



FRUKT

UK BRAND SPEND IN MUSIC

PRS
for MUSIC

TOTAL MARKET SPEND

PRS for Music: Brand investment into music 2009 - 2012

Channel	2010 Spend	2010 Prop.	% Change	2011 Spend	2011 Prop.	% Change	2012 Spend	2012 Prop.
Live Music Sponsorship	£32,868,750	35.13%	6.82%	£35,111,875	37.53%	-5.56%	£33,160,425	33.57%
Event Creation	£8,125,000	8.68%	3.28%	£8,391,500	8.97%	22.39%	£10,270,000	10.40%
Artist Endorsement	£3,253,750	3.48%	8.37%	£3,526,250	3.77%	32.85%	£4,684,750	4.74%
Digital	£7,273,000	7.77%	6.26%	£7,728,000	8.26%	33.81%	£10,341,000	10.47%
TV	£21,840,000	23.34%	5.49%	£23,040,000	24.63%	1.42%	£23,367,500	23.65%
Advertising Support	£20,196,000	21.59%	3.95%	£20,993,500	22.44%	9.50%	£22,987,000	23.27%
TOTAL	£93,556,500		5.60%	£98,791,125		6.09%	£104,810,675	

LIVE MUSIC SPONSORSHIP

2012 Spend

£33,160,425

% of total

33.57%

2011 Spend

£35,111,875

% of total

37.53%

% change 2011 - 2012

-5.56%

Definition

Spend on sponsorship rights and activation costs for:

- Festivals
- Artist or branded tours
- Venue naming
- Does **not** include activation of custom built branded events
- Does **not** include advertising support or use of TV or digital platforms within a supporting campaign

Examples

- Blackberry Summer Daze, 8 UK festivals
- Desperados Factory, Field Day
- Southern Comfort Juke Joint, 2 UK festivals
- BT London Live
- ZTE Professor Green Tour
- HTC / River Island / Budweiser Rihanna 777 Tour

EVENT CREATION

2012 Spend

£10,270,000

% of total

10.40%

2011 Spend

£8,125,000

% of total

8.97%

% change 2011 - 2012

+22.39%

Definition

- The creation of custom experiential activity
- Includes all direct activation costs for event – i.e. event production, artist fees etc.
- Does not include activation at existing live music events (e.g. festivals or tours)
- Does not include supporting ATL and BTL marketing or digital platforms. This is accounted for separately with ‘advertising support’ and ‘digital’ channel spends

Examples

- Sailor Jerry Hotel Street
- Coca-Cola Torch Relay & Hyde Park finale event
- Jack Daniel’s Birthday Celebration
- American Express Unstaged, Hammersmith Apollo
- iTunes Festival

ARTIST ENDORSEMENT

2012 Spend

£4,684,000

% of total

4.74%

2011 Spend

£3,526,250

% of total

3.77%

% change 2011 - 2012

+32.85%

Definition

- The use of image rights and appearances of artists to endorse a specific brand/product/service
- Does not include synchronisation fees
- Does not include sponsorship at festivals where artist is headlining or specific tour sponsorship
- May include an element of content rights, e.g. for device preloads or download promotions.
- May be split over multiple years (in these cases a 2012 proportion is assumed)

Examples

- ZTE / Professor Green
- Pepsi / One Direction
- Beats / Emeli Sandé
- Coca-Cola / Mark Ronson & Katy B
- vitaminwater / Jassie J
- H&M / Lana Del Rey
- Smirnoff / Madonna

DIGITAL

2012 Spend

£10,341,000

% of total

33.81%

2011 Spend

£7,728,000

% of total

8.26%

% change 2011 - 2012

+16.78%

Definition

- The creation of specific music-focused digital and mobile activities, as standalone platforms or within wider music campaigns (e.g. to support custom event or festival activity)
- Includes stand-alone destinations, social network pages and partnerships and viral campaigns
- Does not include standard online display advertising or Search Engine Marketing, that is accounted for in 'advertising support'

Examples

- Blackberry 'Live and Lost'
- Smirnoff 'Yours for the Making'
- Avon Voices
- Talk Talk X-Factor online hub
- Aloft Play&Stay platform

TV

2012 Spend

£23,367,500

% of total

23.65%

2011 Spend

£23,040,000

% of total

24.63%

% change 2011 - 2012

+1.42%

Definition

- Sponsorship of existing music-specific or music-focused (over 50% of content) TV programmes
- Also includes the creation of 'ad-funded' TV activity (AFP), a mechanic where the brand covers the majority of the production costs in return for more explicit branding or direct naming rights and extended use
- Does not include the buying of media space on music TV channels (e.g. TV)
- Does not include the buying of media within music-specific or music-focused TV programmes

Examples

- Volkswagen 'Abbey Road' TV show, C4
- Talk Talk / X-Factor
- Mastercard / The BRIT Awards

ADVERTISING SUPPORT

2012 Spend

£22,987,000

% of total

23.27%

2011 Spend

£20,196,000

% of total

21.59%

% change 2011 - 2012

+9.50%

Definition

- The use of Above The Line (ATL) advertising and Below The Line (BTL) promotions to support existing music campaigns – e.g. festival activity, venue naming, custom events, artist endorsements
- Includes the value of screen advertising at festival sites (i.e. branding and advertising on video screens next to stages)
- Does not include the buying of general media space on music TV channels (e.g. MTV), music-focused shows or print publications (e.g. NME, Q)

Examples

- Smirnoff Nightlife Exchange feat. Madonna
- BT London Live, Hyde Park
- iTunes Festival
- Coca-Cola Torch Relay event promotion



FRUKT

UK BRAND SPEND IN MUSIC

PRS
for MUSIC

Contact:

- FRUKT – Dom Hodge: dom@fruktcomms.com
- PRS for Music – Olivia Chapman:
Olivia.Chapman@prsformusic.com