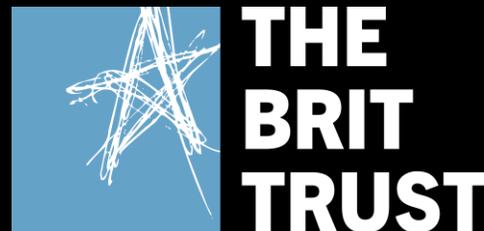
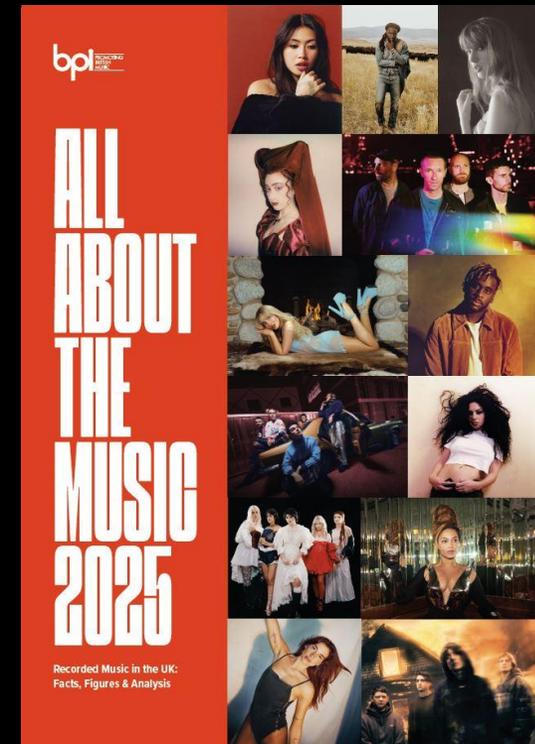


# Keeping British music a global headline act



Dr Jo Twist OBE

## Championing music at home...



...and overseas



A grid of 58 small photos of various British music artists. Below the grid, a blue banner contains the text "£1.6 MILLION" and "58 ARTISTS". A small circular logo in the center of the banner reads "MUSIC EXPORT GROWTH SCHEME".

A poster for "MUSIC MISSION TO JAPAN". The background features a scenic view of Mount Fuji and a traditional Japanese pagoda. The text "MUSIC MISSION TO JAPAN" is prominently displayed. Logos for bpi, Department for Business & Trade, MUSICTECH JAPAN, creativeman, and GREAT are at the bottom.

A poster for the "BRITISH MUSIC EMBASSY". The background is blue with a large red and white circular graphic on the right. Text includes "AMAZING NEW VENUE! Palm Door on Sixth 508 East 6th St, Austin, TX, 78701" and "50+ ACTS OVER 8 DAYS 8TH - 15TH MARCH 2025". A list of artists follows, including Alt Blk Era, Amelia Coburn, Annie-Dog, and many others. Logos for GREAT, BRITISH COUNCIL, and others are at the bottom.

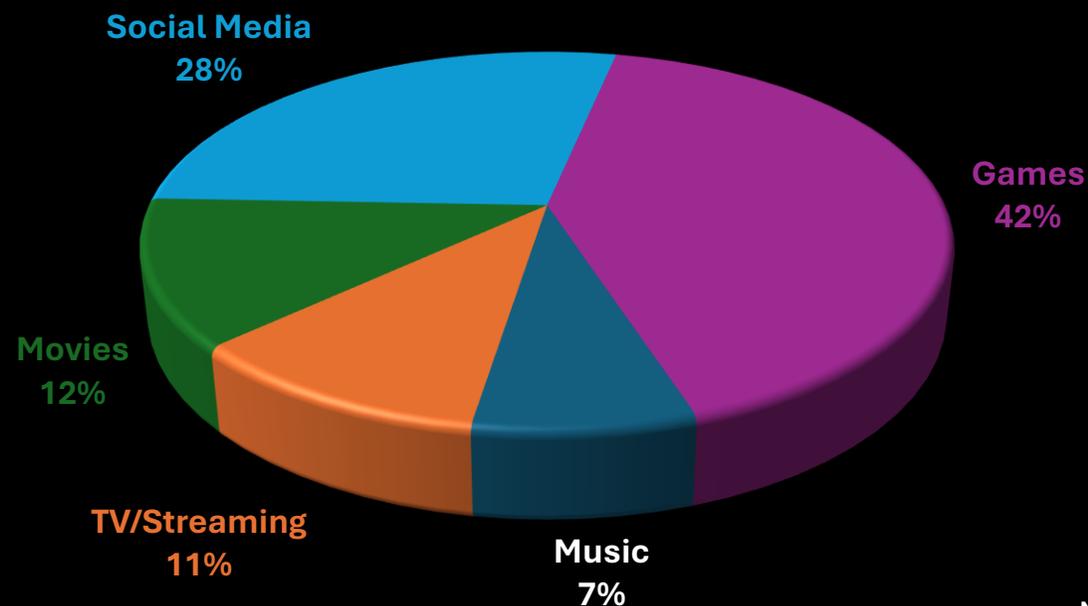
Bringing the worlds of music  
and tech together

# GROWMUSIC



# Music matters

“If you had to give up one of the following types of entertainment for the next year, which would you give up first?”



MIDiA Research  
Consumer Survey Q2  
2024, UK, n = 1000

bpi PROMOTING BETTER MUSIC

## ALL ABOUT THE MUSIC 2025

Recorded Music in the UK:  
Facts, Figures & Analysis



# Music transcends generations

For Gen-Z, music:

-  Soundtracks **everything they do**
-  Provides **emotional support**
-  Is a **pillar of self-expression**
-  Helps **build and solidify connections**

BPI / Blackstar / Lemontank study of 500 18-25 year olds

**Seeking Connection**  
Gen Z's True Relationship  
with Culture & Music Consumption





# The UK's music industry

Contributes **£7.6bn** to the economy

The world's **second biggest exporter of recorded music**

Employs **210,000** people

Annual music exports hit **£794m** in 2024

# The UK is a creative superpower

## The UK creative industries...



Employ 2.4 million people



Contribute £124 billion  
to the UK economy



Third largest exporter of  
creative services in the world



# The UK's recorded music market in 2024

bpi PLAYBACK 2024

In 2024, the UK consumed

**9.7%**

more recorded music than in 2023



bpi PLAYBACK 2024

Of the Top 10 albums in 2024

**60%**  
were by women



bpi PLAYBACK 2024

Physical music sales  
**grew in 2024**  
for the first time  
**in 20 years...**



bpi PLAYBACK 2024

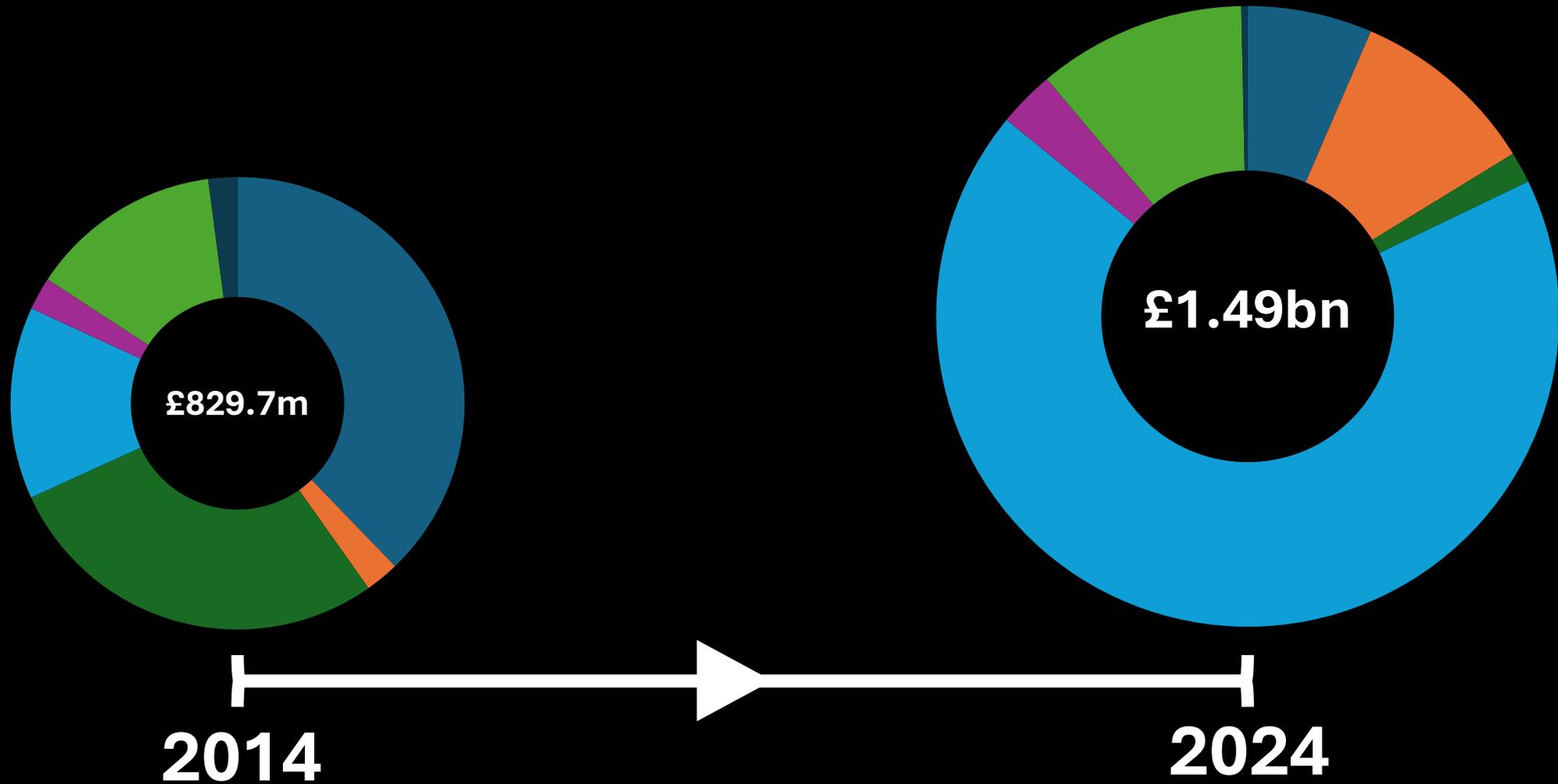
Vinyl sales increased by

**9.1%**

growing for the 17th consecutive year



# British recorded music is growing



■ CD ■ Vinyl ■ Downloads ■ Streaming ■ Sync ■ Public performance ■ Other

UK recorded music annual industry income  
BPI's All About The Music 2025



**What makes British  
music great?**

# A healthy ecosystem





**People make music**



**Diversity is the engine of  
creativity and innovation**



**LIPA**  
THE LIVERPOOL INSTITUTE  
FOR PERFORMING ARTS



# Creative opportunities are vital for smart skills

The  
**BRIT**  
SCHOOL

EAST LONDON ARTS & MUSIC  
**ELAM**  
THE INDUSTRY ACADEMY



# Industry helps artists prosper

Between 2020 and 2024, label  
businesses invested over **£2  
billion** in artist A&R and  
marketing.

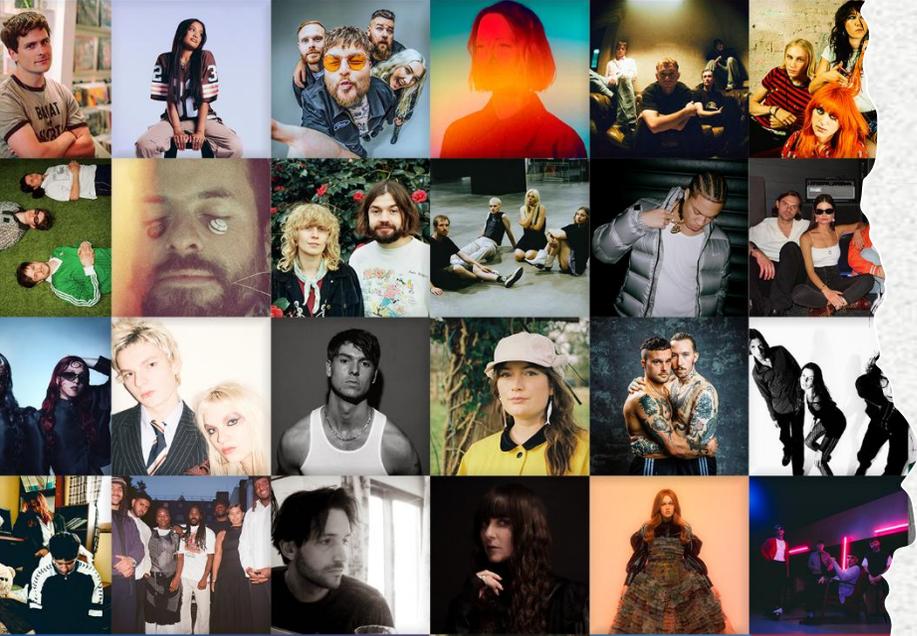


**Government partnership  
helps creativity thrive**



# MUSIC EXPORT GROWTH SCHEME

**£1.6 MILLION**  
**58 ARTISTS**



Over eleven years, the Music Export Growth Scheme has:

-  Invested over **£7.9 million** in British artists
-  Est. **£73.5 million** financial return to the UK economy
-  Return on investment of nearly **£14 for every £1** received from Government



**Ezra Collective**

Innovation  
amplifies  
human  
creativity



myles  
smith

THE CONCERT  
LIVE IN FORTNITE

CREATED IN  
FORTNITE®

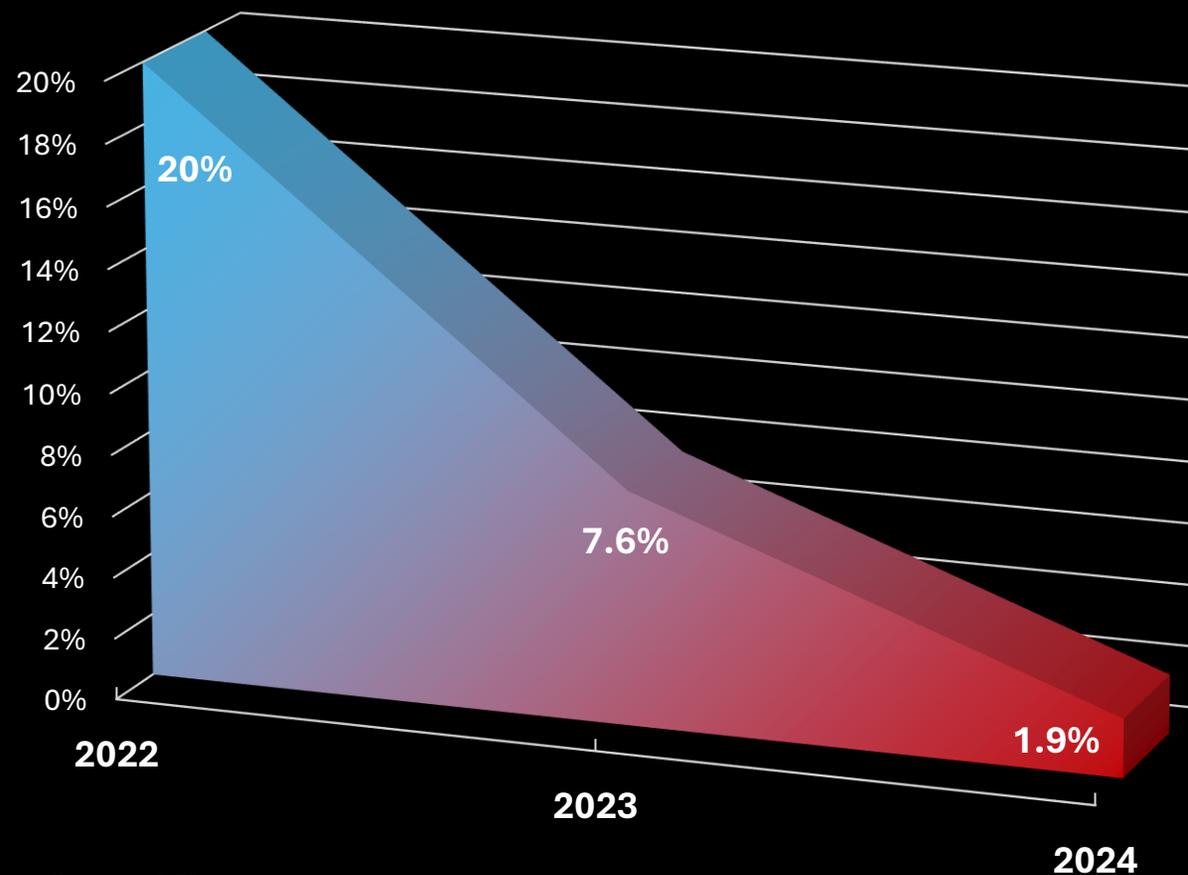
This is not sponsored, endorsed, or administered by Epic Games, Inc.



Our ecosystem  
has created  
**global success**

But it's  
under  
threat

British music exports growth, 2022 -2024



Source: BPI

Music venues closing under 'extreme and totally unnecessary financial pressures'



New open letter urges UK and EU to solve post-Brexit touring issues at key summit



BBC NEWS

Ed Sheeran calls on the government to protect and grow music education



GETTY IMAGES

The singer says that more needs to be done to create the stars of the future

BBC NEWS

UK pop stars drop out of global bestseller charts



GETTY IMAGES

Charli XCX leads the nominations for next week's Brit Awards



### AI copyright law 'poses a threat to British music'

The British music industry has warned that it is "under threat" from proposed changes to copyright law that would give artificial intelligence companies free access to music (Isabella Fish writes).

The trade association for the industry said that the new government consultation on AI and copyright "risks taking away value" from British artists and the rights holders that support them in a way that could "severely undermine the UK music industry". The British Phonographic Industry (BPI) warned that it could also hinder Britain's "cultural power".

"The UK's creative output ... is being placed at risk by proposed changes to British copyright law which would allow international tech giants to train AI models on artists' work without payment or permission, and would be the wrong way to realise the exciting potential of AI," Jo Twist, chief executive of the BPI, said.

In a consultation announced this month, the government proposed an exemption to copyright laws,

allowing tech firms to use material ranging from music and books to media and photos to train AI models unless the rights holder objects under a "rights reservation" system.

Tech companies have been pushing for clear and expansive copyright rules to ensure they can use existing works to train AI systems without legal uncertainty.

However, writers, publishers, musicians, photographers, movie producers and newspapers have rejected the plan.

Many have warned that the UK is at risk of undermining one of the country's largest and most successful drivers of economic growth. Having to "opt out" of the use of their work in AI models could be difficult to monitor, costly and time-consuming for artists and creatives, they argue.

This month bodies representing thousands of creatives dismissed the proposal made by ministers. The Creative Rights in AI Coalition (CrAiC), which includes the BPI, the Independent Society of Musicians, the Motion Picture Association and the Society of Authors and Getty Images, said existing copyright laws must be respected

and enforced rather than degraded.

Their intervention came after songwriters including Sir Paul McCartney and Kate Bush joined a petition to stop AI companies from engaging in copyright theft. The petition, now backed by more than 38,000 people, states that the "unlicensed use of creative works for training generative AI is a major, unjust threat to the livelihoods of the people behind those works, and must not be permitted".

Chris Bryant, the technology and culture minister, told parliament that the proposed system, subject to a ten-week consultation, would "improve access to content by AI developers, whilst allowing rights holders to control how their content is used for AI training".

Tech UK, an industry lobby group, has called for a "more open" market to enable firms to use copyrighted data and make payments.

Caroline Dinenage, the Tory chairwoman of the Commons culture, media and sport select committee, said the government had "fully drunk the Kool-Aid on AI".

However, Bryant told MPs: "If we were to adopt a too light a regime based on

proactive, explicit permission, the danger is that international developers would continue to train their models using UK content accessed overseas, but may not be able to deploy them in the UK ... this could significantly disadvantage sectors across our economy, including the creative industries, and sweep the rug from underneath British AI developers."



### Human artists could disappear if copyright not protected from AI, MPs told

Composer Max Richter told MPs that music culture would become more 'vanilla' as AI edged out human creators being 'impoverished' by the technology.

Martyn Landi • Tuesday 04 February 2025 17:52 GMT



### Paul McCartney says change in law over AI could 'rip off' artists

Former Beatles member says government should protect creative workers as consultation on copyright continues



Former Beatles Ringo Starr and Paul McCartney (right), who has urged the government to ensure fair remuneration for artists and thinkers. Photograph: Neil Hall/Reuters

Sir Paul McCartney has warned artificial intelligence could "rip off" artists if a proposed overhaul of copyright law goes ahead.

The proposals could remove the incentive for writers and artists and result in a "loss of creativity", he told the BBC.

How do  
we keep  
British  
music a  
global  
headline  
act?



Prioritise **creative education** and the skills needed to support talent and the industry

**How do  
we keep  
British  
music a  
global  
headline  
act?**

**1**

Prioritise **creative education** and the skills needed to support talent and the industry

**2**

Support **diversity** in all its forms

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# How do we keep British music a global headline act?

1

Prioritise **creative education** and the skills needed to support talent and the industry

2

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3

Protect **human creativity** - don't let AI **steal** our music

4

Keep British music **globally competitive**

# How do we keep British music a global headline act?

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4

Keep British music **globally competitive**

5

Build the worlds of **music and technology** in tandem

**Music makes  
the UK great**



**BPI CEO**

**Dr Jo Twist OBE**