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**BPI launches episode two of Innovation Podcast series**

**Episode 2: “The Innovation Landscape of the Recorded Music Industry” airs 29 August and features guests Chantal Epp – (ClicknClear) Olivier Parfait – (Sony Music Entertainment)**

*XX August, 2024, for immediate release –*

Building on its various innovation-led initiatives of the past 12 months, including its groundbreaking [Grow Music](https://www.bpi.co.uk/bpi-insight-innovation/grow-music-2024) partnership with London & Partners [announced](https://www.bpi.co.uk/news-analysis/applications-now-open-for-bpi-s-first-of-its-kind-innovation-programme-for-london-east-and-south-east-smes) in July, the BPI is excited to release episode two of its ***BPI Innovation Podcasts***.

This episode delves into the journey of ClicknClear, a pioneering startup that set out to solve a critical issue in the UK recorded music industry. We explore how founder Chantal Epp's innovative approach caught the attention of Sony Music Entertainment, leading to a collaborative partnership that not only addressed key industry challenges but also paved the way for education, and new revenue opportunities in music rights management. Through this case study, we'll uncover the realities of working with major labels, the lessons learned on both sides, the complexities of licensing, and what it takes for startups to successfully collaborate with industry giants like Sony Music. Listen here.

Set to air fortnightly on alternate Thursdays, the *BPI Innovation Podcast* will aim to spotlight the most interesting, innovative ideas being developed across the music industry today. They will look to highlight exciting new technologies that are powering or are being powered by music and by the innovative record labels and start-ups collaborating successfully to shape the future of our industry.

Hosted by BPI’s Innovation Manager, Amalie Briden, and produced by the BPI’s Laura Bower, each episode will explore a key issue – and the opportunities or challenges that come with this. It will bring together record label executives and start-up founders, drawn from across the BPI’s community of members and partners, to explore their unique perspectives.

The BPI Innovation Podcast series is designed for anyone working in, or interested in the recorded music industry and the tech start-ups and scale-ups that are shaping meaningful change in how we discover, consume and engage with music.  Listeners can tune in to hear case-studies and real-world examples of how innovation is blossoming in the music industry, and so better understand the types of partnerships that are flourishing between labels and start-ups.

ENDS –

Enquiries

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Notes to Editors

**Synopsis of Episode 1: Synopsis:** ***The Innovation Landscape of the Recorded Music Industry***

In this episode Amalie, Pat and Tanguy explore the main threats and opportunities that the recorded music industry currently faces when it comes to innovation. Covering topics such as: What it is that labels really want from startups and external innovation companies versus what they can and are doing themselves in-house? What are the key components of successful collaborations between startups and labels, and what startups might want to consider before they start approaching labels? What areas ripe for disruption over the next few years and how can startups and labels can start proactively disrupting their models to get ready for the future? Pat and Tanguy share their wealth of varied and extensive experience in the ever changing music industry to bring you top tips and insights.

'BPI Innovation Theme is by Neville Sounds

***About the BPI***

The [BPI](mailto:gennaro.castaldo@bpi.co.uk) is the trade association for the UK’s record companies and labels and is the representative voice of British recorded music. Through its policy and public affairs-led work, it campaigns to foster an environment in which its members and their artists can thrive, championing the rights of more than 500 independent labels alongside those of world-leading record companies Sony Music UK, Universal Music UK and Warner Music UK, and of the artists, performers and label members of music licensing company PPL.

The BPI safeguards recorded music through its *Content Protection* and *legal* work, promoting copyright and the UK’s gold-standard rights framework, and tackling digital piracy and counterfeit products. It actively promotes British music and exports artists globally through the [*Music Export Growth Scheme*](https://www.bpi.co.uk/bpi-insight-innovation); international trade missions, including the LA Sync Mission; and participation at events overseas, such as SXSW.

The BPI encourages [*innovation*](mailto:paul.williams@bpi.co.uk) by bringing the music and tech communities together to create opportunities for mutual benefit, including through its [*Insight Sessions*](https://www.bpi.co.uk/). It provides market insights, training and networking with its free masterclasses, member events, and its *All About the Music* yearbooksand other reports.

The BPI owns and runs The BRIT Awards and is also home to the Mercury Prize; co-owns the Official Charts; and administers the [*BRIT Billion*](https://www.bpi.co.uk/brit-billion) *award* and [*The BRIT Certified*](https://www.bpi.co.uk/news-analysis/music-export-growth-scheme/) *Platinum, Gold and Silver Programme*.

Supported by its [*Equity and Justice Advisory Group*](https://www.bpi.co.uk/insight-sessions-on-demand) (EJAG), the BPI works to achieve greater [*Equity, Diversity and Inclusion*](https://www.bpi.co.uk/equity-and-inclusion) (EDI) across British music, and is also committed to an industry that operates in a more sustainable way.   The BPI recognises the fundamental importance of the talent pipeline and of music and creative arts education in enabling access and opportunities for people of all backgrounds to work in music, which it also supports through its charity [*The BRIT Trust*](https://www.bpi.co.uk/brit-certified/).