



Live DMA Survey Coordinators meetings

online

May 2022

**Part 1 -
Monday 16 May 2022
14:00 – 17:00 CET**



20 Members
16 Countries

2922 Music Venues
& Clubs & Festivals

LIVE DMA
NETWORK



WELCOME !



Introduction round

- Your name
- Region/country and association you represent
- What did you learn regarding data collection and your Survey work during the pandemic?
- How you feel it's going with data collection and your Survey work within your association?
- Specific topics and questions for meeting today and/or Friday ?

Survey work, part of pillar *Observation* in Live Style Europe II project (LSE II)

What to expect in 2022?



- May 16 + 20 General Survey meetings (online)
- May – Aug Create your final venues data 2019 and 2020 (deadline Sep 1st)
- May – Nov Start and finish your venues data 2021 collection
- May – Nov 1-on-1 Survey meetings (online) for consultancy
- Oct - Nov General Survey meeting (face to face)
 - *Prepare questionnaire data 2022*
 - *Meet and plan tasks with new research officer*
- Nov - Dec Publication new Survey report (data 2019 + 2020)

Survey work, part of pillar *Observation* in Live Style Europe II project (LSE II)

What to expect in 2022 + 2023 + 2024 ?

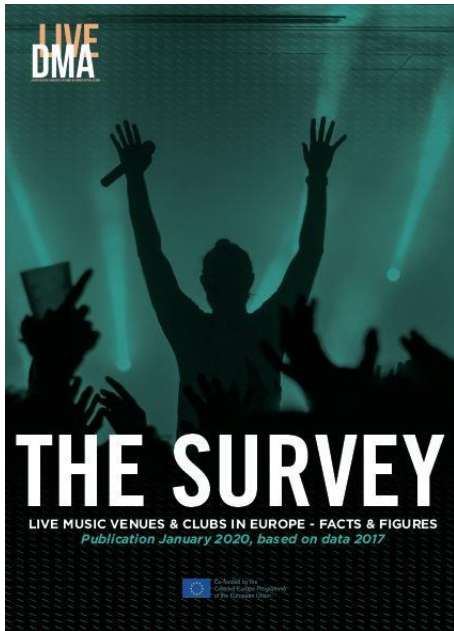
- The Survey - data collection music venues and clubs (every year)
- The Survey – new reports data music venues and clubs (2022 and 2024)
- Survey coordinators general meetings and 1-on-1 meetings (twice a year)
- Flash Survey Festivals (2023-2024)
- Study on programming practices in the live music scenes in Europe (2023)
- Study on the importance of live music scenes for development artists
- New Inventory of members' members (2024)



Live Style Europe II

The Survey - data music venues and clubs

Recap of Survey publications 2020 and 2021



Based on actual data

- January 2020 → Survey report (venues data 2017)
- January 2021 → COVID report (extra Survey about effects and impact)
- July 2021 → Members' members inventory report (including festivals)

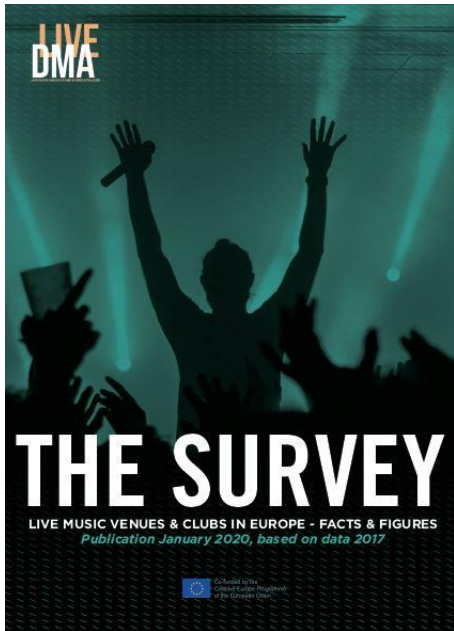
Based on estimated calculations

- September 2020 → COVID report (venues data 2019 + 2020)
- October 2021 → COVID report (venues data 2019 + 2020 + 2021)

Live Style Europe II

The Survey - data music venues and clubs

Planned Survey publications in 2022 until 2024



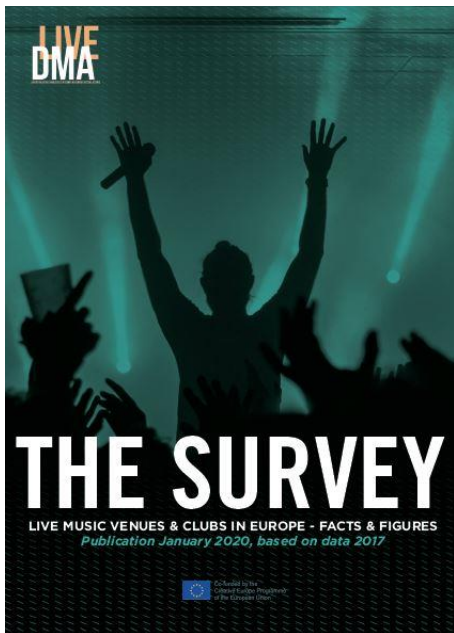
Based on actual data

- autumn 2022 → Survey report (venues data 2019 + 2020)
- early 2024 → Members' members inventory report (including festivals)
- autumn 2024 → Survey report (venues data 2019 + 2020 + 2021 + 2022)

Live Style Europe II

The Survey - data music venues and clubs

Tasks for Survey Coordinators



Collecting, correcting, validating and creating final data sets

- During 2022 → Finish collecting data 2019 and 2020
- During 2022 → Collecting data 2021
- During 2023 → Collecting data 2022
- During 2024 → Collecting data 2023

The Survey - data venues and clubs

Current status - May 2022



Association	region	data 2011	data 2012	data 2013	data 2014	data 2015	data 2016	data 2017	data 2018	data 2019	data 2020
ACCES	Spain										
ASACC	Spain										
Clubcircuit	Belgium										
Court-Circuit	Belgium										
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data extrapolated
data to expect
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member
associated member

The Survey - data venues and clubs

Goal - September 2022



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The Survey - data venues and clubs

Time plan data collection



REQUEST

- Please update status **data collection 2018** right [HERE](#)
- Please update status **data collection 2019** right [HERE](#)
- Please update status **data collection 2020** right [HERE](#)

Live Style Europe II

Flash Survey on Festivals

Objectives

- Collecting useful information about different types of festival organisations, such as events, (number of) artist performances and audience visits, employment and finance (business models)
- Develop knowledge and policy recommendations

Methodology

- In cooperation with the Survey committee and external partners (ex: Yourope)
- Set up shared indicators and methodology (possibly surveying 800 festivals directly)
- Follow-up the data collection process with the national referents
- Analysing the results of the data collection
- Drafting a summary report

Timeline

- Questionnaire ready by September 2023
- Report expected mid-2024



Live Style Europe II Flash Survey on Festivals

Live DMA members representing festivals

Court-Circuit	VNPF
Keep On LIVE	Live Komm
Live Music Estonia	PETZI
LiveFIN	Svensk Live
NKA	Dansk Live

Festival data collection experiences

- Do you already collect festival data?
- What are the results so far?
- What are your experiences?
- What are your wishes?
- What are your concerns?
- What do you think is possible?



Live Style Europe II - Study on artistic programming in the live music scenes in Europe



Objectives

- Based on the report of the Bookers Working Group and existing research work
- Final objective to draft recommendations towards a European Fair Practice Code
- The study will 1) highlight the main challenges of live music programming
2) allow for more transparency within the operators, and
3) identify ways to encourage more social and artistic diversity.

Methodology

- Identifying a representative corpus of live music scenes
- Leading qualitative interviews and sending short questionnaires
- Analyzing the results
- Intersect with existing literature
- Drafting a summary report
- Ex data: music genres and geographical scope, gender representation on stage, artistic budget, relations between bookers, promoters, agents etc.

Timeline

- Methodology and questionnaires set in January 2023
- Report expected by the end of 2023

Live Style Europe II - Set up a preliminary report on the importance of live music scenes in artistic development



Objectives

- Based on existing resource and research works
- Identify the multiple roles of the live music venues, clubs and festivals in the musicians' careers in Europe
- Identify the research gaps and set up further needs in terms of scientific evidences to support the Live DMA's advocacy work, in line with our ethical charter and values.

Methodology

- Active watch on academic research, institutional and professional reports, the animation of a dedicated advisory committee
- Drafting the preparatory report including a strategy and methodology

Timeline

- Constitution of the advisory committee: by the end of 2022
- Report: end of 2024

Horizon 2020 call Towards a European Music Observatory

- Music Moves Europe Dialogue
- Feasibility Study on a European Music Observatory
- Call under the research programme « Horizon 2020 » : **Towards a competitive, fair and sustainable European music ecosystem**
- Deadline: 20th April 2022
- 14 projects submitted – 3 projects selected
- Budget: between 2.5millions and 3millions per project selected for 2 up to 3 years' projects
- Results announced between summer and autumn 2022
- Projects 2023-2025



Live DMA is partnering on 2 projects submitted under the Horizon call



E-MUSES

Mapping music ecosystems in six city case-studies (Barcelona, Birmingham, Hamburg, Łódź, Milan, and Rotterdam) to provide new improved methodology for capturing the economic and socio-cultural value of music.

By providing the case studies and best practice that can be applied in other geographical locations, the pan-European project affords the possibility of comparative studies and policy recommendations on the city level.

RECORD

- Understand and measure the European music sector as a connected ecosystem, its resilience, and how diversities may foster its resilience
- Engage stakeholders (scientists, music professionals, policymakers) in a holistic way to foster understanding, and encourage learning about how the resilience of the music ecosystem works
- Design / test innovative (policy) tools and prototypes to strengthen the resilience and diversities of the European music ecosystem.

Horizon call

Who are the partners?

E-MUSES

UK: Universities of Aston/Birmingham (LEADER) and Newcastle

IT: Universities of Milano/Pavia

DE: German researchers collective + IHM

NL: University Pop Live Rotterdam

Sound Diplomacy

Eurocities

RECORD

NL: University of Rotterdam (LEADER)

UK: University of Bristol

PT: University of Porto

SE: University of Stockholm (EUR)

PL: University of Warsaw

FR: CNM

BMAT

KEA

Panteia



Horizon call

What's Live DMA's role in the projects?



E-MUSES

- Project management: co-create the set of indicators/questionnaires to observe the music ecosystem at city level (early 2023)
- Compare city results with broader results on the European geographical scope, through the Survey data analysis (data 2022)
- Disseminate the mapping methodologies towards Live DMA members to create new opportunities
- Participate in drafting recommendations towards local policy makers

RECORD

- Establish the music ecosystem mapping based on existing Live DMA's Survey data (2023-2024)
- Participate in the establishment of indicators and strategies about resilience and diversity in the music ecosystem, especially on employment and artistic programming
- Disseminate the results of the work

A new position in Live DMA office: Research officer

- Arne will keep its current position, role and mission, coordinating the annual Survey for music venues and clubs + consulting and working together with the new research officer.
- The research officer will cover the new missions and the relations with the Horizon projects partners
- The mission starts in September on a 70% basis, up to 100% if successful Horizon 2020 results
- We are looking for an academic profile, with strong knowledge on the live music sector, statistics and more qualitative methodologies
- Job offer available here: www.live-dma.eu/job-offer-research-officer
Application deadline 20 June 2022. Share if you want!



Next Survey Coordinators meeting in autumn 2022

- Face to face
- Connect the Survey meeting with the 10 years anniversary celebration
- Meeting foreseen between mid-October and mid-November
- Brussels, Paris, or Bilbao (TBA)
- Meet with the new research officer and start working on the new Programming study and Festival Survey methodologies
- Work on questions and definitions venues data 2022 collection





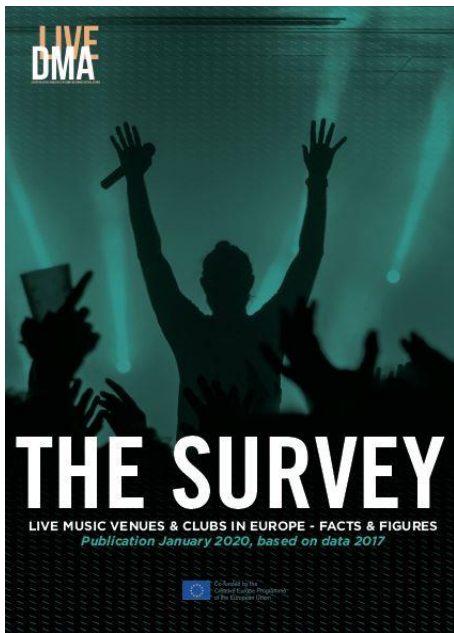
BREAK

15 MINUTES



Data collection music venues and clubs

Benefits for your members and association



- Better insights of your members (individual) → benchmark
- Better insights of your sector (collective) → set priorities and policies
- Better representation of your members (reports, media, politics)
- Improve dialogue with governments and other stakeholders
- Advocacy work: more funding, influence laws, rules and regulations
- Create members benefits: benchmark instruments, make deals with authorities, institutions (ex: author rights, tax office) and suppliers
- Possibility to use data results for crisis management (ex: pandemic)

Data collection music venues and clubs

Governments your most important relationship



YOUR MEMBERS WANT AND NEED

- **Awareness** for the existence and value of live music venues, clubs and festivals
- **Recognition** for popular live music as performing art, and recognition for the live music venues, clubs and festivals
- More **support** for live music venues, clubs and festivals
- Be consulted and taken in account by governments in decision-making processes regarding **laws, rules and regulations** that concern live music venues and festivals
- Better **insights** in your members output, business models, trends and developments, to **set policies and priorities**

Data collection music venues and clubs

Governments your most important relationship



HOW TO ACHIEVE THIS

- Awareness is a slow process, and starts with increasing **visibility** during the years
- Visibility is created with your own data reports and media exposure, but also make sure **your data are included in external reports and databases of important (government related) institutions** such as bureaus of statistics, ministry of culture, universities, etc.
- Showing the numbers of music events, visits, workers, income and expenses **make venues relevant** for society, labour market and economy, and therefore also makes the association of venues relevant to talk to for politicians. Data can improve your dialogue with governments on a local, regional, national or European level.
- **Politicians need statistics and reports** to do their work and make decisions: If you can't show in numbers of how much music events, visits and workers, then it *'did not really happen'* ;-)
- Once you set up a better dialogue with your governments, start the **advocacy work** for more funding and better conditions for venues, try to influence laws, rules and regulations and cultural policies.
- Politicians are in **need for data especially in times of crisis (pandemic)**: support measures have to be based on actual numbers. Think of future crisis: inflation, energy (prices), next pandemic ?

Data collection music venues and clubs

Governments your most important relationship



ASACC (Catalonia)

”We worked on a publication together with the statistics department of the Catalanian government to present our figures very clear... This is very important to have for the meetings we are planning with the government and tourism administration.”

Data collection music venues and clubs
Effective use of data results during pandemic



Music Venue Trust (UK)

"We collected data regarding Covid-19 to show the government... and the statistics was really the thing that made the difference in communicating our arguments to them."

Data collection music venues and clubs

Effective use of data results during pandemic



VNPF (Netherlands)

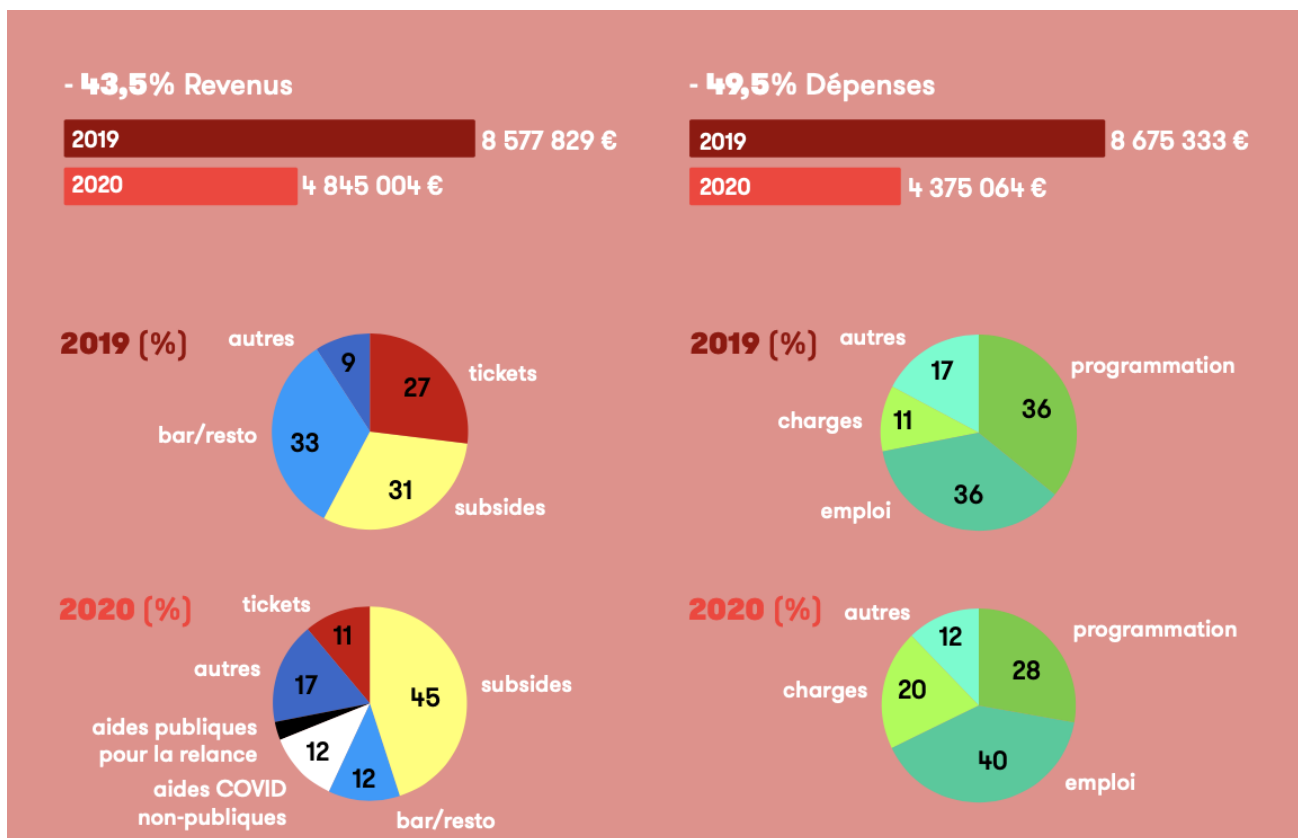
- Formed a *Taskforce* with cultural and creative sector to talk to government
- Formed an *Alliance* of other event makers to talk to government
- Made realistic calculations of loss of events, visits and income *for previous, current and future quarters*, based on earlier collected data 2018 and 2019
- Collected some extra information of members regarding COVID-19 impact
- Continuously communicated COVID-impact-data and need for support (in €) to governments through Taskforce and Alliance and via own website and other media
- This resulted in additional support measures and money for our members, awareness of specific needs for live music sector, and awareness for future support for recovery

Data collection music venues and clubs

Effective use of data results during pandemic



Court-Circuit (Belgium)

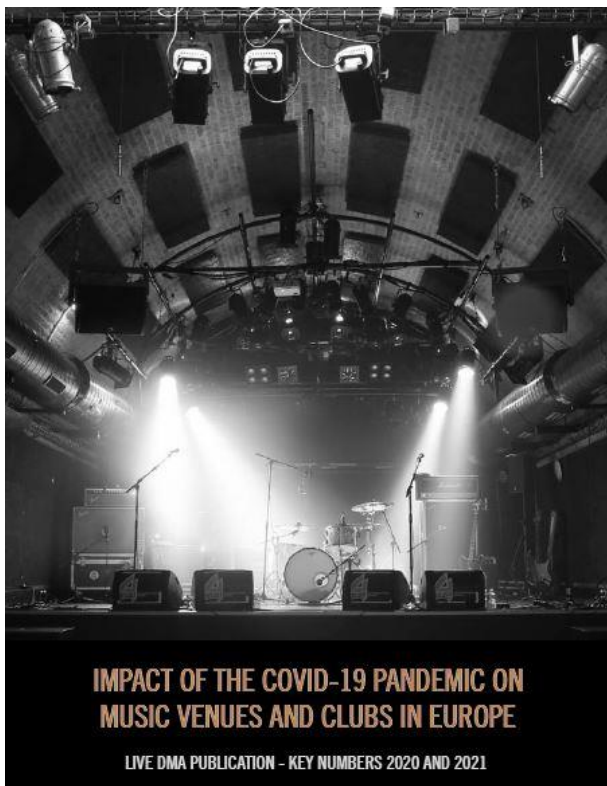


Data collection music venues and clubs

Effective use of data results during pandemic



Live DMA (Europe)



If we look at the loss of the venues' **own income** (income excluding subsidies) in 2020 and 2021, it gives a better view on the effect for music venues that do not have regular subsidies, and for which (almost) 100% of their income is own income.

Looking at 2020 and 2021 together and comparing to previous years, for the 3,253 music venues part of Live DMA, there is an expected **78% decline of venues and clubs' own income** (income excluding subsidies).



OWN INCOME (income excluding subsidies)

Data collection music venues and clubs

Communication strategy



Infographics tools:

Excel is a good and easy tool for creating infographics.

Adobe Illustrator (PRO version) or **Canva** are good alternatives used by members

Or hire a **graphic designer** to create unique infographics in your own style

Presentation tools:

Piktochart is a nice and easy online tool for creating presentations, also containing many maps and icons.

Live DMA has a **PRO VERSION login available** for you:

www.piktochart.com

Login name: contact@live-dma.eu

Password: liveDMA2017!

Data collection music venues and clubs

Communication strategy



Feel free to copy the narrative for in your own data reports

Example of recent data report in English, with estimated calculated numbers (Live DMA):

[Venues \(estimated\) data 2019 and 2020/2021 compared \(publication November 2021\)](#)

Example of recent data report in English, with actual numbers (VNPF, Netherlands):

[Venues and festivals data 2019 and 2020 compared \(publication October 2021\)](#)

Data collection music venues and clubs

Communication strategy



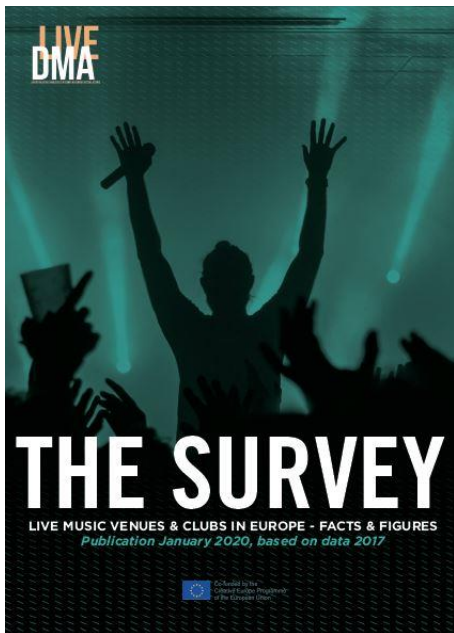
Court-Circuit (Belgium)

*"We created a short **video** to communicate our data results because we wanted a presentation that is very easy understand to understand for the public, press and politicians. We added a press release with a more in depth analysis that (for example) our members are the first to welcome emerging artists. We translated the data results into values."*

Data collection music venues and clubs

Benefits for your members and association

Increase Survey response and participation



IMPORTANT! SHOW YOUR MEMBERS ALL THE DATA RESULTS AND CREATE AND EXPLAIN BENEFITS OF THE DATA COLLECTION

- Make data reports and send it to them, and thank them
- Highlight specific numbers (indicators) that are most relevant to venues
- Include data results in your conferences, webinars and newsletters
- Include data in external research and share with your members
- Explain to venues how they can use the data also for representation on a local level and for advocacy work towards local politicians
- Show venues how they can compare (benchmark) themselves to other venues and improve their own business models, create tools for this
- Show venues how your association needs and uses data for advocacy work
- Make deals with authorities (author rights organisations, tax office) and companies (suppliers) based on data, get discounts for members
- Try to make Survey mandatory in membership (if enough support)

Data collection music venues and clubs

Benefits for your members and association



During part 2 of the Survey Coordinators meeting this Friday (May 20):

- More best practices of members ASACC and Keep On LIVE and...
- More about calculating and presenting relevant data about current and future periods (ex: COVID impact data), and about comparing data of different years
- How to increase impact of your data by cooperating with external researchers, universities, statistical bureaus, institutions and governments
- Selecting indicators and translating data in artistic, social, economic values and narratives for specific needs
- Extra questions and definitions in your Survey for specific objectives

Survey work action plan

How to organize your Survey work



- Decide within your association what **objectives** you have with data collection and what you need (expertise, workers, time, tools, participation of members) to reach these goals
- Make a realistic but ambitious **work and time plan** for your Survey work
- See the Survey work as **structural work** implemented in your daily work, not as a project
- Make sure you **have enough time available** for Survey work → discuss with your employer how many (paid) hours you need for the objectives of your association, set priorities, and/or hire an extra person for some Survey tasks (trainee, intern, part-timer)
- Make a plan for **deliverables and communication strategy** (report, publication, presentations, highlighted indicators, target audiences, etc.)
- Make sure to **communicate to your members** how they (can) benefit from participating

Survey work action plan

How to organize your Survey work

Survey Coordinator work includes (1/2):



- **Collecting data from members:** questionnaire, collecting tool, communication
- **Developing data collection tools:** definitions, questionnaire and collecting tool
- **Correcting and processing data:** make sure data are correct, check with members
- **Analysing data and venues business models:** make data results readable + meaningful
- **Identifying and analysing trends and developments:** notice changes in data results
- **Developing tools to improve members work:** benchmark instruments, presentations
- **Identifying and investigating members expectations** regarding data collection and results
- **Guiding members** in implementation and application upon request (help members)

Survey work action plan

How to organize your Survey work

Survey Coordinator work includes (2/2):



- **Providing information for policy-making and strategic decision-making**
- **Advising your board and director** on data results analysis and communication strategy
- **Developing and providing press/media approach:** what message helps members most
- **Communicate data results (news, print, online):** different formats for different target audiences
- **Presentations and disseminating positions of association:** use data for advocacy work and lobby
- **Provide data to external relevant actors:** institutions, governments, universities and researchers
- **Involvement in other data projects:** institutions, governments, universities and researchers
- **Make financial plan** within the framework of the workplan and budget of association

Survey work action plan

How to organize your Survey work



Make a realistic but ambitious time and work plan and stick to it! Download template [HERE](#)

Survey Coordinator work timelines:												
TO DO	January	February	March	April	May	June	July	August	September	October	November	December
Prepare and develop data collecting	develop collecting tool									new questions/defintions		
Collecting data previous year		1st deadline				final deadline						
Correcting data				corrections								
Send data to Live DMA Survey Co						corrections	final version					
Processing / analysis data						analysis	final version					
Deliver data to external parties												
Make report / publication								Make report	Publish			
Conference presentations	Conference									Conference		
Guidance/requests members												
Developing tools and services												
Providing information for policy												
Work with external research(ers)												

CONTACT

Arne Dee

Live DMA Survey Coordinator

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+31 6 2884 9869

LIVE DMA TEAM

contact@live-dma.eu

www.live-dma.eu

NEXT SURVEY MEETING

Friday, 20 May 2022

10:00 – 13:00 CET

Zoom link:

<https://us02web.zoom.us/j/82509620979?pwd=ZUJKZm9rQzROaUVtRVBuS1RodUlJUT09>

Meeting ID: 825 0962 0979

Password: LiveDMA





**THANK
YOU!**

**#SUPPORTYOUR
LOCALMUSICSCENE**





Live DMA Survey Coordinators meetings

online

May 2022

Part 2 -
Friday 20 May 2022
10:00 – 13:00 CET



Survey work, part of pillar *Observation* in Live Style Europe II project (LSE II)

RECAP: What to expect in 2022?



- May 16 + 20 General Survey meetings (online)
- May – Aug Create your final venues data 2019 and 2020 (deadline Sep 1st)
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The Survey - data venues and clubs

Time plan Survey meetings

REQUEST



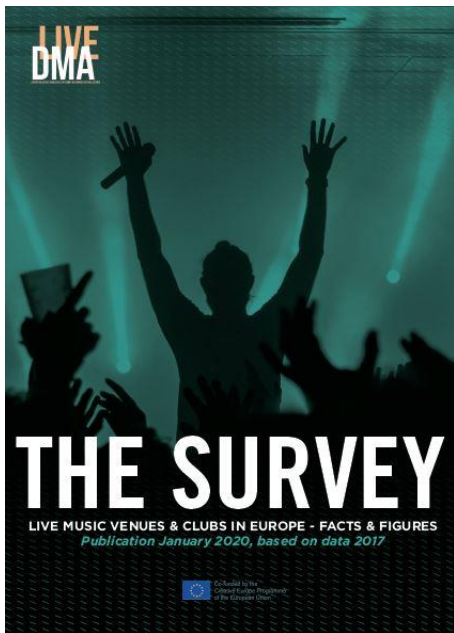
- Please fill in availability for our **next general Survey meeting (face to face) in October or November 2022** in Brussels, Paris or Bilbao
- Please fill in availability for our **next Survey 1-on-1 meeting (online) in period May-August**, to make sure we have your final data 2019 + 2020 on Sep 1st and/or discuss any other Survey related topics (*what would you like to improve?*)

Fill in form right [HERE](#)

Live Style Europe II

The Survey - data music venues and clubs

Planned Survey publications in 2022



Next Survey report based on your venues data 2019 + data 2020

- May-Aug 2022 → finish your final data 2019 + 2020
- **September 1st 2022 → final deadline data 2019 + 2020**
- Sep-Oct → doing calculations and writing report
- Nov → editing and designing report
- Nov / Dec → publish report
- **December 31st 2022 → deadline publication for EU funding**

The Survey - data venues and clubs

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The Survey - data venues and clubs

Time plan data collection

REQUEST



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- Please update status **data collection 2020** right [HERE](#) (ACCES, Circuito, Clubcircuit, Keep On LIVE, Kultura Live, Live Komm, Svensk Live, NAKTA)
- Please update status **data collection 2021** right [HERE](#) (everyone)

Survey work action plan

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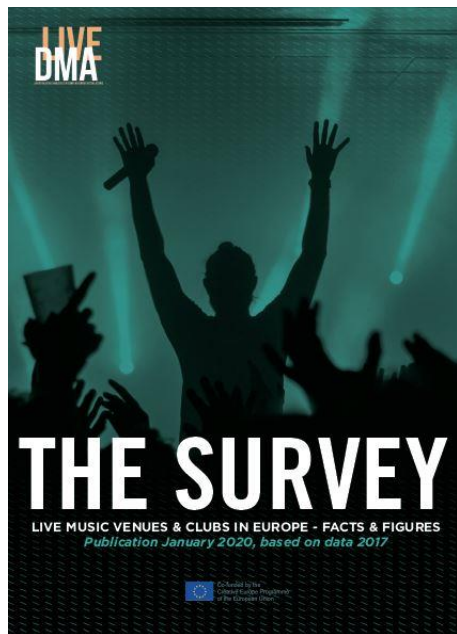
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Data collection music venues and clubs

RECAP: Benefits for your members and association



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- Advocacy work: more funding, influence laws, rules and regulations
- Create members benefits: benchmark instruments, make deals with authorities, institutions (ex: author rights, tax office) and suppliers
- Possibility to use data results for crisis management (ex: pandemic)

Data collection music venues and clubs

RECAP: Governments your most important relationship



YOUR MEMBERS WANT AND NEED

- **Awareness** for the existence and value of live music venues, clubs and festivals
- **Recognition** for popular live music as performing art, and recognition for the live music venues, clubs and festivals
- More **support** for live music venues, clubs and festivals
- Be consulted and taken in account by governments in decision-making processes regarding **laws, rules and regulations** that concern live music venues and festivals
- Better **insights** in your members output, business models, trends and developments, to **set policies and priorities**

Data collection music venues and clubs

Governments your most important relationship



HOW TO ACHIEVE THIS

- Awareness is a slow process, and starts with increasing **visibility** during the years
- Visibility is created with your own data reports and media exposure, but also make sure **your data are included in external reports and databases of important (government related) institutions** such as bureaus of statistics, ministry of culture, universities, etc.
- Showing the numbers of music events, visits, workers, income and expenses **make venues relevant for society, labour market and economy**, and therefore also makes the association of venues relevant to talk to for politicians. Data can improve your dialogue with governments on a local, regional, national or European level.
- **Politicians need statistics and reports** to do their work and make decisions: If you can't show in numbers of how much music events, visits and workers, then it *'did not really happen'* ;-)
- Once you set up a better dialogue with your governments, start the **advocacy work** for more funding and better conditions for venues, try to influence laws, rules and regulations and cultural policies.
- Politicians are in **need for data especially in times of crisis (pandemic)**: support measures have to be based on actual numbers. Think of future crisis: inflation, energy (prices), next pandemic ?

Data collection music venues and clubs Benefits for your members and association



Keep On LIVE (Italy)

*"4th of May 2022 the Italian grassroots and independent live venues has been officially recognized as social and cultural institutions. It's an historic achievement ... A special mentions must go the crucial work on data collecting... 'The Survey', the 'Inventory' and others Live DMA's **data provided us fundamental infos and put our institutional relations on a different level.**"*



ASSOCIAZIONE
DI CATEGORIA
LIVE CLUB E FESTIVAL
ITALIANI

How data can support your advocacy work?

Data collection and institutional recognition of Live Music Venues in Italy

Recognition of Live Music Venues



- In Italy we didn't have any legislation referring to the cultural and social role of Live Music Venues, until the 4th of May.
- During our dialogues with Italian politicians, the first questions we always received was: “Who are you? How can we recognise you? What are the specificities of the spaces you represent?”
- We needed a tool that permitted us to understand better the characteristics of our sector and to communicate it: having data, knowing the source and mentioning it makes the network accountable.

Data collecting 2019

- We started our data collection activities in 2020 with the 2019 data: we had the chance to have a frame of what the sector represented before Covid-19.
- Presenting this data in public made our dialogue with some politicians better and attracted their interest.
- When having private dialogues with politicians, we presented our data: to have different data gives the opportunity to find the perfect lever on which to ground the dialogue with the stakeholder in order to reach the network's goal (i.e.: copyright collection company —> artistic performances; ministry of culture —> participation; ministry of economy: workers...)

Data Collecting 2019 vs 2020 Milano



- Thanks to the creation of the local coordination of Milano, we had the chance to prepare a case study on Milano City.
- This had 2 important benefits for us:
 - it has been an instrument to attract venues in our network, because of the study made specifically on the local area of Milano: venues felt identified and felt more involved
 - it has been the basis for the dialogue with the Municipality of Milano. This brought the second important advocacy result: Milano is the first city in Italy to recognise Live Music Venues as cultural and social hubs and will have a register where venues can subscribe.

For the future?

- Keeping updated data permits to:
 - always have professional material to present to new stakeholders and politicians (i.e.: in Italy the Head of the Minister of Culture's cabinet just changed → when we went to meet her we printed and presented data collecting reports)
 - make our member's aware of the levers they can find in dialogue with local administrations (i.e.: we are creating new local coordinations → we can extract for them specific data for specific needs they want to address)
 - keep track of the concrete consequences that venues have from advocacy goals being reached (i.e.: thanks to the recognition, we want to work on an increase of legal capacity → we can easily access to the effectivity of next practical goals)

Data collection music venues and clubs

Today we will talk about:



- How to increase impact of your data by cooperating with external researchers, universities, statistical bureaus, institutions and governments
- Best practices of members Keep On LIVE and ASACC
- The role of Eurostat, FRIBS and the NACE-codes for you and your members
- Calculating and presenting relevant data about current and future periods (ex: COVID impact data)
- Comparing data of different years (2019 and 2020), also in our next Survey report
- Questions of Survey Coordinators (Yves, Marc, Andreas and others?)
- Question and definitions in our annual questionnaire: Needs and wishes
- Selecting indicators and translating data in artistic, social, economic values and narratives for specific needs

Live Style Europe II

The Survey - data music venues and clubs

Benefits of cooperation with external researchers



- **More visibility** in the 'cultural statistics infrastructure' that politicians also use as sources for policy-making decisions → raise awareness and recognition
- Try to get your data **structural** in (annual) statistics publications and databases
Also deliver data **incidental** for specific research projects (ex: COVID reports, university projects)

Examples:

- Your official **national statistical institution** (connected to **Eurostat**, on a European level, sharing same codes for types of organisations (**NACE**) AND sharing same questions and definitions for partly mandatory information (**FRIBS**))
- Your **Ministry of Culture** and/or any institution that does research commissioned by this Ministry (*for example in the Netherlands: Boekmanstichting, science centre which is coordinating the 'Culture Monitor' for our Ministry*).
- Feed **other relevant ministries (Health, Economics)** with specific data to improve venues conditions (ex: sound regulations, diversity and inclusion, labour market)
- Any **government related research bureaus, institutions and universities** (*for example in the Netherlands: Social Cultural Planbureau (SCP) or Erasmus University Rotterdam*)
- Any government related **funds for performing arts** if it helps towards programming subsidies schemes
- Any (commercial) independent **research bureaus** in your region/country that are important (*for example in the Netherlands: annual Atlas for Municipalities ranking cities by cultural value, renowned cultural research bureaus to make narrative and source more objective.*)

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Benefits of cooperation with external researchers



When delivering data to external researchers / partners:

- Depending on the partner, relationship and the degree of importance of having your data included, decide if you will ask money for the data. If they don't (want to) pay for data, you can also ask money for 'handling of data' or 'administrative costs' instead.
- Decide if the partner is reliable, otherwise don't deliver data of individual venues. Maybe for some (students, commercial parties) you can decide to deliver only some totals and averages.
- In any case make a short contract in which you put the conditions under which you will deliver the data to the external party, and let them sign it.

Example from Netherlands: I, [name], representing [organisation], declare that I will only use the music venues data I received from [venue association] for the purpose of [external partner's objective / deliverable]. Data from [venue association's members] will be treated confidentially at all time. Data from [venue association's members] will never be individually traceable in any form of publication. Individual data of [venue association's members] will only be provided and made available in anonymous form to selected and trusted third and external parties. Publication of the data, or public use of it in support of certain conclusions, is only permitted after permission from [venue association].

ASACC AND THE SURVEY

How we start to work with the statistics department from Catalan Government?

- Different meetings.
- They didn't use music sector data because they didn't consider that data correct and value.
- We talk with them about The Survey from Live DMA and all the data that we collect and analyze.
- We have an annual Budget from the Catalan Government to work and create the ASACC annual report and they publish it on their website.
- We can analyze not just the global data also the different models of venues that we have in ASACC and how they work.

The Survey during Covid

- Valid data to represent the music sector in Catalonia to ask for especial subsidies during the Covid
- Also is helpful to ask for more regular subsidies because we can compare the situation during the years and also present the representation of subsidies around Europe.
- Also interesting for our members because they can see that the effort works.

_Informe 2019

Dades i xifres
de les sales
de concerts
de Catalunya

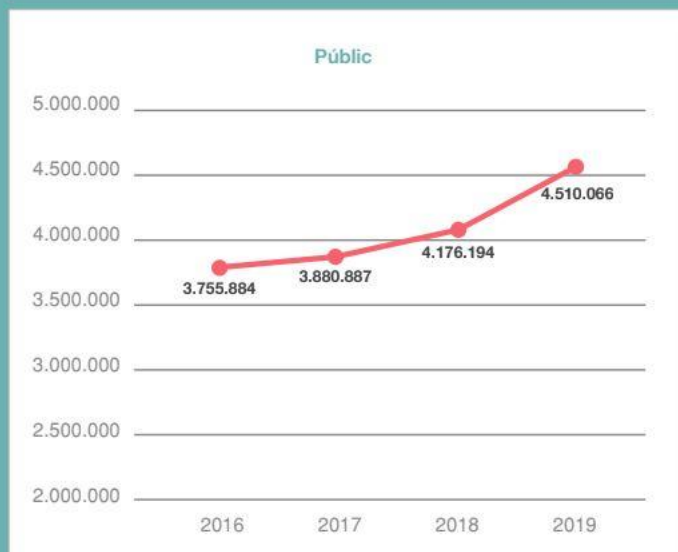
asacc
Associació de Sales de Concerts de Catalunya

Ariana Abecasis, La Nau - Foto: Clara Orozco

Mostra	2016	2017	2018	2019
Nombre de sales	26	30	33	46
Capacitat	12.651	13.660	16.100	18.842
Total assistents	1.858.304	1.786.061	2.025.133	2.564.438
Activitats musicals	7.031	7.594	7.654	10.180
Empleats	544	643	788	881
Ingressos totals	23.660.421€	28.334.965€	35.079.663€	42.662.018€
Despeses totals	20.830.077€	25.479.702€	31.439.692€	37.734.213€

Univers	2016	2017	2018	2019
Nombre de sales	57	69	73	73
Capacitat	24.699	27.127	32.185	30.840
Total assistents	4.114.591	3.880.887	4.176.194	4.510.066
Activitats musicals	17.447	20.943	17.785	16.871
Empleats	1.166	643	1.591	1.439
Ingressos totals	53.147.817€	62.182.445€	74.289.413€	75.573.048€
Despeses totals	46.304.268€	54.382.884€	66.542.757€	66.905.243€

Comparativa global d'assistència des de 2016 a 2019



Una diferència de quasi 334.000 assistents, per tant, totes les dades mostren l'any 2019 com el millor dels últims quatre anys, el primer any amb dificultats per part de grups i promotors per trobar dates lliures a les sales de música catalanes, especialment en les de més de 500 persones d'aforament de la ciutat de Barcelona.

La quantitat de públic total entre 2018 i 2019 va pujar un **7,99%** entre els assistents a les sales de música.

07.

Mitjana d'ingressos i despeses

		Mostra	Univers	Mitjana d'assistents per activitat
		46 sales	73 sales Dades estimades	
S (menys de 150 persones)	Barcelona Ciutat	2.083.199€	4.166.397€	729
	Fora de Barcelona	704.436€	845.323€	720
M (de 151 a 600 persones)	Barcelona Ciutat	9.672.732€	13.971.724€	2.917
	Fora de Barcelona	1.360.867€	2.332.915€	1.529
L (més de 600 persones)	Barcelona Ciutat	24.559.685€	49.119.370€	17.862
	Fora de Barcelona	4.281.099€	5.137.319€	5.626
TOTAL	Barcelona Ciutat	36.315.615€	67.257.491€	5.073
	Fora de Barcelona	6.346.402€	8.315.557€	2.301
		42.662.017,50	75.573.047,93	4.479

Ingressos a les sales per aforament i ubicació

08.

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The Survey - data music venues and clubs

Role of national statistics institutions and Eurostat

NACE-codes, FRIBS and cultural statistics



Identify your official **national statistical institution** (connected to **Eurostat** on a European level) → for *example CBS (Netherlands), ISEE (France), Statbel (Belgium)*

See current list on Live DMA website [HERE](#)

Why important for Survey work?

- Institutions sharing same **codes** to identify and categorize types of organisations (**NACE codes in Europe**) which are again related to **ISIC codes worldwide** . Your venue and festival members have such a code based on their main activities. This was often decided when the organisation established and registered with the Chamber of Commerce.
- Institutions sharing same questions and definitions for partly mandatory information (**FRIBS = Framework Regulation Integrating Business Statistics**) they have to deliver to Eurostat annually. *This only concern data about employment and finance.*
- Institutions are annually **collecting and publishing cultural data**, so also data about your members, *also about their events and visits*. It could be they are sending their annual survey to your members directly, or it could be they collect this info from secondary sources (ex: Tax office)

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Role of national statistics institutions and Eurostat

NACE-codes



Institutions are sharing the same **codes** to identify and categorize types of organisations (**NACE codes in Europe**) which are again related to **ISIC codes worldwide** . Your venue and festival members have such a code based on their main activity. This was often decided when the organisation was established and registered with the Chamber of Commerce.

It's important that your members have the correct NACE code, because:

- **For representation:** The statistics institutions base their cultural data monitors on these NACE-codes and you want your members to be part of it.
- **For support:** Subsidies (specifically COVID support measure) are often connected to these NACE codes. Wrong code can mean venues don't get the subsidy.

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Role of national statistics institutions and Eurostat

NACE-codes



In 2020/2021 there was consultation by Eurostat to change and improve the NACE codes categorisation:

- The national statistics institutions were consulted (*for example in the Netherlands the CBS asked us for feedback on this*) and some stakeholders in European cultural sector were consulted (*for example PEARLE*)
- Expected decision on new NACE codes during 2022
- Implementation of new NACE codes could take another two or three years
- NACE codes of 4 digits will be mandatory, codes of 5 digits up to national institutions
- NACE-codes of your members will might change automatically, OR they have change it themselves → role for venue associations to inform members about this

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Role of national statistics institutions and Eurostat

NACE-codes



Current NACE codes for cultural sector (see list [here](#)):

90.0 Creative, arts and entertainment activities

90.0.1 Performing arts (= performers, actors and musicians, **now also some music venues**)

90.0.2 Support activities to performing arts (= technicians, makeup artists, **now also some music venues and many music festivals**)

90.0.3 Artistic creation (= music composers, writers, painters)

90.0.4 Operation of arts facilities (= theatres, **now also many music venues**)

Possible new NACE codes for cultural sector:

90.0 Creative, arts and entertainment activities

90.1 Cultural creation (=music composers)

90.2 Stage performing arts

90.2.1 Music performances, opera, ballet and dance (= live musicians)

90.2.2. Other stage art performances

90.3 Support activities to culture and creative activities

90.3.1 Operation of cultural facilities and sites (= music venues and theatres)

90.3.2 Organisation of festivals carnivals and similar (= music festivals)

90.3.3 Other management and technical support to culture and creative activities (= sound technicians, light technicians, artist managers and promoters)

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The Survey - data music venues and clubs

Role of national statistics institutions and Eurostat

FRIBS and cultural statistics



- All national statistics institutions collecting and publishing data about **employment and finance**. Also about your members. It's mandatory for them to deliver these data to Eurostat annually, as part of **FRIBS (= Framework Regulation Integrating Business Statistics)**. Therefore they also share the same mandatory questions and definitions. See [here](#) the FRIBS questions.
- Most national statistics institutions collecting and publishing data about **music and visits** for annual cultural statistic database and/or publication.
- Sometimes this information is collected by surveys to your members, sometimes by secondary sources (ex: Tax office).

For you to check as Survey Coordinator / should we do an inventory?

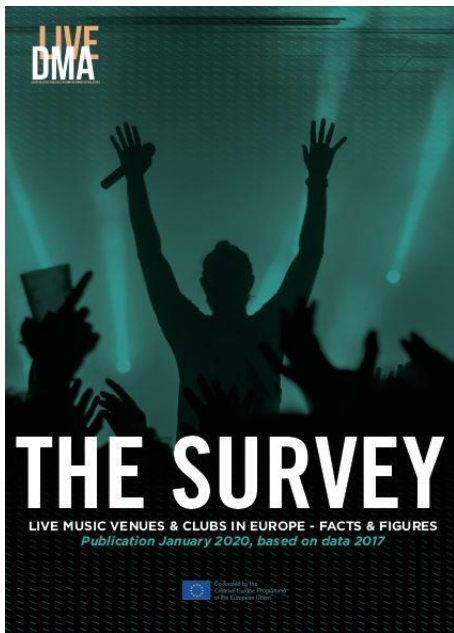
- Do your members receive a survey from the official statistical bureau? If so, is it mandatory?
- Is there annual cultural statistics reports? If so, are your members included yet?
- Can you make a deal with the statistical bureau to collect the data from your members and deliver it to them? Or improve any other form of cooperation?

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The Survey - data music venues and clubs

Methodology of calculated estimations

Create data of past, current and future periods



IMPORTANT: Keep it realistic and representative

Objectives

- **Urgency: we need support or action NOW!**
- **Use data for advocacy work, politicians, research institutions or media**
- **Show data for time periods you want in past, present or future**
- **Narrative of loss of artistic value, talent development, social impact, effects to labour market, loss of income, negative results, effects of support measures, current needs, etc.**

See example Excel tool [HERE](#) and find instructions for Excel tool [HERE](#)

See example publication Live DMA / October 2021 (in English) [HERE](#)



BREAK

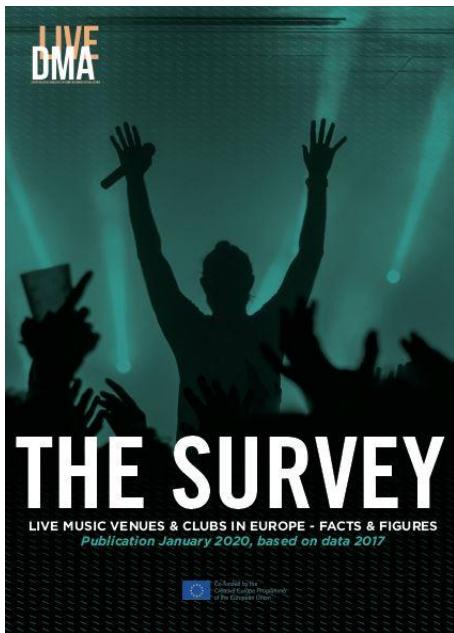
15 MINUTES



Live Style Europe II

The Survey - data music venues and clubs

Methodology of comparing data 2019 + 2020



IMPORTANT: Only compare same group of venues (*a panel*)

Objectives

- Show totals and averages 2019
- Show totals and averages 2020
- Show difference between 2019 and 2020 in absolute numbers
- Show difference between 2019 and 2020 in percentages (%)
- Narrative of loss of artistic value, talent development, social impact, effects to labour market, loss of income, effects of support measures, current needs, etc.

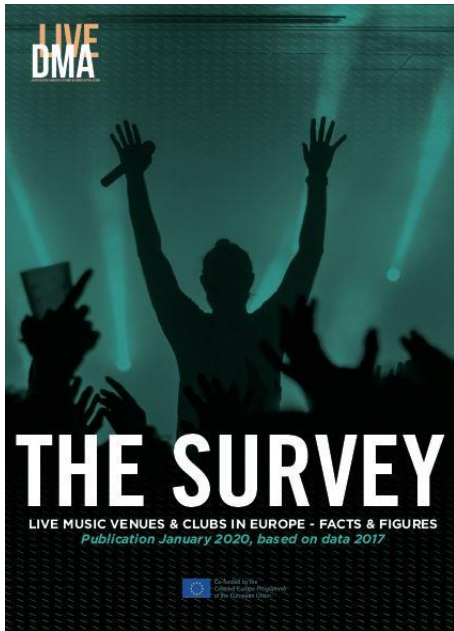
See example Excel template [HERE](#)

See example publication VNPf / November 2021 (in English) [HERE](#)

Live Style Europe II

The Survey - data music venues and clubs

Methodology Survey report data 2019 + 2020



Objectives

- Show large numbers and artistic, social and economic value and importance of music venues and clubs across Europe (data 2019)
- Show effects and impact of pandemic (comparison between data 2019 and data 2020)

To discuss:

- Comparison years only reliable comparing same venues (*a panel*)
- How to deal with different extrapolated totals for 2019 and 2020, which to use?
- Show differences 2019 and 2020 in absolute numbers and/or percentages only?

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Questions of Survey Coordinators – TO DISCUSS



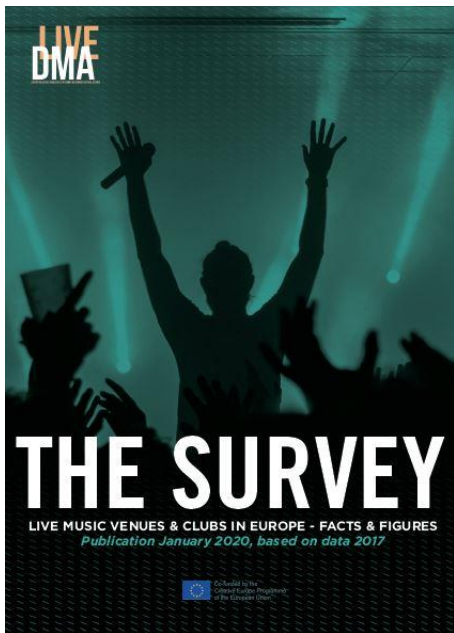
Andreas (Norwegian Live):

How to increase our Survey response rate?

Data collection music venues and clubs

Increase Survey response and participation

Show benefits to members



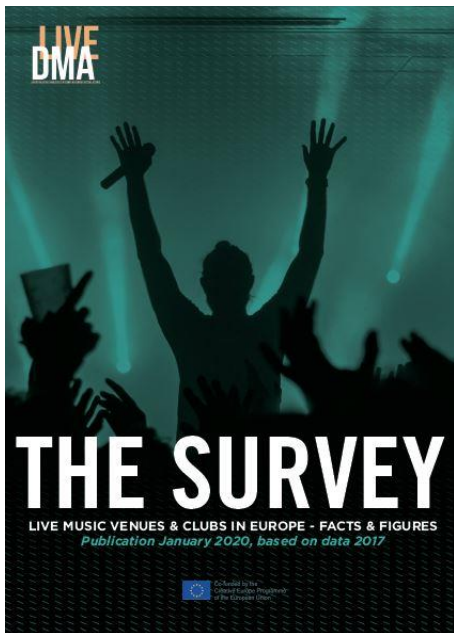
IMPORTANT! SHOW YOUR MEMBERS ALL THE DATA RESULTS AND CREATE AND EXPLAIN BENEFITS OF THE DATA COLLECTION

- Make data reports and send it to them, and thank them
- Highlight specific numbers (indicators) that are most relevant to venues
- Include data results in your conferences, webinars and newsletters
- Include data in external research and share with your members
- Explain to venues how they can use the data also for representation on a local level and for advocacy work towards local politicians
- Show venues how they can compare (benchmark) themselves to other venues and improve their own business models, create tools for this
- Show venues how your association needs and uses data for advocacy work
- Make deals with authorities (author rights organisations, tax office) and companies (suppliers) based on data, get discounts for members

Data collection music venues and clubs

Increase Survey response and participation

Other suggestions



Make data collection tool as user friendly as possible

- **Easy** (save answers, workable)
- **Safe** (privacy, anonymity)
- **Useful** (see answers last year, see results in graphs, benchmark)

Keep reminding them (not only per email, also per phone)

Help members with filling in Survey (organise workshop, organise 1-on-1 videocall, send student/trainee to venue)

Try to make Survey mandatory in membership (if enough support)

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The Survey - data music venues and clubs

Questions of Survey Coordinators – TO DISCUSS



Andreas (Norwegian Live):

How to deal with different types of organisations in Survey?

- Which are part of Survey? Venues and clubs in broadest sense (live music organisers)
- What types of venues we (Live DMA) differentiate in our data results currently? **Legal status (private non-profit, private commercial, public), Capacity (small, medium, large), Region (per Live DMA member)**
- What types of venues we (Live DMA) also identify in our data results? **Venues without building (live music organisers), venues without ticket sales (doing hall rentals), venues without catering sales**
- Example: FEDELIMA methodology ‘typologies of structures’
- What other types of live music organisers you identify yourself in your data, and apart from your data?
- To what extent do different types of organisations need different questions and definitions?
- Do we (Live DMA) need extra questions or indicators to create more differentiation of types in our results?

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Questions of Survey Coordinators – TO DISCUSS



Yves (PETZI):

**Smaller Survey for smaller organisations and larger
Survey for larger organisations?**

- **Experiences?**

No Live DMA members who work like this

Live Style Europe II

The Survey - data music venues and clubs

Questions of Survey Coordinators – TO DISCUSS



Yves (PETZI):

Survey data for calendar year (Jan-Dec) *versus* seasonal year (Sep-Aug)?

- Experiences?

FEDELIMA has around 15% venues with 'seasonal year data' but uses this as 'calendar year data' → no extra calculations, its representative enough

Other Live DMA members and venues work only with 'calendar year' data

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Questions of Survey Coordinators – TO DISCUSS



Marc (Clubcircuit):

Need for ticket sales (decline) data in current periods?

- Experiences?

Live Music Estonia uses data from ticket providers and other platforms to get the necessary insights, but does not use (calculate, compare) or publish the data

- Can you make calculated estimations (methodology COVID Excel)?

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Questions of Survey Coordinators – TO DISCUSS



Marc (Clubcircuit):

Measuring increasing (energy) costs for venues?

- Can you make calculated estimations (methodology COVID Excel)? → could be based on a short inventory at (selection of) your venues and clubs with small survey, mailing or calling them and ask for % of increasing costs
- Are there any external researchers (or students) want to work on this extra research for you?
- We want to add this information to Live DMA Survey (decide in November)?

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The Survey - data music venues and clubs

Questions and definitions TO DISCUSS



See current Survey (data 2021) [HERE](#)

- **Events and visits:** (dis)advantages of asking for more data
- **Online events and visits:** digital, radio, audio/video, events/views, methodology of counting, statistical institutions, pandemic related or not?
- **Work(ers):** definitions, comparison, splitting paid workers, gender
- **Finance:** COVID support money, other income, other expenses

- Only related to music events / multifunctional organisations
- Final Live DMA Survey venues data 2022 to be decided in next general Survey meeting in October/November 2022

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The Survey - data music venues and clubs

Questions and definitions - TO DISCUSS



LIVE EVENTS AND VISITS: (dis)advantages of asking for more data

- Splitting up questions can make it more clear and easy for venues
- You collect more information so can better analyse data and see trends
- Do we want more data as Live DMA? Do you want more data?

Met entreprijs							
Locatie	Activiteit	Aantal activiteiten	Waarvan uitverkocht	Aantal bands/acts	Waarvan uit buitenland	Aantal betaalde bezoeken	Aantal gratis bezoeken
In concertzalen (eigen gebouw)	Concerten met entreprijs	37	0	60	0	5 699	75
In concertzalen (eigen gebouw)	Clubavonden met entreprijs	3	0	6	0	993	0
In concertzalen (eigen gebouw)	Subtotaal muziek met entreprijs	40	0	66	0	6 692	75
In concertzalen (eigen gebouw)	Overige publieksactiviteiten (niet muziek) met entreprijs	2	0			440	0
In concertzalen (eigen gebouw)	Totaal publieksactiviteiten met entreprijs	42	0	66	0	7 132	75

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The Survey - data music venues and clubs

Questions and definitions - TO DISCUSS



ONLINE EVENTS AND VISITS:

- Definitions and methodology not yet consistent (external research)
- Not all **digital**?
- Only **video** (streams) or also **audio**?
- **How to count and define views and listens?**
- **Pandemic related or not?**
Do we want this data as Live DMA?
Do you want this data?
- Keep separated from live events and visits (hybrid)

Live Style Europe II

The Survey - data music venues and clubs

Questions and definitions - TO DISCUSS



WORK(ERS):

- Definitions and methodology
- In 2019 we asked for **all paid workers** and in 2020 we split this up in **employed paid workers** (on venues payroll) and **other (hired) workers**. Some members data are now not comparable between years regarding this.
- **FTE volunteers/hired**: always a challenge, think of **counting hours** instead
- **Estimations** are often better than no data for the objective of representation
- **Gender workers**: diversity and inclusion, methodology, objections
- Do we want more workers data as Live DMA?
- Do you want more workers data?

Live Style Europe II

The Survey - data music venues and clubs

Questions and definitions - TO DISCUSS



FINANCE:

- Definitions and methodology
- **COVID-support money:** methodology, representation
- **NACE codes?** Other institutional info?
- **Other expenses:** Catering purchase? Energy (in housing costs)? What else?
- **Other income:** Hall rentals? Private letting? Sponsoring? What else?
- Do we want more finance data as Live DMA?
- Do you want more finance data?

Live Style Europe II

The Survey - data music venues and clubs

Questions and definitions TO DISCUSS



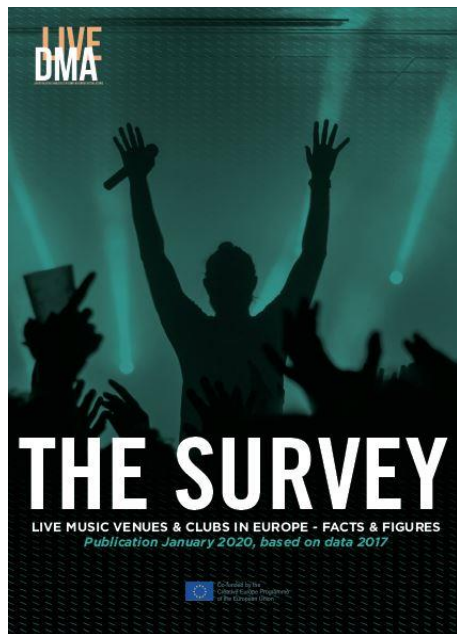
- **Questions are only related to music events → How to deal with data of multifunctional organisations?**
- **Final Live DMA questions data 2022 to be decided in next general Survey meeting in October/November 2022**

Live Style Europe II

The Survey - data music venues and clubs

Communication strategy

Selecting indicators and creating value



FUNCTIONS, MUSIC EVENTS AND PERFORMANCES also means:

- More than just a music venue: different functions
- Artistic value: artist performances
- Social value: cultural diversity, inclusion, artistic impact
- Educational value: different functions
- Educational value: development of artists careers
- Economic value: income for artists
- What else?

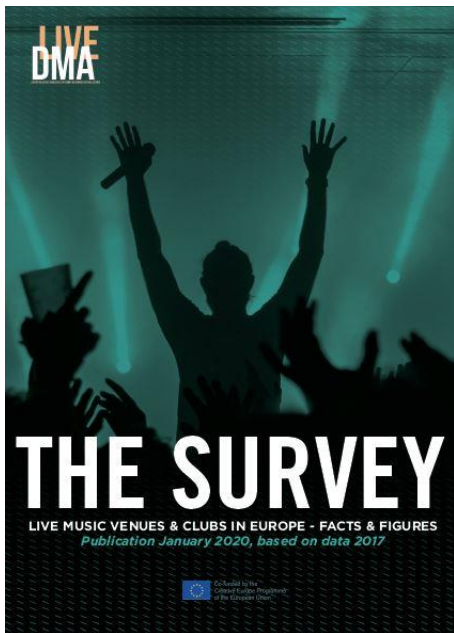
or the **loss of** during the pandemic

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The Survey - data music venues and clubs

Communication strategy

Selecting indicators and creating value



VISITS / AUDIENCES also means:

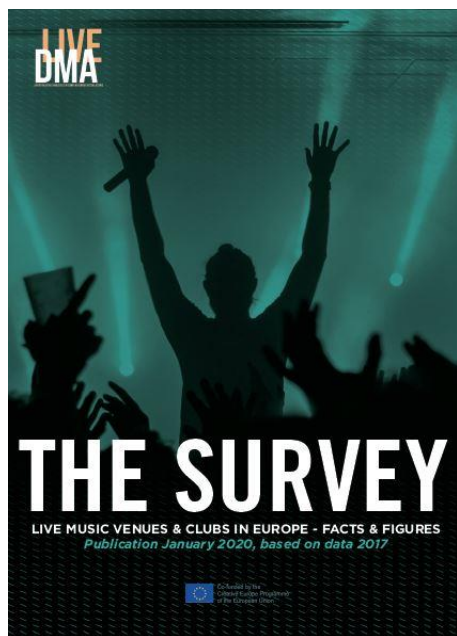
- **Social value: Importance of people meeting (see also COVID effects)**
- **Social value: Diversity and inclusion, safe spaces**
- **Social value: Accessibility to culture, free events**
- **Social value: A healthy need for venues and clubs in society**
- **Social value: Value of night culture**
- **Economic value: Ticket and catering income to pay artists and workers**
- **What else?**

Live Style Europe II

The Survey - data music venues and clubs

Communication strategy

Selecting indicators and creating value



WORK(ERS) also means:

- Economic value: Paid jobs (contribution to society)
- Social value: Volunteers work **or the loss of during the pandemic**
- Artistic value: Creativity
- Educational value: training employees, interns, volunteers
- Social value: Diversity and inclusion
- What else?

Interesting INDICATORS music venues:

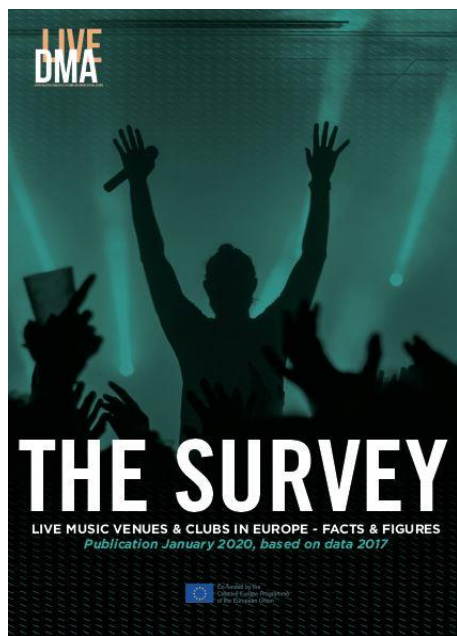
- Share of types of workers → see trends in labour market
- Gender workers → emancipation, diversity

Live Style Europe II

The Survey - data music venues and clubs

Communication strategy

Selecting indicators and creating value



FINANCE also means:

- Economic value: Economy and jobs (contribution to society)
- Economic value: Income for artists and suppliers and workers
- Social and economical value: Investments (subsidies) of governments give return of investment (try to proof that)
- What else?

or the **loss of** during the pandemic

Interesting INDICATORS music venues:

- Share of own income versus share of subsidy (compare to other culture)
- Programme costs versus ticket sales (investment in artists)
- Catering sales and ticket sales PER visit (see trends)
- Data 2020+2021: COVID support money as a percentage of lost income (lack of support)
- Data 2022: Housing costs as a percentage of total expenditure (rising energy costs)

Live Style Europe II

The Survey - data music venues and clubs

Survey tools



Live DMA Survey Google Drive [HERE](#)

Some relevant direct links:

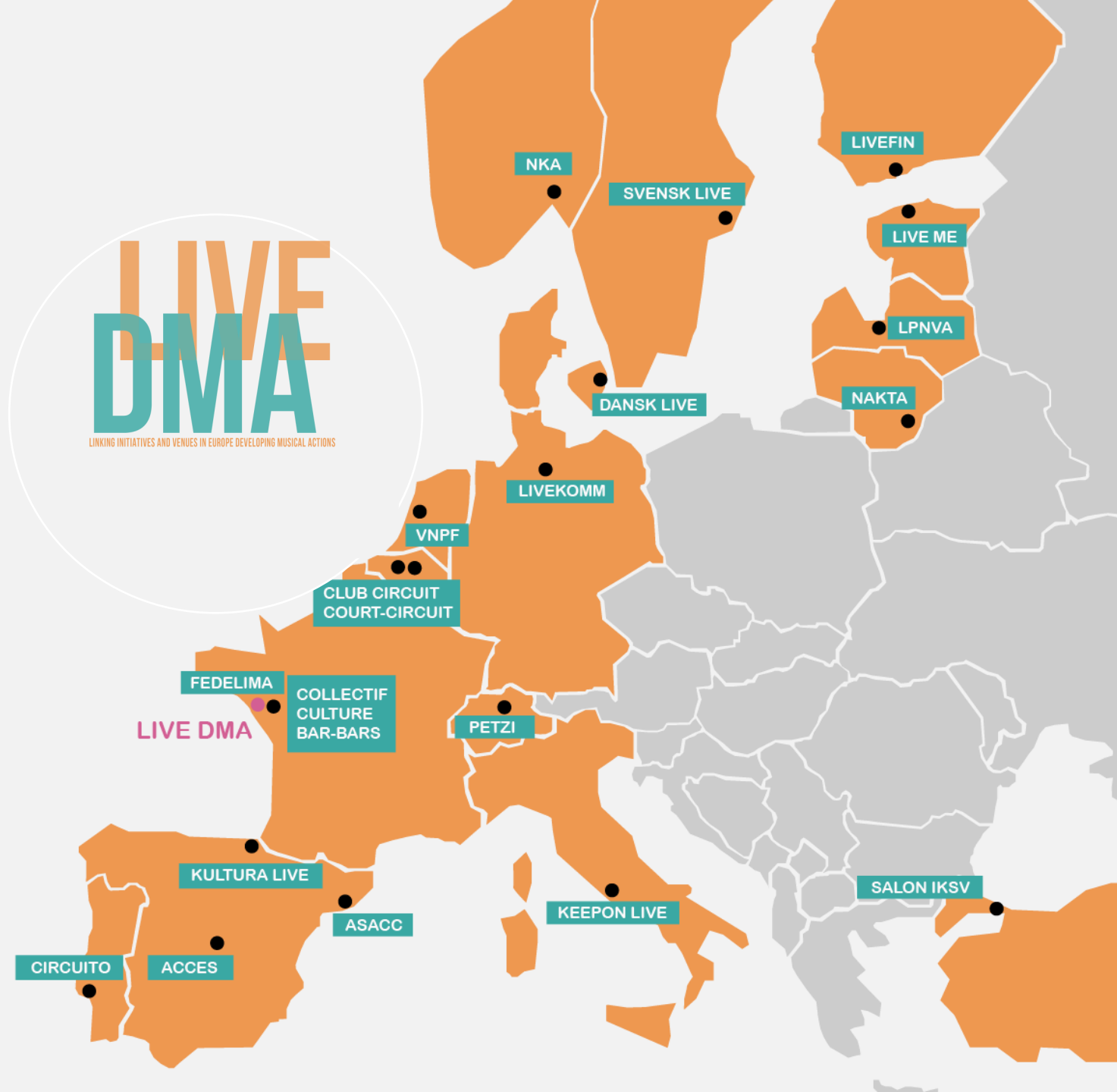
- Data 2020 collection docs [HERE](#)
- Data 2021 collection docs [HERE](#)
- COVID impact data reports and tools [HERE](#)

- General Survey meeting May 2022 docs [HERE](#)
- 1-on-1 Survey meeting docs [HERE](#)
- Survey meeting calendar 2022 [HERE](#)

20 Members
16 Countries

2922 Music Venues
& Clubs & Festivals

LIVE DMA
NETWORK



**LIVE
DMA**

LINKING INITIATIVES AND VENUES IN EUROPE DEVELOPING MUSICAL ACTIONS

**#SUPPORTYOUR
LOCALMUSICSCENE**

**THANK
YOU!**

