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WILTSHIRE MUSIC PUBLISHER TUNES IN TO US MARKET

A Wiltshire based independent music publishing administration company has successfully secured commissions from the USA, including tracks for a film and an episode of '90210', with help from UKTI.

Annie Reed worked as a music publisher for Peter Gabriel's Real World for fifteen years before she decided to establish Annie Reed Music Ltd (ARM) in August 2005. Her business operates on a commission basis to help UK and international writers/composers with global copyright administration, royalty collection and the placement of their music in films, adverts, TV shows and documentaries, whilst allowing them to retain the full copyright in their works.

Annie had a five-year plan to establish her business in this competitive market. She began on 'day one' with no clients whatsoever and so spent the first two years building up her catalogue of artists through pure word-of-mouth referrals. Today her catalogue includes a diverse range of artists including Julian Lloyd Webber, Darren Hayes of Savage Garden fame and some of the top names in 'world music' including Tinariwen, Natacha Atlas, Tony Allen and Dengue Fever. Some of her tracks appear in films including 'The Last King of Scotland' and 'Brick Lane' and in adverts including Strathmore Spring Water and Marabou Chocolate.

In late 2007 Annie approached UKTI creative industries specialist Norris Myers for advice on how to further develop her international profile and contacts. Norris signed the business up to UKTI's Passport to Export scheme, through which Annie was able to subsidise the costs of attending the WOMEX (World Music Expo) trade fair in Sevilla, Spain for two years running.

The main market for music placement is the US where so many of the big films and TV shows are made. Although Annie had some contacts in the States, it was clear that

she needed to widen and update her contacts book if she wanted to achieve her five year plan.

Recognising this, UKTI supported Annie in November 2008 with her attendance at the annual BPI (British Phonographic Industry) trade mission to Los Angeles - an event which provides privileged access to scores of high-calibre professionals across the music industry.

As a result of the contacts made on this business trip, Annie had a request to provide a music track with a 'contemporary Egyptian flavour' for an episode of US television show '90210' as well as a 'Tinariwen' track for a forthcoming movie.

Annie Reed said:

"My experience in the USA with the BPI mission was fantastic and the contacts that I met while Stateside have already borne fruit. The simple fact is that I couldn't have gone on these trips without the support of UKTI, nor benefitted from doing business with the other British companies who were taking part in the trade visit. Having Norris and his colleague Phil Patterson just a phone call away is invaluable and I have no doubt that I will continue to work with them in the years ahead."

Norris Myers, UKTI International Trade Adviser said:

"We're delighted to have been able to support Annie with her foray into the US through a combination of financial support and the expertise of our UK and LA-based industry specialists. The successful business leads generated by this visit are testimony to the importance of meeting potential overseas clients face-to-face. We're pleased to help any music business to attend international networking events and have found the Passport scheme to be an excellent vehicle for this."

For further information on Passport to Export and the full range of UKTI services, please phone 0845 6060969.

Notes to News Editors

UK Trade & Investment

UK Trade & Investment is the government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency. UK Trade & Investment services are delivered locally through a network of International Trade Teams. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery of services. For more information visit the web site www.uktradeinvest.gov.uk

GWE Business West

The South West UK Trade and Investment service is delivered by GWE Business West, a leading membership and economic development organisation delivering an extensive range of services to businesses. As a powerful voice for business we play a major role in shaping and supporting economic growth and success.

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