



# ACTIVITY REPORT

## 2023



EUROPEAN NETWORK FOR LIVE MUSIC ASSOCIATIONS

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# INTRO

You will find below the description of Live DMA's 2023 activities.

The first year of LSE II was based on the validation of the governance of the project, the preparation of the work programme of LSE II and information towards its target groups, the engagement of the members in the launch of the activities and a focus on raising post COVID 19 challenges for the live music scenes. 2023 marked the second year of LSE II and it focused on the implementation of its most significant activities, elaborating the major contents and the tools, putting live music as a top priority on policies agendas, and creating synergies between the different projects.

LSE II aims at exploring the needs and challenges of the local music scenes by pooling knowledge, sharing and connecting inspiring good practices, capacity building, enhancing the participation and solidarity of the members on peers' exchanges, and representing their recommendations to partners and policy makers.

2023 marked also the launch of 2 other European projects where LIVE DMA is a partner: Revelland and LIVEMX.



Live DMA members during the 2023 General Assembly in Lyon, at Le Periscope

# STRUCTURATION

## MEMBERSHIP

In 2023, Live DMA counted 20 members in 16 countries representing around 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) • LPNVA (Latvia) • KeepOn Live (Italy) • Kultura Live (Spain - Basque Country) • Live FIN (Finland) • LiveKomm (Germany) • Music Estonia Live (Estonia) • NAKTA (Lithuania) • Norwegian Live (Norway) • PETZI (Switzerland) • Salon IKSV (Turkey) • Svensk Live (Sweden) • VNPf (Netherlands)



## STAFF

In 2023, Live DMA counted 5 employees:

- Audrey GUERRE (0.8 FTE) - Coordination
- Thibaut HERMOUET (0.7 FTE) - Administration & Production Officer
- Juliette OLIVARES (0.7 FTE) - Project Officer
- Louise VERGUIN (0.8 FTE)- Communication Officer
- Lénaïg LOZANO (0.7 FTE) - Research Officer

In the beginning of 2023, the HR referent of the board conducted individual interviews with all the employees to evaluate the past year, personal objectives and discuss staff expectations, well-being at work.

## GOVERNANCE

### LIVE DMA Board

In 2023, Live DMA's board was unchanged. The composition of the board still reaches toward gender parity (3 women / 4 men), keeping us in line with the Keychange pledge for gender equality that we signed in 2021.

In 2023, Live DMA's board members met during 6 online & 2 physical board meetings, in Stockholm (Sweden- March) and in Lisbon (Portugal-September).

Board members: Anders Tangen (co-president), Elda Gómez (co-president), Marc Steens (treasurer), Boris Colin (HR referent), Ingrid Stroom, Federico Rasetti (secretary), Hilma Kekkonen.

### General Assembly

There were 31 participants in Lyon (France) on the 16th & 17th of May : Read the minutes of Live DMA General Assembly 2023 [here](#).

### External evaluation on the governance and participation in the network

In early 2023, Live DMA's coordination team launched a call in order to recruit external experts for the evaluation of the governance and participation in the network. The candidate organisations were presented to the Board for them to take the final decision in February 2023. The Italian organisation BAM! Culturali was chosen for their relevant background and proposal of evaluation.

In 2023, they did a consultation towards our members, board members and staff. The results were issued in an interim report (available upon request at [contact@live-dma.eu](mailto:contact@live-dma.eu)). We agreed on a 12 months test phase to implement the recommendations proposed by BAM! to improve the network's governance. These recommendations translate into the following implementations for 2024:

- A valorisation of the office team's management skills
- External experts' inputs during the board meetings
- External experts' inputs during online members' meetings

# COOPERATION

## MEMBER'S MEETINGS

The members had the opportunity to meet each other and engage in the overall strategy of the network through different channels and events. Indeed, members have a dedicated mailing list and also the possibility to exchange during the online members meetings (5 in 2023).

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

## PANELS AND CONFERENCES

In 2023, Live DMA took part in 17 music conferences for several [panels](#).

- Visa for Music, International Music Council General Assembly, 22-25 Nov in Rabat (MA)
- SIMM-posium Queensland Conservatorium Griffith University, "From individual to collective wellbeing: the roles of volunteering for popular music" 20 Nov Online (AUS)
- Stadt Nach Acht, "Financing nightlife", "Pioneering an EU standard for nightlife research", "France & Germany clubcultures", "Measuring nightlife: new economic studies" 16-17 Nov in Berlin (DE)
- Womex, LIVEMX presentation with the Spanish EU Creative Desk, 27 Oct in A Coruña (ES)
- BIME PRO, "Live music and complaints from neighbors: what solutions?" and "Live music and sustainability in Europe: actions and opportunities!", 26 Oct in Bilbao (ES)
- MaMA Music & Conference, LIVEMX, nouvelle opportunité de financement pour le secteur musical européen, 11 Oct in Paris
- MIL Conference, How (In)Visible Is Culture In The Public Discourse?, and LIVEMX presentation, 27/28 Sep in Lisboa
- SHIP Conference, Cooperation over Competition – Presentation of EEnlarge Europe & Live DMA, Green Moves EU Music: European opportunities for sustainable society, and LIVEMX presentation, 15/16 Sep in Šibenik, Croatia
- The London Music & Wellbeing conference, speech about the wellbeing of volunteers in live music scenes, 14 September, online
- EU Seminar on Gender Equality, 13-15 July in Strasbourg (FR)
- European Popular Music Research Group conference: "Advocating for popular music: 10 years of challenges for the European network Live DMA", 10 July in Paris (FR)
- Raffut! "Noise complaints: How to implement mediation solutions with neighbours and local authorities", 4-6 July in Cahors (FR)
- Forum Entreprendre dans la Culture, LIVEMX presentation, 4-6 July in Paris (FR)
- EU Forum on Music, "Sustain music in local communities", 8-10 June in Budapest (HU)
- EU Parliament Hearing on Creative Europe Programme, 13 April in Bruxelles, BE
- Revelland kick-off meeting at Sencity Festival, 24-25 March in Utrecht, NL
- ESNS: "Bring back the audience!" & "The live music sector challenges" 18-21 Jan in Gröningen, NL

# LIVE STYLE EUROPE II ACTIVITIES

## DIGITAL SAFARIS ON SUSTAINABILITY

To highlight the organisations and people who act for a better (cultural) world, PULSE and Live DMA have decided to work together on the Digital Safaris on Sustainability.

The Digital Safaris on Sustainability give live music professionals from all around Europe the opportunity to virtually visit live music scenes that work in an ecological way. From catering to sustainable building, up to the mobility of the audience and artists, the inclusive actions put in place or the way they manage waste, the Digital Safaris are a place for exchange of specific tips on how to think and act in a sustainable manner in live music venues, clubs or festivals. They are also a place of free expression regarding the challenges linked to the ecological and social transition of the live music sector. Our goal is to create a community of live music organisers who cares about making positive changes towards green transition.

### Events

In 2023, two Digital Safaris were organised with players from Nordic countries, showing that the Digital Safari project is having a greater reach than before.

The first was with Finnish music organisations Finnish Jazz network and Provinssi festival, notably to present their brand new online platform for sustainability in the Finnish music sector: [elma.live](#).

The second Digital Safari was organised by Dirty Old Town, a Norwegian promoter organising the Ravnaldalen festival. The theme of this Safari was sustainability, of course, but a discussion also took place on concentration of power and assets in the music industry, as a threat to small independent players, and a threat to the sustainability of our future.

The video recordings of the two sessions, as well as written reports, can be found [here](#).

### Webpage & Newsletter

In 2023, the Digital Safari webpage was fueled with new resource articles on the theme of sustainability in the live music sector. Only one Digital Safari newsletter was released in September 2023.

## GREENHOUSE

From the first year of the LSE II project in 2022, Live DMA issued a [roadmap of the network's sustainability strategy](#). In 2023, Live DMA implemented "the Greenhouse" activity, which was a series of 6 online sessions (learning programme, workshops...) aiming at supporting the music sector, venues, clubs and festivals in their ecological transition, with the support of external expertise. In 2024, a dissemination plan of the Greenhouse outputs will be implemented in order to reach and benefit a wider part of the music sector.

The report of the Greenhouse can be read [here](#).

## INCLUSION LAB

In 2023, a third webinar happened in the context of the Inclusion Lab, with the Sexism Free Night organisation, to present their standards for safer nightlife spaces, in June 2023.

These sessions were reserved for Live DMA members only, and a group of 10 people attended each session. The topics discussed will fuel resources that constitute the Inclusion Toolbox that will be released in 2024.

On Thursday 16 November 2023, in parallel to the Stadt Nach Acht nightlife conference in Berlin, and in parallel to Live DMA's internal Survey coordinators meeting, the Inclusion Lab meeting took place. Twelve Live DMA members, composed both of Survey coordinators and Inclusion officers from national or regional live music associations, gathered to discuss the topic of "gender & data collection". The idea of this meeting was to present participants with some methodological inputs related to data collection on gender identities (as part of artistic programming and the gender of venue workers); to discover the initiatives existing within the Live DMA network; and to discuss the next steps of the work of Live DMA related to this question.

You can access the Inclusion Lab Berlin Report [here](#).

## TRYANGLE

In 2023, two Try-Angle sessions took place in Lyon (May 2023) and Helsinki (October 2023). The group of 17 music venues in Europe further continued their reviewing of the Try-Angle prototype tool to help live music organisers navigate their audience development strategies: sharing of best practice experiences, discussions on artistic gatekeeping within venues and Audience Dialogue, and blueprint of the new tool were the master words of these meetings.

The group of 17 venues is a solid one, and new partnerships have arisen within some of its members. The group will meet one last time in May 2024 to validate the new version of the tool. Access [here](#) the report of the session in Lyon, FR (May 2023) and [here](#) for the session in Helsinki, FI (October 2023).



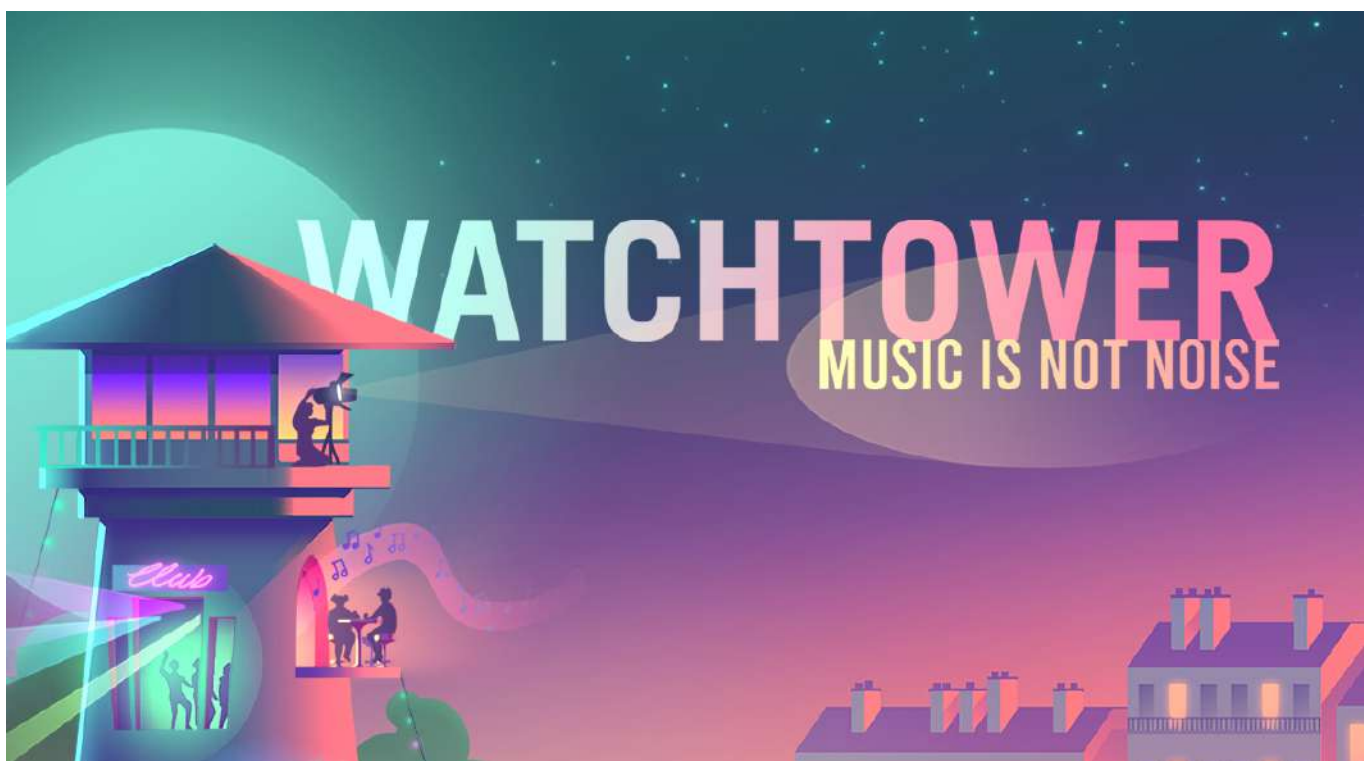
## THE WATCHTOWER

Noise complaints are one of the main challenges for live music venues everywhere in Europe. While live music leads to participate in vibrant cities and dynamic rural areas, it is rarely included in the city planning. As a result, tensions can emerge when residents move next to a live music pub, club, venue or festival area. The nuisance felt by one person is often sufficient to initiate police interventions and administrative closures, even without proper sound measurement tools or methods.

Although the venues and festivals do their best to operate in conformity with the local rules and regulations, local policy makers tend to stand with the complainers, tighten the rules and rarely take into account the needs of enjoyment of the hundreds of people who attend the live music activities. While people living next to live music venues have a right to enjoy the quiet of their own homes, it is unfortunate that so few mediation initiatives exist. Live music venues often have to bear alone the threats and , the insulation costs, and thus often and feel unprotected and isolated.

Live DMA has been tackling this subject for a few years now: through a series of Working Groups, a White Paper addressed to the World Health Organisation, an [overview of sound regulations in Europe](#), and a constant dialogue with Live DMA members on this topic, notably through a specialized taskforce.

“Live music organisers are experienced professionals who demonstrate a duty of care to their staff, artists, audience and neighbours. They work within existing national frameworks to protect the hearing of staff, performers and attendees, as well as avoiding nuisance to their neighbours. However, they also face many challenges when it comes to sound management: urbanization and densification, expensive soundproofing or audio technologies, unenforceable laws are some of the main factors.” – [White Paper, Live DMA](#) (2019)



The watchtower was created in 2023 to monitor the situation of noise complaints within the live music sector. Live DMA aims at mapping the situation in Europe, to get an overview of the complaints, their typology, the risks incurred by the structures, the contacts with the neighbors and local authorities, etc.... The idea is also to show that venues facing such issues are not isolated cases, this is a global issue of the live music sector and we must start somewhere to working towards solutions on it.

It is an active and participative watch of the situation, and it is divided in two parts: an online form that aims at gathering information and testimonies shared by venues facing noise complaints issues, and a sheet document in which the contacts of these structures and their story is available, so they can exchange together and reflect on the situation to eventually find solutions. These information are available on a private Watchtower page, only our members and the members' members (the venues) have access to it.

In 2024 and 2025, some flash surveys will probably be launched to get data on noise complaints in Europe. Read more on the Watchtower [here](#).

## WORKING GROUP

### **Working Group (WG) – Relations between CMO's (collective rights management organisations) and live music associations**

Live DMA organised an online WG on December 2023 dealing with the topic of relations between CMO's and live music associations. Indeed, Live DMA members often share concerns about their relationship with CMO's and testify about misunderstandings between them, unbalanced negotiations and even abuse of power.

This WG offered an online space for peers to peers' exchange. Based on the resources collected and problems already identified during previous meetings, Live DMA members were able to share problems encountered at national level, and get support and expertise from members in other countries. The objective was to reinforce the positions of Live DMA members at national level and increase their capacity to negotiate fair deals with the CMO's. It might also lead to collective actions to the European level in 2024, through a joint letter to the European Commission, for instance.

The report of the Working Group is available upon request at [contact@live-dma.eu](mailto:contact@live-dma.eu)

## STUDIES

A research officer joined the Live DMA team in September 2022 in order to conduct a range of studies: a flash survey about music festivals; a study about programming practices in live music venues, and a preliminary study about the roles of live music in artistic development.

For each of these works, exploratory research was conducted between September and December 2022 to be mobilized as a base for an upcoming literature review, paving the way for data collection, undertaken over the course of 2023.

## **Flash Survey: Music Festivals**

The Flash Survey upon Music Festivals was launched in Bilbao on the 26th of October 2022, during the yearly in-situ Survey Meeting. The Survey Meeting was the opportunity to present the Survey coordinators with the main outcomes of the exploratory research: the concept of ‘festivalisation’; the spectacular increase in festival numbers (400 to 30 000 over 50 years), but also on topics such as diversity, etc. The discussion then moved on to what in scope to give the study, how to define the term “festival”, and what needs and expectations the national associations have from this Flash Survey.

Based on the insights collected during this meeting, individual meetings were held over the course of 2023 with each Survey Coordinator in order to narrow down their hot topics, specific needs and challenges, to make sure that each member would get relevant insights for its own daily work.

We then matched the wishes and needs of the Survey coordinators with the results of the literature review and the hot topics currently being discussed in academic and professional conferences relating to the festival ecosystem, and then organized them into an observation grid, compiling 8 research lines / thematics to be investigated, that was submitted to the Survey Coordinators in November 2023, during an in-situ Survey Meeting held in Berlin.

It was then decided that each Survey coordinator would discuss the grid within its own network in order to pick among the topics that are most important to them, and that they would then be tackled by the Research Officer through a collection of case studies, led within the Live DMA membership.

The Flash Survey will be released during summer 2024.

## **Preliminary study: the roles of live music venues on artistic development**

The study on the roles of live music scenes on artistic development has been conceived as a key to better understanding the live music sector, as a tool to replace artists at the heart of the ecosystem, when they are the primary focus of current EU regulation processes (Status of the artist; faire remuneration; copyrights...). Furthermore, this preliminary study has been perceived as a way to test our own hypothesis that live music venues have more than a concert function, while estimating their importance in artists careers (remuneration; audience development; professional opportunities and networking...).

To conduct this study, the guidance of an advisory board has seemed relevant since the topic of artistic development has been widely explored by a variety of academic fields (ethnomusicology; cultural industries; sociology of music; sociology of artistic labor, etc). This board also serves as a mean to connect our sector with academic work and to guarantee a neutral and transparent approach. The exploratory work conducted between September and December 2022 has allowed to shape a multidisciplinary board of academics, and to collect their approval into joining Live DMA in the process.

The board is composed of:

- Pierre Bataille (FR)
- Matt Brennan (UK)
- Clementina Casula (IT)
- Robin Kuchar (DE)
- Martin Mulder (NL)
- Marc Perrenoud (CH)
- Inigo Sanchez (PT)
- Michael Spanu (UK)
- Silvia Tarassi (IT)

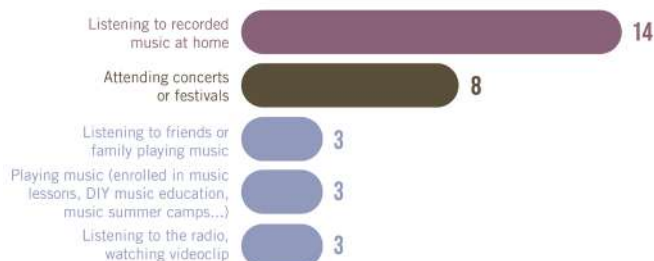
The first meeting of the board was held in February 2023 to introduce them to Live DMA, its activities, and their role (the agenda and the minutes are available upon request to lena.lozano@live-dma.eu). While this first meeting revolved around epistemology concerns, a series of individual meetings were then held during the course of 2023, to collect advice regarding the rightful methods to address epistemology, data collection and writing process. A shared file was also opened for each board member to be able to upload relevant reports, articles, books, or research material that could possibly inform the research process.

In parallel, individual meetings were also led with Survey coordinators to discuss the notion of artistic development and start to gather research leads that could pertain to the overall research process. It was then decided to start the research with an in-depth literature review, to be released by the end of 2024, and then to proceed with a follow-up in 2025 with complementary data collection.

## Facts and figures: Programming live music in Europe

In 2023, the main focus has been the study regarding booking practices in Europe. The research process has been divided in two parts, with a quantitative approach, and then a qualitative one.

The quantitative approach took the form of a 82 questions Survey, that has been addressed to 90 bookers from the Live DMA network. 30 of them have been able to provide us with full answers, allowing us to tackle the connection to music, their academic and professional path, their day-to-day tasks, along with the upsides and downsides of their profession. In addition, 9 in-depth qualitative interviews were carried out, allowing us to draft a full-on [60 pages study](#) that was released in early 2024.



Beyond these studies, the role of the Research Officer is also to contribute to the reinforcement of connections between the on-site music professionals and the academic sectors. In that perspective, an active academic watch has been led, to spot relevant publications and keep up-to-date with the academic hot topics and actual concerns, but also to spot conferences where Live DMA might present its activities.

A first communication has been made towards the European Network for the Study of Popular Music, at La Sorbonne University in July 2023 with a conference titled “Advocating for popular music: 10 years of challenges for the European network Live DMA”. Two other academic talks were given, in September and November 2023, around the topic of volunteering in popular music. The first one was held at Saint-Mary’s Twickenham University (UK), and the other one in Brisbane (Australia), as part of two conferences regarding popular music and well-being.

## **The Survey: Facts and Figures of the live music sector**

### In 2023

- Live DMA released the Survey report ‘[Facts and Figures of Live Music Venues and Clubs across Europe](#)’ with figures of 2,280 live music venues and clubs across Europe.
- Live DMA presented the value of music venues to media, politicians, researchers, and other stakeholders for better representation, more awareness, recognition, and advocacy work.
- Live DMA created tools and workshops to improve and harmonize the music venues data collection work.
- Live DMA organised 22 Survey meetings with national and regional Survey coordinators, of which 4 were general Survey meetings.

### The Survey: collecting key figures of the live music venues and clubs across Europe

Every year Live DMA and its members collect data of the venues and clubs that are part of the network, to monitor the situation of the live music sector in Europe. Live DMA’s observation work is named ‘The Survey’, as part of the Live DMA project Live Style Europe, since 2017. It’s an innovative tool to better understand the functioning of European live music scenes. The Survey presents details about the administrative formats, accommodations, functions, activities, audiences, human resources, income and expenditure of European venues and clubs, as a crucial part of the live music ecosystem. The data collected provides key information about the social, economic, and cultural value of the sector. Comparing data collected from different years also gives us the ability to notice important trends and developments in the sector, and act upon them by setting priorities and developing policies on topics such as diversity, talent development, the labour market and financial crisis.

### Methodology and cooperation between members across Europe

Live DMA and its members have synchronised questions and definitions in the annual Survey to be able to create European totals and compare (types of) venues across Europe. Besides that, we provide our members with tools and guidance to improve their own observation work. The learning community develops skills, capacity, and expertise to analyse and disseminate sectorial issues. It results every year in increased participation of music venues, better data results, and better use and communication of data results by the repre-

senting organisations: the members and Live DMA itself.

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

The results are important for the representation of live music venues and clubs on a local, regional, national, and European level. It helps policy makers to understand the role, capacities, and values of these live music entities. The Survey gives Live DMA members and its venues the facts in hand to represent themselves towards public, media and politicians to gain more awareness, recognition, and support. It can help start dialogues with (local) governments and national institutions that could improve rules, regulations and support for music venues.

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 to do advocacy work in favour of live music policies. During 2023, it led to a further improved dialogue with European partners such as the European Commission and European Parliament and helped 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.

In times of crisis (pandemic, energy, inflation, climate) the data are more relevant and urgent than ever, to measure effects of the crisis on the live music scene and to take the needed actions. During 2023 the venues and clubs' data of the third pandemic year 2022 were collected, which was crucial work to measure the effect of the last quarter of the pandemic and the recovery of the venues in the rest of 2022. The results of The Survey show the factual developments of the situation regarding the venues' workforce and finances. The findings of the Survey also contributed to other Live DMA presentations and topics regarding pandemic effects and post-pandemic challenges. Live DMA members can use the Survey results in effective dialogues with governments about the needed financial support to survive in times of crisis.

### Survey report

In May 2023 Live DMA and its members released the Survey report '[Facts and Figures of Live Music Venues and Clubs across Europe](#)' based on data from 2019 and 2020 of the 2,280 venues and clubs that were part of the Live DMA network at that point. The Survey report gives an update of the live music sector's activities, employment and finances before the pandemic and its impact since 2020. In 2023, the Survey report presents numbers about online events and views for the first time. The new Survey report also improved the research on the assigned gender of the workers of venues and clubs.

The Survey report provides key numbers at European level, but also sheets with overviews of regional and national members, to grasp the whole sector's specificities in Europe. The report dives into the diversity of the sector to better understand how private commercial, private non-profit, and public music venues and clubs work the same but also differently from each other as the backbone of the music ecosystem. Exclusive numbers show the part of lost income of music venues and clubs that was covered by COVID-19 funds from governments, and how private commercial venues suffered the most from a lack of support during this crisis. The figures show that after the pandemic many venues and clubs in

Europe were left with a weakened and fragile position regarding their workforce and financial situation. The results of the Survey report also connect to topics addressed in the '[Post COVID-19 challenges in the Live Music Scenes across Europe](#)' published in January 2023.

### Survey work development in 2023

During 2023 Live DMA members, guided by our Live DMA Survey coordinator, worked hard to further improve their Survey work. During 2023 many Live DMA members worked on collecting and processing music venues data from 2021 and 2022. The Survey coordinators also discussed and decided on the new questionnaire for data collection in 2023 and discussed the methodology for both the next Live DMA Survey report and Live DMA members inventory planned for 2024. In total 13 out of 16 Live DMA members (all excluding Collectif Culture Bar-Bars, Kultura Live and Svensk Live) were actively part of the Live DMA Survey project in 2023.

### Survey coordinators meetings in 2023

In 2023, Live DMA organised 4 general Survey meetings where Survey coordinators across Europe gathered to discuss 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. The first two general Survey meetings were online workshops. On the 12th and the 16th of June 2023 representatives of 9 Live DMA members joined together online to discuss the Survey work. The other two general Survey meetings were physical gatherings on the 16th and 17th of November 2023 in Berlin, Germany. At this event 12 representatives of 11 Live DMA members joined together and did intervision sessions in which they discussed challenges with their Survey work with fellow Survey coordinators from other countries.

In addition, during 2023 Live DMA organised 18 individual Survey meetings between the Live DMA Survey coordinator and regional Survey coordinators representing Live DMA members. These 1-on-1 meetings were very effective in giving tailor-made advice on their data collection, correcting, processing, analysis, results, presentations, and advocacy work.



## RESOURCE PLATFORM

Live DMA hosts a Resource Platform on its website, which gathers various contents on different themes relevant to the live music sector. Access the Resource Platform [here](#).

Exhaustive list of resources out in 2023:

### Live DMA publication

- The Survey – Facts & Figures of European live music venues and clubs, data 2019-2020
- Post covid-19 challenges in the live music scenes across Europe

### Economy

- Livestreaming: opportunities and challenges for the live music sector
- European Festival Report 2022 – Yourope

### Gender equality and diversity

- Self-assessment test for gender equality – MIM

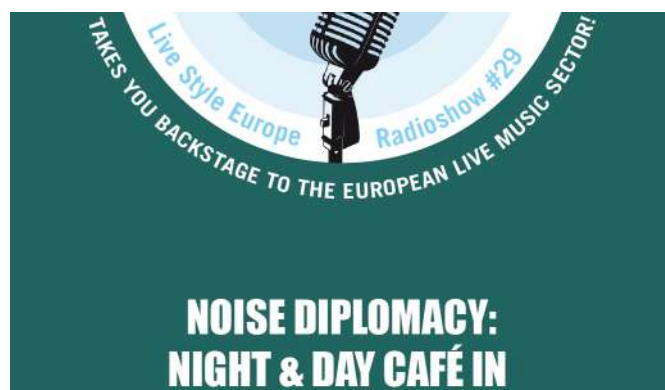
### Ecology

- Ecological Sustainability: the European Music Sector Takes Action! – Live DMA
- Digital safari newsletter resource articles

### Music & The City

- European Music Cities Policy Exchange

### LSE podcasts



# OTHER PROJECTS & ACTIVITIES outside LSE2

## REVELLAND

Partners: Possibilize Foundation (NL), CWB (IE) Maria's World Foundation (BG), European Association of Service Providers for Persons with Disabilities (EASPD, EU), Vitamin (SP), Keep On (IT)

Live DMA successfully applied to the European Cooperation Projects call for proposals with the project "Revelland", led by the Dutch organisation Possibilize, with partners from the music industry (a range of European festivals and production companies) and expert organisations in the field of accessibility. The Revelland project aims at finding ways to make live music performances both more accessible and more immersive.

The project aims to bring live music performances to the next level, transforming them into multisensory events. This makes the events as well accessible and interesting for people with disabilities, without excluding them from the rest of the audience. This way of inclusive working both ways we call Creative Accessibility. Live DMA is in charge of the dissemination of the project, starting in 2024, while our Italian member Keep On will be in charge of the communication. In this way, we should be able to share the results of the project with all Live DMA members, and also improve the way we work on accessible activities in a broader perspective. The projects will run from 2023 to 2025.

In 2023, one Live DMA representative attended the Sencity Festival in Utrecht for the launch of the project.

## LIVEMX

In June 2023, Live DMA successfully launched the project LIVEMX, in partnership with 2 European organizations (EMEE, INOVA+). Supported by Music Moves Europe, LIVEMX aims to nurture a more diverse and sustainable music sector through dedicated funding designed to answer some specific needs of the European music ecosystem. This programme aims to help music organisations and professionals to develop and strengthen their skills, abilities, processes and resources to adapt and thrive in such a dynamic industry.

LIVEMX focuses on three specific areas:

- Music export
- Live Music venues : Regarding the specific call on Live Music Venues, the priorities of the call address music venues challenges in terms of booking strategies: how to support music venues supporting emerging artists and their circulation across Europe ; audience strategies : how to support music venues to develop their community building and attract new audience segments ; ecological transition : how to support music venues to develop ecological tools and strategies.
- Digital circulation and engagement

In 2023, the first open call was launched in November and closed in early January 2024 (249 eligible applications were received).

In 2023, Live DMA was in charge of :

### **Co constructing the calls**

To draft the calls in accordance with what the music sector really needs, we implemented the Delphi Method, and invited a large range of music professionals from Europe. Experts answered 3 rounds of surveys, and their responses were aggregated and shared with a group of external advisors after each round. The respondents were able to adjust their answers during the next rounds, based on how they interpret the “group response” provided to them. The ultimate result is meant to be a true consensus of what the group thinks and will be used as input for the calls. The external advisors prepared, adjusted and proofread the calls and their accordance with the Delphi method.

### **Co constructing the The LIVEMX capacity building programme**

The capacity building programme is a set of activities benefitting the music sector and covering the three areas of the calls (music export, live music venues and digital). The programme aims at fostering participation, boosting competencies and promoting peer learning, exchanges and further collaborations.

Therefore it is linked to different steps of the cycle of the funding scheme: the first step offering opportunities to explore and better understand the calls for proposals and the submission process; the second step creating the necessary comprehension of the challenges to future beneficiaries and any professional willing to know more about the topics; the third step igniting encounters between the beneficiaries of the calls, creating networking areas and sharing moments to encourage learnings and collaborations.

It consists of information sessions, presentations at events and online open for free for any interested applicants. In addition ,specific sessions with experts in the field of export, live venues and digital circulation propose insights on challenges and ways of tackling them through projects and methodologies that LIVEMX could support. Once the successful projects are selected online peer learning activities are planned to maximize the impact of the selected projects and sustain the results of the projects after the end of the granted period. This methodology will be repeated for each wave of open calls.

Available recordings, resources and FAQ

- [Website](#)
- [Info session: general presentation of LIVEMX](#)
- [Tutorial video: more practical info about the application process](#)
- [FAQ: the most frequent asked questions, and their answers, are and will continue to be regularly updated on LIVEMX website](#)



# ADVOCACY 2023

This section reports on the priorities LIVE DMA identified and that the live music sector has to address. The priorities are set out from the LIVE DMA strategy 2019-2024 and updated on an annual basis in response to the needs identified by LIVE DMA's members, the task forces, the European partners with regards to the general context.

## PRIORITY 1

**Include live music scenes as part of the cultural policies and as major contributor to cultural and artistic development**

### Objectives:

- Highlight the live music sector challenges & needs in the EU cultural policies and funding opportunities
- Engage Live DMA members and develop their advocacy capacity at national and EU levels

### Expected impact:

- Being recognised as a relevant interlocutor at EU level
- EU support to live music is a role model for Member States and positively impacts national policies

### Actions:

#### Music Moves Europe initiative

##### *1. Letter to Gabriel cabinet with 25 other music organisations in early 2023*

- Reinstate regular dialogue with the EC
- Encourage them to organise an event around this topic
- Encourage them to build on Music Moves Europe calls and strategy
- Increase adapted funding for music

##### *1bis. Open letter of concern regarding the 2024 Creative Europe budget cuts [read here](#)*

Results: The Commissioner's handover restrained the on-going work to organise an event in 2023. However, it seems like there was a rebound in the EC willingness to build on the MME calls, with a new 5 million euros action announced for MME in the work plan 2024.

##### *2. Engagement through the cascading grants of MME*

- Participation in the think-tanks of Music AIRE as well as Music AIRE final event
- Management of LIVEMX: prioritize music venues needs across Europe for a targeted support, develop capacity to identify the needs of the sector and develop relevant and accessible calls for funding, reinforce partnership with music export offices

Results: Live music venues are among the priorities of the MME programme, as a key element supporting the whole music industry, especially in terms of developing audiences and regenerating artistic talents.

### 3. Dialogue with EU institutions

- Tallinn Music Week 2023 & Linecheck conferences

Results: Live DMA was not formally invited to participate in TMW or Linecheck dialogue sessions in advance, and had not planned any other activities during these events, therefore the Live DMA team was not able to join. The Live DMA board members from Estonia and Italy who were attending the conferences were able to attend but did not report any significant or new insights about these meetings.

### 4. One Voice for European Music

- Release and follow-up the recommendations from Czech Republic with SoundCzech
- Participation in a dedicated meeting in CNM (Paris, 2nd June 2023)
- Follow-up Sweden and Spain presidency

Results: Live DMA is up to date with the on-going regulatory and policy topics and can provide relevant recommendations.

### Clubculture & nightlife

#### 1. Collaboration between Livekomm (DE) /BarBars (FR) @SN8 (Berlin, Nov 23)

Joint panels and French delegation in Berlin to meet club culture representatives

Results: at the occasion of 60th anniversary of FR/DE cooperation, clubs' representatives (electronic music venues) met for the first time in Berlin to discuss post-Covid19 challenges as they were not considered as cultural spaces and suffered from stricter norms. They established the basis of joint problems as first step of fruitful collaborations.

### European Music Council

#### 1. Election of Live DMA's coordinator as chairwoman of the EMC

2. Participation in EMC Forum (Budapest, June 2023) and IMC General Assembly (Rabat, November 2023) and other annual activities such as SWAP groups.

Results: the election of Live DMA's coordinator as chairwoman of the EMC gives legitimacy to popular music venues representative among other formal music organisations (national music councils, conservatories, orchestras, opera houses) and the participation in EMC discussions, panels and working groups demonstrates the adequacy between Live DMA member's challenges with other music representatives, to work jointly on a EU music agenda.



## PRIORITY 2

### Level-up the conditions for live music and fairness in the live music sector

#### Objectives:

- Alert music industry leaders and representatives about on-going challenges to initiate transformations within the sector
- Request support from policy makers to implement new norms and regulations to support fairer practices within the sector

#### Expected impact:

- Creation of codes of good conduct, fair practice codes, riders, and other inspiring practices among the sector
- Influence the current policy frameworks at global and national levels

#### Actions:

- Recommendations from the [Impact of the COVID-19 pandemic on music venues and clubs in Europe](#)
- Article in Pollstar: [10 recommendations to help Europe's struggling grassroots music scene \(nov 2023\)](#)
- Article in review n°5 of ENCATC

Results: good dissemination of Live DMA's recommendations targeting both specialised music professionals and policy makers in the culture.

#### *GECAT / mobility*

Collaboration with IMPALA (labels) and IAO (artists), managers (EMMA) on mobility at EU level and regulatory barriers "[Towards a new vision for touring in the EU, EEA & Schengen area](#)"

- Strengthening the status of artists (facilitate touring visas)
- Improving the situation as regards custom licenses ("carnets" facilitate circulation of music instruments and equipment )
- Fixing the situation regarding excessive tax burdens
- Making cabotage rules futureproof
- Alleviating touring obstacles via new funding opportunities

Results: good identification and communication of technical barriers to artists mobility in Europe.

#### *Collective Management Organisations (copyright societies)*

- Informal members' exchanges led to a letter to GESAC to express challenges on fees negotiations and transparency with CMO's.
- Start of resource sheets on tariffs and testimonies (interviews) available on Live DMA [website](#)
- Creation of new WG on relationships between CMO's and live music associations (online WG session: 19th December 2023)

Results: the topic and strategy are now structured among Live DMA network to provide support to national members in their negotiations with authors' rights societies, and inform or alert, if necessary, to the European Commission on abusive positions or actions in this field.

### *Sound regulations and noise diplomacy*

- Online meeting with the sound task force to exchange about regulations at national levels
- Panels in BIME (Bilbao, October 2023), Raffut (France, July 2023) about the raise of neighbours complaints on noise issues
- Creation of [The Watchtower](#): a dedicated tool to support live music venues endangered by noise complaints and providing inspiring mediation measures between live music organisers, local policy makers and neighbours.

Results: good identification of most urgent issues through the sound task force, with immediate creation of a tool (The Watchtower) to create a platform for peers' support. On the long term, the Watchtower aims at gathering local testimonies and provide proof that they are not isolated cases, but that the problem is related to structural challenges and advocate for solutions at global level.



### *Independence and monopolies in live music events*

- Dissemination of the European map on "[who owns what](#)" in the festivals area and translation in English of the related article (NECTARTn°15)
- Preparation and sending of a [Parliamentary question](#) to the EC with the CCFG

Results: The EC is officially informed about the situation start of an upcoming long work on this topic, which is one the main challenges of the live music sector at the moment.

## **PRIORITY 3**

### **Support the sustainable transition of the live music sector**

#### **Objectives:**

- Provide proper advocacy tools for Live DMA members at national level through peers' exchanges
- Provide European incentives for live music operators to adopt new practices
- Define and align trans-national initiatives in the live music sector through Live DMA membership and partners to establish new norms in terms of events production, hosting audiences, circulation and education & training.

#### **Expected impact:**

- Create a roadmap to align the sector with the Green Deal, SDG objectives and COP engagements
- Develop new standards in terms of inclusion, with a focus on gender inclusion

## **Actions:**

### *Eco task force*

- Regular online meetings to exchange about national plans and brainstorm about Live DMA's position and participation in the following projects:

#### *1. Voices of culture*

- Participation in the [VoC on green transition](#) and presentation of the results at COP in Dubai (December 2023) based on the inputs of Live DMA's eco task force.

Results: large dissemination of the CCI's recommendations to policy makers.

#### *2. Pact for Skills on green transition*

- Participation in meetings and webinars with UNI Global Union, ENCATC, Transit, EMC and FACE.

Results: pooling of knowledge and resource with the future objective to improve access to relevant training programmes of CCIs professionals and future professionals.

#### *3. LIVEMX*

- Participation of the eco task force members in the DELPHI method consultation to draft the priorities of the calls

Results: a dedicated priority on ecological transition in the LIVEMX call

#### *4. Annual members' meeting debate, Greenhouse session n°3, in Lyon (May 23)*

Results: creation of recommendations for Live DMA's strategy 2024-2028

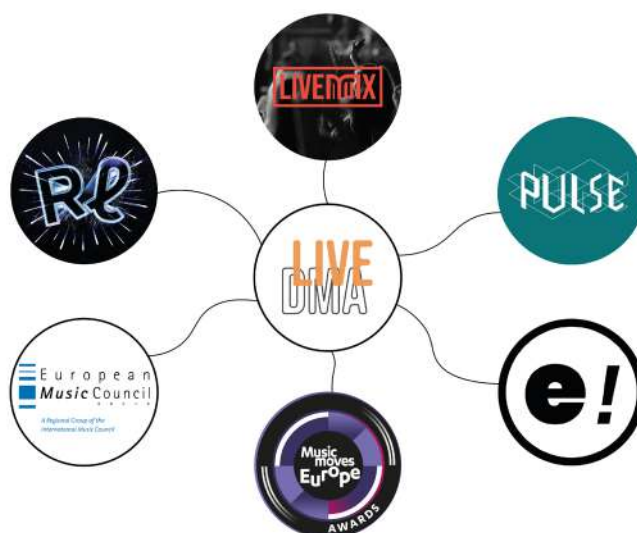


# PARTNERSHIPS

Live DMA maintained a high level of participation and partnerships with other European and International initiatives in 2023. Live DMA is involved in informal partnerships with the whole music ecosystem (see our list of “sister organisations” to see who we are the most involved with).

|  |  |
|--|--|
| <p><b>MEMBERS</b></p> <p>ACCESS<br/>ASACC<br/>CIRCUITO<br/>CLUB-CIRCUIT<br/>COLLECTIF CULTURE BAR-BARS<br/>COURT-CIRCUIT<br/>DANSK LIVE<br/>FEDELIMA<br/>KEEPON LIVE<br/>KULTURA LIVE<br/>LIVEFIN<br/>LIVEKOMM<br/>LIVE ME<br/>LPNVA<br/>MUSIC VENUE TRUST<br/>NAKTA<br/>NKA<br/>PETZI<br/>SALON IKSV<br/>SVENSK LIVE<br/>VNPF</p> | <p><b>SISTER ORGANISATIONS</b><br/><b>Music</b></p> <p>DE CONCERT EUROPEAN ASSOCIATION OF FESTIVALS<br/>EUROPA CANTAT EUROPEAN CHORAL ASSOCIATION<br/>EAA - EUROPEAN ARENAS ASSOCIATION<br/>ECSA - EUROPEAN COMPOSERS AND SONGWRITERS ALLIANCE<br/>EJN - EUROPEAN JAZZ NETWORK<br/>EMMA - EUROPEAN MUSIC MANAGERS ALLIANCE<br/>GESAC - EUROPEAN GROUPING OF SOCIETIES OF AUTHORS AND COMPOSERS<br/>IMPALA - INDEPENDENT MUSIC COMPANIES ASSOCIATION<br/>INES - INNOVATION NETWORK OF EUROPEAN SHOWCASE<br/>IAO - INTERNATIONAL ARTIST ORGANISATION OF MUSIC<br/>IASPM - INTERNATIONAL ASSOCIATION FOR THE STUDY OF POPULAR MUSIC<br/>IMMF - INTERNATIONAL MUSIC MANAGERS FORUM<br/>MUSIC CITIES NETWORK<br/>LIVEUROPE<br/>SOUND DIPLOMACY<br/>VIBELAB<br/>WE ARE EUROPE<br/>YOUROPE - EUROPEAN ASSOCIATION FESTIVALS</p> |
| <p><b>ACTIVE AND FORMAL PARTNERS</b></p> <p>CREATIVE EUROPE AGENCY<br/>EURADIO<br/>EUROPEAN COMMISSION<br/>EUROPEAN MUSIC COUNCIL<br/>EUROPEAN MUSIC EXPORT EXCHANGE<br/>EUROSONIC<br/>HELVETIAROCKT<br/>KEYCHANGE<br/>MUSIC MOVES EUROPE TALENT AWARD<br/>PULSE<br/>REEPERBAHN</p>  | <p><b>SISTER ORGANISATIONS</b><br/><b>Culture</b></p> <p>CULTURE ACTION EUROPE<br/>EBU - EUROPEAN BROADCASTING UNION<br/>EFA - EUROPEAN FESTIVALS ASSOCIATION<br/>ENCC - EUROPEAN NETWORK OF CULTURAL CENTRES<br/>ENCATC - EUROPEAN NETWORK ON CULTURAL MANAGEMENT AND POLICY<br/>FREEMUSE<br/>IETM - INTERNATIONAL NETWORK FOR CONTEMPORARY PERFORMING ARTS ON THE MOVE<br/>PEARLE - PERFORMING ARTS EMPLOYERS ASSOCIATION LEAGUE EUROPE<br/>TEH - TRANS EUROPE HALLES</p>  |
| <p><b>PUBLIC INSTITUTIONS</b></p> <p>CULTURAL CREATORS FRIENDSHIP GROUP<br/>EUROPEAN PARLIAMENT<br/>FRENCH CREATIVE EUROPE DESK<br/>RELAIS CULTURE EUROPE</p>  | <p><b>SISTER ORGANISATIONS</b><br/><b>Other</b></p> <p>EUROZINE<br/>KEA RESEARCH CENTER<br/>PANTEIA RESEARCH CENTER</p>  |

Find below a sketch of the organisations with which Live DMA is formally involved through a common project (Creative Europe, contractualisation...):



## MUSIC MOVES EUROPE AWARDS

Live DMA is part of the Music Moves Europe Awards' steering committee with other representatives of the European music sector and industry (the European Prize for Emerging Artists). This prize supports emerging European artists. Every year, the winners receive a Music Moves Europe Award in recognition for 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 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 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.

## EUROPEAN MUSIC COUNCIL

Live DMA's coordinator, Audrey Guerre, is part of the board of the European Music Council as chairwoman since June 2023. Live DMA supports EMC's work on cultural policies, projects and events such as:

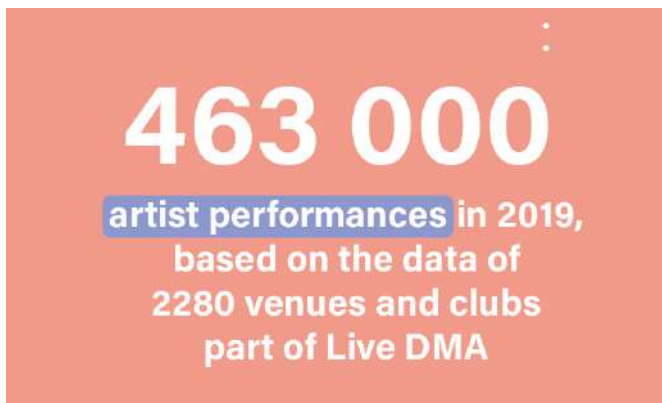
- The [SHIFT Culture](#) project provides training initiatives for cultural leaders, working together and creating paths to face global challenges, especially on inclusion and sustainability. The Live DMA Green Team presented its [internal eco-guidelines](#) during the General Assembly in Lyon (May 2023).
- European Forum on Music 2023 : Participation and moderation of panel on the topic of "Sustain Music", through the lenses of the Sustainable Development Goals of the United Nations.
- MusicAire project: Live DMA disseminated the calls and info session for its members on the funding opportunity MusicAire. The activity reports of EMC are available [here](#).

# COMMUNICATION

## IMPROVEMENT OF THE SOCIAL MEDIA STRATEGY AND VISUALS

In 2023, the social media strategy remained the same, with a small change regarding Facebook. As the statistics of this social media were not in line with the work done by Live DMA, it was decided to lower the activity on Facebook. Indeed, the Live DMA target groups are more active on Twitter (mainly policy makers and European networks), on Instagram (members, live music venues or festivals and general audience), and LinkedIn (professionals of the sector). Nevertheless, we still use Facebook to share some information about specific projects such as Revelland or the Digital Safaris for which we create events that enable us to invite some potential interested people. We also sometimes share studies or projects on specific Facebook groups.

The communication is still very visual, so the information can jump to mind. On Instagram, all posts are written keeping in mind that the reader has to be able to save the content for later, if it is of interest to them. Saving a post increases its visibility. Live DMA is also sharing more and more Reels videos, which sometimes have a wider reach than posts with images, and which provide dynamic feedbacks on projects or conferences in which Live DMA is involved.



## WEBSITE REDESIGN

The website is in constant evolution as projects evolves from one year to another. In 2023, the LIVEMX funding project was added to the website, as Live DMA is an official partner in the consortium.

The Watchtower tool was added to the website and is divided in two pages. The first one is a public page explaining the challenge faced by live music venues regarding noise complaints, and another private page was created, accessible with a password by out members and the live music venues, clubs and festivals. This private page contains a form in which live music venues facing noise complaints can testify and explain their situation. Then another document insert all these testimonies with the contact of the venues, so they can exchange, try to find solutions and create a movement of solidarity.

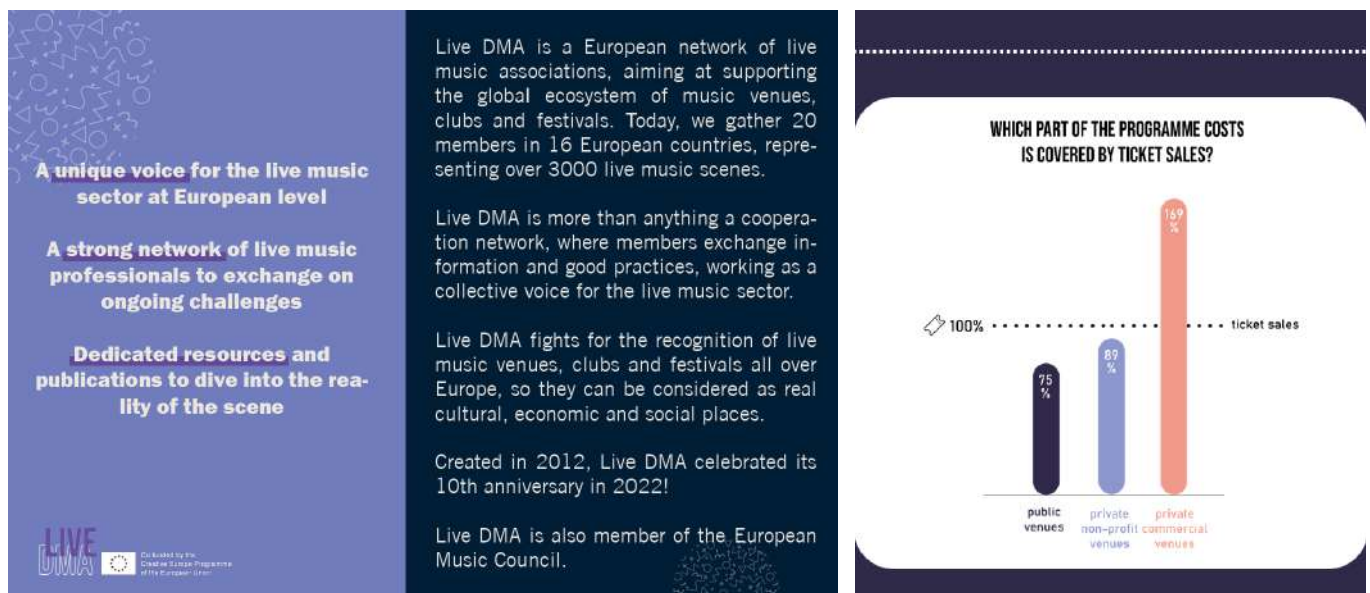
As a new Survey report was released in 2023, the webpage dedicated to this study was re-designed with new colors but also a new layout to facilitate the readability of the page. In 2024, this page aims to become a “Research and publications” page, where all the studies and surveys released by Live DMA will be accessible.

Finally, the Podcast dedicated page was also re-designed to be more attractive, and also to add more details about each episode so the listener can choose easily what to listen to.

## GRAPHIC DESIGN

Several documents were designed by Live DMA in 2023.

- Pre-made powerpoints from which you can choose the slides you want for any presentations on various topics: the presentation of Live DMA, the Watchtower, the Sustainability, the Survey. More Presentations are coming for 2024 and 2025.
- The Survey report was entirely designed by the Live DMA Communication Officer, who did graphic design course these past 3 years. It was designed to be pleasant to read, with soft colors and illustrations, in a more “modern” style.
- A resource on livestream was also designed, with 5 practical files.
- Live DMA also designed its first internal eco-guidelines, which are to be evolving over time.



## PRINT

The post covid challenges publication was printed for the ESNS 2023 festival in few copies so it can be presented to professionals of the sector during the conference but also to policy makers and advocacy players.

## NEWSLETTERS

The internal newsflash is still sent almost every two weeks to Live DMA members. It is useful to share the previous activities of Live DMA, but also funding opportunities, news and projects relevant for the sector, share the Live DMA publications and of course prepare the next internal meetings such as the General Assembly or Working Groups.

We send an Open News to the general audience, medias, policy makers and partners when we have an important project or publication to share but also one per season to summarize the last activities of Live DMA and our results.

The Digital Safari newsletter was sent several times in 2023. It focuses on green actions and green tips for the live music sector, linked with the Digital Safaris on sustainability project.

## PODCAST

For five 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 more involved in the local associative field of Nantes.

In 2023, the following podcasts were released:

- Episode 29: Noise Diplomacy: Night & Day café in Manchester (Guests: Audrey Guerre (Live DMA) and Mark Davyd -Music Venue Trust)
- Episode 30: Noise Management & Urban Planning Policies For Concert cafés in France (Chloé Le Bail - Collectif Culture Bar-Bars)
- Episode 31: Resilience for the Music Sector (Guest : Per Olsson, Stockholm Resilience Center)

Access all podcasts [here](#).

## PRESS QUOTATIONS

- [Pollstar](#)
- [Europavox](#)
- [Music Business Worldwide](#)
- [Complete Music Update](#)
- [Digital Music News](#)
- [Musically](#)
- [Celebrity Access](#)
- [Complete Music Update](#)
- [IQ Mag](#)

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