

The graphic for "Music moves Europe" features the text in a white, bold, sans-serif font. "Music" and "moves" are stacked on the top line, and "Europe" is on the bottom line. The background is a dark purple field with a pattern of overlapping triangles in shades of purple and red. A white audio waveform is visible in the upper left, and a stylized white musical instrument is on the right.

The European Commission's initiatives and actions in support of the European music sector.

Goals:

- Promote creativity and innovation;
- Safeguard and expand the diversity of European music;
- Help the sector adapt to and benefit from digitisation.

Budget:

- 2018 – 1,5M
- 2019 – 3,0M

## EU action in support of Europe's music sector



Funding



Policy



EU Prize



Dialogue





# Policy

- Sector specific initiative for the music industry, instead of cross-sectoral support.
- Music included in work plan for culture 2019 – 2021.
- Kick-off in June 2019 in Romania for EU presidency – symposium about copyright
- Structural policy from 2021 onwards



EU Prize

- MMETA (previously EBBA)
- Implemented by Eurosonic and Reeperbahn
- Kick-off in 2019 during Eurosonic





# Dialogue

- Started with the AB Group meeting in 2015
- 2 / 3 times per year
- Representative cross section of European music industry is invited
- Focus on diversity and competitiveness
- First edition in may 2019. Topics discussed:
  - the future of music media;
  - the challenges for live music;
  - access to capital for the music sector and
  - the new EU Copyright Directive.



# Funding



2018:

## Studies

- European Export Strategy
- Feasibility of European Music Observatory

## Preparatory Actions

- New models for on- and offline distribution
- Training programs for young professionals



# Funding



2019:

## Studies

- European Export Strategy
- Health and wellbeing of music creators

## Preparatory Actions

- **Cooperation of small music venues**
- **Professionalisation and training**
- Co-creation and co-production
- Music Education and learning



# Funding



## Preparatory Actions

- **Cooperation of small music venues**
  - What?
    - Cooperation between clubs
    - Cooperation between clubs and public bodies
  - Why?
    - Clubs are essential for healthy music ecosystem
    - Clubs are under threat
  - Who?
    - Clubs / organisations up to 400 cap
  - How?
    - Alone or in consortium
    - Funding up to 100K, 90% financing
    - Deadline 15 november





# Funding



## Preparatory Actions

- **Professionalisation and training**
  - What?
    - 10 innovative training schemes for young professionals and musicians
    - Test small scale models to improve capacity
  - Why?
    - Need for professionalization of business skills
  - Who?
    - Public or private organizations
    - Training or education with experience in music sector
  - How?
    - Alone or in consortium
    - European dimension in trainers, lecturers and professionals
    - Funding up to 90K, 80% financing
    - Deadline 31 oktober