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BMKÖS Musik International

Place

EMX

“Implementing steps to develop and promote European Music Export”

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WHAT IS EMX ?

- A follow up of the EU study for a European Music Export Strategy
- An answer to the tender by the European Commission to “Implement steps to develop and promote European Music Export”

Duration: 22 months

Consortium: Led by the Austrian Music Export (MICA) in partnership with EMEE, Music Export Poland, Music Finland, PRS Foundation and KEA European Affairs, Also involved: European networks representing different type of actors and music genres

Advisory committee members: Live DMA, Yourope, IMPALA, GESAC ,IMMF, EMMA, European Jazz Network, Fevis Europe, Eurosonic festival, Reeperbahn Festival, ECSA and IAO Music

Objective:

- experiment new approaches to European music export
- Implement some elements of the proposed European Music Export Strategy, especially the Toolbox, and its different steps: Learn, Grow, Cross, Rise, Exchange and Measure.
- Propose pilots

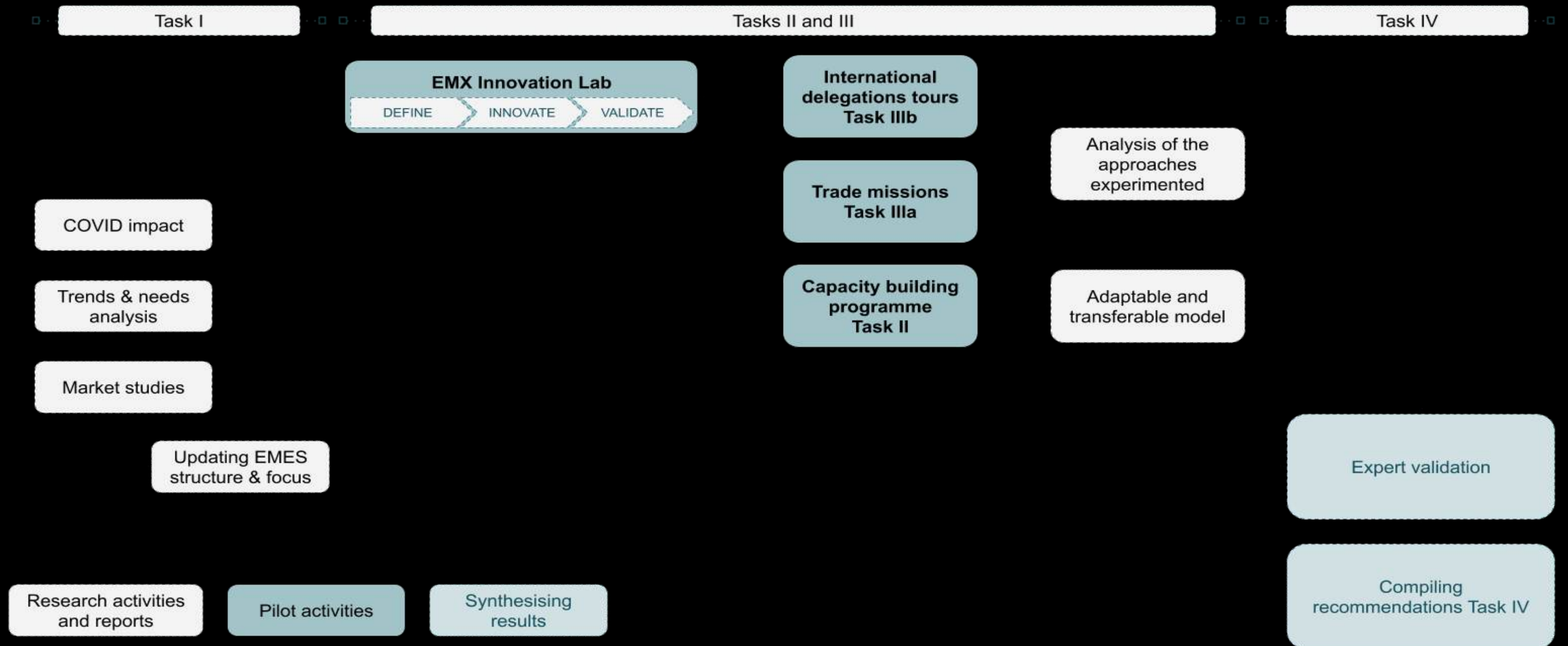


THE EMES TOOLBOX : AN EXPORT DEVELOPMENT PATH BASED ON THE SIX STEPS

- **LEARN** : access to relevant export knowledge and understanding of domestic, European and international music markets.
- **GROW** : building the capacity of the European music sector to structure itself, reinforce its operational and professional capacity, and be better equipped to bolster its export potential.
- **CROSS** : providing the music sector with a relevant and tailor-made framework of support mechanisms to substantially increase its export potential within the EU.
- **RISE** : providing the music sector with a relevant and tailor-made framework of support mechanisms to substantially increase its export potential in key international markets beyond EU borders.
- **EXCHANGE** : creating opportunities for the development of a music export framework as a “two-way street”, enabling more international music professionals to discover European music through activities organised in the EU.
- **MEASURE** : developing European indicators, data collection mechanisms and measurement frameworks which enable the accurate assessment of existing economic and cultural parameters, current and future challenges, opportunities and areas of progress in the field of music export.

EMX PLANNING OF ACTIVITIES

Project duration: Feb 2021 – Nov 2022



ANALYSIS OF THE KEY ASPECTS OF THE IMPACT OF COVID-19 ON EUROPEAN MUSIC EXPORT

THE OBJECTIVE

Analyse the nature of the crisis impact on music export

THE METHODOLOGY

- desk research to compile and analyse all the existing reports
- a series of interviews of key music exporters

THE MAIN RESULTS

- **A very severe impact on export revenues**
- **A aggravation of existing gaps within EU countries** due to disparities of national relief measures
- **New opportunities and challenges** as COVID-19 catalysed digitalisation driven innovation
 1. virtual live expériences
 1. new opportunities, especially for promotion, (whereas monetisation appears to be quite challenging for most artists).
 2. new digital solutions for showcasing and networking.



DESIGN AND PILOT IMPLEMENTATION OF A TRANSFERABLE AND ADAPTABLE MODEL OF CAPACITY-BUILDING PROGRAMME - THE GROW STEP



THE OBJECTIVE

Providing a pilot European export capacity building programme, to reinforce the export capacity for two participant profiles, music sector professionals from all sub-sectors and export professionals

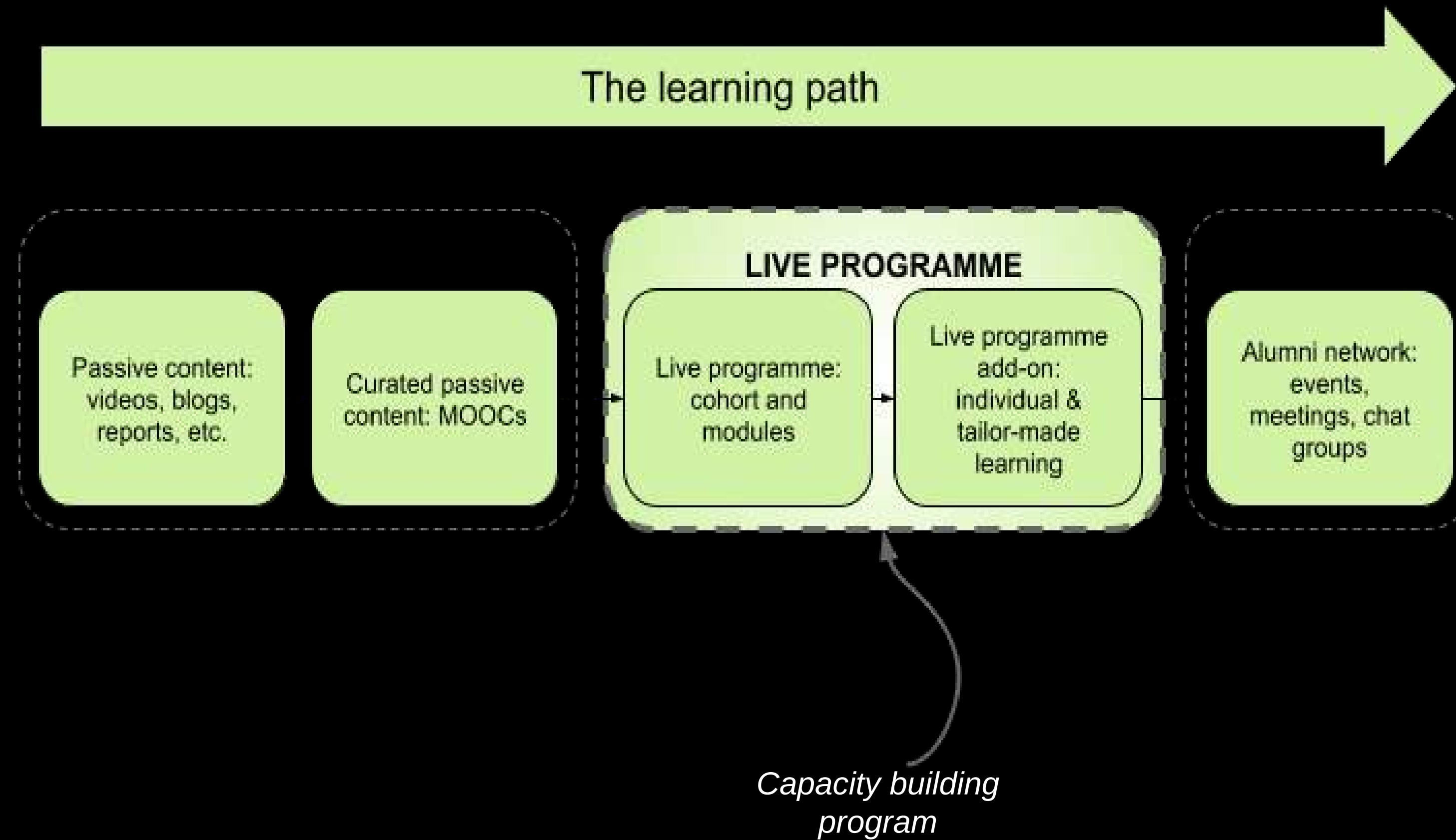
THE METHODOLOGY

- Open Calls for participants
- a balanced selection of 30 professionals and 15 exporters
- a 5-months programme including online workshops, 2 days of physical meetings + mentoring sessions for professionals and job-shadowing periods for exporters

THE OUTCOME

A methodology with a learning path and a tailor made export program

THE LEARNING PATH





THE PROGRAMME

MODULE 1: Music as a Business - 2 days		
Content / themes: <ul style="list-style-type: none">• Seminars : How music works / Exporting by Genre/Creating a global mindset / how to build an export strategy /• Workshops : Fundamentals – preparing for export / Opportunities in Country Reports / How to enter a new market / Pitch Yourself• Music Export Case Studies	Delivery methods: Seminars Small group workshops	Participants: 30 Music sector professionals
MODULE 1a: mentoring for Music as a Business – 4 sessions of 1h by mentee		
Content / themes: Based on the mentees needs	Delivery methods: 1-on-1 mentoring, online sessions.	Participants: Music sector professionals: 10 participants out of the 30 get the additional mentoring programme

MODULE 2: Navigating the “New Normal”. New trends, challenges and opportunities in the post-COVID world for music export - 1 day		
Content / themes: <ul style="list-style-type: none">• Key trends and challenges in the music sector;• digital tools: what exists and how to find the most useful ones;• Monetisation in the digital channels: trends and realities;• New music economics: changes in the revenue streams and investment capacities + strategies to cope with the changes;	Delivery methods: <ul style="list-style-type: none">• Keynotes• seminars (presenting results from task I + experts presentations)• Panel discussions and debates• Small group workshops (for peer learning, brainstorming and innovating)	Participants: All 45 participants
MODULE 3: Music export from a European perspective - 1 day		
Content / themes: <ul style="list-style-type: none">• Building European collaborative trade missions - strategies, methodologies and implementation.;• Identifying common markets, also sub-sector or genre specific approaches	Delivery methods: <ul style="list-style-type: none">• Presentations (best practices)• Small group workshops (developing concrete ideas for future joint trade missions)	Participants: All 45 participants

MODULE 4: In-depth look at a foreign market- 1 day		
Content / themes: music market: <ul style="list-style-type: none">• Live music sector• Recorded music sector• Music publishing and synch sector• Media and PR landscape• Legal environment (copyright etc)• How to enter the Indian market?• Other music market specifics	Delivery methods: <ul style="list-style-type: none">• Expert presentations and seminars• Panels of Indian professionals• Virtual networking with India's music professionals	Participants: All 45 participants

MODULE 5: Learning from the past and designing the future - 1 day		
Content / themes: <ul style="list-style-type: none">• Designing music export capacity building activities: from past and current best practices to new solutions.• Leadership, coaching and mentoring as a skill set• Programme and activity design principles: design thinking and other innovative practices	Delivery methods: <ul style="list-style-type: none">• Seminars• Small group workshop (innovating on new solutions)	Participants: 15 exporters
M5a : job shadowing program : 5 exporters will get the opportunity to spend 10 to 20 days in a host export office to work with another export organisation to develop new projects, gain a better understanding of how the organisation is run, and work on innovative new ideas.		

EXPERIMENTATION WITH DIFFERENT APPROACHES TO REINFORCE THE INTERNATIONAL Foothold OF THE EU MUSIC SECTOR ABROAD AND FOSTER EXCHANGES - THE RISE AND EXCHANGE STEPS



THE OBJECTIVE

Test programs that would, on a European level, enhance international exchange and connections within and outside of Europe, testing digital technology and innovative solutions to make up for limitations in physical interactions and substituting physical travel for crisis period necessity, but in the wider context of the Sustainable Development Goals.

This Part focuses on developing new international markets

THE METHODOLOGY.

An update of the methodology for market reports
the production of 2 new reports (India and Mexico)
international missions (an online trade mission, a physical trade mission and an incoming delegation tour)

THE OUTCOMES

THE EMX GATEWAY : A system of opening and developing international music markets for European artists and professionals. The EMX Gateway consists of market studies, trade missions, international delegation tours and follow-up actions and a ready to implement program for international export missions with a European added value

MARKET REPORT UPDATED METHODOLOGY AND NEW MARKET REPORTS



Market report methodology

- Desk research
- Interviews with EU professionals
- Fact finding mission

Updated methodology for reports:

- General national context (social, economic, political, administrative, geographic...)
- Information on different sub-sectors and dimensions of the music industry, including:
 - o Recorded music industry.
 - o Live music industry.
 - o Music publishing, including synch and other licensing opportunities.
 - o Media and social media environment.
 - o Legal environment, including copyright regulation
- Advice on promotion, digital marketing, tour planning, budgeting, (if relevant) visa issues

MARKET REPORT UPDATED METHODOLOGY AND NEW MARKET REPORTS

INTERNATIONAL MISSIONS

Fact finding missions:

- Mexico (4.-12.12.21)
- India (24.4.-3.5.22)

Trade Missions:

- Canadian export hip hop & rap lab (6.-10.12.21)
- Mexican trade mission (23.-29.5.22)

International Delegates Tour

- Waves Central Europe
- Cancellation due to the regional focus (incl. Belarus, Russia, Ukraine)
- Advanced preparatory process yielded good learnings



INTERNATIONAL MISSIONS : KEY LEARNINGS AND OUTCOMES



Key learnings

- Digital events can enhance the effectiveness of a trade mission
- Trade mission as capacity building opportunities
- The value of targeted trade missions
- European networking opportunities
- Enlarge opportunities for all EU professionals
- The necessity to understand the targeted country
- Added value of European institution collaboration
- Long term process and follow up needed

Program for music export pan european trade missions

- o preparation day before the mission for all participants
- o curated market introduction sessions
- o matchmaking 1-1- meetings
- o group brainstorming sessions
- o creative sessions (in case artists are involved to allow Artistic collaboration)
- o networking events and dinners
- o on-site visits to local music industry companies as well as major local clubs and venues.
- o connection with the local European Embassy is a plus



THE EMX GATEWAY

a comprehensive set of activities needed to study, prospect and open an international music market for European artists and professionals.

- o Market research
- o Fact finding missions
- o Incoming delegations
- o Prospecting missions by European music export organisations
- o Trade missions
- o Follow-up funding

DEVELOPING NEW SOLUTIONS AND APPROACHES - THE INNOVATION LAB

THE OBJECTIVE

Generating new solutions and approaches to enhance and complement the trade missions and international delegations tours with digital components and tools;

THE METHODOLOGY

Experts meeting and discussions were organised to choose solutions and innovative process that were tested during the EMX project (such as virtual world, networking tools but also, job shadowing experiences and multi-steps workshops)

THE MAIN TAKEWAYS

- **THE VALUE OF EXISTING SOLUTIONS.** safer option and time and money savers.
- **THE NECESSITY OF DYI RESEARCH.** through an accessible and ready to be used platform for individual gathering of reliable export information and knowledge has been settled.
- **CROSS SECTORIAL ADDED VALUE.** providing fresh insights and information to think about challenges

THE MAIN OUTCOME - THE RESOURCE CENTER, a ready to use platform

To develop music export capacity and knowledge on a large scale, with an access to all European artists and professionals , the most relevant tool was a common European music export resource Center



THE EMX RESOURCE CENTER

THE OBJECTIVE

The basic assumption of the Resource Center was to create a space online that will serve as a primary source of knowledge on European music exports for all interested parties (regardless of their level of expertise and experience).

THE METHODOLOGY

two-pronged approach :

- sourcing content from external sources and
- creating “tailor-made” content of its own.

THE STRUCTURE

- 1. Market reports
- 2. Web pages for the pilot activities,
- 3. European music sector information and resources
- 4. Learning resources
- 5. News about pilot activities and other relevant topics.
- 6. Calendar of industry events,



THE PILOT RESOURCE CENTER

Link to the portal: <https://www.europeanmusic.eu/resource-centre/>



EUROPEAN MUSIC RESOURCE CENTRE

The European Music Export resource centre is a hub for information, insights and tools for artists, professionals and music companies to help them develop music export strategies and take European music to global audiences. [\[more\]](#)

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Key learnings and reflections for the future



- Idea of a future European support vehicle that will allow for
 - a development-based process to create the stability necessary for sustained actions with a long-term strategic approach
 - an organisational stability
 - a recognisable brand for a better reach of the sector for a level up and inclusive process.

The EMX Hub would be an ideal European stable vehicle, designed to enable the coordination of a set of different actions, a strategic framework for coordinated action of stakeholders on multiple levels.

The EMX Hub would be built from three interconnected units:

- 1.EMX Gateway** – a system of opening and developing international music markets for European artists and professionals. The EMX Gateway consists of market studies, trade missions, international delegation tours and follow-up actions.
- 2.EMX Music Export Lab** – a regular capacity building scheme including learning programs and events, and innovation labs for ideation and brainstorming on new development and ideas.
- 3.EMX Resource Centre** – a web-based hub for knowledge and other resources, providing a user account that integrates into EMX Lab and EMX Gateway activities as well.

