



Member Update, MPA
**Antonia Gilham, MPA General
Manager**

23/04/18

Update

Staff update

MPA Strategy day

Future of Music Publishing

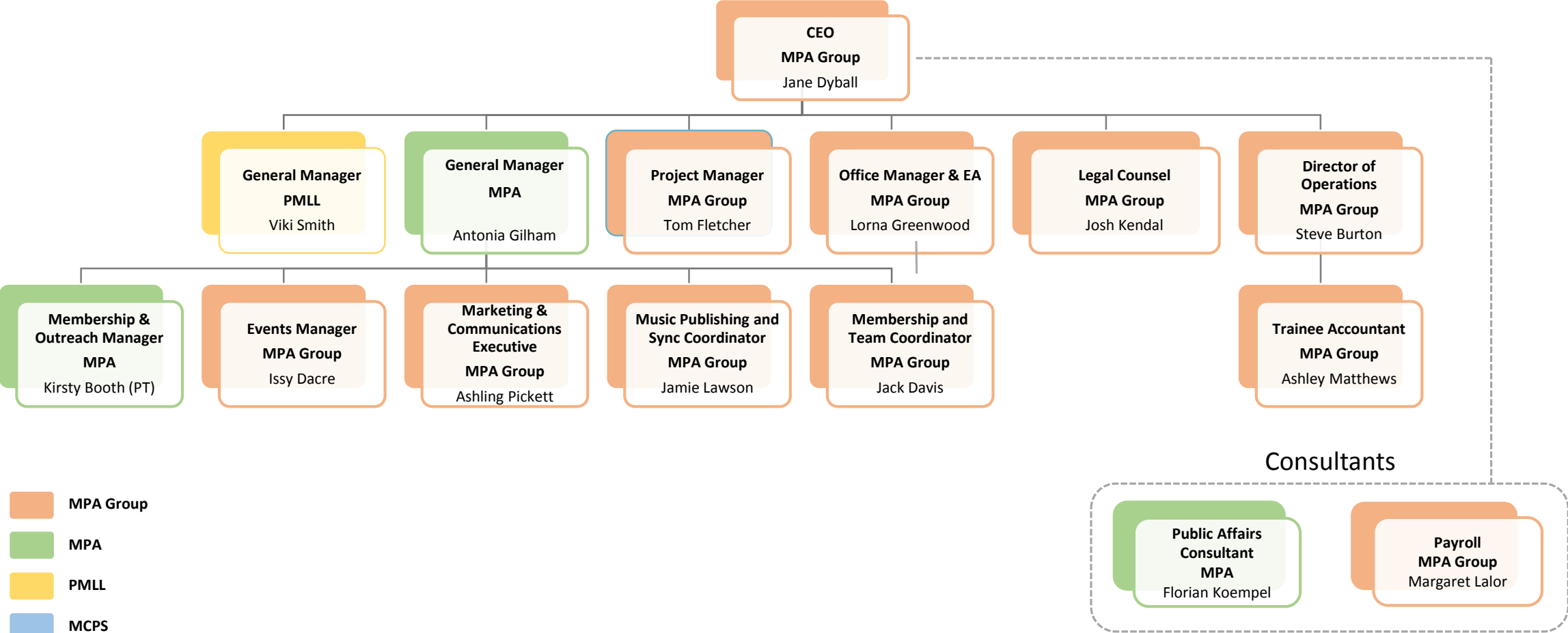
Events

Communications

Questions



MPA Staff update



MPA Strategy day

- May 8th 2018
- Areas the MPA currently cover - To include a summary of the current structure, recent achievements and a comparison with other trade organisations
- Mission Statement – Presentation of a proposed mission statement and opening this up for discussion and input
- Issues – A drill down into issues of importance for our members
- Short, Medium and Long Term Priorities Review
- Staffing requirements discussion

MPA Focus – Future of Music Publishing

- MPA keen to grow engagement with music publishers of the future
- To encourage future collaboration and to help sustain a flourishing and more creative music publishing industry
- Younger members looking to better engage with the MPA
- MPA sit on the UK Music futures group to drive UK Music policy for the future

MPA Education

- Lobbying on education a priority focus for MPA going forwards
- MPA growing student membership which launched beginning of 2018
- MPA working much closer with universities alongside UK Music and BASCA
- MPA Hosted MAPs lunch with BASCA
- MPA attending feeding into the Redefining Music Education Project, attended the Music Education Council's Education meeting in March and attending Music Education conference in Brighton prior to The Great Escape
- MPA encouraging people to feed into the MEC's survey for Music Education 2020
<https://www.surveymonkey.co.uk/r/MECNationalPlan2020>

“The YMPA”

- First ever MPA event targeted at our younger members in the ‘under 30s’ category (or thereabouts!)
- To encourage future collaboration and to help sustain a flourishing and more creative music publishing industry
- Intent is to create a more formal MPA working group which will be formed in stages
- First event on May 8th at PPL - informal “speed networking” event to discuss specific topics including current issues and possible aims of the group
- Anyone wishing to attend, or would like to send colleagues please contact Issy Dacre

MPA Political engagement

- The past 12 months have seen unprecedented level of engagement from politicians
- 11 prominent MPs have attended events with the MPA in the last year:
 - **Tom Watson**, Deputy Leader - Labour
 - **Andrea Jenkyns**, MP & Vice Chair of the APPG - Conservative
 - **Jack Lospreti**, MP & Member of the APPG - Conservative
 - **Dr Rosena Allin-Khan**, Shadow Minister (Digital, Culture, Media and Sport) (Sport) - Labour
 - **Dawn Butler**, Shadow Secretary of State for Women and Equalities - Labour
 - **Chi Onwurah**, Shadow Minister (Department for Business, Energy and Industrial Strategy) (Industrial Strategy) - Labour
 - **Kevin Brennan**, Shadow Minister (Digital, Culture, Media and Sport) (Arts and Heritage) - Labour
 - **Matt Hancock**, Secretary of State for Digital, Culture, Media and Sport - Conservative
 - **Jeff Smith**, Opposition Whip (Commons) - Labour
 - **Jane Bonham Carter**, Lords Spokesperson (Culture, Media and Sport) – Liberal Democrats
 - **Jon Nicholson**, Former Shadow Spokesperson (Culture, Media and Sport) - SNP

MPA Events - Recent Achievements

- Since 2016 overall attendance at the majority of events has doubled and in some cases tripled including at the **MPA Pub Social**.
- MPA has launched exciting new events such as the **MPA Summer Party** and **MPA Battle of the Bands**.
- With that we've been working with new venues such as **PPL** and **Reed Smith**.
- We've built relationships with new event sponsors such as **Believe Distribution**, **Spotify** and **Vistex**, allowing bigger and better events.

MPA Events – What's Coming Up?

- **Tonight at Strongroom, Old St - MPA/AIM Mixer**
- **8th May at PPL, Soho - 'The YMPA'**
- **14th May, Boardroom KX802 – MPA Policy Picnic**
- **18th May, The Coach House, Brighton – MPA, MIB & Prager Metis Great Escape Drinks**
- **22nd-23rd May at The Driver, Kings Cross – MPA Induction Course**
- **30th May, KX802 – MPA New Member Lunch**
- **3rd July, Kings Place, Kings Cross – MPA AGM & Summer Party!**

MPA Events – MPA Battle of the Bands







A promotional poster for the MPA Battle of the Bands event. The background is a blurred image of a concert stage with bright spotlights and a crowd of people. The text is overlaid in white and black. At the top, 'MPA' is written in large, bold, black letters. Below it, 'Battle of the Bands!' is written in even larger, bold, black letters. Underneath that, '12th September at the 100 Club' is written in a smaller, black font. A red horizontal line separates this from 'SUBMIT YOUR BAND NOW', which is in large, bold, black letters. Another red horizontal line follows. At the bottom, 'Deadline -30th May' is written in a black font. In the bottom left corner, there is a circular logo with the text 'VIVA LA VISA'. In the bottom right corner, there is the logo for the Music Publishers Association, which includes the text 'music publishers association' and a stylized blue and yellow graphic.

MPA Communications

- MPA Twitter Stats -
- Jan 1 to Apr 17 2017 (91 days)

Over this 91 Days period Twitter gained the below:

- Tweets earned 70.9k Impressions
- Top Tweet earned 6,020 Impressions & 24 Engagements
- 81 Retweets
- 176 Link Clicks
- 124 Likes
- 11 Replies

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	MPA @the_MPA · 31 Jan 2017	Big thanks to Sheila Shayegan (@bucks) for joining us today at the #MPAInductionCourse pic.twitter.com/uMvaW28RCH		6,020	24	0.4%
		View Tweet activity	Promote			
	MPA @the_MPA · 8 Mar 2017	It's #InternationalWomensDay - take a look at @PRSFoundation's Women Make Music report & discover the wonderful work they do twitter.com/PRSFoundation/...		4,376	20	0.5%
		View Tweet activity	Promote			
	MPA @the_MPA · 6 Apr 2017	Calling all members! Sign up for this year's LA Sync Mission with @bpi_music before 23rd April bit.ly/MPALASyncMissi... pic.twitter.com/Va90qwdFV5		4,069	35	0.9%
		View Tweet activity	Promote			
	MPA @the_MPA · 31 Jan 2017	Today the MPA is delighted to announce a new student membership category bit.ly/MPAStudent2017 pic.twitter.com/9GLS15t3AX		3,742	63	1.7%
		View Tweet activity	Promote			
	MPA @the_MPA · 4 Apr 2017	Calling musicians and venues to be part of @MakeMusicDayUK, 21 June, a worldwide celebration of music bit.ly/2lwqBs0 #MakeMusicDay		2,373	25	1.1%
		View Tweet activity	Promote			
	MPA @the_MPA · 14 Feb 2017	We're looking for a Trainee Financial Accountant. Please spread the word! mpaonline.org.uk/job_posting/tr... pic.twitter.com/VD87gYK2Jl		1,632	9	0.6%
		View Tweet activity	Promote			

MPA Communications






- MPA Twitter Stats -
- Jan 1 to Apr 17 2018 (91 days)

Over this 91 Days period Twitter gained the below:

- Tweets earned 384.7k Impression
- Top Tweet earned 9,611 Impressions & 68 Engagements
- 345 Retweets
- 1.2k Clicks
- 723 Likes
- 24 Replies

That is a **442.6% increase** in overall tweet impressions.

That is a **325.93% increase** in total retweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	MPA @the_MPA · Jan 19 A consumer report has found that lyrics take centre stage in music streaming, with 88 percent of music subscribers looking for lyrical content. m-magazine.co.uk/news/lyrics-ta...			9,611	68	0.7%
	View Tweet activity					Promote
	MPA @the_MPA · Feb 1 It's #TimeToTalk . Mental health is not always easy to talk about or seek help. Please check out the amazing work that both @HelpMusiciansUK & @Musicsupport_uk are doing to help people in the music industry who suffer from bad mental health. #MusicMindsMatter pic.twitter.com/bsXEWrlucX			6,512	62	1.0%
	View Tweet activity					Promote
	MPA @the_MPA · 5h Only 4 days left to apply for the MPA's prestigious Richard Toeman Scholarship. If you're a final year student or recent graduate or have been working in music publishing for less than 5 years click below for more info & to apply today. bit.ly/2lglfURv pic.twitter.com/Cft35sJOpB			5,633	40	0.7%
	View Tweet activity					Promote
	MPA @the_MPA · Jan 18 We've pulled out all the stops to bring you the crème de la crème of music industry execs so that the next MPA Specialist Seminar is the most insightful yet! Book here bit.ly/2gxcH7V pic.twitter.com/5vmVIYq3sX			5,474	103	1.9%
	View Tweet activity					Promote
	MPA @the_MPA · Apr 11 10 DAYS left to apply for the prestigious #RichardToemanScholarship . If you are a final year student or recent graduate or have worked in music publishing for less than 5 years' then you are eligible.			5,345	27	0.5%
	To find out more & apply today go ► bit.ly/2lglfURv pic.twitter.com/lp9GNvnuh					Promote
	View Tweet activity					

Questions?



**Members Update, Policy
Josh Kendal, Legal
Counsel**

23/04/18

Policy

UK

- Creative Industries Sector Deal
- Free Trade Agreements
- Other

EU

- Proposed Copyright Package - Update on discussion EP and Council
- Directive on copyright in the Digital Single Market
- Regulation on online (re-) transmissions
- Other