

A MUSIC CONSULTANCY

To Whom It May Concern:

I'm emailing to feedback on your interim report as though it contains some very interesting facts, like others, I'm puzzled by some of your conclusions or lack thereof.

There seems to be a disconnect between 'The price for music streaming services for consumers has also gone down in real terms in recent year because the monthly cost of music streaming subscriptions has generally not kept pace with inflation' and the fact that, at the most, an artist earns £12,000, with a large percent not even achieving that and as a consequence not doing so well out of streaming. Don't you think that if pricing had increased with inflation, revenues for content creators would improve and though good for consumers, not so good for content creators?

It appears that there is a lack of concern that three large corporate companies command 70% of the streaming market, potentially reducing the visibility of others in the same space. In addition to this, they also have shares in larger streaming companies with opaque deals on 'breakages' giving them a much larger share than others in this market. Don't you feel this monopoly is worth further investigation? – FYI, do not rely on the majors perception of history regarding 'Streaming saving them from piracy' as if it was some sort of saintly super hero, though this has turned out to be the case piracy in regards to 'illegal downloads' and 'peer to peer sharing', the major record companies brought this on themselves as they failed to embrace the digital revolution in the early 2000's, for fear of 'copyright infringement' if they "put their music online" (this is fact, all be it an ironic one) and insisted on pushing CD sales while consumers were moving online.

To clarify, songwriter do not know how much the total revenue their publishing companies receive from streaming. The industry by its very nature has always erred to the 'closed shop' approach to its business practice.

While on this subject, one conclusion I welcome in your report is, that the labels need to do more to improve the information they provide to artists. They could do more on transparency overall really.

Finally DSP playlists are not the same as user ones, DSP playlists have the advantage of being pushed by algorithms. Maybe improve your knowledge on how algorithms work and how they nudge more prominent artists into ones 'suggested artists' to understand this element better. This makes it much harder for independent labels and independent releasing artists to compete.

The majors have, historically, monopolised the music industry surely this in its very nature compromises competition and reduces choice for consumers? I feel further investigation is needed by yourselves and more needs to be done to provide recommendations for improvements for content provider in this area, without them there would be no music industry.