

Vision India @ 2047

Recorded Music Industry India Potential To Be Top 3



3. Brainstorming to Focus on

a) **Gap Analysis-** Domestic vs. International capabilities

EU as a market block must be kept as a benchmark given similar diversity in culture and language ([IMI Report – A case for free market economics in the Indian recorded music industry](#))

2019 Recorded Music Industry Revenue: India = \$181.4 Million (INR 1277.6 Cr), Europe = \$6.2 Billion (INR 42,994.69 Cr)

2020 Recorded Music Industry Revenue: India = \$180 Million (INR 1332.9 Cr), Europe = \$6.5 Billion (INR 47,747.44 Cr)

b) **Strategic Areas-** Identify where India can be a world leader

Music exports from India- EU music exports amounted to 6.46 bn euros in the year 2018

c) **Institutional expertise & Excellence-**How to develop including Govt. Process Re-engineering-

i) **Music Exports Council**

ii) **expansion of the Maharashtra Intellectual Property Crime Unit model in all States**

iii) **Establishment of a Central Government body to co-ordinate efforts for combating digital piracy within India and outside India**

d) **Benchmark-** with International

- **Standards- WIPO treaties**
- **Best Practices- Voluntary licensing mechanism for the use of copyrighted works**
- **Indicators- UK Model**

e) **Focus Technologies-** Identify- **state of the art technology to be adopted by UGC platforms to identify and combat copyright infringement on their platform.**

f) **World Leaders/ Global Champions** - How to generate- free market economics will propel Indian music labels – Saregama, TIPS, T-series to the global stage like K-Pop has achieved.

4. Outcome of the Exercise

A. A vision of the Sector in 2047

- i. Where India will be- **within the top 3 music markets in the world**
- ii. What Sectors/technologies India will/should be leading in- **Recorded music industry, technology for combating digital piracy**
- iii. What areas will India have global champions in- **Music cities (Nashville and LA). Music Venues [Staple Centre (LA), Madison Square Garden (NYC), O2 (London)]. Music Festivals (Glastonbury, Coachella)**
- iv. What Institutional capabilities will India have by then- **Music universities and degree courses to compete - Berklee College of Music Trinity College of Music UK etc.**

4. Outcome of the Exercise- Continued

B. How to attain the Vision- Roadmap

- i. What institutional & structural changes/reforms will be needed to reach the vision
 - Govt. Process Re-engineering
 - Reforms: to Sect 79 of IT Act, 2000, shift to voluntary licensing- abolition of Section 31D Copyright Act, 1957 , withdrawal of Memo dated 5th September 2016 registration of PPL as a Copyright Society and effective enforcement of public performance rights on a pan India basis.
- ii. What institutional capabilities are needed for this
 - How to develop institutional expertise/excellence- Capacity building through India-UK FTA and India- EU FTA to study UK Model and EU model for
 - a) Music Exports Council
 - b) Combatting online copyright infringement via PIPCU UK and EUROPOL
 - c) copyright societies
- iii. What will be our international engagement for this & how to do it.
 - Trade, investment, technology, capital- Attract global investors through market reforms
 - R&D, institutions- Multilateral efforts to combat global piracy
- iv. What companies will be Global leaders- Saregama India Ltd., TIPS Industries Ltd., T Series
 - What eco-system is needed for this & how to create it- A framework which promotes Free-market economics is essentially needed in the recorded music industry to ensure stakeholders and investors in the Indian recorded music industry are incentivised for making the investments. The need for free market economics have been highlighted in the IMI report - [A case for free market economics in the Indian recorded music industry.](#)
- v. How to create the Human capital for the Vision-
 - a) Training programmes on online piracy at staff training institutes across India
 - b) IMI dialogue is a yearly event, Civil society representatives can participate
 - c) Campaigns to educate society at large on the cyber-security threats due to pirate websites
- i. How to leverage India's market size for attaining the Vision- Free market economics will attract domestic and international investments given the digital citizenry of India i.e. 591.5 million smartphone users, 1.2 Billion wireless subscribers as of July 31st 2021, and 640 million Internet users. They are all powered by the availability of cheap data- INR 1.49 per GB (provided by BSNL).
- ii. How to address regional disparities- The recorded music industry is fully democratised thanks to digitization- with 90 % of music being consumed over the internet- this addresses the regional disparity conundrum as seen with Kolaveri Di, 52 Gaj ka Daman all becoming national hits.

5. *Some Issues to Consider*

- i. **Global value chains-** India's role & how to be in GVCs- India has potential to be an outsourcing hub for production of music. India could also be the global centre for production music for films, TV and OTT Content as well as to monitor and take down unlicensed copyrighted content. This is possible given the young work force with an IT orientation.
- ii. **Sunrise sectors-** How to lead in them- Open door policies for investments in sound stages, recording studios, performance centres via availability of land (state), GST breaks (centre). Promotion of global content monitoring centres.
- iii. **Climate change-** impact on Sector- The recorded music industry can promote climate change awareness through music and songs.
- iv. **R&D-** Investments in r&d on anti-piracy technology via collaboration with IITs and other computer science institutions
- v. **Human capital/Employment-**In 2018, there were 40 million piano learners, 30 million violin learners, and countless other instrument learners in China. Due to the support of the government, China's music education and training reached 79.2 billion yuan(\$11.72 Billion), accounting for 22.8% music industry revenue in 2017. The music education market in China is estimated to grow to more than 400 billion yuan (\$56.86 billion) by 2022. Like in China, we aspire for music education via New Education Policy in India to be a country with as many music instrument learners.
- vi. **Data driven decision making-** Consumer data must be shared by interactive tech platforms
- vii. **Digital governance-** transparency in functioning of interactive UGC platforms
- viii. **Deepening reforms-** The need for free market economics in the recorded music industry. UK and EU have robust music ecosystems and should be used as case studies.
- ix. **Innovation/Startups-** Given online piracy morphs into newer avatars, there is a need to hold quarterly hackathons with IITs and other computer science institutions to find solutions to combat online piracy.
- x. **Leveraging technology-** The world is now a global market. 90% of music is consumed globally over the internet which is an opportunity for music from India to travel. If Latin American and South Korean music can travel leveraging technology, so can Indian music.