



Activities 2007

European Music Platform

SUPPORT TO LIVE MUSIC

- **European Talent Exchange Programme**

An initiative by The Noorderslag Foundation to stimulate the circulation of European artists by enabling them to perform at selected ETEP festivals across Europe. Since 2003, there have been 400 shows at 50 festivals in 17 countries by 145 artists, benefiting also from the radio coverage of more than 30 different European radio stations.

- **European Tour Support (ETS)**

The ETS programme was launched in order to incite and support European tours for European artists with the aim to develop the promotion and circulation of repertoires, artists, creators and works in the EU. Tour support is awarded to projects presenting artists' tours in Europe, according to defined criteria (at least 8 concerts in 4 European countries, and other criteria).

INTERNATIONAL PROMOTION

- **EMO United States**

The New York office acts as a liaison office for Europe to the US, and offers tailor-made services to the members. It organises joint Platform presentations at North-American fairs and events, and it coordinates the exchange of information on EU states cultural activities in US. It attracts American interest to European Artists, festivals and programmes.

- **Feasibility study for an office in China**

Anticipating the emergence of the Chinese market, the European Music Platform decided to set up a feasibility study for an office in China. A market study has been made, and a Platform mission to China was organised in November 2005. During this mission many meetings and exchanges were organised with Chinese officials and music professionals. It appears that the creation of a European office is feasible and desirable. A business plan is currently being written on possible European actions in China in the near future.

- **EMO Export Handbooks**

Six export handbooks were compiled in 2005 (France, U.K, Germany, Japan, Brazil, USA), and four new export handbooks will be available soon (Austria, Spain, Scandinavia, Russia). These export handbooks contain music market studies and lists of contacts in these countries for the music industry.

- These projects were supported by the DG Culture and Education during 2005-2006 and will be submitted again using existing instruments or be created within the concerned Directorates General. For example DG Relex can facilitate the presence of European music on the US, Chinese markets.
- EMO is also formulating an action plan dedicated to the music industry, using existing DG Enterprise: aid to SMEs, to carry out guaranty funds or advance funds (establishing a European IFCIC), in order to accompany enterprises in their mutation.

EMO is preparing together with IFPI, IMPALA, ICMP, GESAC the agenda for the ministerial meeting to be held in MIDEM 2008. A common action plan will be evoked concerning the above points and highlighting the need for a juridical, fiscal and social environment favorable to the development of enterprises.

● MIDEM

EMO participates and represents its members to European and international fairs like Midem, Popkomm, South by South West, etc.

EMO also co-organises events such as the only European prize ceremony for popular music, the **European Border Breaker Awards**. It is organized together with the European Commission and MTV during Midem, where new European talents (first album) who have achieved the highest debut album sales in the European Union, outside their country of origin, are rewarded.

In addition EMO services the **ministerial meeting** in Cannes on invitation of the European Commissioner for Culture and the French Minister of Culture. EMO will prepare the agenda with IMPALA, IFPI, GESAC, ICMP.

Projects in preparation

● **2008 Year of Intercultural Dialogue**

Diversidad! Promoting dialogue and exchange through European urban culture

This project was submitted in July 2007 in the framework of urban culture and hip-hop. It aims to promote and to encourage intercultural dialogue through the organisation of artistic events and panels of discussion in 2008.

The activities include:

- Workshops with European artists and of European cultural actors in Europe before the Euro2008 football tournament
- A digital platform of musical exchanges and meetings of artists across Europe
- A collaborative single between artists from several countries
- Seminars about urban culture and cultural diversity in Europe
- A tour of selected European artists to the main Austrian cities of the Euro2008
- A three-day European meeting of urban culture in Vienna at the end of the Euro2008

● **Composers' project**

The project with NCC (Nordic Composers Council) deals with the promotion of contemporary and art music. It aims towards **cooperation between ensembles and composers in Europe**. New work will be commissioned with the guaranteed support of an ensemble and a festival or event. The project will be submitted to the European Commission in November **2007**.

EMO

- **Lobbying**

Preparation of a specific programme for non-audiovisual cultural industries to be put in place by 2013

Contrary to cinema, the non-audiovisual cultural industries do not dispose of a specific promotion programmes on a European level. Non-audiovisual cultural industries are now eligible for the Commission's support under the framework of Culture 2007 programme but it is not yet adapted to this field.

In contrast to the traditional cultural sector, EU support does not need to intervene to fund punctual projects or to bring a direct financial support to enterprises. It would be more effective to work with music professionals to carry out some structuring and stimulating mechanisms to fund creative industries, and European creators and artists' production and promotion through accompany actions.