

**Creative Exports Group Meeting, 8<sup>th</sup> November, 3.00pm at ERA, New Premier House, 150 Southampton Row, London  
Agenda.**

**Attendees:**

Andrew Yeates	Chair
Nick Moustakas	BBC Worldwide
Nick Mazur	PPA
Richard Mollet	BPI
Claire Wise	UKFC
Doug D'Arcy	Songlines
Simon Bell	PA
Adam Minns	PACT
Keith Moses	UKTI London
Simon Lancaster	UKTI
Philipa McEvoy	UKTI
Phil Patterson	UKTI
David Humphries	DCMS
Andy Thomas	DCMS
Alison Molloy	DCMS

**Apologies:**

Paul Howson	British Council
Christine Losecaat	Little Dipper
Andrew Baxter	BBC
Emma Turner	PPA
Mike Gibbons	2012
Gillian Baker	UKTI
Robert Shorthouse	UK-IPO
Charlie Bloye	Film Export UK

**1. Welcome**

Andrew Yeates (AY) welcomed Andy Thomas DCMS, Philipa McEvoy UKTI, Simon Lancaster UKTI, and Nick Moustakas from BBC Worldwide.

**2. Minutes from last meeting and matters arising**

The minutes were agreed. Secretariat agreed to post the minutes on the DCMS website.

**3. The Future of the WIPO Development Agenda**

David Humphries (DH) reported on behalf of UK-IPO that the Standing Committee on Copyright and Related Rights met in January and June 2007 to try and resolve issues relating to a possible Broadcasting Treaty but were unable to reach agreement. The US put forward a motion to abandon talks altogether which was badly received by a number of Member States.

Some representatives were calling for discussions to be put on hold for an unspecified period of time. Japan, EU and a few others pressed for discussions to continue in Geneva and the EU remains keen to see the topic remain as part of the SCCRR's work programme next year. There was real concern that removal of discussion from the Agenda would send a strong signal to those who oppose the Treaty (most of the developing nations) that they are able to set the agenda across WIPO. That said, the UK consider that there is value in providing 'breathing space' on this issue and as such would not be pushing for it to be the sole (or main) item on the SCCRR's workplan for 2008.

#### 4. UKTI Marketing Strategy (Simon Lancaster UKTI)

Simon Lancaster (SL) reported that he was now leading the Creative and Media Team at UKTI and will be managing the development of the UKTI Marketing Strategy. UKTI would be holding a series of workshops in late November. The workshops have been broken down to recognise the John Bates/London Business School definition of the creative industries and will cover the overarching messaging for the creative industries and the product and process clusters. The fourth will be on financing the strategy [in the event this was postponed until a time that a provisional list of initiatives has been agreed]. There would also be, where appropriate, sector specific working groups looking at developing messaging and ideas for specific sectors.

SL emphasised the importance of industry representation at the workshops and asked the group to forward contact details of marketing industry specialists to his team.

This should result in a better informed strategy which could be issued for consultation in Spring 2008. The challenge was to find new and creative ways of doing things and build on emerging ideas such as virtual creative industries embassies; creative ambassadors; and a creative version of DAVOS to be held in London. The work of the Strategy has fed into the DCMS Creative Economy Programme.

AY added that Sir Digby-Jones (SDJ) held a meeting with Sector Advisory Group (SAG) chairs and raised the importance of Government support in helping SMEs tackle piracy in overseas markets. SDJ asked what he could do to make a difference and was very receptive to taking up the cause on behalf of creative business overseas wherever possible. It was felt that there is still some sensitivity in "UK Flag Waving" when promoting some creative businesses and it was important therefore for the Strategy to consider the appropriate balance.

It was considered that there were synergies between certain sectors such as music, film, computer games, TV and with film, which could be used and promoted in the context of the marketing strategy. Therefore it may be possible to find positive areas to focus on. AY would Chair the Product Workshop on the 22<sup>nd</sup> November. This would engage the communications people (from across representative groups) and allow them to comment on the current findings of and influence the developing UKTI Strategy.

Nick Mazur (NM) requested that more notice be given in future to these events in order to ensure maximum take attendance.

**ACTION: UKTI to email invitations to CEG [done].**

**ACTION: Members to inform their communications teams [done]**

**ACTION: Secretariat to send notes of workshops to CEG**

AY reported that he and Doug D'Arcy were members of the Creative Industries Advisory Board (CIAB) which was due to meet on 10 December and in the 1<sup>st</sup> Quarter of 2008. The results of the workshops would be fed into the CIAB.

## 5. UKTI Bidding and Planning Strategy (Philipa McEvoy UKTI)

Philipa McEvoy (PM) reported that the UKTI team were drafting invitation letters to stakeholders, outlining details on priorities and how to bid for UKTI funds. PM commented that the challenge is to look at the strategy and business planning and see where it will lead, and pick up on any on any new ideas. UKTI was planing to issue the letter in the next two weeks.

PM urged members to provide details of all significant trade events to include in a calendar that could be regularly updated. DH thanked Simon Bell for the list that he had provided.

### **ACTION: Members to send details of trade events to UKTI and the Secretariat**

Claire Wise (CW) asked whether UKTI would reopen the debate on the decision to focus support on new exporters? PM commented that new exporters were still the focus, although UKTI budgets remained flexible, which is how UKTI were able to continue supporting a wide range of established events. TAP Grants will however remain focused on new exporters. CW commented that new exporters, entering into new markets could potentially cause reputational damage and therefore longer term issues for other companies trying to export. There was general agreement that experienced exporters needed support entering into new markets and also entering into new media in existing markets.

The Group agreed that UKTI needed to reconsider and make its schemes more flexible for existing exporters. These points had been made at great length by the Creative Exports Group for the last 2/3 years and members could not understand why its views were not being taken into account.

Doug D'Arcy (DD) suggested CEG write collectively to SDJ regarding their concerns about TAP. SL said he would take these views back to UKTI and canvass opinion before reporting back to the group at the next meeting. If members were still unhappy,CEG could issue a letter.

### **ACTION: UKTI to feed back developments on TAP to CEG at next Meeting.**

## **Updates from PEG, MEG and FEG**

### PEG

The most recent PEG was held on 6<sup>th</sup> November. IPA, PA and PPA are all holding various events.

### MEG

DD reported that MEG was attracting greater representation from the Arts Council and RDA's to ensure all avenues for support were covered. MEG were interested in how the CEP, the UKTI Marketing Strategy and the Arts Council International Strategy would

complement each other and how they in turn would help support the aims and objectives of the Export Groups. The LDA has lead responsibility for creative industries and they have agreed to send a representative to MEG.

CEG might be interested in an organisation called Creative Connections, established through the University of the Arts London, and supported by the LDA, which has opened Offices in Shanghai and Delhi and which is looking to support creative businesses.

AY raised the issue of US broadcasting rights with a lack of recognition for performance and recording rights in the US. DD responded that IP issues were dealt with primarily through CEG and not currently covered in MEG meetings.

**ACTION: BPI to submit a briefing paper to UKTI**

#### FEG

CW reported that this is the final year of the Commercial Film Export Strategy. Activities covered include training in short film-making; exports; marketing; IP (FACT); and Skillset seminar. The Olympics provided a focus for debate and it was important for all parts of the industry to understand what opportunities would be presented by the London 2012 Games. DH added that DCMS had recently appointed 8 Regional Cultural Olympic Champions. A representative has been invited to attend CEG.

#### Updates in Other Areas

AY commented on the weakness of WIPO in delivering or providing support for initiatives against territories that habitually harbour and help disseminate pirated material. He added that there was a shortage of accessible IP expertise overseas and a perceived lack of information provided by UK posts overseas for UK exporters in some (but not all) priority export territories. This perception needed to be addressed. SB added that in comparison, the US has dedicated attachés at their offices, with Beijing being the only example of a specialist UK attaché.

RM commented that piracy was rife in a number of the accession states and in particular along the Czech / German Border. RM suggested that CEG raise this with the UK Ambassador to the Czech Republic.

**ACTION: CEG to send examples of specific piracy problems in overseas territories to AY or Secretariat**

#### Domestic Business Support

The Group requested a list of organisations that can provide IP support and advice to business looking into entering into export markets.

**ACTION: Secretariat to explore**

## 6. CEP Green Paper (David Humphries DCMS)

#### Publication Update

DH reported to the group that the publication date will be either at the end of December or early January [January is now confirmed]. It will need to be cleared through the Cabinet before it goes to print.

DH stressed that that the CEP paper is no longer a Green Paper and will be a short punchy Strategy Document. This document will set out key recommendations including sector specific guidance. The Secretary of State is keen for each of the 13 Creative Industries to feel that the recommendations are relevant to them. The Strategy has been informed by the CEP Working Groups and Sector Summits. It is likely that Ministers will form an implementation group, however the exact make up is still to be determined. AY stressed the view of the CEG that any Strategy recognised and respected the individual areas forming priority markets for the creative industry sectors represented by the CEG and their relationships within their respective markets, highlighting their uniqueness  
As well as possible synergies with other sectors.

#### 2007 Creative Industries Economic Estimates

The lack of conviction behind the published estimates remained a concern for CEG members.

It was noted that DCMS recognised the current problems with data collection for the creative industries and was working with the ONS to make best use of official data and the Standard Industry Classification (SIC) codes.

AY encouraged members to keep highlighting data issues, and the concerns debated within CEG particularly when members have Ministerial meetings.

**ACTION: Members to highlight key data issues at future Ministerial Meetings**

#### **7. Update: Gowers implementation (David Humphries DCMS)**

DH reported that DCMS continued to work closely with UK-IPO and BERR on the implementation of the Gowers Recommendations. UK-IPO were scheduled to publish their consultation on private copying and format shifting, hopefully before Christmas. (This has since been rescheduled to early in New Year). It was important to point out that the consultation would be in two parts, with the first providing an opportunity for all stakeholders to input into the questions being asked and to flush out all the issues that need to be understood and addressed. This would influence and inform the second phase.

Members were concerned on the impact that any format shifting exceptions might have on developing and existing audio-visual business models and were pleased to hear that the first phase would provide an opportunity to test the water to see what the impact of exceptions would be.

AY added that it would be important for the consultation to define any revised application of copyright exceptions to research and academic study and their impact on access for scientific journals. There needed to be a balance to facilitate appropriate access within UK markets and service including copyright works, without jeopardising new business models for which copyright licensing provided the economic backbone.

#### **8. China and India – Outline of proposed Ministerial visits.**

### Ministerial Visits

UKTI commented that there will be a meeting with the CBBC and they will feed back to the group. CBBC are also preparing brochures – for more information, please contact PM.

The CBBC are also hosting half day events, there was an opportunity for CEG to have a half day to outline and highlight the groups' presence. AY asked that UKTI explore this opportunity.

SB asked whether any CEG members had been approached by EU counterparts regarding the WTO referral on China. The Chinese were currently unhappy with the US stance and referral. There was a view that the UK and EU position of a more diplomatic approach would prove more beneficial.

**ACTION: Group to investigate positive points regarding Chinas referral by the WTO and to discuss these at the next meeting.**

### **9. AOB**

SB asked for views on the attendance and usefulness of All Party Groups in order to help him gauge the performance of the newly formed Parliamentary Publishing group. CW suggested that it would be useful to bring together the range of All Party Group's representing CEG's interests at an event of some kind to highlight the links and to provide a stronger voice within Parliament.

**ACTION: AY asked CEG members to consider and form a proposal for such an event.**

RM commented regarding the Managed Migration (HO). CEG should keep a watching brief on this as it could heavily impact upon the Creative Industries.

### **10. Next dates for 2008 meetings**

- Tuesday 26 February at 2.30pm
- Tuesday 13 May at 2.30pm
- Tuesday 9 September at 2.30pm
- Tuesday 25 November at 2.30pm