



## UKTI support lands Accorder Music new international business

### Fast facts

**Company:** Accorder Music

**Industry:** Creative Industries

**Target Market:** US, Scandinavia, Australia,  
Italy, Russia

**UKTI Services:** Events & Trade Missions

**www.accordermusic.com**



**With support from UK Trade & Investment (UKTI), Hertfordshire-based music publishing company Accorder Music has attended Kidscreen Summit, a key international kids' entertainment event in New York, twice. As a result of connections made there, the company has secured eight new music publishing deals and increased its turnover by around 30 per cent.**

The soundtrack to a film or television programme is a key part of the viewers' experience. Composers who create the music can earn royalties, shared with the producers, every time the film or programme is shown, wherever in the world this may be.

Founded in 2009, Accorder Music has become one of the UK's leading specialist TV and film music publishers. The company provides an all-round service, matching up composers and producers, advising

both on contractual issues, handling negotiations, registering the music, administering and collecting royalties from around the world and helping to maximise music royalty income. Its niche children's division, Accorder Kids, specialises in music publishing for kids' TV programmes and films. It has worked with top brands including Teletubbies, In the Night Garden, Tree Fu Tom and Grandpa in My Pocket and this client base now accounts for around 70 per cent of Accorder's revenue.

"Whether it's music for a micro budget TV production, library music composed to order, an indie film or the BAFTA-winning triumph, we always bring the same level of passion and expertise to the project," says Simon Forrest, Managing Director of Accorder Music. "Children's shows have unique characteristics that require a specialised approach. They use a lot of music, they often have a long broadcast life and they tend to be adaptable for use in many territories. In the Night Garden, for

example is shown in over 100 countries. There's also great potential for the music to be used on spin-off CDs, downloads, toys and books. Royalties can come from all around the world over a long period of time and our experts have the experience needed to make sure that our clients don't miss out on the money that's owing to them."

**"UKTI's staff understand the lay of the land and the first time we went to Kidscreen they gave us excellent briefings beforehand about what to do there, who to speak to and how to make the most of our time"**

Simon Forrest, Managing Director  
of Accorder Music

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Simon Forrest, Managing Director of Accorder Music

### Making contacts

Traditionally, Accorder has been a very UK-focused business and most of its clients are local productions companies and composers. Recognising that its work can be carried out from anywhere in the world, the company has set up offices in eight other countries including Italy, Australia and Japan. Attending industry events and trade shows has been a key way to get known in the global market.

Whilst attending the Children’s Media Conference (CMC) in Sheffield in July 2011, Simon met representatives from UKTI who invited him to join a delegation of UK companies that it was organising with CMC to Kidscreen Summit in New York. As part of the group, Accorder attended a programme of events that UKTI organised around Kidscreen itself, including breakfast meetings and briefings, and a reception at the British Consulate. The company’s profile and contact details were also included in a brochure that UKTI circulated around the event.

“Kidscreen is an excellent opportunity to meet producers and composers from around the world,” says Simon. “Going there with UKTI’s support has been very beneficial. Their staff understand the lay of the land and the first time we went they gave us excellent briefings beforehand about what to do there, who to speak to and how to make the most of our time. As well as facilitating our attendance at Kidscreen itself, UKTI also organises networking events, breakfast meetings and introductions for us. The reception at the Consulate General in New York in particular tends to attract a great crowd and is a useful and unique way to get to speak to relevant people.”

### Signing success

Accorder has signed on eight new clients that it met at Kidscreen 2012 and 2013, a significant success given that the company’s total client base numbers around 60. One of the new signings is Canadian composer Michael Ploughman who composes music for Tree Fu Tom, CBeebies’ top rated animated series which is screened in over 50 countries.

Other new clients have since followed.

For example, Accorder’s experience with Russian animator The Riki Group, which came about following Kidscreen 2012, has illustrated its capacity to cope with the complex Russian market and led to other new signings from that market.

“The new publishing agreements that came out of attending Kidscreen with UKTI have had a knock-on effect for our business,” says Simon. “We have seen that the more international clients we have, the more we establish ourselves as a truly global player, which in turn helps us to secure further business. UKTI is a very important element of the export experience, especially in the early days of approaching a new market. They always brings something new with them that otherwise wouldn’t be there, and I can’t praise them highly enough. Although we are now more familiar with events like Kidscreen and how to get the most out of attending, we still value being part of the UKTI delegation and will join them again at Kidscreen 2014.”

### The export advantage

**International trade has always played an important role in the UK economy. Today it accounts for almost 20 per cent of the nation’s GDP.**

Exporting can be challenging, but the benefits can be the difference between profit and loss. Research carried out by UKTI shows that:

- companies that export become 34 per cent more productive in the first year alone
- 59 per cent of companies that exported either developed a new product or service or modified an existing one
- 85 per cent of companies reported that exporting led to a ‘level of growth not otherwise possible’
- 87 per cent said exporting had significantly improved their profile or credibility
- 73 per cent said exporting had increased the commercial lifespan of products or services

**For more information, please go to [www.ukti.gov.uk/export](http://www.ukti.gov.uk/export)**

### 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.

Through our Passport to Export programme we offer new and inexperienced exporters:

- 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 Accorder Music in its business overseas.**



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