



UKTI helps Notting Hill Music renew its focus on Japan

Fast facts

Company: Notting Hill Music

Industry: Creative Industries

Target Market: Japan

UKTI Services: Passport to Export, Events & Trade Missions, Market Visit Support, Overseas Market Introduction Service

www.nottinghillmusic.com



London-based independent publishing company, Notting Hill Music, is enjoying renewed success in South East Asia, thanks to support from UK Trade & Investment (UKTI).

The Notting Hill Music Group Limited is an international independent music publishing company. It has its main base in London, a second in Los Angeles which it opened in 2003, and local representation in markets around the world. It has developed an extensive catalogue of music and represents over 25,000 copyrights recorded by artists such as Will Smith, Robbie Williams, Rihanna and Beyoncé. With more than 300 UK Top 40 hit singles under its belt, including 18 Number 1s, songs by Notting Hill Music’s songwriters are featured on hundreds of hit albums all over the world.

Alongside the more traditional publishing roles of promotion and song-plugging, Notting Hill Music is also active in audio-visual synchronisation

and each year issues hundreds of licenses for feature films, television programmes and computer games. The company’s songs have been featured on soundtracks to television commercials for major brands, including Siemens, Audi, Coca-Cola, Mercedes Benz, Ford and Pizza Hut.

“We offer a complete range of publishing, sub-publishing, international administration and territorial publishing representation arrangements,” says Andy McQueen Chairman of Notting Hill Music. “In addition to our own extensive catalogue, we also administer a growing number of third party music publishing companies and we can structure tailor-made publishing arrangements for the most demanding of clients.”

Renewed focus

Notting Hill Music’s connection with Japan goes back to 1990, when the company was founded as the international repertoire division of the Japanese Nippon Television Music

Corporation. Having always retained an interest in this market, in 2010 the company decided to renew its focus on South East Asia. It joined a ten-day visit organised by UKTI where it attended presentations by senior personnel at Sony Records and Universal. The question and answer sessions that followed gave the UKTI delegates a unique, insider’s view of the Japanese music scene and how they could get further into this significant music market.

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Andy McQueen,
Chairman of Notting Hill Music

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Andy McQueen, Chairman of Notting Hill Music



These first-hand accounts showed Notting Hill Music that the potential in Japan is huge, with fans staying very loyal to their bands and being prepared to pay US\$30 for a CD containing memorabilia. First albums can achieve sales of around 800,000, far in excess of what would be expected in the UK.

“Making this visit to Japan with UKTI was a fantastic opportunity for us and really kick-started our renewed interest in Japan and South East Asia,” says John Saunderson, Head of Artists and Repertoire (A&R) at Notting Hill Music. “Thanks to UKTI, we met many more of the top people in the Japanese music industry and got to talk to them about how to get involved in their business. They were really open about different aspects of their work and the local market, including record sales, festivals and the format in which consumers prefer to buy music. We also got added value by being there together with other British companies. For example, at the question and answer sessions after the main presentations, we benefited from hearing the answers to the questions asked by other delegates, which we might not have thought to ask ourselves.”

Early success

Convinced that it had identified a niche in the market that was worth pursuing, in June 2013 Notting Hill Music took three of its top songwriters to Japan: Claire Rodrigues, who wrote the breakthrough single for Hatty Keane, ‘No One Loves You’; Katerina Bramley who wrote the double platinum single ‘One life’ for Madcon which featured the US superstar Kelly Rowland; and Sam Gray who

has crafted tunes for The Voice and Hollyoaks star Abi Phillips.

These three talented individuals attended a music camp organised in conjunction with Sony Music Publishing Japan and built a working relationship with domestic lyricists and songwriters at five different studios. This week-long trip was followed by a similar trip to South Korea. Notting Hill Music has been quick to secure success since then, achieving three Number 1 hits in Japan and a separate Number 1 hit in South Korea.

“We have had a lot of success in South East Asia since the UKTI market visit, and we are pitching every day to get new business in this region,” says John. “We’ve also kept in touch with the other UK delegates and will look out for opportunities to work with them. Meanwhile, we have recently signed three new bands and we’ll be touring with them around Europe shortly. As we do this, we’ll certainly look to UKTI for further support through the different services that they offer.”

The UK and Japan

Japan is the third largest economy in the world. With GDP twice the size of the UK and GDP per person nine times that of China, Japan remains the high-tech powerhouse economy of Asia - with the second highest spend worldwide on R&D, a hunger for IP and new trends, and an increasingly globalised outlook.

Exports from the UK to Japan are worth £9.6 billion a year and 450 British companies have operations there. British companies are succeeding in Japan across a wide range of manufacturing, consumer goods, high tech and services sectors.

For further information about business opportunities in Japan, visit www.ukti.gov.uk/japan

Helping you to do business abroad

Doing business in another country can be a challenge, so it’s good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

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- Free capability assessments
- Support in visiting potential markets
- Mentoring from a local export professional
- Free action plans
- Customised and subsidised training
- Ongoing support once you’re up and running

UKTI was delighted to support Notting Hill Music in its business overseas.



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