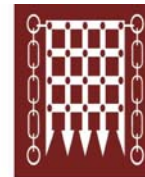


Westminster Media Forum Keynote Seminar

The UK music industry - copyright, business models and the next steps for the Live Music Act

Timing: Morning, Tuesday, 10th July 2012

Venue: Sixty One Whitehall, London SW1A 2ET



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
John Robertson MP, Chair, All-Party Parliamentary Group on Music
- 9.05 - 9.15 **The outlook for the music industry**
How is the business of music continuing to change under technological and financial pressures? Can the industry be confident of capturing audiences through television shows like The X Factor in future? How much room is there for risk and innovation in launching new artists? What effect might the separate sale of copyright and new music arms of record companies have on the industry?
Mark Mulligan, Founder, Music Industry Blog
- 9.15 - 9.30 **The business of music**
What options are available to record companies for adding value to releases given the availability of Spotify and Vevo? Has digital technology delivered promised reductions in production and distribution costs? Does the profitability of touring mean that established artists are starting to release records to sell tickets and merchandise? What do lucrative comeback tours signify for the opportunities open to new artists?
Geoff Taylor, Chief Executive, BPI (British Recorded Music Industry)
- 9.30 - 10.10 **The changing economics of releasing music**
What defines the cost of releasing music when it is increasingly marketed and distributed digitally? What will be the impact of new ways of financing releases, such as crowdsourcing models like 'Pledgemusic' and 'Slicethepie'? How far will alternative revenue streams like brand partnerships and licensing to advertisers augment profits from sales in future? What benefits do brand partnerships bring participants and how are revenues allocated? How have they worked for different kinds of artists and brands? How are high street music retailers coping with declining CD sales, for example by investing in venues or diversifying their retailing?
Julie Meyer, Founder and Chief Executive Officer, Ariadne Capital
Alison Wenham, Chairman and Chief Executive, Association of Independent Music (AIM)
David Courtier-Dutton, Founder and Chief Executive, Slicethepie
Questions and comments from the floor with **Mark Mulligan**, Founder, Music Industry Blog and **Geoff Taylor**, Chief Executive, BPI (British Recorded Music Industry)
- 10.10 - 10.25 **New artists and the industry**
What are the emerging ways in which new artists can establish themselves online, e.g. BBC Introducing and The Unsigned Band Review? What are the limits of the internet's power to promote unsigned acts? What further investment in new talent would benefit the industry?
Sandie Shaw, Co-Chair, Featured Artist Coalition and **Brian Message**, Chairman, Music Managers Forum and Co-Manager, Radiohead
- 10.25 - 10.35 **Live performance and music industry**
What is live music and performance's place in the economics of the music industry and for bands and musicians?
Rob Hallett, President of International Touring, AEG Live
- 10.35 - 11.15 **Tending the grassroots - live music and new acts**
Are the rewards from performing in small venues like pubs enough for the Live Music Bill to encourage a sustainable grassroots scene? Would the Live Music Bill help preserve a spectrum of venue sizes, including medium-sized clubs? What is the potential of streaming performances to theatres and homes? What options are open to venues and musicians to expand merchandising revenues? How will the Live Music Bill affect ticket vendors and the festival circuit?
Tim Sutcliffe, Vocals and Guitar, A Genuine Freakshow
Tony Moorey, Content Director, Absolute Radio
Questions and comments from the floor with **Rob Hallett**, Senior Vice President, Worldwide Touring, AEG Live; **Sandie Shaw**, Co-Chair, Featured Artist Coalition and **Brian Message**, Chairman, Music Managers Forum and Co-Manager, Radiohead
- 11.15 - 11.20 **Chairman's closing remarks**
John Robertson MP, Chair, All-Party Parliamentary Group on Music
- 11.20 - 11.45 Coffee
- 11.45 - 11.50 **Chairman's opening remarks**
Lord Clement-Jones, Member, All-Party Parliamentary Group on Music
- 11.50 - 12.05 **Making copyright licensing fit for purpose for the digital age**
How can copyright licensing be made less expensive, less complex, more transparent and easier to use? Is there a real market and a viable business model for a mass market licensing system involving high volumes of transactions at affordable prices? How can copyright licensing, traditionally perceived to vary greatly between media, work for the mixed media and cross-media world of the internet and mobile apps?
Richard Hooper, Chairman, Digital Copyright Exchange Feasibility Study
- 12.05 - 12.55 **Delivering an equitable copyright market - the Digital Copyright Exchange and the back catalogue**
Is the cost of copyright licenses inhibiting the growth of digital media? What benefits to competition or cost could a Digital Copyright Exchange deliver? What is required to create an 'Amazon' for copyright, as called for by the Government, i.e. offering an equitable service to buyers and sellers? How will 'Cliff's law' - the likely extension of copyright for performers - and the interest shown by private equity in back catalogues affect both record companies and license-buyers? How should music licensing evolve and what is the future of collecting societies?
Gregor Pryor, Partner, Global Technology and Media, Reed Smith
Nikhil Shah, Co-founder, Mixcloud
Jane Dyball, Senior Vice President, International Legal and Business Affairs, Warner/Chappell Music
Frances Lowe, Head of Regulatory and Corporate Affairs, PRS for Music
Ivan Chandler, Founder and Chief Executive Officer, Musicalities
Questions and comments from the floor with **Richard Hooper**, Chairman, Digital Copyright Exchange Feasibility Study
- 12.55 - 13.00 **Chairman and Westminster Media Forum's closing remarks**
Lord Clement-Jones, Member, All-Party Parliamentary Group on Music
Thomas Raynsford, Senior Producer, Westminster Media Forum