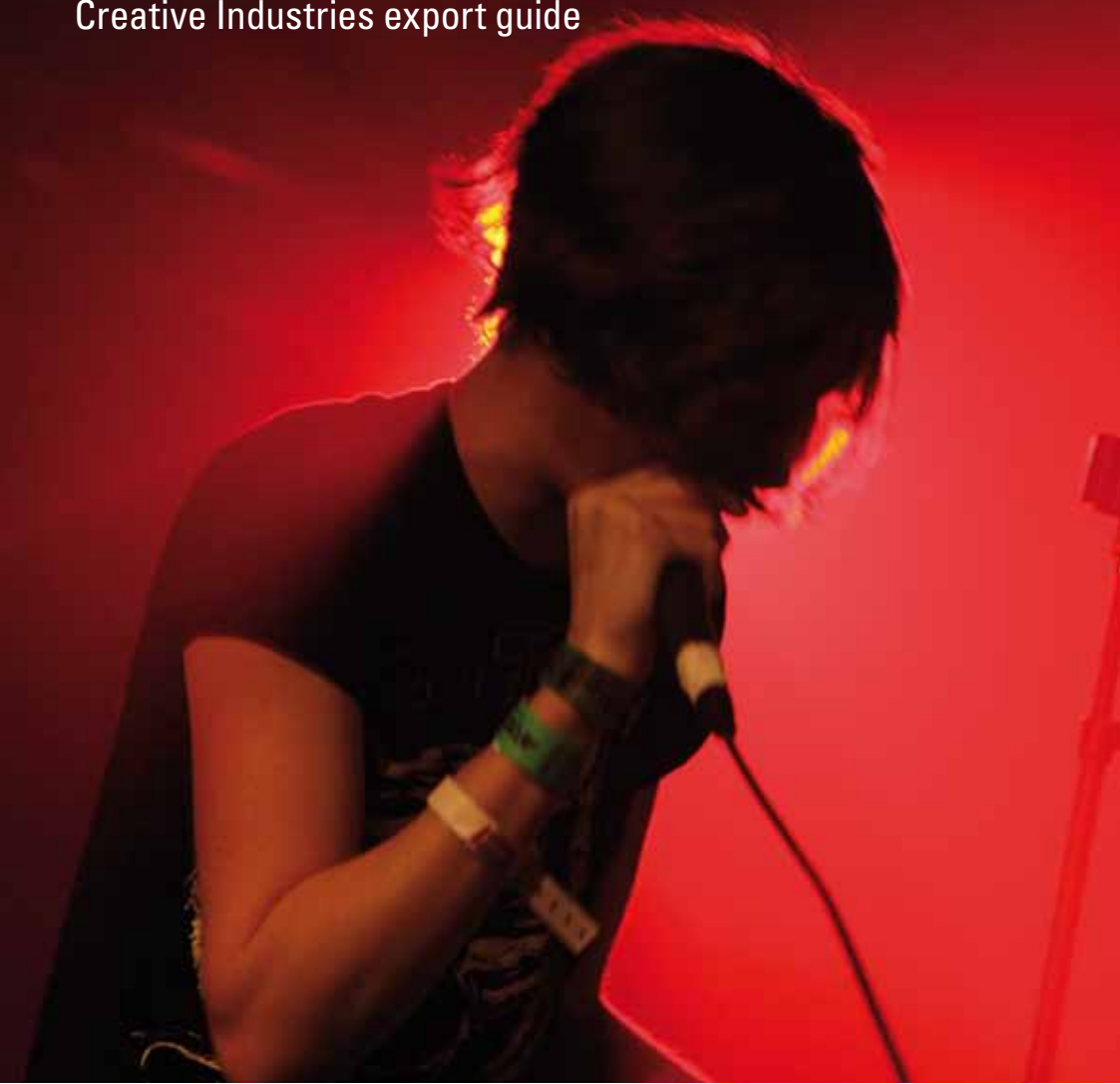


British music

Creative Industries export guide



“The UK is great at exporting music.
You should be doing it too.”



UK Trade & Investment Accessing International Markets

UK Trade & Investment (UKTI) is the Government organisation that helps UK-based companies succeed in the global economy.

We also help overseas companies bring their high-quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

How we can help

Whether you are venturing into selling overseas for the first time, or are an experienced exporter trying to break into new markets, UKTI offers a range of trade support services that can help doing business internationally as easy as doing business in the UK.

If you are a new or novice exporter, our representatives at your regional UKTI office can help you prepare for trading overseas through an assessment and skills-based programme.

Working in partnership with our overseas network of offices, we can also provide budding and established exporters with tailored packages of support in the form of local market research, covering cultural, political and business issues, and access to key contacts.

A good way of promoting your expertise to international buyers and meeting useful contacts is attending UKTI-supported trade shows and exhibitions in the sector. UKTI regularly brings over overseas buyers to meet UK companies at these events.

Visiting target markets is often an invaluable way of securing international business. UKTI outward missions provide an opportunity for you to showcase your strengths and capabilities to an overseas audience and promote your expertise in one-to-one meetings with local buyers.

In addition, we can provide you with market and sector information that we disseminate through various publications and directories and the UKTI website, www.ukti.gov.uk.

Creative Industries toolkit

UKTI has developed an online marketing toolkit: www.creative-industries.co.uk. It is free to access and contains creative industry sector marketing messages and supporting facts and figures, that you can use in your international marketing and PR campaigns.

Hit the world running ^{UK}

Music industry overview

UK music is a distinctive international brand – hard to define precisely, but with an unmistakable energy and authenticity.

Music in the UK is thriving because it continually renews itself, fusing cultural commentary, fashion and politics in a heady mix. The UK music scene is diverse and eclectic, with a hunger for innovation of all kinds, and is strongly supported by the UK media, which provides a range of rich environments for performers and audiences. As a result, every region in the UK has generated, and continues to produce, world-class music talent in every genre – from classical and jazz, to pop and rock.

Such talent represents a highly valuable and exportable economic asset for the UK, which, in volume terms has the largest music market in Europe, and the third largest in the world. UK music exports, a major influence on the world's music tastes and trends, are worth some US\$2 billion each year.

Sales of digital music in the UK, which has the highest per-capita consumption of music-related products in the world, are showing particularly rapid growth as downloading music becomes increasingly popular. In recent years, UK talent has come to the attention of mainstream audiences via digital channels like MySpace and YouTube.

Leading names in all fields of the music business are drawn to the UK, attracted by its high levels of musical education, its rich creative reputation and tradition, its cultural diversity and its sophisticated audiences. There are over 2,000 recording companies and 1,000 professional record producers in the UK, working in more than 300 studios – all of which attract a growing number of high-calibre artists.

As well as the UK being home to four major recorded-music businesses, the country also boasts a booming independent sector, with some 3,600 indie labels. These play a crucial role in supporting new musical talent.

The UK hosts world-class music festivals such as Glastonbury and Glyndebourne and is a must-stop venue for international artists on tour, adding to the quality and depth of live music available week-in, week-out across the country.

Boasting a productive tradition of collaboration between the music industry and other creative industries, the UK has a strong track record in developing and promoting the international careers of its talented composers and performers. The money made by UK artists overseas increased by almost £27 million between 2008 and 2009, from £139.8 million to £166.6 million. International royalties earned by UK acts have more than doubled since 1999, while overall global earnings for UK songwriters and composers have grown by over 250 per cent.

Recent years have seen UK acts achieve both huge critical success and multi-platinum sales in domestic and worldwide markets. They are also regular winners of top international awards such as the Grammys.

Raygun Music Management

Brighton-based artist management company Raygun Music has enjoyed invaluable exposure in Japan after receiving support from UK Trade & Investment (UKTI).

As well as taking advantage of UKTI's Passport to Export programme and Overseas Market Introduction Service (OMIS), the firm, established by former Toploader lead guitarist Julian Deane, has been on two highly fruitful trade missions to Japan.

The first one, in August 2008, led to Raygun's singer-songwriter Paul Steel being signed up by EMI Japan and securing co-writing opportunities with Japanese pop writers.

The second, in early 2009, included meetings between Raygun and local record labels, promotional opportunities and a performance by the company's unsigned band THE XCERTS at Tokyo's British Anthems 2009 Festival, to an audience of 2,000.

"These visits provided a really good introduction to the market, its youth culture and music industry, and an insight into how the record labels operate," says Deane.

"They also gave us a unique opportunity to present our repertoire to an enthusiastic audience of key players in the Japanese music industry, including licensors, labels and distributors.

"Our second trip was particularly useful," he continues. "As well as their performance at the British Anthems Festival, supporting The Fratellis, THE XCERTS had a photo-shoot with Rolling Stone magazine and we met the director of MySpace Japan.

"We also arranged an advertising campaign in a British pub chain in Tokyo, where THE XCERTS had their faces on 10,000 beer mats.

"The band now has a strong presence in Japan and we are close to securing a license deal for their debut album. We also look set to wrap up a worldwide publishing deal for them in the next few weeks, through a key A&R contact I met on the Tokyo mission."

Deane is very appreciative of the help his company has received from UK Trade & Investment.

"There is not a lot of money in music, so a bit of financial support makes things easier. Beyond that, UKTI also provides a lot of advice and networking opportunities; they really know their stuff. As a manager, you can do a lot of cold-calling and it can be difficult to get a response. But going through UKTI you have a strong backer behind you, which is very good at connecting people.

"I've recently appointed a co-manager for my acts in Japan, which I'm pretty excited about. It would never have happened without UK Trade & Investment and its OMIS scheme linking me with the right people."

www.myspace.com/raygunmusicmanagement



International Business Specialist, Music Industry

UK International Business Specialists are helping to spearhead the Government's challenging drive to help businesses of all sizes to seize new opportunities and win new customers around the world. They do this by sharing their specialised knowledge of overseas markets and industry sectors, their experience and expertise, and by offering impartial advice.

Phil Patterson was appointed to the role of International Business Specialist for the UK music industry in 2003. Phil brings to the job more than 25 years of music- industry experience – the majority of which has been spent on the international scene.

He has worked with both major and independent companies, developing and marketing artists from all musical genres, including the likes of Blur, Eternal, Sinéad O'Connor, Nigel Kennedy, Robert Palmer, Billy Idol, Supergrass and Emmylou Harris, to name but a few.

As an International Business Specialist, Phil works with UK Trade & Investment to support the music industry as a whole, highlighting exactly where and how the organisation can best offer assistance. Whether it be offering advice on who to talk to when attempting to place artists and their catalogues with distributors, licensees or publishers in various parts of the world, or helping managers or artists identify promoters or management partners in Australia or the USA, Phil and the rest of the team at UK Trade & Investment can help you make the most of international business.



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Best Before Records

London-based independent record label Best Before Records enjoyed international success with up-and-coming band Dananananaykroyd after attending leading music event SXSW with the help of UK Trade & Investment (UKTI).

SXSW, held annually in Austin, Texas, is an essential showcasing opportunity for bands keen to launch in the US.

Having received funding from UKTI to help attend the 2009 event, Best Before Records successfully applied for Dananananaykroyd to perform there. The Glasgow band, which was heavily marketed through UKTI promotional material prior to SXSW, was offered a range of performance opportunities, including a set at the prestigious UKTI-hosted British Launch event, attended by high-profile music-industry figures.

Anthony Shaw, Label Manager at Best Before Records, says: "It was a really successful and fun trip for Dananananaykroyd.

"The band's success really kicked in after its appearances at SXSW. We timed its debut UK album release Hey Everyone! off the back of the trip, to take advantage of the media exposure gained.

"Moreover, as a direct result of attending the event, Dananananaykroyd enjoyed success in Europe, Australia and the US, received offers to appear in numerous festivals, secured a record license deal with Australia's Dew Process Recordings and embarked on several tours, both as a support and main act."

He adds: "We couldn't have done it without the support of UKTI, whose assistance was key in realising our full potential across all media platforms. It really is an invaluable resource and has helped us achieve success for many of our artists in the international marketplace."

www.bestbeforerecords.com

HELPING TALENT
GO FURTHER



Useful contacts

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YOUR LOCAL ADVISER

UK Trade & Investment has a team of international trade advisers with a creative industries' focus, based throughout England. Companies requiring information on any of UK Trade & Investment's services or seeking wider international trade advice can contact their local adviser.

Please see below for details of your local adviser, or enter your postcode in the Local Office Database on the UK Trade & Investment website. Alternatively, call the UK Trade & Investment Enquiry Service.

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Solutions for Business

Funded by
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A range of UK Government support is available from a portfolio of initiatives called Solutions for Business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

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For further information please visit www.ukti.gov.uk
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