

On 23 June 2025, the Government published '[The UK's Modern Industrial Strategy](#)'. This was developed following an open consultation with businesses, which BPI responded to, and with input from the [Industrial Strategy Advisory Council](#) and the [Creative Industries Taskforce](#).

The document is high level and broadly sets out how the Government will support the previously identified eight sectors that have the greatest growth potential over the next decade and a critical role to play in supporting economic security and resilience, and regional growth.

Each of these sectors has a bespoke Sector Plan, setting out a vision of each sector's transformation by 2035. This includes the '[Creative Industries Sector Plan](#)' and the '[Digital and Technologies Sector Plan](#)' which were published alongside the main Industrial Strategy.

Please see a summary of relevant announcements below.

INDUSTRIAL STRATEGY

The Industrial Strategy sets out that the Government will:

- 1. Make it easier and simpler for companies to do business, giving them the stability to make long-term investments**
 - Tackle high industrial electricity costs
 - Promote free and fair trade
 - Strengthen the UK's economic security
 - Expand access to finance
 - Drive innovation
 - Capitalise on the value of UK data
 - Enhance skills and increase access to talent
 - Reduce regulatory burdens and speed up innovation
 - Remove planning barriers
 - Ensure the UK's tax system supports growth
- 2. Enable investment and growth in city regions and clusters across the UK where the eight growth driving sectors are based**
 - Proactively bring forward more investible sites across the UK
 - Strengthen local business environments across the UK
 - Renew the UK's partnerships in Scotland, Wales, and Northern Ireland
 - Support Mayors and local authorities in England
 - Strengthen connections between and within the UK's city regions and clusters
- 3. Transform the UK's highest-potential sectors over the next decade through the Sector Plans (*please see below for relevant Sector Plans*)**

4. Create an enduring partnership between business and a stronger, more capable, and more agile state, with far deeper penetration of business expertise and understanding of companies' needs

- Attract private capital and build partnerships through active co-investment with industry
- Use the Government's procurement power
- Make it easier for industry to navigate government
- Support small and medium-sized businesses
- Establish strong institutions to retain an unswerving focus on Industrial Strategy outcomes
- Continuously monitor and evaluate the effectiveness of the Government's policy interventions

The Industrial Strategy does make specific references to key measures related to music, the creative industries, and AI, but these are set out in greater detail in the dedicated Sector Plans which are summarised below.

CREATIVE INDUSTRIES SECTOR PLAN

In the Ministerial Foreword, Lisa Nandy MP (Labour, Wigan), Secretary of State for Culture, Media and Sport, says that we are entering a new world where data, content, and creative services and experiences are the fastest growing areas of consumption, offering new opportunities for growth.

She says that for too long, the sector has not been given the recognition it deserves and the backing it requires. Investments – particularly outside London – have been seen as too risky, talent has been overlooked, and “underpowered” policies and programmes have failed to keep pace with the sector’s “*dynamism and ambition*”.

The Government’s ambition is that every corner of the country will flourish as part of the UK’s position as a creative superpower, maximising the value and impact of the UK’s content, services, products and skills.

OVERVIEW

By 2035, the UK’s position as a global creative superpower will be enhanced with the UK becoming the number one destination worldwide for investment in creativity and innovation. The Government wants to increase annual business investment in the creative industries from £17 billion to £31 billion. It wants the UK to be recognised as the best place in the world to make and invest in film and TV, video games, music, performing and visual arts, and advertising and marketing. To achieve this, the Government will:

1. Transform cross-cutting support

- Accelerate innovation-led growth by increasing public and private levels of research and development (R&D) investment, by making the UK the best place to start and grow a creattech business, and by supporting the creation and value of creative intellectual property (IP)
- Secure growth finance for creative start-ups and scaleups
- Build a resilient, skilled and diverse workforce fit the future
- Increase trade and exports by maximising the sector’s potential in new and existing markets and keeping the UK a top-tier destination for inward investment

2. Boost growth in the UK's highest potential sub-sectors

- Film and TV
- Music, performing and visual arts
- Video games
- Advertising and marketing

3. Realise the potential of creative industries clusters

- Unlock the potential of the creative industries across the UK's high-potential city regions and clusters, where there are significant opportunities to boost regional economic growth and create high-quality jobs
- The Government will give six Mayoral Strategic Authorities the resources to catalyse business investment

4. Deliver joint commitments from government and industry, working in partnership

- The Government will strengthen its partnership with industry by relaunching the Creative Industries Council, and work with the Council on wider areas, such as net zero and equality, diversity and inclusion

IP & CREATIVE CONTENT

The Sector Plan includes IP and copyright related interventions as part of the Government's approach to accelerating innovation-led growth:

Intervention 1: Ensure a copyright regime that values and protects human creativity, can be trusted, and unlocks new opportunities for innovation across the creative sector and wider economy

- The Government wants to support rightsholders in licensing their work while allowing AI developers to "benefit" from access to creative material in the UK.
- It is analysing responses to the '[Copyright and Artificial Intelligence](#)' consultation, "looking at all options". It will set out a detailed economic impact assessment on all options under consideration and a report on the use of copyright material for AI training, transparency and technical standards, as previously committed to by the Government in the '[Data \(Use and Access\) Act 2025](#)'.
- The Sector Plan also reiterates the Government's intention to convene industry working groups and sets out that the Government will publish its response to the consultation this year.

Intervention 2: Establish a Creative Content Exchange (CCE) to be a trusted marketplace for selling, buying, licensing, and enabling permitted access to digitised cultural and creative assets

- The Government says that the CCE will open-up new revenue streams and allow content owners to commercialise and financialise their assets while providing "data users" with ease of access.
- It claims that the CCE will help fuel the next wave of creative innovation while facilitating the development of high-value AI models.
- Discovery and testing of appropriate models and technologies with early adopter content owners will be supported by UKRI's R&D Missions Accelerator Programme.

Intervention 3: Make UK IP rights the best protected in the world, setting a gold enforcement standard in the UK and internationally to protect rights owned by UK businesses

- The Intellectual Property Office is working towards delivering this, including by promoting the UK's policy approach globally and strengthening resilience to IP infringement abroad.
- The Government says that its [decision](#) to maintain the UK's bespoke exhaustion of IP rights regime (UK+ regime) has supported the sector and ensured that the British public have "fair access" to IP-protected goods.

MUSIC

The Government wants the UK to be the best place in the world to make, perform and enjoy music. The Sector Plan recognises our export strength and points to the artists Myles Smith and Charli xcx as the "latest in a long line of globally impactful British talent". It also says that the UK is a global leader in live and recorded music.

The Sector Plan notes that digital platforms are creating new ways for music artists to reach audiences, reducing barriers to entry and increasing competition. The rise of video on demand platforms has increased the global value of music and copyright, and music streaming "enables" UK artists to generate revenues across the world.

However, the "immense" volume of content can make it more challenging for new artists to break through on a national and international stage. It also says that AI poses fresh challenges around copyright, authorship and "fair compensation".

As recorded music revenues grow in every region, the UK has to work even harder to thrive in a changing global market. Cost increases and new barriers to UK and international music touring activity are also highlighted in the Sector Plan, as well as the UK's strengths in its educational infrastructure for music.

Relevant interventions to boost growth in the music industry include:

Intervention 1: Up to £30 million for a new Music Growth package over the next three years to help more UK emerging artists break through on a domestic and international stage

- Alongside Arts Council England and the sector, the Government says that it will support emerging artists with touring, performance, mentoring and export opportunities, and music businesses to strengthen grassroots infrastructure and invest in a portfolio of "high potential" artists.

Intervention 2: A new industry-led ticket levy on arena and stadium gigs will deliver up to £20 million annually through the LIVE Trust and bolster the UK's grassroots music sector

- The Government has previously supported this initiative as recommended by the Culture, Media and Sport Committee in its '[Grassroots music venues](#)' report.

Intervention 3: Working towards an industry-led agreement on music streaming, which will boost earnings for creators including by helping legacy artists to renegotiate their contracts, providing new packages of support from record labels, increasing session musician remuneration, supporting songwriters and composers, and empowering UK labels to support long-term artist development.

NB: This is wording that BPI and those engaged in the Creator Remuneration Working Group had prior input and sign-off on.

Intervention 4: As [committed](#) to at the UK-EU Summit in May, supporting travel and cultural exchange, including the activities of touring artists

TRADE & EXPORTS

Intervention 1: Launch a new partnership with industry by reforming and strengthening the Creative Industries Trade and Investment Board, with a new, globally recognised Chair to champion UK exports, catalyse inward investment, and act as a global ambassador.

Intervention 2: Develop new trade and investment plans for priority and high-growth emerging markets, working in partnership with the creative sector.

- These will focus on high-growth sub-sectors (such as music) and cover key policy levers, including export promotion, inward investment, trade policy and soft power.

Intervention 3: Prioritise the removal of market access barriers, including on IP protection, the mutual recognition of qualifications and outbound temporary business travel.

- On IP, the Government will continue its active and vocal role supporting robust IP protections, including through its global attaché network and interagency cooperation.

Intervention 4: Use trade agreements, economic dialogues and partnerships to grow trade and inward investment.

- This includes agreements with the EU, US, Japan, Australia, New Zealand, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and India, and new and existing economic agreements and partnerships with Japan, Saudi Arabia and Nigeria.
- The Government will continue to “robustly protect” audio-visual services in all trade agreements.

Intervention 5: The Department for Business and Trade (DBT) will increase the number of creative trade missions and markets the Government targets, balancing traditional markets like the EU and the US with other fast-growing markets such as those in the Asia-Pacific. The Government will increase funding to facilitate meetings and showcasing at major trade shows and events, including South by Southwest.

CREATIVE EDUCATION & SKILLS

The Sector Plan reiterates previous commitments made by the Government. These include:

- The independent '[Curriculum and Assessment Review](#)' which will seek to deliver a curriculum that readies young people for life and work, including in creative subjects and skills. The Review will publish its final report in the autumn.
- The launch of a new '[National Centre for Arts and Music Education](#)' in England in September 2026.
- The Department for Culture, Media and Sport (DCMS), the Department for Education (DfE) and Skills England, will work with industry to support increased access to quality specialist creative education provision across England to strengthen the supply of highly trained creative students.
- The Government will allocate £132.5 million to increase disadvantaged young people's access to enrichment opportunities such as music. This was first announced as part of the '[Dormant Assets Strategy](#)' and set out in the '[Spending Review 2025](#)'.
- The Government will refine and develop the growth and skills offer to deliver apprenticeships and skills training that recognises the particular needs of the creative industries.

Some relevant new interventions include:

Intervention 1: The Government and industry will deliver a refreshed UK-wide £9 million creative careers service, working closely with key partners such as the new Jobs and Careers Service. This will raise awareness of creative careers, designed in collaboration with employers to support young people from all backgrounds.

Intervention 2: The Government will work with industry to build evidence, support sector training pathways and ensure the workforce is prepared for the future of work through a new DCMS and Skills England-led Creative Sector Skills Forum and the Digital Skills Council.

Intervention 3: The Government will ensure that elite talent in creative sectors have opportunities to come to the UK. A new No. 10-led Global Talent Taskforce will work with the sector to identify, accelerate and facilitate the relocation of the best creative talent to the UK.

OTHER KEY MEASURES

Intervention 1: The Government welcomes the findings for the creative industries set out in the '[Technology Adoption Review](#)' and will be taking forward its suggestions

- The Review was first [announced](#) at the Autumn Budget 2024 to look at barriers to technology adoption across the eight growth driving sectors. Its findings were published alongside the Industrial Strategy and Sector Plans.
- For the creative industries it has suggested: establishing business-to-business createch demonstration hubs where companies can showcase innovations to attract investment and facilitate cross-sector adoption, as well as developing a facilities directory and strategic roadmap for the sub-sectors in the creative industries to access technology adoption support.
- Creative UK will work with Chief Technology Officers from the sector and "other technology leaders" to identify the next steps to accelerate the adoption of "responsible" AI.

Intervention 2: As part of the Government's new £150 million Creative Places Growth Fund, six Mayoral Strategic Authorities will be able to increase locally-tailored investment readiness support.

- This could include providing access to mentors, expert guidance (e.g. on presenting business plans to financiers, and recognising and registering IP and copyright) and connections to suitable investors, building on the work of the DCMS '[Create Growth Programme](#)'.

Intervention 3: DCMS will appoint a creative freelance champion, to advocate for the sector's creative freelancers within government and be a member of the Creative Industries Council.

- Terms of reference will be developed with industry and a freelance champion appointed in 2025. The Government will continue to support the industry's work to deliver the 'Good Work Review' action plan, which aims to strengthen job quality across the sector, support the self-employed and focus on developing high-quality jobs.

Intervention 4: The Government is transforming business rates over the course of this Parliament, co-designing a fairer system with stakeholders including those in the creative industries. In the summer, the Government will publish an interim report that sets out a clear direction of travel for the business rates system, with further policy detail to follow at the Autumn Budget 2025.

Intervention 5: DCMS will work with the Office for National Statistics, DBT and other departments to contribute to the review of the Standard Industrial Classification codes (which are used to categorise businesses/sectors by their economic activity) with a view to improving how the sector is identified, particularly for music.

DIGITAL AND TECHNOLOGIES SECTOR PLAN

This Sector Plan prioritises frontier technologies (AI; advanced connectivity technologies; cyber security; engineering biology; quantum technologies; and semiconductors) which the Government says have the greatest growth potential for the UK.

Through the Sector Plan, the Government will:

- Align investment in research and development with the identified frontier technologies
- Improve access to growth finance to help start-ups scale
- Build a workforce with the necessary skills
- Reform the UK's regulatory approach to support innovation to help UK technology-driven businesses become global leaders

AI

The Sector Plan says that AI is playing an increasingly crucial role in driving technological advancements and economic growth, transforming entire industries by enhancing efficiency, enabling innovation and creating new opportunities for businesses and society.

The UK's AI footprint is growing rapidly, with more than £44 billion in private sector investment in UK AI businesses since July 2024. The presence of "global AI leaders" such as Google DeepMind, OpenAI, Anthropic

and Meta AI, and emerging businesses such as Wayve, further strengthens the UK ecosystem, attracting investment and fostering innovation.

It notes that the global AI landscape is highly competitive, with many countries developing national strategies and major investment programmes, such as the '[Stargate Project](#)' launched by the US Government.

The plan reiterates that the Government has accepted all 50 recommendations in the '[AI Opportunities Action Plan](#)' and set out a commitment to invest over £2 billion to drive delivery of this, as announced in the June 2025 Spending Review.

To boost the growth of AI, the Government says that it will be:

Intervention 1: Strengthening the UK's position as a global hub for AI R&D

Intervention 2: Maximising the UK's stake in frontier AI by investing £500 million in the creation of a new Sovereign AI Unit

Intervention 3: Delivering an AI and copyright framework that supports AI development in the UK

- This includes the same commitments set out in the Creative Industries Sector Plan, word-for-word, as noted above.

Intervention 4: Promoting AI adoption across the UK with targeted initiatives including a new AI Adoption Fund and regional business support

Intervention 5: Accelerating AI-enabled scientific breakthroughs in targeted areas of UK strategic priority

DELIVERING PRO-INNOVATION REGULATION

The Sector Plan states that regulatory frameworks are often not designed with innovation in mind, but that pro-innovation regulation and standards can be strong enablers of growth. Respondents to the Industrial Strategy consultation viewed the UK's regulatory landscape as lacking in flexibility and adaptability, making it difficult for businesses to innovate and respond to market changes efficiently.

The Government says that it is committed to regulatory frameworks for data that allow digital and technology businesses to access reliable data in an "*ethical manner*".

To deliver pro-innovation regulation, interventions include:

Intervention 1: Making the UK's regulatory system more innovator friendly

- The Government will do this by commissioning the '[Regulatory Horizons Council](#)' to develop a framework to help regulators take more proportionate risks when regulating technologies and innovation.
- It will also deliver the regulation recommendations of the '[AI Opportunities Action Plan](#)' in full by working closely with regulators to identify future AI capability needs and requesting that regulators publicly report on their activities to promote AI innovation.

Intervention 2: Investing up to £12 million in UK Data Sharing Infrastructure Initiatives from April 2026

- Learning from international practices, including the '[Common European Data Spaces](#)', these will promote effective and more coordinated approaches to governance, legal considerations, regulations, data interoperability, security, and trust.
- Businesses will be able to adopt these approaches and receive guidance, lowering costs and improving their ability to harness data from different sectors.

Intervention 3: Encouraging innovation and adoption of technology by developing and implementing a Digital Standards Strategy to improve coordination and coherence around objectives

SECURING INTERNATIONAL PARTNERSHIPS

The Government has put digital and technology businesses at the heart of its approach to international partnerships and trade. Free trade agreements with Japan and Australia will unlock opportunities for digital and technology businesses. Focused agreements such as the '[UK-Singapore Strategic Partnership](#)', the '[UK-India Technology Security Initiative](#)', and the '[UK-Republic of Korea Digital Partnership](#)' will create a platform for joint working with key countries.

Relevant interventions include:

Intervention 1: Building new international partnerships in digital and technologies

- Such as the '[UK-US Economic Prosperity Deal](#)' "opening the way to a future transatlantic technology partnership".
- The Government will also support international engagement through the refreshed '[UK Science & Technology Network](#)'.

Intervention 2: Supporting UK regulators, expert bodies and our overseas trade teams to shape the international operating environment and open markets to growth-driving sectors, including digital and technologies, through the new Trade Strategy.