# Music Moves Europe initiative (MME)

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Bundesministerium für Kunst, Kultur, öffentlichen Dienst und Sport

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## A challenging context for EU policy making…

## … and for culture, including music

- War in Ukraine
- Geopolitical tensions
- Covid-19 recovery / resilience
- Climate change
- Democracy / rule of law
- Digital / Green / Just transition
- …

☞ *European elections + new Commission mandate + new EU budget*

# Music Moves Europe

Bottom-up ⇧, since 2015

## Aims and work strands

Promoting a **diverse, competitive and sustainable** European music ecosystem

<u>4 connected strands:</u>

- EU **policy** support and cooperation
- EU **legal** environment/regulatory measures
- EU **financial** support / funding
- EU **dialogue** with the sector

# MME – strategic approach

## … to address key challenges

- Stimulate the sector's **digital transition**, incl. AI
- Stimulate the sector's **green transition** and environmental sustainability
- Promote European music **diversity and inclusion** in music
- Encourage **fair remuneration** of artists, and improve other **working conditions**
- Improve **data** about the music sector
- Support the **cross-border mobility** of artists, esp. emerging artists, and the circulation of repertoire within and beyond Europe.

# MME – EU funding for music

## Creative Europe (2014-2020)

**"Horizontal" schemes**

- 121 music cooperation projects
- 9 music networks (out of 28)
- 6 music platforms (out of 15)

**EU Prize for music**: EBBA / MME talent awards

**100m EUR**

## Preparatory Action (2018-2020)

- **60 small-scale projects**: training, distribution, small venues, co-creation, education, sustainable recovery/MusicAIRE
- **5 EU studies**: observatory, export strategy, export pilot, market gaps, health challenges

**7m EUR**

## Creative Europe (2021-2027)

- **Horizontal schemes**
- **EU Prize**: MME awards
- **Targeted support**: MME calls
  - 2021: Dialogue
  - 2022: Live music, incl export
  - 2024: Greening
- **Other**: CME, Cross-strand,…

**> 60m EUR 2021-2022**

**Other EU programmes: Horizon Europe (9m EUR), Erasmus+, InvestEU, Cohesion funds, RRF**

# Music Moves Europe Awards

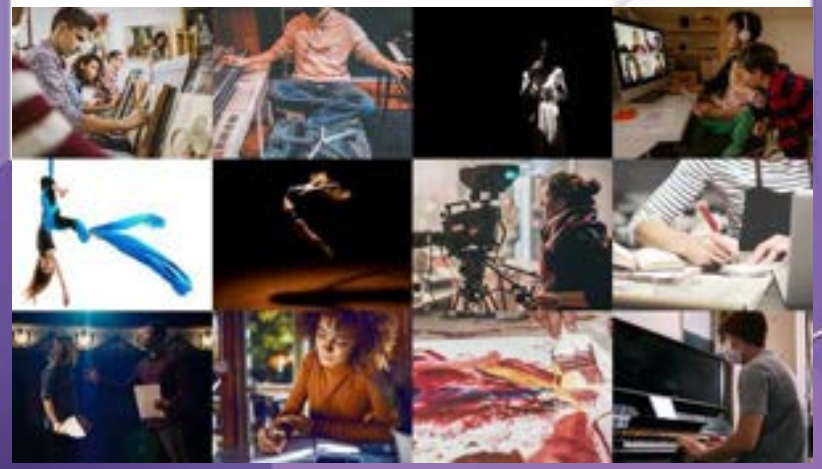
- EU prize for popular and contemporary music for European upcoming artists
- Creativity Diversity Competitiveness
- Driven by Europe's music industry

# **EU cultural policy agenda:** relevance for music

**CULTURE AND HEALTH**
esp. mental health

**DISCOVERABILITY**
of diverse European cultural content online (study)

**WORKING CONDITIONS**
of artists and cultural professionnels



# MME – ongoing works:
## Example of music export

**European music export strategy** (PA 2018)

- Thorough analysis
- 6 steps development path (learn, grow, cross, rise, exchange, measure)

**EMX – project** (PA 2019)

- Implement and pilot test the Export strategy
- Increase music export capacity within Europe and beyond, trade missions, delegation tour, Resource center

**LiveMX project** (CE 2022)

- Targeted support and distribution scheme (**export**, live venues, digital circulation
- 3 calls for projects (in 2024)
- Capacity-building actions

https://op.europa.eu/en/publication-detail/-/publication/d7de0905-68c5-11ea-b735-01aa75ed71a1
https://op.europa.eu/en/publication-detail/-/publication/24cf4a94-efbf-11ed-a05c-01aa75ed71a1/language-en
https://livemx.eu/

**EMEE:**
Creative Europe funded Network

# **MME – ongoing works:**
# Example of music in digital policies

**Regulatory aspects (CNECT**), e.g.:

- DSM Copyright, Directive (2019)
- Digital Services Act (DSA)
- Recommendation fighting online piracy of live content
- AI Act

**Studies**, e.g.:

- Study on AI (CNECT)
- Study on discoverability of diverse European cultural content online

# MME – ongoing works:
## Example of music data and statistics

**EMO feasibility study**
(Prep. action 2018)

- Gaps in music data
- Options for EMO structure
- Concrete next steps

**Cooperation with Eurostat**

- "Measuring CCIs" with focus on music sector
- MS Task Force to revise NACE codes

**Cooperation with EUIPO**

- Integration of certain EMO tasks
- 2022 WP referenced music sector for studies & awareness raising

**Research funded under HE, cl. 2** (e.g. 3 MME studies)

**EU studies funded under CE** (e.g. discoverability)

https://data.europa.eu/doi/10.2766/9691

# Music Moves Europe - dialogue

## … bringing key stakeholders together

- Dialogue ongoing since 2015
- Renewed in 2023 (CE funded, 500K) to structure the discussion: 10 sessions and 2 EU level conferences
  - ➢ to reach out to actors on the ground
  - ➢ to bring relevant actors together at the EU level
  - ➢ Implemented with a help of a consortium of Europe's leading music conferences

**Consortium**: Eurosonic Noorderslag (NL), ARTmania (RO), Linecheck (IT), MaMa (FR), Reeperbahn Festival (DE), Tallinn Music Week (EE)

# What's next

- **New European Parliament** - European elections in June
- **New mandate for the next European Commission 2025-2030** - internal preparations ongoing
  - Need a place for culture closer to the centre of EU policy making
  - Accompanied by a dedicated EU programme
- **New multi-annual EU budget** 2028-35 (MFF) – discussions have started, new MFF proposal by mid-2025; new programme proposals thereafter

**MME** (DG EAC-led)

- Creative Europe: **MME call 2024** (late autumn); 2025-27 tbc
- Creative Europe: **final / mid-term evaluations** – (consultation by the summer), end of 2024
- **Discoverability study** (2024-2025)
- **Music in other policy / regulatory files** – continuously
- **MME dialogue**: Reeperbahn Sept. 2024; 5 more sessions in 2025-26; EU conference 2026

# Thank you

Useful links

- https://culture.ec.europa.eu/cultural-and-creative-sectors/music
- https://culture.ec.europa.eu/funding/calls
- https://culture.ec.europa.eu/funding/cultureu-funding-guide/discover-funding-opportunities-for-the-cultural-and-creative-sectors