

British IP Day Parliamentary Reception 2025 – BPI CSO Sophie Jones speech (2 July 2025)

Goodevening. I am Sophie Jones and it's my very great pleasure to welcome you to this reception. I am here with two hats – one as Chief Strategy Officer at the BPI - proud member of the Alliance for IP and co-sponsor of this event with our friends at BASE and the News Media Association. But also, as of earlier this year, Chair of the Alliance for IP.

I step into the role of Chair at a pivotal time for sectors underpinned by IP. I've spent my whole career in the creative industries – first in broadcasting and latterly in music – promoting the value of IP and defending assaults against it through numerous phases of disruption and change.

IP is an ever constant, durable force. But today we are at a pivotal and sometimes perplexing, paradoxical turn of the wheel.

To start with the positives, our creative sectors – fuelled by the power of IP – continue to lead the world. As the screens here show British creativity is thriving – from film and TV, games and books, to journalism, photography, design, sport, fashion and, of course, music.

It was heartening to see the Industrial Strategy and accompanying Creative Industries Sector Plan published last week, and the prominence given there to the importance of IP - in sustaining investment, in enabling creators to create, in content protection, in driving trade and exports, in securing growth and opportunity and – of course – in enriching our cultural life and wellbeing.

It's easy to trumpet the cultural, social and economic value of our creative sectors – and Governments are good at doing this - without truly recognising the infrastructure that underpins them. Last week's policies look - on paper at least - to have turned a corner there in underlining the value of IP, if Government is true to its word.

But it's paradoxical because those strong and positive words seem out of kilter with other areas of public policy.

I will not rehash the debates that have dominated the first half of this year around AI and the vital need to safeguard IP in the face of sustained infringement – theft – by AI developers hell bent on using our creativity – our IP – without permission or payment.

Nor will I dwell in detail on the deep concerns many of us in this room have about the Government's preferred approach set out in its consultation on copyright and AI. It's an approach that would – if pursued – dilute copyright, devalue creativity, and move control from the creative sectors into the hands of the least responsible AI developers.

But I will take a moment to pay tribute to the many politicians in both Chambers who have fought tirelessly, expertly and eloquently over the last weeks and months to support our case. Parliament at its best.

There is a way to get this right – to create the infrastructure that incentivises all parties to respect and value IP – to not see it as a barrier, but the very life force that drives creativity and growth not only for the creative sectors, but also for those at the forefront of tech innovation. These are also, of course, tech businesses that depend on IP just as much as we in the creative and media industries do.

So, to wrap up, sticking with the theme of IP, perhaps IP has an image problem.

I will be first to confess that IP can draw the odd eye roll, dare I say on today of all days, that it can strike some as a slightly dusty legal concept. Which is strange given what it enables is the very opposite.

So, when we think of IP – and celebrate IP as we are today, let's not think dusty and dry. Let's champion IP for what it is. It's about investment, innovation, inspiration, invention.

And about passion, power, progress and partnership.

So, raise a glass to IP, celebrate it and cherish it – however you want to define it.

Thank you