

soundwaves

UK Audio Production Industry News – Radio, Podcasts, Audiobooks
SUMMER 2019



Audio Content Fund awards £234k funding to nine innovative projects

The Audio Content Fund recently announced the first round of successful bids, showcasing a range of ideas for broadcast on commercial and community radio stations.

The Audio Content Fund is a pilot scheme funded by a grant of up to £3m from the UK Government's Department for Digital, Culture, Media & Sport. The case for the fund was initially put to government by AudioUK, who then built a business model, working with commercial radio organisation Radiocentre.

Nine bids were selected for funding, from 50 applications. These include: two formats focussing on **mental health**, one on life-changing songs and the other a week of live music and comedy. The others include: a space-race **soap opera for children**; a **BAME-presented football show**; a country music documentary hosted by first-time presenters in **Northern Ireland**; monthly '**radio ballads**' on topical social issues featuring recordings by 16-25 year olds; a live musical tour of **Greater Manchester**; a 6-day campaign looking at problems with **fertility**; and 100x 2-minute packages featuring people from **Devon and Cornwall**.



Audio Content Fund MD Sam Bailey at AudioUK's recent AGM

Will Jackson, Managing Director of AudioUK, commented on the new opportunity presented by the fund: "Quite apart from the immediate impact these programmes will have, these new partnerships can continue to grow, and help commercial radio be able to include more public service content. It's particularly good to see so many different companies, large and small and based around the UK, winning this funding."

More information at audiocontentfund.org.uk



Kellie While elected as new AudioUK Chair



7digital's Kellie While has been elected as the new Chair of AudioUK. After forging a successful music career, Kellie joined Manchester's Smooth Operations and now heads up creative audio production at 7digital, overseeing production of a

wide range of content across BBC Radio and commercial networks. She will Chair the new AudioUK Board, which represents a range of companies, large and small from various parts of the UK.

Kellie While said: "I'm delighted to become Chair as we look to build the audio production market across podcasting, radio and audiobooks. I look forward to working with our members in what is such an exciting time for audio, to grow our sector, increase our training and be as inclusive as possible. We want producers who are wondering 'where do I go from here?' to join us as we look to take the sector to the next level."



New Multitrack initiative supports greater diversity in audio production

AudioUK has given its support to a new initiative which seeks to break down the barriers preventing people with diverse backgrounds from getting a foothold in audio production.

Multitrack is offering paid work experience, training and mentoring with six AudioUK member production companies, allowing talented people without industry connections to gain hands-on experience.



Find out more at: multitrackfellowship.com



Audiotrain Future Forums on technology and the business of podcasting



The use of AI and other technology in audio production was the subject of a recent **Audiotrain** Future Forum, featuring senior executives from **Google** and the **BBC** discussing new forms of interactive audio. Another Future Forum looked at how **podcasting** producers can turn what is for many a hobby into a livelihood, with platforms such as Acast and Audioboom offering readymade marketing options, and reaching niche audiences becoming a speciality for some companies.

To stay informed of upcoming Future Forum events, get in touch using the contact details below. More detail at audiotrain.co.uk



Production sector continues to raise importance of BBC radio budgets

Following the BBC's decision to limit the free over-75s TV Licences to those receiving the Pensions Credit, **AudioUK's Will Jackson** said:

"Bearing in mind that BBC Radio is particularly valued by older people, we will continue to discuss maintaining BBC budgets to provide a range wide range of high-quality radio and audio content."

"We also recently submitted evidence to the House of Lords Communications Cttee's inquiry on the impact of Video on Demand, in which we pointed out BBC Radio's importance to the UK PSB offering, We will make similar arguments to Ofcom in its upcoming work on the UK PSB system."



Will Jackson



Other news in brief...

- The Publishers Association recently reported that UK consumer **audiobook sales rose by 43%** in 2018, greatly outpacing physical and ebook sales
- AudioUK welcomed the **BBC's new senior radio / audio appointments**: Lorna Clarke as Controller of Pop Music; Mohit Bakaya as Controller of Radio 4; and Jonathan Wall as Controller of BBC Sounds
- DAX, the digital audio exchange, reported that 78% of **UK advertisers plan to increase spend** across music and digital radio, while 75% said that they will increase investment in podcasts, in the next year

www.audiouk.org
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audiouk
the audio producers association

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