ACTIVITY REPORT

2020

EUROPEAN NETWORK FOR LIVE MUSIC ASSOCIATIONS
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MEMBERSHIP

Live Music Estonia (LiveME), a branch of Music Estonia, was established by the end of August 2019 and joined Live DMA as member in 2020. LiveME is connected to the Nordic Alliance (gathering live music organisations in the Nordic countries) and especially with LiveFIN (Finland) with a project under the Music Moves Europe’s call “cooperation of small music venues”.

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 to become associated member of Live DMA. The application was approved by the board of Live DMA and needs now to be validated by the 2021 General Assembly of Live DMA. At the present day, Circuito is composed by 27 live music venues and clubs from all over Portugal.

In 2020, Live DMA counted 21 members in 17 countries representing over 3000 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 2020, Elisa Thoma came back from her maternity Leave in February and Audrey Guerre went on maternity leave from March to September 2020. Thibaut Hermouet was hired for the newly created administration and production position (70%).

Regarding the general context, the team increased its home office work to comply with the sanitary measures and restrictions in France.

GOVERNANCE

BOARD MEETINGS
7 board members / 2 women – 5 men

In 2020, Live DMA board members met during 15 online & 1 physical board meetings in Paris on 13th and 14th February. Due to the COVID-19 pandemic and the renewal of the coordination team, board members met online on a more regular basis in 2020 in order to provide support to the staff and manage the crisis.

Board members (January - September) : Anders Tangen (co-president), Marie-Isabelle von Walterskirchen (co-president), David Dehard (treasurer), Stéphanie Thomas, Armando Ruah, Marc Wohlrabe, Joppe Pihlgren.

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

SURVEY MEETING
17 participants / 8 women – 9 men

Online meeting – 27th April : With the COVID-19 outbreak, we were not able to gather all Live DMA survey coordinators at the MIL Festival in Lisbon in March 2020 for a Survey meeting, as planned.

Instead, we organised an online group meeting, as well as one-to-one meetings between national Survey coordinator and Live DMA Survey coordinator.

This format of meetings worked well, and our Survey coordinator could also, at the demand of the members, help in developing surveys to capture the impact of the COVID-19 crisis on each national live music ecosystem.
MEMBER’S EXCHANGE

MEMBER’S MEETINGS

The regular member’s meeting that usually take place at the same time as the General Assembly was not possible to be held in physic. To counter this, we organised regular online meetings with our members.

This created new communication habits for our members and the online meetings became a structural element of our network organisation.

From March 2020, Live DMA members were in demand of the network’s activities linked to the Covid-19 crisis management (resource, conferences & thematic online meetings).

We adapted the topics of our activities to respond to the members need (e.g. Covid-19 resource, working group including crisis advocacy strategies, support in Covid-19 data collection).

Meetings took place on these dates: 05th May • 19th May • 3rd June • 18th June • 6th July • 2nd September • 23rd September with a focus on «Open Club Day» • 8th October with a focus on «Artistic mobility under COVID-19» • 21st October with a focus on «European recovery funds» • 18th November • 2nd December

EL ULTIMO CONCIERTO

Live DMA members also shared campaigns strategies. In the autumn 2020, Spanish venues participated to the campaign “El Ultimo Concierto” to highlight the situation of vulnerability in which they find themselves and therefore celebrate what could be a last concert if the administration does not take the necessary economic and political measures and thus prevent the disappearance of this network of cultural venues. The campaign had a strong impact and the Italian member Keep On decided to re-use the campaigns contents and strategy on their national territory as well.
LIVE STYLE EUROPE ACTIVITIES

RESOURCE PLATFORM

The Live DMA Resource Platform provides free access to tools, observation & figures and publications, from our members or relevant partner organisations as well as information on European funding and cultural policies. We also put light on best practice initiatives from our network and present experts from our network in the Pool of Experts. On this resource platform, you can also find our advocacy statements as well as our monthly podcasts which diversify the exchange of information through another channel.

The year 2020 was marked by the rise of the COVID-19 pandemic. In order to be as close to our members needs as possible and to valorise their initiatives during the crisis, we decided to focus our efforts in providing resource dedicated to helping our members during the crisis. We created a resource webpage dedicated to COVID-19 resources on our website. Many of these resources were quite experimental and we found out on the spot which resources were actually relevant to produce or not.

In parallel of this, the COVID-19 pandemic, which induced a reduction of our planned activities and a lockdown, allowed us to navigate through different unpredicted projects, notably the work on the follow-up of a 2018 Working Group on Audience Diversity, which is still ongoing and which output will be released in 2021. Another unpredicted project that saw birth during the lockdown was the Digital Safari on Sustainability that we organised in collaboration with PULSE network of transition for the Flemmish cultural sector.

2020 was also a year of evaluation of our LSE Pillars, notably the Resource Platform. A new organisation of the Resource Platform was imagined in 2020 and will hopefully be in place in 2021. We hope this new organisation will help visitors to better find the information they need and will raise the number of visits on our Resource Platform.

Find below the resources that were created and published in 2020. First, find the resources linked to COVID-19 and then the resources not related to the crisis - which were mostly released in the beginning of 2020.

COVID-19 RESOURCE

- Data & Studies from Live DMA: Key Numbers COVID Impact (September 2020) + Cultural Diversity at Stake (November 2020): read here
- Live DMA COVID Map (October 2020, regularly updated): read here
- Overview Measures on EU level (April 2020, last update november 2020): read here
- Overview Ticket Refund Policies (April 2020, last update november 2020): read here
- Exit Strategies in Europe (May 2020, archived because not relevant): read here
- COVID 19 Live Music Sector Reactions, Impact & Support (March 2020, archived because not relevant): read here
LIVE STYLE EUROPE ACTIVITIES

- Press Corner special COVID (starting from March 2020, stopped in July 2020): [read here]
- Online Panels on COVID crisis: [read, watch & listen]
- Live Style Europe Podcast November 2020 dedicated to COVID 19: [listen here]

PUBLICATIONS

- Security, Creativity, Tolerance and their co-existence: the new European Agenda on Freedom of Artistic Expression (Freemuse - February 2020): [read here]
- The Economic Impact of Music in Europe - Oxford Economics (December 2020): [read here]

OBSERVATIONS & FIGURES

- Volunteers in European Live Music Scenes (January 2020): [read here]
- VAT in the European Live Music Sector (April 2020): [read here]

TOOLS

- Webinar on Cultural Policy & Advocacy (European Music Council, February 2020): [read here]
- Gender Diversity & Equality - Workers of the Live Music Sector (February 2020): [read here]
LIVE STYLE EUROPE ACTIVITIES

INSPIRATION

• CON-FRONT: How Popular Live Music Can Commemorate European Heritage (February 2020): read here

EUROPEAN POLICIES

• Multiannual Financial Framework 2021-2027 (July 2020): read here

PROJECT

• Digital Safaris on Sustainability: watch here
LIVE STYLE EUROPE ACTIVITIES

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.

In the framework of Live Style Europe year 3 - two main topics were selected:

Live DMA members decided to work on the topic of cooperation & representation of live music venues, clubs, and festivals within the music sector. This decision was motivated by the common observation that policy makers and institutions are pushing the whole music sector to cooperate and speak with one voice.

Members also noted that especially smaller live music scenes often lack of consideration from other actors in the music ecosystem. Speaking with one voice makes the sector easier to grasp for decision makers and can facilitate communication with public authorities. Competition models could transform into cooperation, small actors might have more weight when facing giants and negotiating with other sectors.

By gathering its members as a think tank, this working group aims to create a common strategy on how Live DMA and its members could face these interrogations.

The two online working group sessions allowed to find out that a lot of good practice exist on cooperation exist within Live DMA. The participants brought forward the idea to create an output in the form a report or guideline that showcases those positive stories on cooperation that will be available in mi-2021.

The full reports are available here and here.

BOOKERS IN LIVE MUSIC VENUES’

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.

MUSIC IS NOT NOISE

Back in 2019, Live DMA members participated in a Working Group on sound regulations and released a White Paper «Music is not Noise». The arguments detailed in this paper aimed to reach the World Health Organisation (WHO) to participate in the consultation regarding future guidelines on sound management addressed to the Member States (Health Ministries) at international level. Marc Wohlrabe (DE) and Anya Della Croce (CH), who both participated in the working group, attended a consultation meeting in the WHO headquar-
LIVE STYLE EUROPE ACTIVITIES

ters in February 2020 and carried Live DMA’s voice and the White Paper at this occasion. A series of panels were planned in M4Music and Stadt Nach Acht with representatives from the WHO to foster the debate, but they were canceled due to the Covid situation. Since then, the WHO has focused its activities on the management of the sanitary crisis.

OPEN CLUB DAY 2020

Live DMA coordinated the 3rd European edition of Open Club Day. On the 1st of February 2020, over 150 venues and clubs from 15 different European countries took part in this joint European movement which supports local music scenes. All participating venues and clubs proposed a specific programme of activities to allow the broad public and local decision makers to discover the context of their daily work.

The coordination system of this event did not change from the previous edition: each Live DMA members were direct interlocutors for the participating venues and clubs in their country. Live DMA took care of the participants who did not have a live music association in their country or region and supported their members in the coordination of the event.

Live DMA provided its members and participants with a ready-made graphic design, which was created by a Nantes-based collective of graphic designers, Formes Vives. The graphic design and its elements could either be used on the spot or could be appropriated by participants if they wanted to personalise and create their own unique visual.

Live DMA provided its members and participants with tools to help them communicate on Open Club Day and organise an activity. Past communication elements, such as the after-movie from Open Club Day 2019 were widely used.

The feedback from Open Club Day coordinators and participants was overall positive: even more venues and clubs took part in Open Club Day #3 and led to some success-stories and wide participation, such as in Hamburg for example.
LIVE STYLE EUROPE ACTIVITIES

Some members commented that more financial means were necessary to realize the full potential of the event, notably regarding media publicity and the costs linked to the implementation of an Open Club Day activity.

The second half of the year was dedicated to preparing Open Club Day 2021, notably by finding new graphic designers to create an impacting and positive visual. The Nantes-based collective SuperTerrain was chosen to work on this. Unfortunately, this work started while we were quite confident that Open Club Day 2021 could happen in «normal» conditions. As the year went on and it became clear that venues and clubs would not be able to open their doors and welcome audiences in February 2021. The positive and open visual created with SuperTerrain and the coordination plan scheduled by Live DMA were not relevant anymore. It was thus decided, 6 months before Open Club Day 2021, to entirely plan again the message of the event and the activities that could be proposed for this European day. We have decided to keep SuperTerrain’s work for a later Open Club Day edition, when venues will be able to welcome people within their premises.

Read the full Open Club Day report [here](#).
THE SURVEY

LIVE MUSIC VENUES & CLUBS IN EUROPE - FACTS & FIGURES

Publication January 2020, based on data 2017
The Survey is the body of Live Style Europe pillar ‘LSE world’. The Survey is an innovating data collection, monitoring methodology and learning community to share knowledge about music venues characteristics. It develops skills, capacity and expertise to analyze and disseminate sectorial issues. Live DMA members annually collect data of their music venues about legal status, different functions, audience capacity, music events, music 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. They can also share experiences. 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. The COVID-19 pandemic of course had a major impact and created an urgent need for data about the effects of the pandemic on music venues. From March 2020, music venues and audiences were mostly in lockdown. The Survey results, methodology and experience helped members to calculate loss of income, financial damage and other pandemic effects for music venues. This was often effectively used in dialogues with governments about the needed financial support to survive this crisis.

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 and regulations and support for music venues. In pandemic year 2020 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 also valuable on a European level, to increase the strength and message of Live DMA and different Live Style Europe projects and objectives, and in order to advocacy in favor of live music policies. During 2020, it leaded to a better dialogue with European partners such as the European Commission and European Parliament, and to get more recognition, awareness and support at EU level. Live DMA also uses the Survey results in communication about other topics and Live Style Europe projects related to music venues and cultural policies.
NEW SURVEY REPORT

In January 2020 Live DMA published its most extensive Survey report until now: ‘The Survey. Live music venues & clubs in Europe - Facts & Figures’. This 40-page report includes the results and analysis of the data year 2017 of 604 music venues of 14 Live DMA members in 11 different countries, which were extrapolated to the total of 2597 music venues of all 15 Live DMA members at that moment. Next to presenting Live DMA’s impressive total amount of music performances, audience visits, workers and financial value, the report includes further analysis of different types of venues. It shows the diversity of functions, audience capacity, and legal status (public, private non-profit, commercial) which are linked to important differences in venues business models. This leads to new information and insights, which can further help policy makers, Live DMA, its members and the music venues itself to make improvements in policies and business, set priorities and create more awareness, recognition and support. Also versions of the Survey report in French and in Spanish are available.

SURVEY WORK DEVELOPMENT IN 2020

During 2020 Live DMA members, guided by Live DMA’s 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 2020 many Live DMA members worked on finishing their music venues 2018 data collection, and most members started the collection of the music venues 2019 data. At the end of 2020, 16 out of 17 Live DMA members (all excluding Collectif Culture Bar-Bars) are part of the Live DMA Survey project. New participants since 2019 are Live ME (Estonia) and Keep On Live (Italy).

COVID-19 CRISIS AND THE SURVEY

The Survey work of last years, such as the collected data and experience, became increasingly valuable and useful for Live DMA members from the start of the COVID-19 pandemic in March 2020, when music venues all across Europe had to close their doors and most of their income disappeared. 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 during 2020, 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 2020 data. Individual consultancy on this topic was also given to all Live DMA members by the Live DMA Survey coordinator during 1-on-1 Survey meetings. In September 2020 Live published the small report ‘Key numbers: Impact of the COVID-19 pandemic on 2,600 Live DMA European music venues and clubs in 2020’,
LIVE STYLE EUROPE ACTIVITIES

which gives an estimated overview of decrease of music events, performances, audience visits and venues income in 2020, within the Live DMA network. Also a version in French is available.

SURVEY COORDINATORS MEETINGS

Due to pandemic travel restrictions, the Survey coordinators of 12 Live DMA members joined together for an online Survey meeting on 27 April 2020. 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 for possibilities and handling of data about COVID-19 damage, and how to use it for advocacy for financial support.

In period April-June 2020, and again in period Nov-Dec 2020 the Live DMA Survey coordinator held 1-on-1 Survey meetings with all Survey coordinators of Live DMA members, for individual consult on their data collection, correcting and processing, data analysis and data results presentations and advocacy work, with this year also a special focus on the pandemic damage data.

SURVEY DATA COMMUNICATION AND PRESENTATIONS IN 2020

During 2020 Live DMA as well as its members increasingly used the Survey results in several ways: on their website, on social media, in newsletters and for specific advocacy and Live Style Europe projects. Live DMA Survey coordinator Arne Dee was a speaker in several public conference panels representing Live DMA and presenting our Survey results. From March 2020 this was limited to a few online conferences, due to the pandemic measures, which are:

• ESNS conference, Groningen, The Netherlands, January 2020
• Amplify Music Virtual Conference, online panel, April 2020
• Music International Lisbon (MIL), online panel, May 2020
• Tallinn Music Week, online panel, August 2020
• ESNS conference, online panel, November 2020
LIVE STYLE EUROPE ACTIVITIES

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 small and medium sized 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 reaches more people, and especially music fans and concert-goers, with the help of the artists’ audience reach.

In 2020, Live DMA did not actively seek to motivate its members to bring new artists' testimonies, even though it is always possible for members to submit one. Members have observed that a better diversity in music genres and in artists’ genders and ethnic background would be a way to improve the campaign.

After the 24 quotes collected in 2019, the year 2020 saw 9 more testimonies added to the campaign. These testimonies were collected thanks to the Music Moves Europe Talent Awards. Indeed, Live DMA proposed to Music Moves Europe Talent Awards 2020 winners to testify in the context of «What Artists Say». This is how the testimony of Pongo, a portuguese and Angolean artist was added to the campaign. For the Music Moves Europe Talent Awards 2021, Live DMA proposed nominated artists (and not only the winners), to give their testimony as part of the Awards communication campaign. This way, 8 testimonies were added to the campaign and were promoted through social media under the Live DMA x Music Moves Europe Talent Awards banner.

Find the testimonies of «What Artists Say» here.
ADVOCACY

MULTIANNUAL FINANCIAL FRAMEWORK (MFF)

The Multiannual Financial Framework (MFF) is the EU long-term budget. The next MFF covers the years 2021-2027 and the negotiations started since 2018 to find a final consensus between the European Commission, the European Parliament and the Member States by the end of 2020. The budget for EU programmes such as Creative Europe, Erasmus + and Horizon 2020 are part of the MFF and all got an increase of their budget for the upcoming period.

Creative Europe has been incremented by €600 million (one third) and will now have an overall envelope of €2.2 billion. This is 53% increase in comparison to the amount foreseen in the 2014-2020 period.

Among the boosted programmes, there are also Horizon Europe (+4 billion) and Erasmus+ (+2.2 billion). Discover here.

During this negotiation phase, Live DMA was strongly committed to advocate in favor of an increase of the budgets to enhance the accessibility of live music actors to grants and cooperation projects.

MUSIC MOVES EUROPE

Live DMA is 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. Live DMA was involved in the advisory board of several tenders, such as two studies on the Feasibility for the establishment a European Music Observatory, and a Market analysis on the trends and gaps in funding needs for the music sector in Europe. Both studies were released by the end of 2020:

- Feasibility Study For The Establishment Of A European Music Observatory : read here
- Analysis Of Market Trends and Gaps in Funding Needs For The Music Sector : read here

During the year, Live DMA was also asked to join the advisory board of the EMX (European Music Export) coordinated by EMEE (European Music Export Exchange) and the future «Music Ecosystem», coordinated by the European Music Council to distribute grants to the European Music sector through specific calls.

The results of the preparatory action call «cooperation of small music venues» were finally released (with 8 months delay) here.

Congratulations to all Live DMA members, and member’s members who applied, and a grand bravo to the successful ones!
ADVOCACY

COVID STATEMENTS & STUDIES

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.

The Survey numbers, released in September 2020, show the impact of the Covid crisis, especially for the private venues that rely on the audience incomes (ticket sales and food & beverage sales); for the non-permanent staff of the music ecosystem related to live events; for the millions of visitors and for the artists who cannot perform on stage anymore.

In the autumn, Live DMA Reacts with a «call for reinforce and equal support to the local music scenes, everywhere in Europe». This publication explains straight to the point what live music organisers are going through since March 2020 and points to the open wounds that urgently need to be taken care of.

By the end of 2020, Live DMA launched a questionnaire to its members to collect their feedback on the restrictions and protocols to call for dialogue and suggest recommendations towards a safe reopening of the live music venues (released in early 2021).

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

The full list of Live DMA’s statements can be accessible here.
PARTNERSHIPS

MMETA

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 2020, 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. Pongo, representing Portugal, seized this opportunity.
PARTNERSHIPS

For the Music Moves Europe Talent Awards 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 which took place in late 2020.

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.

- Live Style Europe January 2020 podcast - Advocacy in the live music sector (guests: Mar- cos Vazquez, La Fabrica de Chocolate (ES) and Arkaitz Villar, Kultura Live (ES)): [listen here]
- Live Style Europe February 2020 podcast - The Diversity Roadmap (guests: Anya Della Croce, PETZI (CH) and Yvonne Meyer, Helvetiarockt (CH)): [listen here]
- Live Style Europe March 2020 podcast - Horizontal Governance and the Multiannual Financial Framework 2021-2027 (guest: Isabelle von Walterskirchen, PETZI (CH)): [listen here]
- Live Style Europe October 2020 podcast - What is Live DMA?: [listen here]
- Live Style Europe November 2020 podcast - COVID-19 & the European live music sector: [listen here]
- Live Style Europe December 2020 podcast - Clubculture and its recognition in Europe (guests: Marc Wohlrabe, ClubCommission (DE), Adriana Alcover, ASACC (ES) and Isabelle von Walterskirchen, PETZI (CH)): [listen here]

EUROPEAN MUSIC COUNCIL

Live DMA's coordinator, Audrey Guerre, is part of the board of the European Music Council and followed the cultural policy work together with the staff of EMC, especially on the future of the Music Ecosystem and the 2% of RFF to CCIs. The participation of Live DMA to the EMC’s board activities was suspended during Audrey Guerre’s maternity leave.

Live DMA was invited to a reception at the European Parliament in early March, which was canceled due to Covid19.

The activity reports of EMC are available [here].
PARTNERSHIPS

PULSE DIGITAL SAFARIS

The Digital Safaris on Sustainability are 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 governances, we agreed to help them 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.

The first Digital Safari we organised was at the Muziekclub 4AD, the first carbon-neutral venue in Belgium, part of ClubCircuit network. This first virtual visit gathered 25 participants from several European countries which were able to have an in-depth discussion with the 4AD team and get concrete tips on how 4AD implemented their ecological philosophy.

All Digital Safaris are recorded and available on our website.
PANELS & CONFERENCES

• États Généraux du droit à la fête, “Recognition of club culture in Europe”, November 2020
  Video streaming “Recognition of club culture in Europe”

• Linechek, November 2020, “Clubs in Europe – The Nests of artist development on the verge of Collapse“.

• ESNS, November 2020, “Live Music Lockdown – Live music venues in survival“
  Video streaming “Live Music Lockdown – Live music venues in survival”

• Music Cities Panel, October 2020 – “European Perspectives: Not-to-Miss Policies to Harness Music’s Potential in Cities”.

• Liveurope Online Festival, September 2020 – “Strength lies in numbers: joining forces to press policy-makers”
  Video streaming “Strength lies in numbers: joining forces to press policy makers”

• WAVES Vienna, September 2020 – “The Future of the European Music Eco-System”
  Video streaming “The Future of the European Music Eco-System”

• MIL URL Talks, June 2020 – “Why we need to measure the value of live music spaces in the cities”
  Video & Report “Why we need to measure the value of live music spaces in the cities”

• IQ Focus Virtual Panel, June 2020 – “Grassroots Music Venues in Crisis“
  Watch IQ Panel “Grassroots Music Venues in Crisis”

• Amplify Music – Virtual Conference, April 2020 – “Advocacy Approaches from Europe”
  I “COVID-19, and then what?” I “The diversity of the European live music sector” I “How Data is Collectable/Collected Toward Local Action and Recovery“
  Amplify Music 2020 Panel Playlist

• “Europe Créative: des soutiens spécifiques et un programme en évolution“, BIS, Nantes, January 2020

• The Diversity Roadmap: Accomodating Diversity and Equality in Clubs and Festivals, Eurosonic Noorderslag, Groningen, January 2020
COMMUNICATION

NEWSLETTERS

In 2020, we released 20 newsflash to Live DMA members and 12 press releases to an open mailing lists of partners. Mailchimp data reveals that 54% of our subscribers are highly engaged and often open and click on our emails.

SOCIAL MEDIAS

Our social account followers now gather 2400 people on Facebook, 900 on Instagram and 1500 on Twitter. Open Club Day pages also gather 1000 people on Facebook and 900 on Instagram.

Focus on Facebook:

• In 2019 we had 1983 followers on Facebook and in 2020 we reached 2317 followers, so we had 334 more followers. Today, we count 2400 people following our account.
• Our audience consist of 43% women and 54% men.
• Most of our audience is located in France, Belgium, Germany, Spain, Italy and Denmark.

Focus on Twitter:

• In December 2019, the engagement rate was 0.5%, which is a good figure. In December 2020, it reached 1.1%, which is considered as an excellent rate! The engagement rate helps calculating the followers engagement regarding our account. An engagement up to 1% means that people are really reacting to our activity.
• Our tweets obtained 9100 impressions on 31 days in December 2019, and 13 800 in December 2020. Impressions are the number of total times our tweets have been seen.

PRINT COMMUNICATION

Following the Working Goup «Music is Not Noise», we decided to create stickers «Music is not noise» & «Noise is music», aiming to distribute them to our members and members’ members. Stickers are really valuable in communication, particularly in the music sector, as the public and artists usually stick them in many places.
CONTACTS

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