

LIVE DMA MEETING
COVID-19: AND THEN WHAT? #2 – 19TH OF MAY, 2020

Representatives of the following organisations were present: Live DMA, Salon IKS^V, NKA, Court-Circuit, Music Venue Trust, Live ME, LiveKomm, KeepOn Live, PETZI, ACCES, ASACC, FEDELIMA, VNPF, WUK (Vienna)

These series of informal meetings allow member to exchange information and the challenges they are facing with the COVID-19 crisis and express their needs at European level. This second meeting 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: Wednesday, 3rd June at 17:00 (Brussel’s time).

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

The European Commission announced that a **Music Moves Europe** call will be launched; the €2,5 million available for 2020 will be “reprogrammed to help the sector”.

1) SUMMARY ROUND-TABLE:

IKSV / Turkey - asli.yurdanur@iksv.org

- Meeting with officials to talk about the future of venues
- They have launched [a report](#) with a good overview of European funding and solidarity instruments

Court-Circuit / Belgium (WB) - laura.courtccircuit@gmail.com

Club Circuit / Belgium (F) - marc@clubcircuit.be

- Court-Circuit sent recommendations to the Cultural Ministry
- Only 1h dedicated to Culture during the Inter-ministerial meeting
- Government: €8,4 million to culture & creative sectors
- RTBF (public service media): €30 million for cultural activities & promoters of cultural activities
- Not much news on reopening, probably more information during the next days
- Good news: creation of the CCMA concertation of the actors of music (federation of artists, indie labels, venues, bookers & managers association, PR & technicians association). This is a big step in cooperation and will facilitate coordination of the sector → <https://www.ccma.be/>
- Live sessions where artists are paid: working with sponsors and any other source of funding
- Club circuit & Court Circuit emphasize it is important to support the artists and it is time to help endangered artists
- 8th of June: National Security Council. Possibility to reopen bars, restaurants and cultural infrastructure -> there is a working group putting together a protocol on how to reopen. ClubCircuit members are involved in this working group.
- Meeting on a regular basis of the whole music sector (1 or 2 meeting per week): exchange on new regulations & new measures // live sector meeting also festivals, venues, bookers, managers

- Most of the employees of venues are in temporary unemployment – this is valid until 30th of June, not sure if it will go until 31st of August (prohibition of mass events)
- Marc shared one of their working document: the [Help safety risk plan](#) of the venue TRIX (in Dutch)

ASACC / Spain (Catalonia) - adriana@asacc.net

ACCES / Spain - elda.gomez@salasdeconciertos.com

- Creation of a platform with different Spanish associations (ACCES, ASACC, Kultura Live...): more power to dialogue with the Spanish government for extra measures for the music sector
- Public discourse always talk about festivals & theatres, but not on music venues → more than 300 music venues in Spain
- Campaign – #ApoyaTuSala – different artists communicate on social media on the importance to help venues and workers of the live music sector
- ASACC is talking with the Catalan government & Barcelona city hall. They are working on extra economic help & measures for venues, but no specific information yet.
- All festivals are cancelled for the summer.
- ASACC develops a project with the city of Barcelona to organise outdoor concerts in summer – organised by the venues but in the public space (still in early stages of the project)
- Reopening with 1/3 of the capacity – the sector tries to explain that this is not economically viable. So the argument is that is better for venues to be closed than to be opened -> Venues prefer to open in September / October with full capacity that to reopen early with limited conditions

NKA / Norway - anders@konsertarrangor.no

- Gradually opening in Norway, since two weeks possibility to have concerts of 50 persons max
- Some of NKA members have reopened
- Ongoing discussion is that it is really difficult to make any money
- Support for culture has been prolonged until 15th for June – you can apply for subsidy even if you are partially open → you can apply for the money you lose in ticket income
- Within the 15th of June, most of society will be back, but not public events...
- 500 capacity maybe from 15th of June – September
- Prolongation of other support measures (layoff, unemployment aids)
- Main concern: what will happen in September?
- Some NKA members are planning concerts for this summer (taking economic risks) – indoors & outdoors
- Only Norwegian bands are booked as borders are still closed and people entering the country need to be quarantined for 14 days. Maybe after June 15th, circulation among Nordic countries will be possible
- Regarding physical distancing within the venues: no standing audience, everything is seated, 1 meter distance, everyone sits at a table – not allowed to mingle or to move chairs, staff is increasing (this is for 50 capacity)
- In Norway, they opened bars & restaurants at the same time: – same measures, seated, bars had to serve food (take away deal is ok) → after 1st of June bars do not have to serve food anymore

VNPF / the Netherlands - arne@vnpf.nl

- First step of exit strategy in the Netherlands on June 1st: bars & restaurants will reopen (including venues selling drinks)
- VNPF is mainly working in support measures, at national and local level (municipality). News on 20th of May if these measures will be prolonged for the next 3 months: personnel costs should be good for the next three months. Maybe more sector specific measures will be announced.
- VNPF made a sector protocol with their members – concept draft is now in the hands of the Ministries of Culture & Economics → if it is approved, venues can open with 30 capacity (including staff & artists) → it is symbolic → they understand that it is totally unviable economically → step by step, if it works out, they will increase the limitation of people
- Very strict protocol, needs to be approved per sector by ministries and different institutions
- If venues organise a small event, it does not increase the costs that much, as they still pay fixed costs
- VNPF Corona Survey: venues want to reopen, for representation & keep the dialogue with municipality, also for their employees who want to do something
- Expectations are that 1 meter protocol will be running for 8, 10, 12 months
- Event though VNPF members are non-profit and subsidised, they have damage from the Corona lockdown -> the larger venues miss the most income from their audience – the larger the venue, the larger the damage → good government support. Without this support, they would be all bankrupt in October
- On May 20th, VNPF and all music sector launches the campaign “Liefde voor Muziek” (Love For Music), to raise awareness on the importance of live music scenes and a petition to ask the government more support for this sector.

PETZI /Switzerland – office@petzi.ch

- The CHF280 million fund will not be increased for the entire cultural sector
- The main issue is the deadline for compensation request, it is a complete mess as this is handled differently in the different swiss regions → some refuse partial unemployment, so if members do not get this, venues cannot survive, this is a big topic.
- Start to work on a exit strategy – big theatres worked on a exit strategy on their own – this was accepted starting from June. The rest of the cultural sector does not agree with it.
- PETZI is also work on a big campaign (May 27th & June 8th new announcement) – they gather now with other cultural organisation to do a campaign on how this impacts the individuals working in culture.
- Members lose CHF1.5 million a week + fixed costs they are still having
- As long as there is a social distancing concept, it is not possible to reopen. But PETZI members are in need to restart and do something.

WUK cultural center / Vienna (Austria)

- They are thinking about starting a venue association in Austria, there are interest groups, but nothing specifically for music venues.
- WUK – venue with 550 capacity – with new Covid guidelines: 36 people in the venue
- General things in Austria: press conference today – people in the cultural sector were not happy with the Ministry of culture, she stepped back and today someone new is there (optimistic as this person seems to know the sector) → effect, but delays.
- Announcements seem pretty advanced – 100 people by end of May, seated 1m distance. In June: 250 people, 1000 people with security concept if everything goes well.

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

- Yesterday ministry of culture closed its funding measures – on the total of €25 million, only €4 million went to the music sector.
- At the beginning, there was no support for venues – they managed to pull €2,2 million to the indie sector including venues (solidary system that also covers sound engineers, studios, etc.)
- €50.000 max grant per venue → this did not really help the bigger venues or promoters, but good for smaller venues.
- They work on ticket refund schemes, Ministry just started to work on its own, they expect updates this week.
- Tomorrow – report from health board on how promoters can organise events during the summer – will be discussed with other cultural actors (cinemas, theatres) – there are very obscure things in this document (“promoters can take the decision to organise 500 capacity events indoors in July/august // 1000 capacity outdoors”) → one festival that is not their member but that it is close to Ministry of culture already speculates that they could do 3000 capacity event (this is ridiculous) → they will have to manage on how to stain sane between health board & such organisations
- They have a fund dedicated on renovation of cultural buildings / infrastructure → they try to pull money from there → quite a lot of money (comes from casino tax).

LiveKomm / Germany - christian.ordon@livekomm.org

<https://www.musicbusinessworldwide.com/german-music-business-demands-nearly-630m-in-government-aid-to-avoid-coronavirus-collapse/>

- They are waiting for answers (culture, economic, finance)
- First infos will come early June which is very frustrating
- Other news – German government decided to refund through voucher system (this only helps the big ones)
- Merkel appealed to länder that they need to do more – 16 different news on reopening
- Regional networks work hard on it
- Tomorrow ministries of cultures from the different länder will present an reopening scenario – no one from the live sector was involved, so no idea on what this will be.
- Stay alive, stay healthy <3

FEDELIMA / France - stephanie.thomas@fedelima.org

- President announced there would be €50 million for music. They are now negotiating the use of this money (emergency & recovery until sept)
- all summer festivals are cancelled, there will be a festival fund.
- They are waiting to see if venues can be open for public, for now only for professionals (artists, workers...)
- They are encourage to do cultural actions
- They work on a sanitary protocol – they have to rely on global guidelines
- Venues who can continue to pay artists
- Set up a fair digital platform to avoid GAFA

- Solidarity – short circuits – like in the Netherlands, positive side is the cooperation among the sector
- In Summary, calendar is a bit blurry (Ok to open for teams & pros, but no info to when they can open to the public – 1 per 4m2 is not economically viable)

KeepOn Live / Italy - gaiane.kevorkian@gmail.com

- Almost all activities reopened on 18th of May: bars, restaurants, but culture still blocked until 15th of June
- 15th of June: indoor up to 200 capacity, outdoor up to 1000 with safety measures mask, cleaning, distancing.
- Not that good – no precise guidelines yet, fear that they will arrive very late (this is what happened for the other sectors, such as bars & restaurants) – this is a tricky situation, they cannot work on reopening
- Forbidden to consume drinks & food during cultural event → harsh to break even
- They have a working group with the cultural sector to work on reopening
- Subsidies for workers of the sector → they now have more info on who can access this
- KeepOn will publish the survey they did on COVID crisis, 159 answers from clubs & festivals, they have the first draft → a lot of interesting data to share with government. Survey shows that, at end of the emergency, venues are not sure if they want to reopen again (50%)
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2) DISCUSSIONS, THOUGHTS & IDEAS:

Emerging concept in Switzerland: some venues are thinking of doing concerts like in the restaurants – work on cabaret style show – have dinner/drinks with a show – this is possible for the big venues & organisations

Emerging concept (Germany): use the streets & go outside and do outdoor clubs & venues.

Emerging concept (France): concerts at people's homes with 10 persons in a private show

One of the main problem is public transport → if venues can deal with the sanitary rules, it is a question on mobility on how audience gets to the venue.

“Yes you have a concept, you can open” → risk: so you have no more support from government (this is what happened to the theatres). In the Netherlands, they had the same fear and were able to make the government promise that reopening will not have an impact on support measures → data is very important ! Government decided this thanks to survey & data.

Getting people back to work costs more than what you make by opening the bar

Weird is that what reopened first is the one-to-one businesses (hairstresser, massages, etc.).

Tracking issue:

Switzerland – first measures: you need to leave name & number (main issue of tracking was upsetting the people)

The Netherlands – you can only do reservation – in-front ticket sales, no door sale → conflicting with privacy laws, in Holland exception will be made

Bookings for fall season?

Norway: postponed until fall, but as we do not know what happens in fall, these concerts will probably be postponed again. No booking at all right now. Afraid to book as they do not know about what compensation might be like

Belgium (Flanders): bigger shows by commercial promoters are rescheduled for spring 2021 or later, also note that promoters/agents ask venues to announce the new dates, but venues do not want to do this if they are not sure (pressure from int agents) ; pressure fall 2020 – hyper competition / very busy period – very uncertain what will happen

LiveKomm: Reeperbahn keeps the dates. Surprisingly –do not know how they will do this. Bigger international shows are postponed to 2021, local shows probably in autumn.

Same for Istanbul (Turkey) – all shows postponed for after December, now new shows are set up

VNPF – march/april everything was rescheduled to autumn, but last week venues' bookers got worried about contract & riders (standard 50% deposit) → they do not know if they can fulfil this obligation (they are working with lawyers to work on additional rules to add to the contracts) – booking agents are still sending out regular contracts & riders who are not realistic

Ticket Refund Policies? Official statement in Austria / Norway ? How do you react on this?

→ Norway: this was one of the first topic of debate. A lot of research on the law, they saw that the venues & festivals did not have a sufficient contract between ticket buyer & promoter / difficult topic / there are many elements to be taken into concern – do you have to refund or not... general opinion from venues: they refund tickets // They did not push “keep your ticket” campaign, their members did not want this. There was no real need as good government measures. Still a debate, - festivals asks audience to keep tickets for next year.

Compensation is for loss in ticket income → so this also plays into the discussion

→ Austria: same big discussion at beginning, Parliament changed the law. Big promoters put a lot of pressure / Voucher system was adapted.

How was consumer reception? → promoters explained it and made a campaign that helped the audience to understand – some people wanted to donate

When was this new law applied ? → It was really early in the lockdown... what happens if such a law is voted right now, consumer behaviour will be very different...