

**MAKING EVERYDAY LIFE SPECIAL:**  
BRITAIN'S ORCHESTRAS  
AND THE CREATIVE INDUSTRIES

#orchestraseverywhere

ABO

## FOREWORD

Britain's world-leading orchestras are well known for their great performances in the concert hall – and rightly so. **Each year, they play to more than 4.5m people in over 3,500 concerts and performances in the UK, and tour to around 35 countries across the world.** Audiences are growing and orchestras' performances are increasingly being broadcast, streamed and downloaded.

But performances and concerts are just one part of our members' work.

From the classic films of the Ealing Studios to the biggest Hollywood blockbusters, and from mobile phone games to the world's top tourist attractions – even away from the concert hall British orchestras are at the centre of the best-known and most popular entertainment.

Because of their collaboration with other parts of the creative industries, our orchestras reach not only the millions who see them in concert halls, but the billions who hear them through film, TV, games, pop and rock concerts and at other events and locations. It means that everyone can enjoy great music played by the world's best orchestras. Our orchestras are everywhere.

The diversity of British orchestras' work demolishes the myth that they are only enjoyed by a small number of people. The reality is, they are at the centre of globally popular entertainment: the best of the best, that you can hear when you watch, play, visit or listen, making everyday life special.

**Mark Pemberton**  
Director, Association of British Orchestras

## BRITAIN'S ORCHESTRAS AND THE CREATIVE INDUSTRIES

**Britain's orchestras are world renowned, yet most people have little idea of the extent of their contribution to everyday life.** Outside the concert hall, our professional orchestras create an enormous amount of music that is central to other entertainment across the UK and around the world.

Every year, our orchestras work with other parts of the creative industries to record and perform music that transforms audiences' experience. Some of these recordings have been heard by billions around the world. Others are recorded for particular locations or attractions.

Britain's orchestras have recorded some of the best-known themes for the world's most successful films, including *Star Wars*, *Lord of the Rings* and *Indiana Jones*. They produce countless recordings for smaller UK and international films, as well as for some of the most popular British TV shows and commercials.

And as well as these recordings for traditional forms of entertainment, orchestras are reaching into new areas. **They are now recording for increasing numbers of games – from blockbuster console games to some of the most popular games for smartphones.** British orchestras are working with tourist attractions and sporting events to create music that lifts the experience for their visitors and viewers.

The anthem of the UEFA Champions League – the world's most-watched annual sports tournament – and the music for one of Disney's most visited rides, It's a Small World, are just two examples of this.

And orchestras are performing and recording with top UK and international bands and artists, like Kylie Minogue, Ray Davies, Burt Bacharach, Boy George, Jarvis Cocker, John Grant, Clean Bandit, the Pet Shop Boys, Elbow, Kasabian, James and ABC.

As a result, Britain's orchestras have never been more widely enjoyed. Through their work with the creative industries and beyond they reach huge audiences, across the UK and around the world – making their leading talents available to all, and making everyday life special.

**This report gives some examples of the extraordinary breadth of orchestras' contribution to everyday life, and some of the benefits this brings.** It outlines how these great successes can be nurtured so even more people can enjoy the work of our leading orchestras.



## DIVERSE AND WORLD-LEADING RECORDINGS

British orchestras record music for a great number and range of UK and international films, video games, commercials, TV programmes, sport and other events. Just a few examples are shown on these pages.

Some of orchestras' work, represented in this report:

**FILMS** Harry Potter, Star Wars, The Lord of the Rings, The Hobbit: An Unexpected Journey, Raiders of the Lost Ark, Aliens, Lawrence of Arabia, Superman: The Movie, Iron Man 3, Brave, The Lavender Hill Mob, Elysium, Fury.

**OTHERS** UEFA Champions League Anthem, live performances with pop and rock groups, Candy Crush game, Harry Potter & the Deathly Hallows games, David Attenborough BBC Earth series, Diet Coke ad (1986), national anthems used at the London 2012 Olympic and Paralympic Games ceremonies.

## BOOSTING OUR ECONOMY

**The benefits of our orchestras' work outside the concert hall are immense.** In part, these benefits are economic and reputational. Our film, TV and video game industries bring jobs, revenue and investment to the UK, and, enjoyed around the world, they build our global presence. The presence of world-leading orchestras in the UK makes this possible.

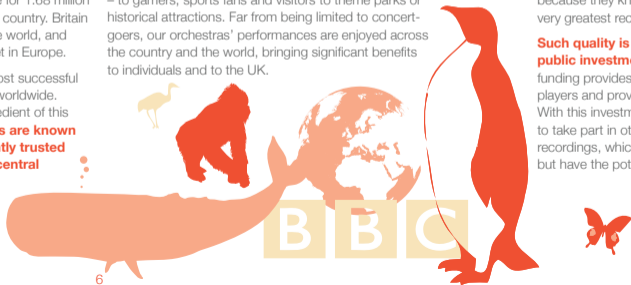
Creative industries are among the UK's greatest successes. Overall, they are worth more than £71bn a year to the UK economy: £8m an hour. They are responsible for 1.68 million UK jobs, amounting to 5.6% of all jobs in the country. Britain is the second-largest exporter of music in the world, and home to the biggest games developer market in Europe.

The Harry Potter films alone represent the most successful film franchise of all time, taking over £4.7bn worldwide. The quality of our orchestras is a crucial ingredient of this success. **It is because Britain's orchestras are known to be world class that they are consistently trusted and called upon to record music that is central to the most successful entertainment.**



Yet above all, the benefits of British orchestras' work are in the joy that billions experience from hearing them. Everyone knows that our orchestras perform in concert halls. But because of their other work, everyone can enjoy the world's best orchestras – without stepping into a concert hall or even seeking out classical music.

The diversity of British orchestras' work means that almost everyone hears and enjoys their recordings: from viewers of a huge range of films – British, Hollywood or international – to gamers, sports fans and visitors to theme parks or historical attractions. Far from being limited to concert-goers, our orchestras' performances are enjoyed across the country and the world, bringing significant benefits to individuals and to the UK.



## BUILDING ON SUCCESS

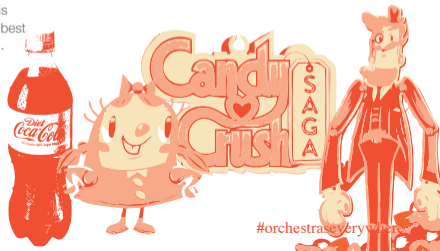
**There can be no doubt that Britain's orchestras are one of the country's great successes.** Not only are they enormously popular as performers in concert halls, but they are so often called on to create music that elevates other forms of entertainment.

This is a testament to the quality of our orchestras. They are in such great demand because they are known to be among the best in the world. The world's top filmmakers, games designers and events producers call on British orchestras because they know they can count on them to deliver the very greatest recordings.

**Such quality is only possible with the security of the public investment that orchestras depend on.** This funding provides the basis for orchestras to retain the best players and provide the infrastructure to support them. With this investment, our orchestras have the security to take part in other activities such as commercial recordings, which may have less predictable income, but have the potential to reach a huge audience.

In this way, the public funding for British orchestras easily pays for itself: through the economic benefits that orchestras' support brings our creative industries; through the reputational benefits that their talents bring the UK; and through the inspiration and joy that orchestras' work brings to millions in the UK and billions around the world.

**By continuing to provide this funding, policymakers can ensure that Britain's orchestras reach not only those who attend concerts – but also those who experience orchestras in ways that make their everyday lives special.**



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ASSOCIATION OF **BRITISH ORCHESTRAS**

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