



# ACTIVITY REPORT

## 2021

**LIVE**  
**DMA**

LINKING INITIATIVES AND FORCES IN EUROPE DEVELOPING MUSIC SCENES

**EUROPEAN NETWORK FOR LIVE MUSIC ASSOCIATIONS**

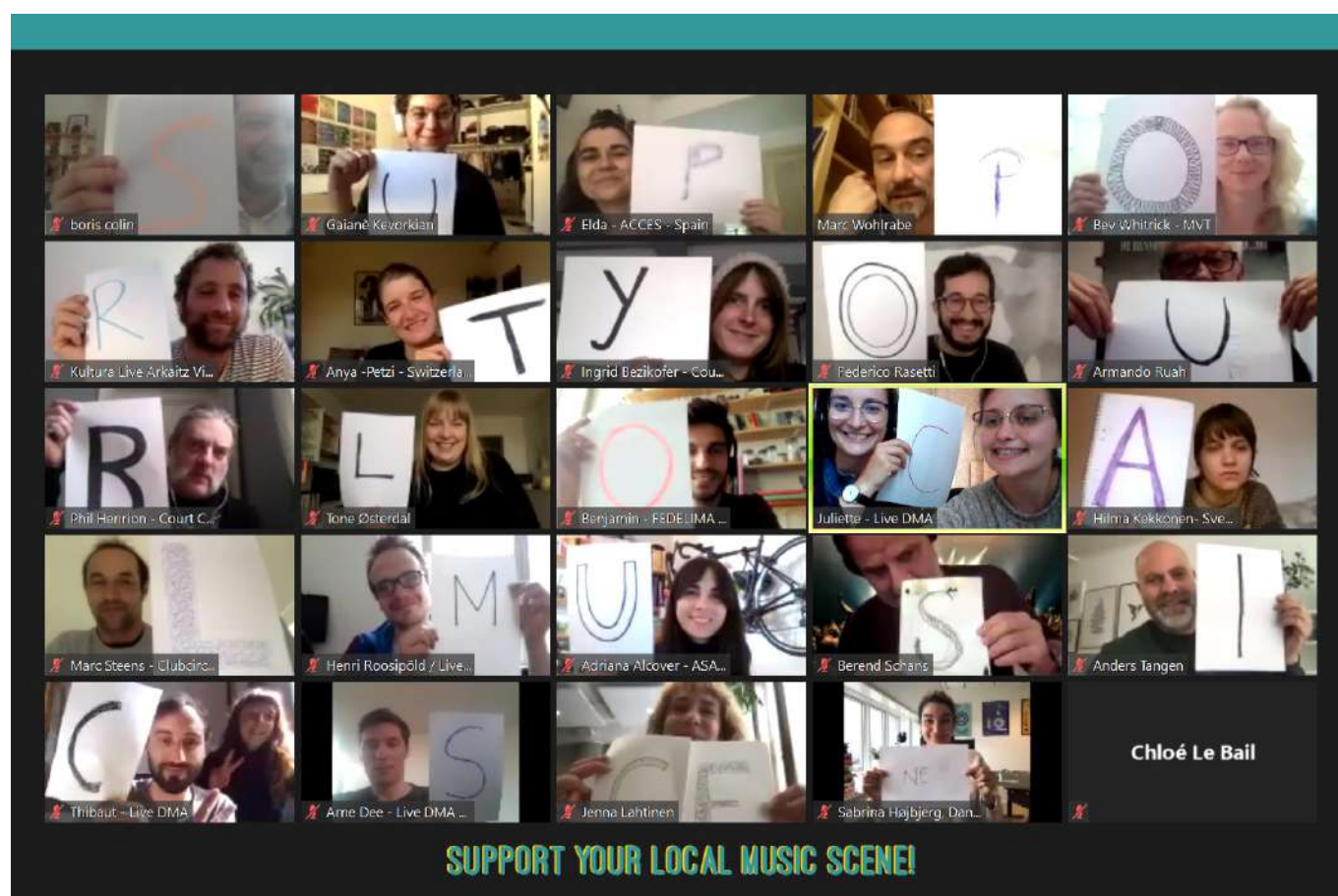
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# INTRO

2021 was a particular year for Live DMA as it was the final year of its Live Style Europe project, funded by the Creative Europe Network programme (2017-2021). The COVID-19 pandemic reinforced the need for live music venues, clubs and festivals to cooperate together: our network gained new and stronger members and was never as diverse as this year. 2021 marked also the gathering of the members for the Live DMA Forum in Estonia, during Tallinn Music Week. This event gave the possibility to highlight the results of LSE project and talk about the future project of the network.

You will find below the exhaustive description of Live DMA's 2021 activities.





# STRUCTURATION

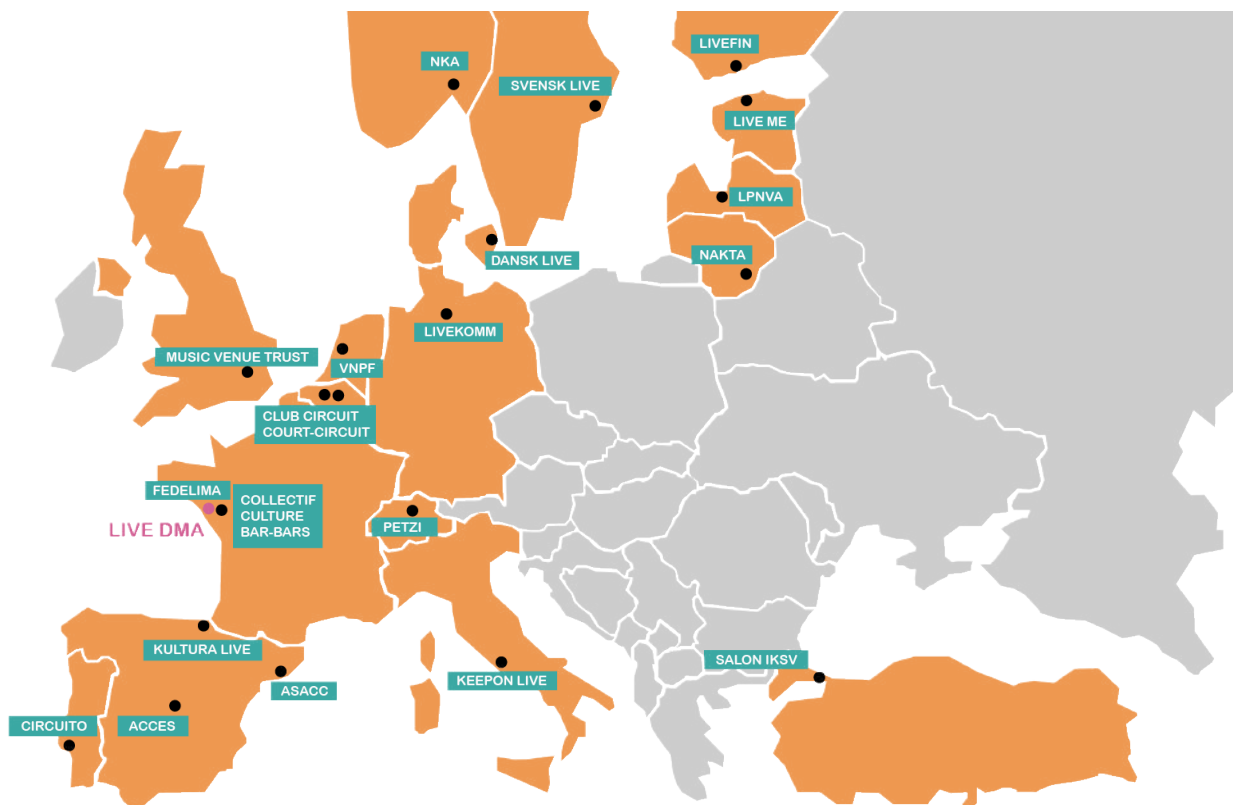
## MEMBERSHIP

Circuito Live, the Portuguese association for the valorisation, protection and development of grassroots music venues and clubs, was created in October 2020. In November 2020, Circuito Live sent its application and became an official associate member of Live DMA in 2021. At the present day, Circuito is composed of 27 live music venues and clubs from all over Portugal.

The newly formed associations LPNVA (Venue association of Latvia) and NAKTA (Night Economy Association of Lithuania) also became official associate members of Live DMA in 2021. The creation and integration of these associations followed the process of structuration in these countries. Indeed, Live DMA previously welcomed Hanzas Perons (LV), LOFTAS (in contact with Vilnius Night Alliance - LT) as associate members with the objective of creating national associations.

In 2021, Live DMA counted 21 members in 17 countries representing over 3800 music venues, clubs, and festivals. The members and associate members are :

ACCES (Spain) • ASACC (Spain - Catalonia) • Circuito (Portugal) • Clubcircuit (Belgium - Flanders) • Court-Circuit (Belgium - Wallonia) • Collectif Culture Bar-Bars (France) • Dansk Live (Denmark) • FEDELIMA (France) • Hanzas Perons (Latvia) • KeepOn Live (Italy) • Kultura Live (Spain - Basque Country) • Live FIN (Finland) • LiveKomm (Germany) • Live Music Estonia (Estonia) • LOFTAS (Lithuania) • Music Venue Trust (UK) • NKA (Norway) • PETZI (Switzerland) • Salon IKSV (Turkey) • Svensk Live (Sweden) • VNPF (Netherlands)



## STAFF

In January 2021, Elisa Thoma (Communication officer) left her position after 3,5 year within the Live DMA coordination team. In March 2021, Live DMA hired Louise Verguin (0.8 FTE) to take over the position after a redesign of the missions of the job position.

In February 2021, Thibaut Hermouet (0.7 FTE) and Juliette Olivares (0.8 FTE) turned to a permanent contract and Audrey Guerre pursued her missions with a 0.8 FTE contract. The cost difference between in-situ meetings and online meetings, along with the reduction of time per contract, created the opportunity to maintain all jobs during the crisis to support the members.

Regarding the general context, the team continued its home office when needed in order to comply with the sanitary measures and restrictions in France, where the office is based.

## GOVERNANCE

In 2021, Live DMA board was renewed, welcoming four new people. These people come from different geographical backgrounds. The composition of the board reaches toward a gender parity (3 women / 4 men), keeping us in line with the Keychange pledge for gender equality that we signed in 2021.

In 2021, Live DMA board members met during 13 online meetings & 1 physical board meeting in Tallinn (Estonia) on 30th of September.

Board members (January - May 2021): Anders Tangen (co-president), Marie-Isabelle von Walterskirchen (co-president), Marc Steens (treasurer), Stéphanie Thomas, Armando Ruah, Federico Rasetti, Joppe Pihlgren.

Board members (May - December 2021): Anders Tangen (co-president), Marie-Isabelle von Walterskirchen (co-president), Marc Steens (treasurer), Hilma Kekkonen, Elda Gómez, Federico Rasetti (secretary), Geoffrey Vasseur.

General Assembly – 36 participants / 18 women – 18 men

Online 6th May: Read the minutes of Live DMA General Assembly 2021 [here](#).

# COOPERATION

## MEMBER'S MEETINGS

Following the 2020 experience, Live DMA kept organising online members meetings (8 in 2021). Members had the opportunity to engage into the overall strategy of the network and meet each other mostly online. Covid-19 actually increased the members' exchanges on our dedicated mailing lists, so the coordination team implemented dedicated additional monthly online meetings to offer a space and time for the members to exchange about the pandemic related restrictions and their impact on the live music sector.

If you want to access the reports of the members' meetings please send a mail to [contact@live-dma.eu](mailto:contact@live-dma.eu). You can find the link to the perpetual minutes in the emails addressed to the mailing list @members.

## KICK OFF MEETING

Due to the Covid-19 pandemic, the kick off meeting took place the same day as our General Assembly in May 2021. During this meeting, Live music associations shared their thoughts on the lasting impacts of the pandemic on the live music sector, and discussed the role of Live DMA to face the upcoming challenges.

Representatives of the live music sector in Europe were very concerned about the brain drain, the fact that many music professionals moved to another sector during the live music closures, and they wonder how to make the sector attractive again to them and to the younger generation. Challenges on the audience's confidence and safety to return to live shows were also on the top of their agenda, while the live music scenes are struggling to get out of this crisis. The Covid pandemic brought more uncertainties to the fragile ecosystem of independent live music, and we identified the need to reinforce the place of culture in the national and European policy plans to support our local music scenes.

As a European network based on cooperation, Live DMA is the proper space for members to share information and educate themselves on these questions, and gather their strengths to tackle sustainability and social inclusion challenges in a post-pandemic society. The role and responsibility of the music venues, clubs and festivals in our ecosystem will be highlighted through the development of our observation and advocacy work.

## EXTERNAL WORKSHOP & NEW CONTACTS

During 2021, the Live DMA coordination team was invited to join a workshop in Belgrade, Serbia, in October 2021 to get in touch with a trans-national consortium of music venues to create a toolkit "how to dialogue with policy makers", and introduce Live DMA's projects in the frame of Live Style Europe.

This workshop took place in the framework of EeNlarge Europe, a European project between Serbia, Hungary, Slovenia and Romania under the call "Music Moves Europe, cooperation of small music venues". This call was created thanks to Live DMA's advocacy work during

Live Style Europe project, and benefited several European regions to structure the live music sector, especially in the Balkans and in Eastern Europe.

## PANELS AND CONFERENCES

In 2021, Live DMA took part in 14 music conferences for several [panels](#).

- Try-Angle presentation & Overview of the effects of Covid on the European live music sector, 13th to 15th of December, 2021, Murcia (ES)
- Linecheck, Music Meeting and Festival, 23rd to 27th November 2021, Milano (IT)
- Stad Nach Acht, International Nightlife Conference, 25th to 27th November 2021, Berlin (DE)
- Bime Pro, presentation of the Try-Angle, 27th to 29th October, 2021, Bilbao (ES)
- MaMA Festival, “Music venues and tours: turn on the bright light”, 13 October 2021, Paris (FR)
- Tallinn Music Week, [Live DMA Forum](#), 1st October 2021
- Crossroads Festival, “Creative Europe’s call for projects and contemporary music: how to get the grip of it?”, 7 September 2021
- Wallifornia Music Tech, “Digital Safaris on Sustainability: low tech tips for sustainable music events“, 9 July 2021
- Montreal 24/24 Night Summit, “Initiatives from Europe to relaunch nightlife post-pandemic“, 16th June 2021
- European Forum on Music by the European Music Council, “The Place of Music in Society“, 2nd June 2021
- Amplify Music 2021, 22nd to 24th April 2021
- Presentation of Fabian Holt’s book Everyone Loves Live Music: A Theory of Performance Institutions, 14th April 2021
- “[Open] Club Day Talk – Support Your Local Music Scene!”, February 2021
- “Phasing out of the cultural state of emergency – Strategies for music policy makers“, Music Cities Network at ESNS, January 2021



# LIVE STYLE EUROPE ACTIVITIES

## FINAL FORUM

The Live Style Europe Final event took place during Tallinn Music Week (TMW - Estonia) in October 2021.

47 (32 in physic, 15 online) Live DMA delegates joined the conference & showcase festival where Live DMA organised two panels and three presentations to present the latest results of the Live Style Europe project:

- The benefits of cooperation on EU level, with representatives of the European Commission and European Music Council, and an example of cooperation project from Music Moves Europe programme, between Finland and Estonia;
- The resilience of the live music sector, towards a fairer and more inclusive ecosystem with 3 presentations: the recognition of club culture in Berlin, the support to emerging artists in Lisbon, and the Diversity Roadmap on gender inclusion in Switzerland;
- The latest facts and figures on the COVID-19 related restriction's impact on live music venues and clubs in Europe, showing the importance of data to understand the sector and use these data to improve advocacy at EU and national level;
- The Try-Angle, a tool developed by live music professionals for live music professionals in the follow-up of the Working Group on audience diversity to build new audiences;
- The Digital Safaris, guided tours in live music venues to share good sustainable practices to their peers.

[Read the report and watch the videos of the panels](#)

Live DMA delegates met the day before the Forum in Tallinn with a board meeting and an Open Club Day meeting to discuss the future perspectives of the projects. They enjoyed meeting and networking again after 18 months of pandemic, visiting the music venues of the town where the COVID-19 restrictions were not as harsh as in other European cities.

Live DMA benefited from the Tallinn Music Week visibility and facilities to connect with local partners and with Live MusicEstonia representatives, who joined Live DMA network recently.

A reception gathered at least 250 participants in Tallinn Music Week for Live DMA's Forum, with local representatives of the UNESCO Music Cities, to celebrate the final outputs of the Live Style Europe project.

Following the Final Forum, Live DMA published a homemade [fanzine](#) to celebrate the end of the LSE project. This graphic magazine was published digitally and is basically an overview of what happened during the past 4 years: the evolution of the network, the projects that were conducted and their results, the difficulties Live DMA and its members went through and how they creatively cooperated to respond to these issues, and other contents. The writings of the Live DMA team and some of its partners gives rhythm to the Fanzine.



## WORKING GROUPS

The Working Groups are a key-activity within Live DMA's working plan «Live Style Europe». Members select some experts from their national network to participate in a couple of European meetings, dedicated to a topic by exchanging best practices, and exploring solutions, tools or methods that could be implemented at European or pan-national levels. Find below a short summary of the Working Groups that took place in 2021 as well as the outputs of former Working Groups that were published in 2021.

### Online Working Group “Bookers in live music venues: towards a European Fair Practice Code?”

In the framework of Live Style Europe year 3, the Working Group “Bookers in live music venues: towards a European Fair Practice Code?” was supposed to take place in March and April 2020 at Zurich (CH) M4Music and Aarhus (DK) SPOT Festival. Given the Covid situation and the impossibility for people to travel and gather, the Working Group was postponed to an online version in 2021.

Our aim in this Working Group was to see how booking topics and challenges are evolving and define what type of strategies could be implemented to follow these evolutions and cope with them. The ambition of this Working Group was to outline possible elements of a Fair Practice Code for bookers at European level.

[Read report of session 1](#)

[Read report of session 2](#)

The objective of agreeing on a European FPC in two online sessions was quite ambitious and not achieved. Yet, this Working Group was a good first step in finding contents for future work on fair practices in the European live music sector.



## Output of 2020 Working Group on Cooperation and Representation Within the Music Sector: publication of Paths of Cooperation

Following the Working Group on Cooperation and Representation Within the Music Sector that was held online in 2020, Live DMA decided to follow-up with a publication that would collect many testimonies of our members on their different cooperation dynamics. This publication has two goals: to show the great work our members are doing in cooperating with other actors or institutions within their territories and beyond, as well as to try to help the structuration of live music associations in countries where there are none and show the benefits of cooperation.

*“What if we find alternative work models, in order to collectively build a sustainable and fair future for all live music scenes, workers, volunteers, artists and audiences?”*

- Paths of Cooperation p.4

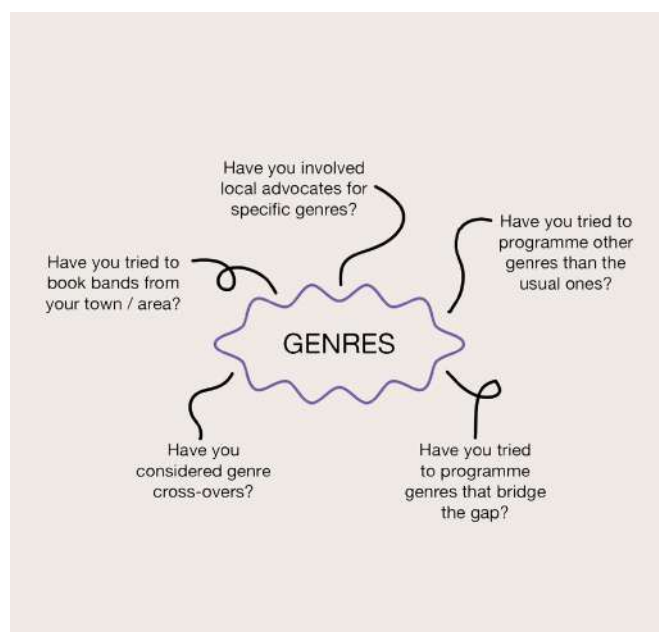
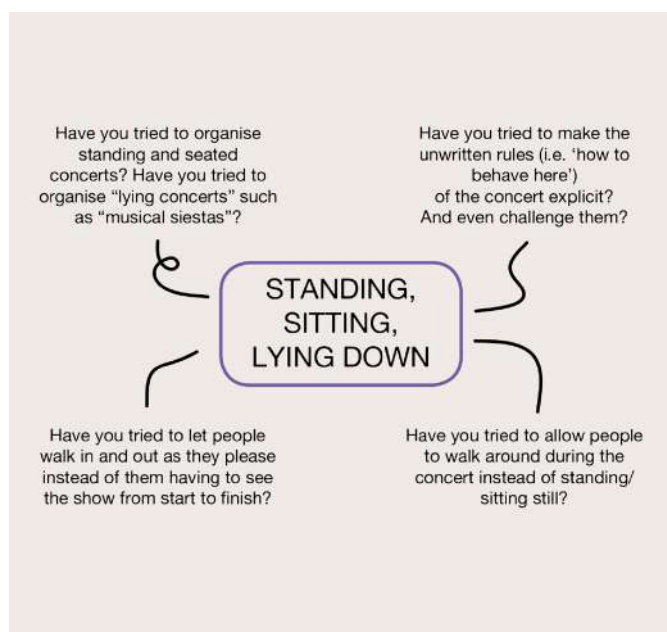
[Read Paths of Cooperation](#)

## Output of 2018 Working Group on Audience Development: the Try-Angle tool

During the first lockdown, and thanks to the decrease of activities of live music scenes, Live DMA was able to follow-up on an output of the 2018 Working Group on Audience Development.

Together with three participants to this Working Group, we developed the Try-Angle tool to support live music professionals in building new audiences. The prototype of the tool is available online as well as in paper version (400 copies were printed and a part of these were disseminated during the end of 2021). On our website are also some complementary resources for the Try-Angle. It was released at the Live DMA Forum in Tallinn in October 2021 and we will start an experimental phase with this tool for interested venues.

[Access the Try-Angle](#)



## [OPEN] CLUB DAY 2021

### General information

For the 2021 edition, as the situation for the live music sector was more catastrophic than ever, we thought it was important to pursue our efforts in highlighting the immense value live music scenes bring to our lives, societies, communities and economies. We decided to continue organising [Open] Club Day and spread its values: strengthen the connection of venues and clubs with their local communities, connect local stages all over Europe in a solidary movement & reaffirm their cultural, social, and economic importance.

The 4th European edition of Open Club Day was given a flexible twist as we knew how uncertain planning activities were at that time. To symbolize this flexibility, underline the fragile situation of venues and clubs and hint at the fact that most of them were not able to physically open their doors, we gave some brackets to [Open] Club Day. This year, we proposed venues and clubs to participate with regular [Open] Club Day activities, either online or physical when possible or to have a symbolic participation through signing the [Open] Club Day [statement](#).

### About the OCD Statement

The [Open] Club Day statement reaffirms the value of live music scenes and acclaims the professionalism and responsibility which venues have applied during the crisis, respecting sanitary protocols and restrictions. This document, translated into 11 languages with the help of the [Open] Club Day community, confirmed [Open] Club Day as an act of resilience and solidarity, committed to not forget the positive aspects of live music scenes. Organisations, artists and all music enthusiasts could show their support to European live music stages by endorsing the statement. The statement gained over 300 signatories and was widely spread on social media, reaching live music professionals, policy-makers and citizens from several European countries. The statement could also be used as a base for advocacy to claim better recognition of small and medium-sized live music scenes.

The statement was translated into the following languages: CAT - DE - ES - FR - IT - NL - NO - PL - PT – SE

### Other Activities

- Open Club Day networking meetings: Because it is more important than ever to connect, participating venues and clubs had the opportunity to exchange through online networking meetings. Two meetings were held online in December 2020 and January 2021. They allowed live music professionals to have a space to express their feelings and experiences regarding the situation and to exchange on the activities they were planning for [Open] Club Day. We were able to create a community of live music professionals that were committed to affirm the venues and clubs' important social, cultural and economic values.
- Open Club Day panel - Support Your Local Music Scene!: In order to raise the voice of the live music sector towards European institutions and foster a dialogue, we organised a panel with live music sector representatives and Members of the European Parliament.

During one hour, panelists had the opportunity to foster a better understanding of the often harsh realities live music stages are facing and gave their insights on why it is important to recognize them for their cultural, artistic, and social importance for Europe.

Speakers: Niklass Nienass, MEP (The Greens/EFA) / Ibán García Del Blanco, MEP (S&D Group) / Laura Hanequand, Court-Circuit (live music association in Wallonia & Brussels) / Feike Ter Wal, EKKO (live music venue in the Netherlands) / Moderator: Audrey Guerre (Live DMA). Watch back the video recording of the panel [here](#).

- Map of programmes: You can find the map where all the activities were organised in each participating city. This map was created to valorise all activities organised in the context of OCD, and also highlights the European dimension of this event.

[Read the map of programmes](#)

[Read full report of OCD 2021](#)

[Visit the OCD website](#)

As the Live Style Europe project was coming to an end, and in order to decentralise Open Club Day's coordination and make our members fully seize this activity and get some budget for it, we decided in the late 2021 to separate Open Club Day from Live DMA's Creative Europe funding and to help our members in getting their own funding for this project. A consortium of Live DMA members will apply to MusicAIRE funding with the Open Club Day project. It was decided that there would be very small European coordination for OCD in 2022, and that hopefully the project could start again in 2023, with a coordination done by our members directly.

## THE SURVEY

[The Survey](#) is an innovative data collection activity based on a collaborative monitoring methodology and learning community sharing indicators to measure music venues and clubs' characteristics. It develops skills, capacity, and expertise to analyse and disseminate sectorial issues.

Live DMA members annually collect data of their music venues and clubs about legal status, different functions, audience capacity, music events, artists' performances, audience visits, employees and volunteers, income, and expenditure. Live DMA provides all members with knowledge, tools, and meetings to improve their Survey work and results. This results in increased participation of music venues, better data results, and better use and communication of data results by the representing organisations: the members and Live DMA itself.

For the coordination of Survey activities, Live DMA hires Arne Dee.

### Survey work development in 2021

During 2021 Live DMA members, guided by our Live DMA Survey coordinator, worked hard to further improve their Survey work. Live DMA members now have more experienced Survey coordinators, there is an overall increase in the Survey population, response rates and quality of the collected data, as well as more increased communication of data results



on regional and national level. During 2021 many Live DMA members worked on finishing their music venues data 2019 collection, and most members started the collection of the music venues data 2020. At the end of 2021, 16 out of 17 Live DMA members (all excluding Collectif Culture Bar-Bars) are part of the Live DMA Survey project. In 2021, the associated Live DMA member Circuito from Portugal joined the Live DMA Survey project.

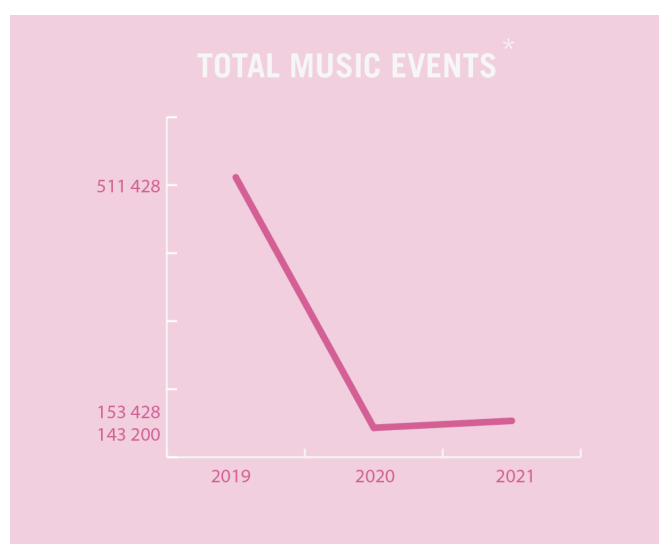
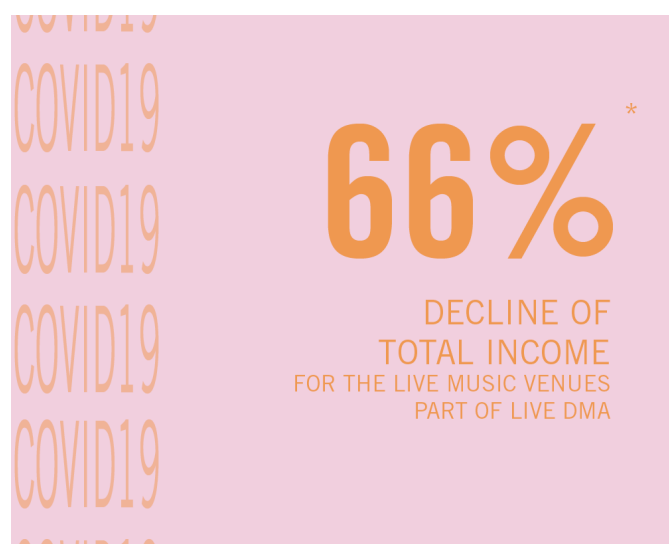
### Survey coordinators meetings

Due to pandemic travel restrictions, the Survey coordinators of 13 Live DMA members joined together for online Survey meetings on 29 January and/or 1 February 2021. They discussed the process, progress, and synchronization of their Survey work. Live DMA presented new tools and presentation methods, and members exchanged tips and knowledge about motivating venues, analysing data, and presenting Survey results. There was a main focus on necessary changes in the Survey questionnaire and definitions to measure the impact of the COVID-pandemic best as possible. For this objective Live DMA added questions and indicators about livestreams/broadcasts and digital audiences, amount of pandemic support money from governments, and information about the venues balance sheet, such as financial reserves.

During 2021, the Live DMA Survey coordinator organised 24 individual Survey meetings with regional Survey coordinators representing Live DMA members. These 1-on-1 meetings were very effective for tailor-made advice on their data collection, correcting, processing, analysis, results, presentations, and advocacy work.

### COVID-19 crisis and The Survey

The COVID-19 pandemic obviously had a major impact on live music venues and clubs and created an urgent need for data about the effects of the pandemic. In 2021 music venues and clubs were mostly in lockdown and had to close completely for months. When re-opening they had to comply with strict government measures, such as limitations on their regular audience capacity, closing times and catering sales, prohibition of standing audiences, physical distancing restrictions, extra hygiene measures, and strict conditions for audiences to visit, such as mandatory COVID-testing and/or proof of vaccination. This led to an enormous decline of events, performances, visits, and income.



The Survey work of last years, such as the collected data and experience, became increasingly valuable and useful for Live DMA members. As venues were facing financial problems and needed urgent help to avoid bankruptcies, Live DMA members could immediately use their existing data results to make calculations of the music venues estimated loss of income and financial damage and other pandemic effects during 2021, which they could use for advocacy for financial support measures from their governments. Live DMA provided advice and specific tools for members to make these calculations based on previous years data, as well as methodology and tools for doing additional surveys on venues 2021 data. This was often effectively used in dialogues with governments about the needed financial support to survive this crisis.

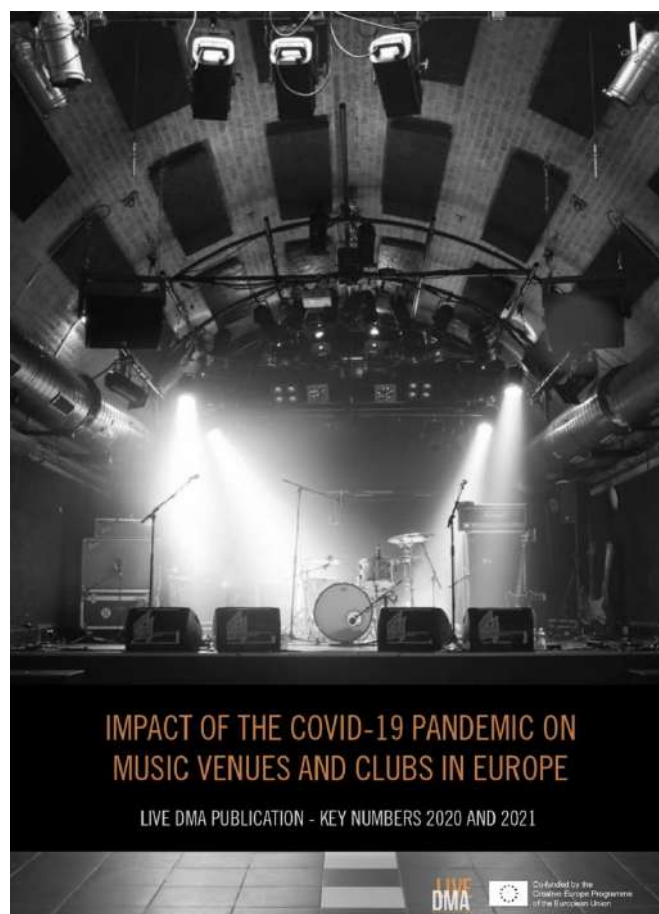
## Survey reports

In 2021 Live DMA released 3 new Survey reports. In July 2021 we published an inventory of all venues, clubs and festivals part of the Live DMA network (see [here](#)). In January and October 2021 we published two special COVID-19 impact related reports.

For the report 'Stay Alive - Evaluation of the effects of the pandemic by live music associations in Europe as part of Live DMA' (see [here](#)) released in January 2021, Live DMA members located in 17 European countries participated in a survey about the effects of the pandemic on the sector on short and long term. This report gives information about the impact of the pandemic, live music associations' main priorities for 2021 and what actions they need and expect from governments. It also contains Live DMA's recommendations to policy makers.

In October 2021, Live DMA published the report 'Impact of the COVID-19 pandemic on music venues and clubs in Europe' (see [here](#)), which gives an estimated overview of the loss of music events, performances, visits and income of music venues and clubs in 2020 and 2021, based on the data of the Survey publication 2020.

Next to presenting Live DMA's music venues and artists' impressive losses because of the pandemic, the report includes further analysis of different types of venues. It shows the relatively higher damage for venues and clubs with a private commercial structure, that normally receive few or no subsidies, and therefore depend completely on audience income, such as ticket and catering sales. Also, a version of this report in French is available [here](#).



## **The use of the Survey results at local, regional, national, and European level**

The Survey is very valuable on a local, regional, and national level for the venues and their associations. It gives facts in hand to represent themselves towards public, media and politicians to get more awareness, recognition, and support. It can help starting up dialogues with (local) governments and national institutions that could improve rules, regulations and support for music venues. In the pandemic year 2021, the need for this was stronger and more urgent than ever. The collected data show the venues diverse functions, number of music events and artists' performances, audience visits, volunteers work, paid employment, and financial situation. Or in the case of a lockdown: the loss and lack of this. The Survey makes them able to show the music venues artistic, social, and economic value in numbers, which can be effectively used in texts and graphics.

The Survey results are valuable on a European level in order to illustrate some resources produced by Live DMA (Try-Angle, gender diversity, etc) or some policy arguments. The Survey is also a good research base to put in contrast with other reports and surveys by other (live) music organisations. During 2021, it led to a better dialogue with European partners such as the European Commission and European Parliament, to get more recognition, awareness, and support at EU level.

## **Survey data communication and presentations in 2021**

During 2021, Live DMA, as well as its members, used the Survey results in several ways: on their websites, social media, newsletters, for advocacy work, and for other Live Style Europe projects. The Covid survey reports figured also in national newspaper articles such as the French Le Monde and Les Echos.

Due to the pandemic measures and many canceled conferences, there were limited possibilities to present our Survey work at public conferences, but our Survey work was presented during Tallinn Music Week in Estonia, as well as in Paris during the MaMA Festival in October 2021.

## **WHAT ARTISTS SAY**

The What Artists Say campaign collects quotes from various European artists, either emerging or confirmed, to highlight the importance of small and medium sized live music scenes for talent development. The aim is to show through the voices of artists that these live music scenes are at the base of the live music sector and work as «research and development poles» for it.

This campaign allows Live DMA to provide a different narrative to its «support your local music scene» overall story-telling and to reach more people, and especially music fans and concert-goers, with the help of the artists' fanbase.

In 2021, as part of the Prize Package of the winners of the Music Moves Europe Talent Awards, Live DMA offered winners the possibility to take part in our What Artists Say campaign. Calby (DK), Melenas (ES), My Ugly Clementine (AT), Squid (UK) and Vilda (FI) took part in the campaign. Read all the quotes [here](#).

## RESOURCE PLATFORM

The [resource platform](#) is at the centre of Live DMA's website. In 2021, its structure was redesigned and organised to be more easily accessible by facilitating the topics browsing. Now, each resource item is available in less than 3 clicks from the home page, and, recommendations appear at the bottom of each article with the banner "related content" to easily redirect the visitors to other articles that may interest them.

The development of contents raised the interests of our members but also of external parties, such as other music professionals, students, researchers and policy makers. A specific page gathers all the COVID-19 related information to support the live music scenes going through this difficult period, by sharing knowledge on the situation and solutions implemented in the different European countries. Another dedicated page on EU funding opportunities increases the capacity of the live music scenes to apply to European funds, while the EU policies page and the sector page helps them to better understand the policy framework (ex: Brexit) that impacts their work.

The development and dissemination of new tools, such as the Try-angle (social inclusion – a tool to build new audiences); the Digital Safaris (sustainability – guided online tours & tips in ecological venues); as well as the translation (into English and Italian) of the Diversity Roadmap (gender inclusion – a methodology to reflect on the gender equality on stage and backstage in the music venues) was very successful and raised a lot of interest among our membership and beyond. These outputs also highlight the capacity of our network to adapt to the COVID-19 crisis and use the lockdown months to prepare tools to support a fairer, more sustainable and inclusive recovery of the sector.

Finally, different formats aim at promoting best practices, members' activities and projects results such as podcasts and short videos shared on social medias.

## EXHAUSTIVE LIST OF RESOURCES OUT IN 2021:

### COVID-19

- Proving Live Music is Safe: Overview of Pilot events in Europe: [read here](#)
- Live DMA COVID-19 Map for the Live music sector: [read here](#)
- Live DMA – Stay Alive: Evaluation of the effects of pandemic on live music scenes: [read here](#)
- CAE – Culture in the EU's National Recovery & Resilience Plans: [read here](#)
- UK Live Music: At A Cliff Edge: [read here](#)

### Surveys by Live DMA

- COVID-19 Impact on music venues & clubs – Key Numbers in [ENG](#) and [FR](#) and also a short [video presentation](#) of it.
- Live DMA Inventory 2021: [read here](#)

### Observation & Data from the music sector

- Live DMA Member's Regional Statistics: [read here](#)
- VAT in the European Live Music Sector: [read here](#)



## Social Inclusion

- The [Try-Angle](#): share your own ways of building new audiences – and its complementary resources: [Artistic and ethical policies](#) / [Horizontal Governance](#), interview with Isabelle von Walterskirchen / [Folken's collaborative manifesto](#), interview with Mariann Bjornelv / [Audience research: DIY tips](#) / [Institutes of Statistics & Cultural Indexes](#)

## Ecology

- The Digital Safaris on Sustainability: [read here](#)
- Ecological Sustainability: the European Music Sector Takes Action!: [read here](#)

## Music & the City

- Local Networks: A Guide to Reimagining the Work of Cultural Centers – ENCC: [read here](#)
- The Global Nighttime Recovery Plan – VibeLab: [read here](#)

## EU Funding Programmes: [read here](#)

## EU Policies

- Brexit : challenges for the European live music sector: [read here](#)

## Sector Evolutions

- Paths of Cooperation: How the Live Music Sector in Europe Joins Forces: [read here](#)

## LSE Podcasts: [listen here](#)

The screenshot shows the top navigation bar of the LIVE DMA website with links for LIVE DMA, OUR PROJECTS, RESOURCE PLATFORM, ADVOCACY, and EVENTS. A search icon is on the right. The main content area has a teal header for 'COVID-19 RESOURCE' with a sub-header 'COVID-19 RESOURCE PLATFORM'. Below this is a section for 'SURVEYS BY LIVE DMA' listing several reports. The bottom section is 'OBSERVATION & DATA FROM THE MUSIC SECTOR' with a filter for the year 2022, showing a podcast entry.

**LIVE DMA** LIVE DMA OUR PROJECTS RESOURCE PLATFORM ADVOCACY EVENTS

### COVID-19 RESOURCE

On this page, you can find resource, best-practices, information and updates relevant for the live music sector on COVID-19.

**COVID-19 RESOURCE PLATFORM**

### SURVEYS BY LIVE DMA

- [The Survey – Facts & Figures of European live music venues and clubs](#)
- [Key Numbers – Impact of the COVID-19 pandemic on music venues and clubs in Europe](#)
- [Live DMA Inventory 2021](#)
- [Key Numbers – COVID-19 impact on 2500 venues and clubs](#)
- [2021 – Stay Alive](#)

### OBSERVATION & DATA FROM THE MUSIC SECTOR

>> 2022

- [LSE Podcast #24 – From Milano to Europe: COVID data, live music scenes and Metropolis](#)

>> 2021

# ADVOCACY

## MUSIC MOVES EUROPE

Live DMA has been involved since 2016 in the dialogue with the European Commission and different European representatives of the music sector to implement specific actions toward the music sector in the frame of the future Creative Europe programme 2021-2027. Since 2018, the European Commission launched a series of calls and tenders as preparatory actions for the future programme.

## MUSICAIRE

In 2021, the European Music Council was granted to develop “Music Aire”, a cascading scheme grant to assist the recovery of the music sector by designing and testing a support scheme that can meet the challenges posed by the pandemic while fostering the sustainability of the ecosystem. Music Aire will also serve as a basis for recommendation towards the European Commission for future fundings toward the music sector.

Live DMA, as an active member of the European Music Council, was highly involved in the elaboration of the calls and its dissemination. Indeed, we filled in and shared the polls to identify the music sector’s needs, and participated in the think tank sessions to draft the calls to be published in 2022. Live DMA also prepared [contents](#) to inform the members about such a funding opportunity.

[Visit the MusicAIRE website](#)



## DIALOGUE

Following the Work Programme of the European Commission in 2021, Live DMA was expecting to participate in a call to dialogue between the music sectors' representatives and the European Commission. However, the release of the call was postponed to 2022.

## COVID STATEMENTS

Live DMA provided publications and statements to support its members when calling for governmental support and raising attention at European level on the alarming situation of live music venues, clubs and festivals.

[Read all Live DMA statements](#)

Besides the observation work (see The Survey chapter), Live DMA joined forces with other players from the live music industry (GESAC (Collecting Rights Societies), PEARLE (performing arts), Yourope (festivals), Arenas Alliance, EMMA (managers)) to call on the European Commission for the implementation of a coordinated reopening strategy with recommendations to ensure artistic mobility.

- Joint letter on relaunch of venues and events: [read here](#)
- Joint letter on reopening live events: [read here](#)
- EU guidelines on reopening of cultural events: [read here](#)
- Claiming a front row seat for music: [read here](#)

Live DMA also actively took part in the campaigns to dedicate at least 2% of the European Recovery and Resilience Facility into the national plans for the Cultural and Creative Sectors. A joint letter was initiated together with Culture Action Europe, disseminated through our different communication channels.

- Secure a future for cultural life in Europe: [read here](#)

## BREXIT ADVOCACY ACTIONS

In January 2021, the UK officially left the European Union. While many people working in the cultural and creative sectors deplored this evident step away from European cooperation, Brexit brings new logistical, financial and bureaucratic challenges to UK live music scenes as well as European ones.

In this context, Music Venue Trust held a specific session to Live DMA members on the effects of Brexit. Moreover, Live DMA's coordinator and board member Geoffrey Vasseur were interviewed for NME, read it [here](#).

Finally, Live DMA contacted IMPALA to partner on the GECAT initiative to call for a cultural area touring permit across Europe. Read the call [here](#).

## MUSIC IS NOT NOISE

Following previous working groups on “Music is not Noise” Live DMA’s coordination office, together with members’ offices from Switzerland and Germany, and with the participation of other Live DMA members, reviewed and gave feedback on the [Make Listening Safe Guidelines](#) issued by the World Health Organization.

The Live DMA group advocated for:

- Adapted measures, especially for small and medium sized venues
- Sharing the responsibility with public authorities and other music stakeholders (artists, agents etc)
- Raising awareness on the risks attached to the diversity of the music genres and freedom of expression.





# PARTNERSHIPS

Despite the pandemic, Live DMA maintained a high level of participation and partnerships with other European and International initiatives.

- Election of Live DMA's coordinator as vice-president of the European Music Council in June 2021.
- Renewal of Live DMA's participation in the Music Moves Europe Talent Awards
- Participation in EMX (export music strategy) advisory board
- Podcast series with Euradio
- Participation in hybrid [conferences](#) all around Europe and beyond
- Participation in dialogue meetings with the European Commission and European Cultural experts (EU Pact for Skills, European Bauhaus, Porto Charter)
- Participation in Voices of Culture with members from Estonia, France and Spain

## PULSE TRANSITIENETWERK

The Digital Safaris on Sustainability is a project initiated by PULSE, Cultural Network for Transition in Flanders (Belgium). PULSE came to us with their concept of Digital Safaris on Sustainability: private visits of cultural organisations working in a sustainable manner for cultural professionals. The idea is to valorise what live music organisations are doing and provide a privileged discussion between cultural professionals with a deep ecological commitment.

PULSE asked us to partner with them to implement this concept online, for live music venues, clubs and festivals and throughout the European continent. As we got along and had common values and governance, we agreed to broaden the project's geographical scope: find live music venues in Europe who would like to showcase their philosophy and how they concretely put it into action to a limited crowd of 30 live music professionals from all over Europe.

Three Digital Safaris took place in 2021: at le Grand Mix (FR), Clubtopia x Club Schwuz (DE) and Alexela Concert Hall (EE). Discover the episodes [here](#).

## MUSIC MOVES EUROPE TALENT AWARDS

Live DMA is part of the Music Moves Europe Talent Awards' steering committee with other representatives of the European music sector and industry. This prize supports emerging European artists. Every year, the winners receive a Music Moves Europe Talent Award in recognition of their international success, as well as being rewarded with a performance at ESNS, a training programme and financial support for touring and promotion. The artists are nominated based on available data streaming and airplay outside the artists' home countries, as well as from professional recommendations from several organisations.

The Music Moves Europe Talent Awards are organised by ESNS and Reeperbahn Festival in partnership with Spotify, Independent Music Companies Association (IMPALA), International Music Managers Forum (IMMF), Liveurope, Live DMA, European Music Exporters

Exchange (EMEE), Digital Music Europe (DME) and media partner European Broadcasting Union (EBU), with support from the Dutch Ministry of Education, Culture and Science, Province of Groningen and the City of Groningen. The awards are implemented in close cooperation with the European Commission and financially supported by Creative Europe. In addition to the winners selected by a jury of professionals, one artist receives the Public Choice Award out of people's votes.

Being part of the Music Moves Europe Talent Award steering committee gives Live DMA the opportunity to take part in a consortium of European music partners and provides an opportunity for Live DMA members to be part of an artistic project highlighting European values. The professional recommendations of artists by different actors of the music chain ensures a fair representation of artistic genres within the award. Live DMA also gives its feedback on the process of the awards.

In 2021, Live DMA proposed to take part in the promotion of the nominees through our What Artists Say campaign: we proposed selected artists to give their testimonies on why small and medium sized live music scenes were important in their career. 8 artists took part in the campaign.

## EURADIO

For three years now, Live DMA partners with Nantes-based Euradio, a media with both a local and European focus. Each show focuses on a topic that Live DMA has been working on featuring experts from our network or partners. Recording podcasts allows Live DMA to talk about its activities in a different way, as well as being a little bit more involved in the local associative field of Nantes.

In 2021, the Podcast strategy was slightly re-arranged based on our members' feedback from a survey we made:

- Shorter duration (25min podcasts compared to 56min before)
- Thematic shows (Drug Policies, Audience Development, Milano COVID data, etc)
- Interviews with relevant guests
- Impactful communication strategy

[Listen to the podcasts](#)



Live DMA's coordinator, Audrey Guerre, is part of the board of the European Music Council as vice-president. Live DMA supports EMC's work on cultural policies, projects and events such as:

- **SHIFT Culture:** The project SHIFT provides training initiatives for cultural leaders, working together and creating paths to face global challenges. Implementing changes where needed and passing on the gained knowledge to leaders and staff members of cultural networks and the broader cultural sector are key targets of the project. [Visit the website](#)
- **The European Forum on Music:** The European Forum on Music 2021 offered a variety of sessions, including keynote speeches, panel discussions, interactive workshops and networking sessions for the music sector to exchange and to discuss about the role and place of music in society.
- **Music Aire project** (See Advocacy chapter)

The activity reports of EMC are available [here](#).

**CALL FOR PROPOSALS:**

**OPEN !**

**DEADLINE: 28.03.2022**

**MUSICAIRE**  
AN INNOVATIVE RECOVERY FOR EUROPE

# COMMUNICATION

After a reflection on the missions of each job position made with an external expert, in 2021, the communication officer missions were reshaped and the hiring of a new employee was the opportunity to reflect on the global communication strategy of Live DMA.

## NEW SOCIAL MEDIA STRATEGY

Live DMA worked on its social media strategy in order to raise the visibility of the different information shared. This resulted in a new visual identity, with one color representing one particular theme. Every post comes together with one or several images showing minimalistic but impactful information such as graphics, titles or brief summary of the content shared. The objective is to give a piece of useful information to interest the reader.

To promote each project and activity inherent to Live DMA or its members and partners, a new social media planner has been created to ensure that none of the projects are left aside. Visit [Facebook](#), [Linkedin](#), [Twitter](#) or [Instagram](#).

## WEBSITE REDESIGN AND SEO CARE

To ensure a good navigation on the website, some parts of it were redesigned and improved, resulting in a better flow and an easy access to the resources:

- A cleaned homepage, with the display of full screen designed images linked to the last publications
- A new menu with an easy access to the resource platform and the different Live DMA projects
- An easy access to the newsletter subscription
- In general, various plugins and non essential tools were deleted to get a more minimalistic website and to highlight important contents

A work on the SEO (Search Engine Optimizer) was done to ensure a good visibility of the website on various search engines. [Visit Live DMA website](#)

## PRINTS

Regarding the network's ecological objectives, the team agreed to print consciously, only when it is really useful and ideally on recycled paper. Small quantities are favored to avoid waste.

The Live DMA Forum in Tallinn was the perfect moment to communicate out of the digital world, as the Live DMA team, its members, partners and other representatives of the sector met physically. The leaflet, presenting the association and its objectives, was redesigned and printed in 1500 copies. It now gathers general information which does not become irrelevant over time. Thus, there will be less necessity to update it and reprint some copies, in a spirit of sustainability.



Many copies were disseminated during the Live DMA Forum and the majority were given to the members so they can share them during other events, panels and conferences. The Live DMA team makes sure to distribute some copies when they travel and participate in European events.

**FACTS & FIGURES**

The Live DMA team is leading an observation work to better understand the live music sector and show its significant artistic, social and economic impact. Together with our members, we collect data that are used for representation on a local, national and European level, as it can help individual music venues or representative associations to increase awareness, recognition and support for live music.

**CLUBS AND VENUES PART OF LIVE DMA:**

- 70 MILLION** audience visits / year
- 950 000** artist performances
- 97 000** workers involved
- € 1,8 BILLION** turnover / year

**63 %** venues and clubs engage in other activities (social & educational, pluri-art projects, restaurant...)

**AUDIENCE CAPACITY**

- 51% < 400 audience capacity
- 36% 400-1000 audience capacity
- 13% > 1000 audience capacity

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Representing music venues, clubs & festivals all over Europe

## VIDEO INTERVIEWS

Nowadays, the video format is a popular format on social media. People prefer visual and dynamic content that catches their eyes among the billion contents created everyday. With this in mind, the team decided to interview some people of the network so they can talk about a specific project, linked with ecology, social inclusion or any other relevant content.

In 2021, 5 videos were shot and 3 were published:

- Sustainability projects of [FEDELIMA](#) and [Dansk Live](#),
- Data focus with [Live DMA](#)

Thinking about inclusion, subtitles are added to the videos to facilitate the understanding of the topic, and this is also useful when the person watching the video cannot turn on the sound. Some video animations are sometimes designed and edited in house for a better understanding of the subject.



## TALLINN MUSIC WEEK

A [video teaser](#) of the Live DMA Forum was edited, with clips from Live DMA but also from Tallinn Music Week with their kind authorization. It was sponsored on social medias and used to illustrate the website article and digital event.

Live DMA offered its membership some recycled cardboard folders with the logo, slogan and map of the association printed on it, in a wish to have a useful souvenir of this gathering. The folders included the printed Survey report (data 2017), the Live DMA leaflet, the Try-Angle, the Diversity Roadmap, some stickers and the European Agenda for Music.

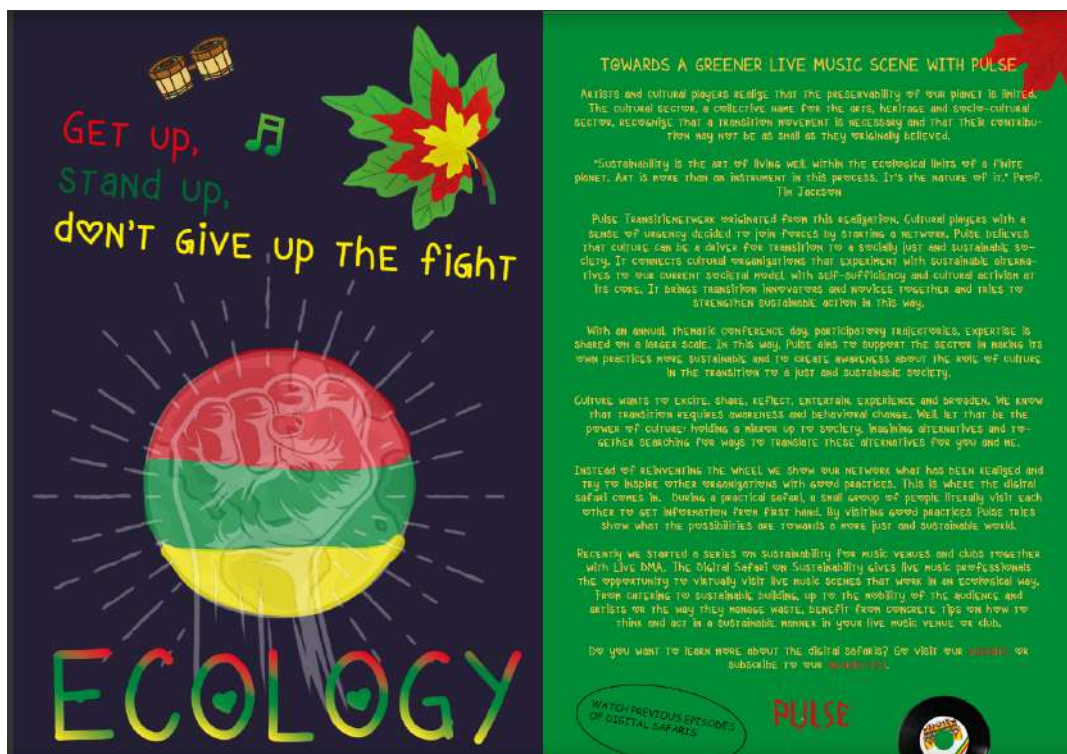
## MAILING LIST AND GOOGLE DRIVE

Live DMA created a dedicated mailing list which gathers the communication officers of the network. This encourages our members to share some internal news about their activities and any other information that can be useful for the entire network.

To ensure a fluid communication between Live DMA and the members, and an easy access to the visuals, graphics, files and any communication material, a Google Drive was created. All the communication officers can access this drive freely and add some documents.

## LIVE DMA FANZINE

To celebrate the outputs of the “Live Style Europe” project and welcome the 3 new years to come, Live DMA created a [fanzine](#). This specific magazine, published digitally, is an overview of what happened during the 4 years of LSE I : the evolution of the network, the projects that were conducted and their results, the difficulties we went through and how we creatively cooperated to respond to these issues... The publication is guided by voices of the Live DMA team, members and some of our partners.



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