

FAKE VINYL



BPI CONTENT PROTECTION
MAKING VINYL 2023



bpi CONTENT
PROTECTION



BRITISH RECORDED MUSIC INDUSTRY (BPI)

We are a trade body for the UK's recorded music industry

Celebrating our 50th anniversary this year

Our membership consists of the three major record labels
(Universal, Sony, Warner) & nearly 500 UK indie labels



WHAT DO WE DO?



- We promote & protect British music at home and abroad, in collaboration with IFPI.
- We fund the BRIT School (South London) & are about to open a second school in Bradford.
- We organise trade missions all over the world & run the Music Export Growth Scheme (MEGS), in partnership with the UK Government.
- We co-own the Official Charts & administer the Platinum, Gold, & Silver awards.
- We organise the BRIT Awards & Mercury Prize.
- We provide free training & networking opportunities for our members.
- Every year we publish our market insight report, *All About the Music*.

PHYSICAL FORMAT INITIATIVES



VINYL SALES

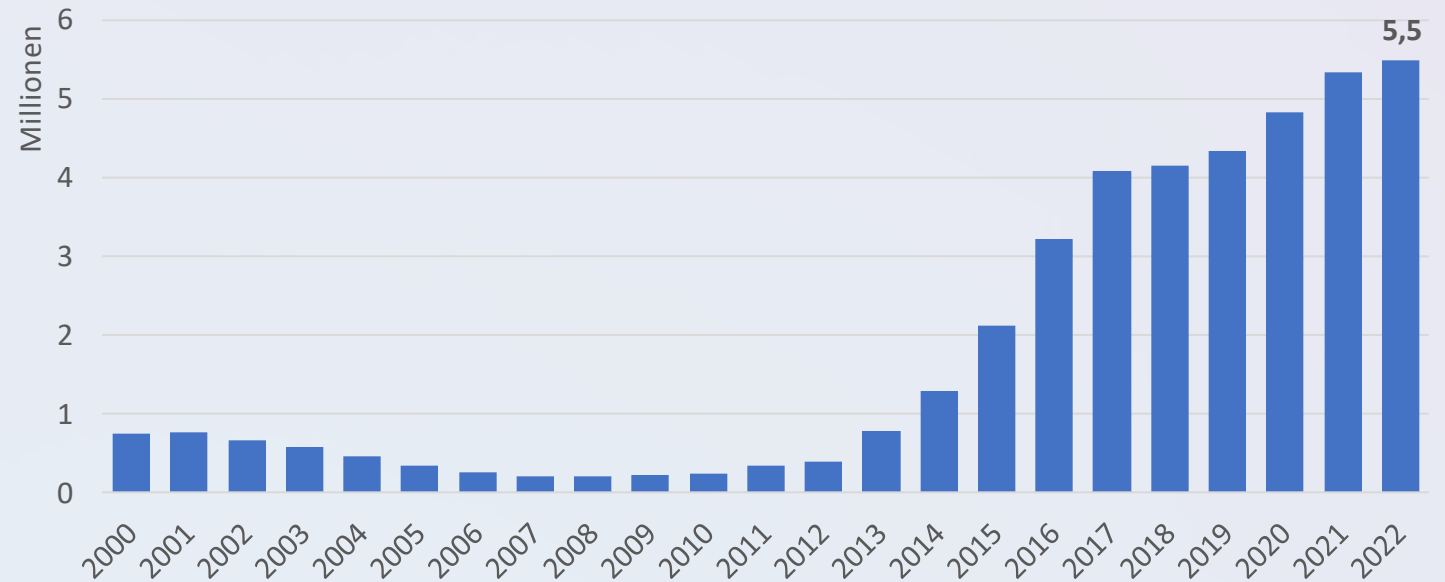
YOY growth in the past 10 years.

5.5M units sold in the UK in 2022,

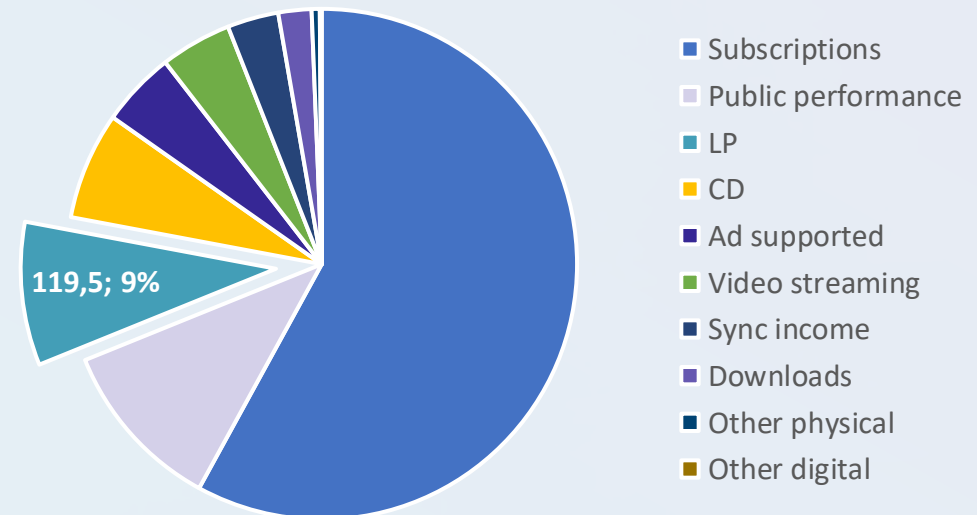
for a value of **£119.5M**,

which is **9%** of the UK market (£1.3b).

LPs Sold in the UK



UK Market Value 2022 (£m)





BPI'S PHYSICAL PIRACY + • OPERATIONS

3 Sr. Investigators covering the whole of the UK
& the main online platforms

Working in close collaboration with law enforcement agencies &
international trade bodies

Advising pressing & replication plants on security around theft of product

Advising the UK IPO on counter-infringement strategy



MARKETPLACE DELISTING

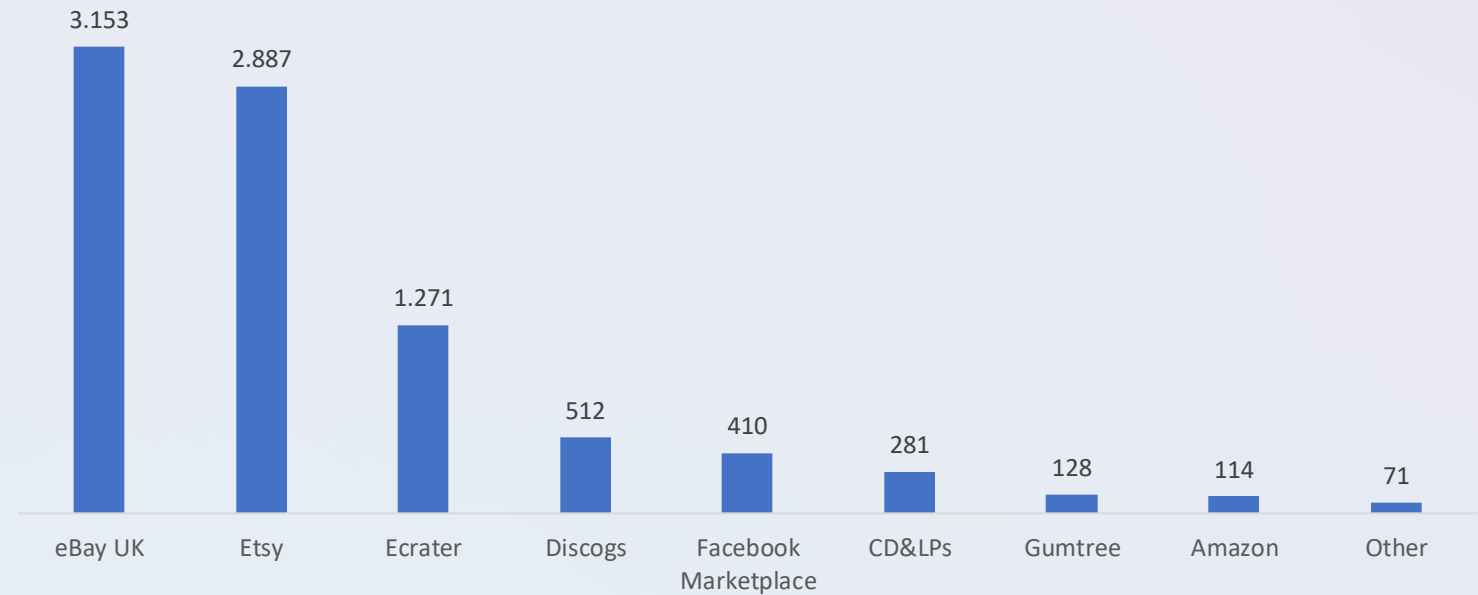
8,827 marketplace listings removed in **H1 2023**.

Predominance of bootlegs.

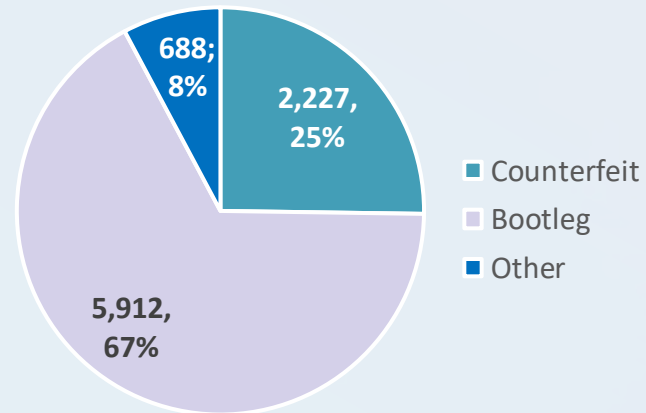
Vinyl just under a half.

Minimum of £132k worth of fake product removed from the market

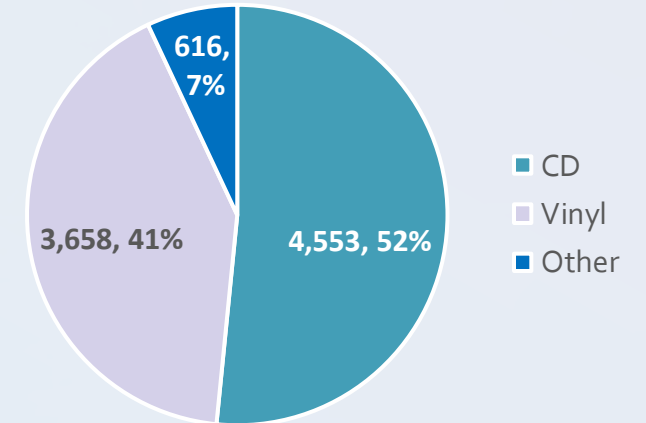
Marketplace Takedowns H1 2023



Infringement



Format

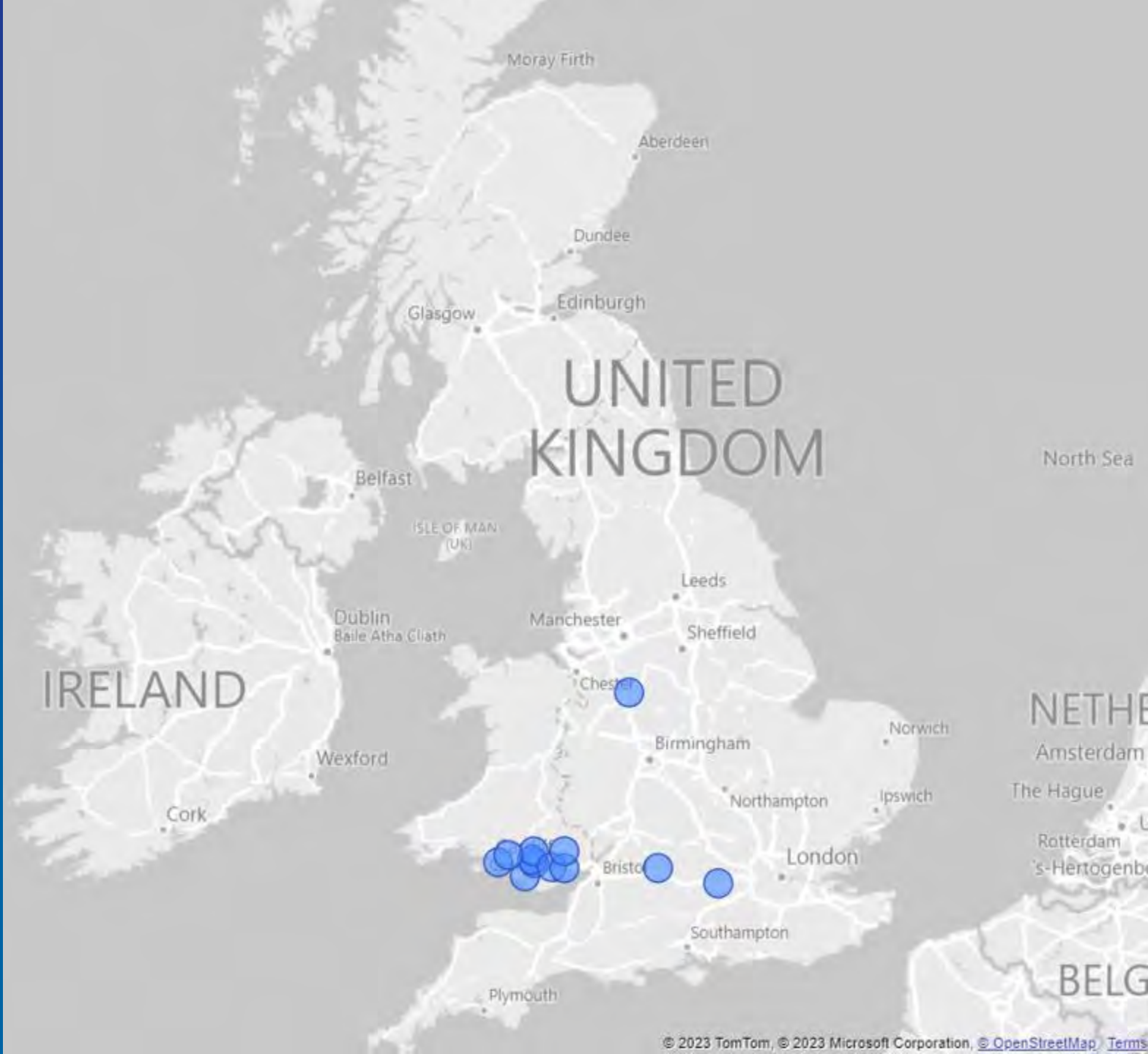


RAIDS

13 raids executed in **H1 2023**.

117k units seized, between CDs & vinyl.

*Minimum of **£1.17M** worth of fake product removed from the market*





INVESTIGATING FAKE VINYL

+
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Internet best starting point to identify unofficial releases,
particularly sites like Discogs

Test purchases to confirm suspicions & track origin

○

FAKE VINYL TYPOLOGIES & IDENTIFIERS

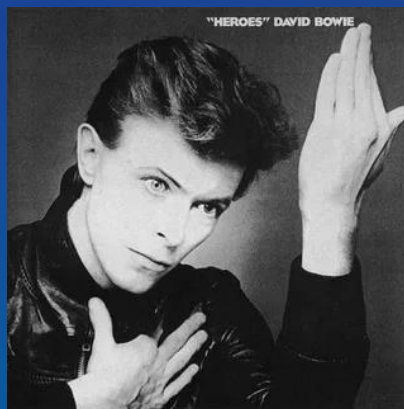


- We find counterfeit, bootleg, & pirate titles.
- Hybrid releases with one original track & several remixes, often with artwork taken from an original release.
- Coloured vinyl & picture discs.
- We can tell they are fake from the condition of the items, absence of standard information on the packaging, quality of printing, quality of pressing, sound quality, price.
- This across heritage acts & current mainstream artists.

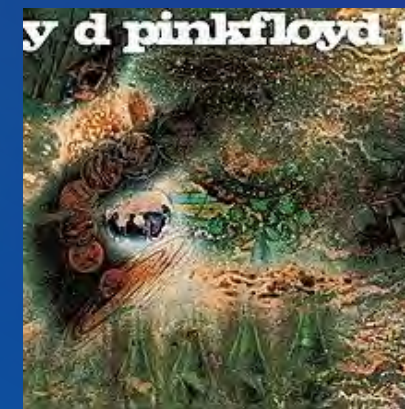
HERITAGE ACTS



DAVID BOWIE



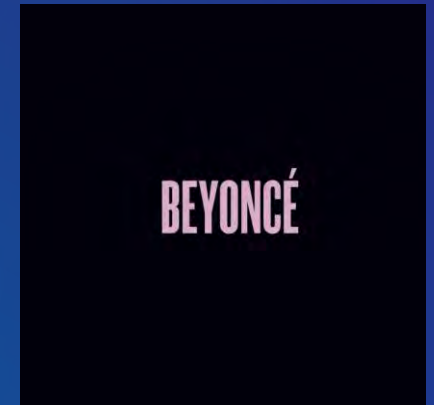
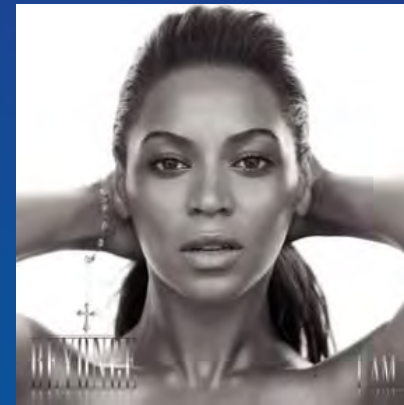
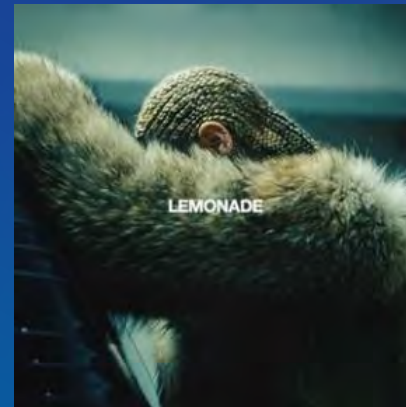
PINK FLOYD



CURRENT ARTISTS



BEYONCE



RHIANNA



QUEEN PICTURE DISCS



Original 12" Single



Fake





FAKE VINYL ECOSYSTEM

- **MANUFACTURERS:**

- Organised Crime Groups (OCGs)
- Underground pressing plants
- Semi-legitimate pressing plants

- **LOCATIONS:**

- Eastern & Western Europe (Russia, Germany, UK)
- US

- **DISTRIBUTION:**

- Individuals & record stores buy their stock from the manufacturers (sometimes not knowing it's fake) and resell it through the regular channels

OP REDWOOD: NORTHERN SOUL 7" RECORDS



- 7" vinyl recordings of 1960's Northern Soul artists, including collectibles worth thousands of pounds.
- Case centred around 4 sellers based across England & Wales.
- They were both manufacturing & selling the items online.
- 55,000 unlicensed records seized.
- A 6 year-long investigation resulted in 4 convictions, 5 years' worth of prison sentences & £1.3M in fines.

OP HUTTER: COUNTERFEIT VINYL ON EBAY



- Complaint from member of the public about a counterfeit The Clash LP (poor sound quality).
- The seller, Mr Richard Hutter, had almost 1,200 fake LPs listed for sale on eBay.
- Over £1.2M worth of fake product seized from his home address.
- Hutter sentenced with a £380k fine or 3 years imprisonment.

THANK YOU

For counterfeit reports:
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