



LIVE DMA MEMBER'S MEETING
COVID-19: AND THEN WHAT? #1 – 5TH OF MAY, 2020

Representatives of the following organisations were present: Live DMA, Salon IKSv, NKA, Court-Circuit, Music Venue Trust, Live ME, LiveFIN, LiveKomm, KeepOn Live, PETZI, ACCES, ASACC

This informal meeting allowed member to exchange information and the challenges they are facing with the COVID-19 crisis and express their needs at European level. It consisted in a “round table” where each organization presented their response to the crisis of the live music sector in each country, the different national crisis measures taken by public authorities and the various perspectives for exit strategies. These were followed by spontaneous discussions.

Next online informal members meeting: Tuesday, 19th of May 2020. Fill in [this form](#) to choose the hour which suits you best!

Zoom link will be communicated to Live DMA members the day before the meeting.

1) SUMMARY ROUND-TABLE:

LiveFIN /FINLAND - samppa@livefin.fi

- Events +500 audience capacity are prohibited until 31st July 2020. From 1st of June, gatherings of 50 people will be possible.
- The Government help artists up to €9 million and businesses up to €9 million (for spring time only, LiveFIN is working for it to be extended to summer). For many, it was the first time they received public support.
- LiveFIN cooperated with DanskLive on advocacy (build an argumentation) as Denmark was subject to sanitary restrictions two weeks earlier than Finland.
- LiveFIN is in the process of recruiting a new CEO.

Live ME / Estonia - henri.roosipold@gmail.com

- The government economic measures to cover venues, festivals, promoters and musicians just started.
- Live ME is lobbying through media and to the Ministry of Culture.
- Biggest issue right now: no scheme on liquidity for festival organisers & promoters. They try to talk with this with the Ministry of Culture & they work with a legal advisor → Live ME wants to hear developments on liquidity schemes in other countries.

IKSV / Turkey - asli.yurdanur@iksv.org

- All events are postponed until September.
- Report towards the Ministry of Culture on how to support arts & culture.
- IKSv venue Salon postponed all gigs until end of 2020
- They will focus on the local scene and are talking with a sponsor to fund digital projects (live streams, panel talks, workshop through Youtube and Zoom)

- Think about the future → they are planning a webinar with health experts & architects on how to reuse/reinvent venues.

LiveKomm / Germany - mw@clubcommission.de & christian.ordon@livekomm.org

- Germany is a federal country: different exit strategies depending on the different German regions (ex: Bavaria super strict, regions in the east are more loose). LiveKomm is collecting the information for the different exit strategies requirements for each region, and continuously communicating with their members. They also regularly brainstorm on exit strategies.
- Concerts & clubs will reopen quite late, they still do not know when they can come back. Open Air events seems to be more likely to come back first.
- They have launched United We Stream campaign (live streaming of DJs within clubs). The initiative is now in 7 German cities and other European cities (Manchester, Vienna, Amsterdam...).
- An advocacy argumentation for the future of open air events: need to have less strict regulations and have easier permissions to organise open air events so that more actors organise events and get cash back into the music venues. On this matter, the example of Vilnius was given as best practice:
https://www.theguardian.com/world/2020/apr/28/lithuanian-capital-to-be-turned-into-vast-open-air-cafe-vilnius?CMP=Share_iOSApp_Other&fbclid=IwAR1I9PpM1B_AA9cw2PrS88NpjiI9dH_IAS9gQnsz0Yqy1S4xdnFYriXOds
- A lot of pressure on the Government to support the creative & cultural industries. LiveKomm is unsure whether this support will be enough, though.
- Good to connect with Live DMA network and have similar strategies to bring forward to national members

NKA / Norway - anders@konsertarrangor.no

- Events +500 banned until 31st of August 2020.
- From 7th of May, events of max. 50 people can take place → if everything goes well, will go up to 200 in June. Sanitary requirements: everyone is seated, one meter distance between everyone, 50 people including workers, artists, technicians...
- NKA is currently working on a guide to their members to meet sanitary regulations.
- Government measures: 80% of salary for artists based on the average of their last 3 years of work, lay off guarantee, subsidies support, cashflow support, scheme that covers loss of ticket income in March & April. Most of NKA members are not eligible to these measures, though.
- NKA is working on next support scheme. They hope to have support until end of August at least. NKA has been inspired by the Danish government support, as they cover loss of income and their programme is easier (it makes venues able to cover other companies in the music ecosystem for instance production or artists).
- NKA welcomes these emergency measures but wish to make sure long term plans will be taken, to stop the information from changing every two weeks.

KeepOn Live / Italy - federico@keepon.it

- There is an emergency for the sector.
- There are structural problems in the Italian music world: no recognition from governments and the industry -> law for shows needs to be reviewed

- The government released a support scheme for culture (€20 million), but it does not include contemporary music and small private venues are not included either. Some help can go to associations, though. This is not enough.
- KeepOn Live is writing a specific proposal on a specific model to help authorities understand the sector. They are pushing for venues to open again before 2021, their model makes propositions to open again in a safe way (they worked with health & legal experts on this) → 1. Sanitizing methods 2. block chain (visitors need to sign a contract that engages them to respect the sanitary requirements (masks, physical distancing...) and de-engages the club owner's responsibility in case they contract the virus... they are working on it, but this is very difficult... not a definitive solution, but a way to reopen sooner)

Music Venue Trust / UK - beverley@musicvenue trust.com

- UK is divided in 4 governments (England, Wales, Scotland & Northern Ireland) – the general government's support is for small businesses, no particular culture focus on UK level. Each government comes up with its economic measures for the cultural sector. Only Wales provides a funding directly for grassroots venues.
- Cultural funding goes in general to higher arts, not really for the grassroots venues. It is really market-oriented.
- For the artists, there has been funding raised by charities, not the government.
- MVT has launched their own fundraiser *saveourvenues* – combination of industry fundraising & traditional fundraising
- MVT network has grown enormously, they have now over 700 venues in their membership... crisis makes the venues join MVT as they see all the work MVT is doing and realising they need this kind of help and representation.
- Potential move towards reopening → working with Music Cities & Music Canada Live on a programme called: reopen every venue safely (REVS). Part of our REVS plan gives a cost for sustaining the sector if government guidance will not allow opening
- MVT argues that the government should not reopen by sector, government should lay out health direction & then each & everyone should say: this is possible for me or not, if not, they should get support → pdf, flow chart (who can make the decision → who can open & who cannot). They avoid statements saying “venues & clubs are last to open or venues & clubs can open at a certain capacity”.
- UK government are not making clear statements with dates of re-openings → there are just guesses. MVT does not wait for the government anymore: they create their own information and sends it to government, stating their needs and demanding an answer from the government.

PETZI / Switzerland - office@petzi.ch

- Emergency state has been declared at federal level. They are slowly going back to normal.
- Switzerland is a federal state – difficult to follow all decisions made in every region. Different regions have different capacity for support.
- Festival above 1000 are cancelled until end of August. No clear directive for the festivals below 1000 audience capacity.
- There is some help for employees: venues get partial unemployment. Main problem is rent. Subsidies are kept so it won't impact that much the venues. But artists, booking agencies & managements, production staff are in a really difficult situation.
- They were part of a national audition in March, their voice got heard by government → €280 million fund announced for first two months.

- As restrictions will last longer, they need the measures to be extended. Decisions go from one week to the next for the moment. PETZI's main goal at the moment is for the government to confirm they will keep helping the cultural sector at least until the end of the year as the industry will be hurt long after potential re-openings.
- Government consults PETZI for exist strategies, but there is no concrete governmental guidelines.
- PETZI set up a donation website to help their members through their non-profit ticketing service : <https://www.petzi.ch/fr/donation/covid19/>

ASACC / Spain (Catalonia) - lluis.torrents@salarazzmatazz.com

ACCES / Spain - elda.gomez@salasdeconciertos.com

- We are all in this catastrophic situation.
- Very pessimistic, nobody knows when venues are going to open again.
- Lack of information, uncertainty is the most terrible thing.
- In Spain, there recently has been a press release from the Ministry of Culture to announce support in form of loans with low interest. Yet, there is a problem: banks do not support non-profit companies, so venues cannot reach these loans.
- Exit plan announced by government is confusing – venues can open again at the end of June, but only with a 30% capacity. This is not economically sustainable → If they open in a 30% capacity, they would lose more money than now with the venues closed.
- No real funds for rent, mortgage → a lot of people who have no legal status are working in music

→ we are fucked

Court-Circuit / Belgium (WB) - david@courtcircuit.be

- All events cancelled until end of August, no information for all kinds of events.
- In Belgium, Ministry depends on regions, not on the federal state. Federal states gives guidelines on COVID situation. The regions do not know what to do until federal state gives recommendations.
- The federal state ignores culture. They have guidelines on sports but nothing for culture. No studies with health experts on cultural events.
- OK for museums to go on → the government does not recognize the specificity of the live music sector, and think that it works like museums. The live music sector is asked to found solutions on its own.
- There are differences between the small non-profit organisation who do not have a lot of capacity and the bigger venues (they do not share the same point of view).
- Not a lot of financial problems right now for organisations as they still have public funding.
- Special funding for all the cultural sector about €8 million for all French speaking part in Belgium.
- Court-Circuit are cooperating with other associations. They are currently getting structured to represent the small & non-profit organisations.

2) DISCUSSIONS, THOUGHTS & IDEAS:

Talk about “physical distancing” rather than “social distancing”

→ as long as there is social distancing, we cannot do our work, our work is the opposite -> social value of live music scenes

Private support (sponsoring) can be a model to think about: beer company created a model to support workers in the event industry (Turkey).

Have a common exist strategy // have a support letter

-> Use Live DMA to make aware of live music scenes' problems.

-> Have a statement: it is not culture that is dangerous! It is not safer to be in a metro than to be in a venue: public health considerations should be the same within similar sized spaces no matter what the activity.

-> Talk with local authorities that we cannot be whole year absolutely stopped in lock down.

Austria is one of the countries in Europe who is really moving forward, we should look at them for best practice and inspiration.

We should also look in Asia → they have come to a “new normal” → what is happening there for the venues?

Tracking people? -> It should not be governments tracking, but venues do it already with ticket sales. Tracking app exists in Norway, does not have an impact on concert businesses. When Norway opens again for concerts on Thursday, venues have to keep a record on someone who is buying a ticket.

Illegal parties are starting to happen in several European countries.

3) KEYWORDS

Cooperation

Liquidity/ emergency crisis measures & long term

A chance for local scenes?

Digitalization

Federal states vs regions

Similar strategies in Europe

Recognition of sector vs high-brow culture (classical, opera...)

Responsibility: venue? Government? Live music association?

Sanitary measures guidelines needed

Sustainability of the sector

Social distancing not in accordance with our sector