

## Will Page Chief Economist



THE MUSIC ALLIANCE

Will Page is the Chief Economist at the MCPS PRS Alliance. He graduated with a MSc in Economics in 2002 and worked for four years at the UK Government Economic Service. His role is to provide analytical support to colleagues within the Alliance and to provide economic insight to the music industry as a whole.

An economist by profession, Will previously worked for the UK Government Economic Service where he spent time at the Scottish Executive working for the Office of the Chief Economic Adviser and Department of Finance. He graduated from the Scottish Graduate Programme in Economics at the University of Edinburgh with an MSc in 2002. His Masters paper was subsequently published by Deutsche Bank in 2003 and cited in an editorial feature by the Financial Times in 2005.

His work is focussed around three main areas: economic modelling of the recorded music business, the application competition law in two-sided markets and the broken supply chain between copyright and ISPs. He is currently working with Professor Elberse, of Harvard Business School, on the profile, tension and profitability that exists within 'Long Tail' markets.

Will has long been fascinated by the economics of the music industry and equally fascinated by the fact that few other people in the industry share that interest. Prior to joining the Alliance, he worked on a number of projects which aimed to fill the gap. This included looking at the case for state support for unsigned bands to perform at international showcases. Will has also been writing for *Straight no Chaser* magazine for the past five years, which has led to working with artists such as the Brazilian composer Eumir Deodato, radio DJs like Gilles Peterson and at events such as North Sea Jazz.

Will joined the MCPS-PRS Alliance in July 2006.