the EU digital single market, how would any reduction in the barriers which block the free flow of online services and entertainment across national borders affect the UK music industry and what would be the likely impact on creator reward of increased sharing across borders? With evidence presented of a link between music piracy and subsequent visits to legal digital music stores, are punitive sanctions the most effective way of reducing piracy and increasing revenue for the music industry going forward?
Phil Sherrell, Partner, Bird & Bird
John Smith, General Secretary, Musicians' Union and President, International Federation of Musicians (FIM)
Mark Isherwood, Director, Rightscom
Robert Ashcroft, Chief Executive, PRS for Music
Questions and comments from the floor with **Ged Doherty**, Chairman, BPI (British Recorded Music Industry)
- 12.05 - 12.15 **The future of the UK live music industry**
Paul Latham, Chief Operating Officer, International, Live Nation
- 12.15 - 12.55 **Live music, digital innovation and brand partnerships**
Has the full potential of the Live Music Act been fully realised and what further activity could be beneficial to the industry around the deregulation of live music? With revenues increasingly being generated away from record sales, how can the live sector continue to innovate and engage audiences - both domestically and internationally? How are new generation location-aware technologies - for example Crowd Connected at Wireless Festival - offering commercial and other opportunities for live music events? How can the industry further capitalise on the marketing potential of the data collected at the event and post-event? As consumer brands increasingly become an essential part of the business of music, what are the latest partnerships with artists, festivals, live shows and technology and how are these set to develop?
Nuala Donnelly, Head of Sponsorship for The O2, Telefónica UK
Richard Kirstein, Founding Partner, Resilient Music
James Cobb, Founder and Chief Executive Officer, Crowd Connected
Questions and comments from the floor with **Paul Latham**, Chief Operating Officer, International, Live Nation
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Darren Johnson AM, London Assembly
Amy Cutter, Associate Producer, Westminster Media Forum