



Towards a European music policy

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Music makes Europe

Culture touches us all in many ways, but music above all touches our heart. It unites and proves to be a universal language, especially for the young generations. Music is the first form of art created by man: music is present everywhere, as it reflects human culture and its legacy on all continents. Music has always been essential to culture in Europe, and is nowadays the form of art privileged by young generations in order to express their creativity and share their national culture. More than ever, music is the best form of art used to develop intercultural dialogue. The millions of people who travel to foreign festivals, who buy foreign records or simply play foreign music show that music breaks national borders, and eventually that music is making Europe. Music has also proven to be a preponderant element of social integration for minorities in Europe.

The European music industry : promoting Europe's cultural diversity

The music industry employs over 600 000 people across the European Union and represents a global market of more than € 40 billion. All works of art need to be published and distributed, to allow access to artists who will become their interpreters, and reach the audience to whom the work is addressed. Cultural industries are indispensable to the fixing, the distribution and the promotion of works of art. The role of publishers and record companies in promoting creation is essential, as well as the role of the different stakeholders of the music sector, who all participate in helping the work reach the audience. The actions of these different stakeholders occur in the framework of a specific economy, the cultural economy, with an industrial dimension specific to each sector of activity. Industrial reproduction of a cultural product thereby helps circulate and sustain the cultural vitality and diversity of Europe.

The EU music sector is an important contributor to economic development as well as to true cultural pluralism. The cultural industries belong fully to European culture. They concern a very limited number of multinational firms (4 in the case of music), and a very large number of SMEs, and even smaller entities, which produce, publish, distribute artists' records, whilst others produce concerts and organise tours, etc., with the objective of giving audiences the opportunity to discover new artists and new cultures. The role of these small organisations is essential in order to reach the objectives of the EU Culture programme (mobility, circulation, intercultural dialogue).

The European Music Office : the voice of music professionals in Europe

The European Music Office is an international non-profit association bringing together international and national professional organisations, associations and federations from the

music sector within Europe. It is, along with its members and other trade organisations and national institutions, an association that promotes the diversity and represents the interests of European music at European level and worldwide. The activities carried out by EMO in Europe favour the realisation of the European Union's objectives in the field of culture: EMO aims at facilitating the circulation of works, artists, creators and productions, fostering exchanges, co-operation and the mobility of the music professionals, easing public access to new artists and cultures from all over Europe, and encouraging the development of professional organisations in the European music sector.

With the European Music Platform, EMO also manages European projects co-financed by the EU in the fields of exchange of information, support to live music, and international development of European music professionals. EMO's projects are in line with the objectives of the EU and the common market. Concerning the transnational mobility of people working in the cultural sector, projects like the *European Talent Exchange Programme* and the *European Tour Support* aim at facilitating the mobility of professionals and artists in Europe. Concerning the transnational circulation of art works and artistic and cultural products, ETEP and ETS also aim at facilitating the circulation of art works by supporting tours abroad. The project *Exchange of Information* aims at giving professionals and artists the most useful information in order to increase their mobility in Europe. Projects such as the development of an office in New York and China are also good examples of international mobility and intercultural dialogue. All the projects run by EMO aim at developing intercultural dialogue, through the mobility of artists in Europe.

EMO is also very active in the field of lobbying to the European institutions and national governments in the framework of the new EU Culture programme 2007-2013, notably in order to obtain measures favourable to the culture industries and programmes supporting their projects.

A European programme for music : a necessity for the development of European music

EMO's main objective consists in the conception and implementation by the European Union and its member states of a coordinated music policy - a specific and necessary support to the European music sector in order to realise the EU objectives in this field.

In the coming months, the European Commission, the European Parliament and the Council of the European Union will establish a new generation of cultural and audio-visual programmes. The establishment of these programmes, from 2007 to 2013, will be essential to the development of the European cultural sphere and the improvement in mobility of cultural goods and services as well as to the mobility of creators, artists and culture professionals. This new generation of cultural and audio-visual programmes should also help non audio-visual European cultural industries - which remain compartmentalised by local restrictions - in both Europe and the wider international market.

In addition, a true European strategy to promote musical creation and the music industry in general, must also rely on initiatives that both enforce intellectual property rights, strengthen resolve in the fight against piracy, and promote cultural diversity.

However, it is obvious that the 2007-2013 programme as it stands now will not generate successful results, since the pilot projects have proven that non-audiovisual cultural industries need more support and flexible financing mechanisms. This is why EMO is asking for the creation of a specific programme for the culture industries, following the example of the Media+ programme.