



Activity Report 2005-2006

EMO Description

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 represents through its members and associates more than 600,000 people from all music genres and sectors (authors, composers, performers, publishers, producers, managers; those involved in live music, education and training, etc.), thus representing nearly all the European music professionals. It is, along with its members and other trade organisations and national institutions, an association that promotes diversity and represents the interests of European music at a European level and worldwide.

Our members include: BEMF (France), FCM (France), GEMA (Germany), MICA (Austria), Muziek Centrum Vlaanderen (Belgium), SABAM (Belgium), SACEM (France), SACEM (Luxembourg), SGAE (Spain), SIAE (Italy), SPA (Portugal), STIM/Svensk Musik (Sweden) TEOSTO (Finland), and ZAVOD (Slovenia).

Mission

EMO represents the entire European music sector and pursues an aim of general European interest in the field of music. The activities carried out by EMO in Europe favour the realisation of the European Union's objectives in the field of culture: EMO aims to facilitate the circulation of works, artists and productions, fostering exchanges, co-operation, easing public access to new artists and cultures from all over Europe, and encouraging the development of professional organisations in the European music sector.

One of the main objectives of EMO on the policy level 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.

Summary of Activities

The activities and actions of EMO carried out in the last two years:

1. Pilot Projects - European Music Platform

EMO is a member of the European Music Platform created in 2004, in order to run the first ever implemented pilot projects co-financed by the European Union in the field of music. Most members of the Platform are national music export organisations and national music information centres.

Pilot Projects 2005-2006

In 2005 - 2006 these Pilot Projects were supported by the European Commission as experimental actions in the following fields of action:

- *Support to live music*
 - European Talent Exchange Programme (ETEP).
 - European Tour Support (ETS).
- *International promotion*
 - Pre-development of a US Office in New York.
 - Feasibility study for an office in China.
- *Exchange of information*
 - EMO Export Handbooks

2. European representative in the music sector

- *Development of professional infrastructures.*
 - Support the creation of Music Export Offices.
 - Support the development of professional infrastructures in the New Member States.
 - Integrate and support existing Music Export Offices.
- *Coordination of European and international music related issues.*
 - Act as an intermediary and facilitator between EMO members.
 - Act as a focal point in the field of music for the institutions of the European Union.
 - Act as a European Focal Point in the field of music for the European national governments.
- *Representation of the music sector and dissemination of information.*
 - Act as a representative of the music sector.

3. MIDEM

- *European Border Breaker Awards*

During the MIDEM fair in Cannes, France, the European Border Breaker Awards ceremony rewards each year young European artists whose first album sold best out of their country of origin. This ceremony is organised by the European Commission together with EMO and MTV, and with partners BillBoard, Sacem, IFPI, Gesac, Impala, ICMP / CIEM.

- *The European Commission's stand*

The European Commission has a stand at MIDEM managed by EMO to promote European music diversity and for music professionals to inform themselves about the EU's current culture program.

- *Informal Ministerial Meeting*

In addition, EMO organises an informal meeting with European Ministers of Culture, and music professionals, an initiative of the European Commission and the French Ministry of Culture.

4. Projects in preparation

Composers' project

This project is presented by the Nordic Composers Council and aims to facilitate European cooperation between ensembles, composers and conductors in the field of contemporary classical music. It will be presented in the framework of the new Culture 2007-2013 programme.

Detailed activity report

1. Pilot Projects - European Music Platform

European Music Platform - Cooperation in the field of live music and exchange of information

The co-operation action consisted in:

- Enhancing the cultural cooperation possibilities with the European institutions and the Member states, especially the ten new Member States.
- Providing information, exchange knowledge and experience regarding the organisation of tours, especially for the professionals from the new Member States.
- Developing the co-operation in the field of live music between the national promotion organisations, especially those in the new Member States.
- Acting as a consultation forum favouring the place of music within the European culture policy.
- Managing and co-ordinating the activities ETEP and European Tour Support (ETS).
- Managing and co-coordinating the Platform activities, communicating and distributing the results of the actions realised by the Platform.

Objectives reached:

- Strengthen the coherence between the activities.
- Strengthen professionalism among the organizations.
- Encourage informal meetings between professionals about Community action.
- Strengthen the effectiveness of the European community action in the cultural field.
- Develop European cooperation between music operators.
- Develop the European dimension of Platform members' initiatives.
- Combine flexible management and a solid structure based on strong cooperation agreements between Platform Members.

SUPPORT TO LIVE MUSIC



Objectives:

- To facilitate the circulation of European acts in European festivals.
- To promote these acts not only in festivals but in parallel with media coverage.
- To stimulate the European music industry and the media to work together to promote European music.
- To boost European careers for European artists.

ETEP is an initiative of the Noorderslag Foundation with funding from the European Union and in collaboration with the European Music Office. As a double festival and business seminar in one weekend, The Noorderslag weekend serves as the European Platform for the European live music industry, music Management, European radio professionals and (online) Media.

ETEP's goal is to stimulate the circulation of European Artists within Europe by performing at selected ETEP festivals throughout Europe. The actual selection was done at The Noorderslag Weekend by the ETEP festivals themselves. A large and diverse group of artists were offered the opportunity to perform at the major European ETEP festivals. Various shows were supported by (EBU) radio and (print) Media. This guarantees maximum exposure and offers a perfect opportunity for the management and the recording industry to establish and promote their artists throughout Europe.

See website for more info: www.noorderslag.nl

Results Achieved

In **2005** a total of **89** shows with **39** artists from **14** countries playing at **41** festivals in **16** countries.

AREZZO WAVE	Italy	Le Peuple de L'Herbe, noJazz
BENICASSIM FESTIVAL	Spain	Diefenbach
BY:LARM	Norway	Bikin Diefenbach
DAS FEST	Germany	Moneybrother
DOUR FESTIVAL	Belgium	Sondre Lerche, Vitalic, The Subways
FREQUENCY FESTIVAL	Austria	The Blue Van, Moneybrother, The Subways, Beatsteaks
GURTENFESTIVAL AG	Switzerland	Beatsteaks
HALDERN OPEN AIR -	Germany	Stijn, Moneybrother, The Revs
HULTSFRED FESTIVAL	Sweden	Gâte
HURRICANE FESTIVAL	Germany	Moneybrother, Amplifier
LE PRINTEMPS DE BOURGES	France	Stress, The Go! Team, Sold Out
LES EUROCKEENNES DE BELFORT	France	The Go! Team, Little Barrie
LES MEDITERRANEENNES FESTIVAL	France	Gabriel Rios
LES NUITS BOTANIQUE	Belgium	The Go! Team, Emilie Simon, Gravenhurst, Gomm, Mugison, Bikini Machine
LOWLANDS FESTIVAL	Holland	Beatsteaks, Le Peuple de L'Herbe, Vitalic, The Blue Van, Quit YourDayjob, Gabriel Rios
MALMÖ FESTIVAL	Sweden	Blackbud
MARKTROCK LEUVEN	Belgium	Bird, Mala Vita
M'ERA LUNA	Germany	Gâte, Autumn
NOVA ROCK	Austria	Beatsteaks, Moneybrother
OPEN AIR ST. GALLEN	Switzerland	Moneybrother, Le Peuple de L'Herbe
ÖYAFESTIVAL	Norway	Quit Your Dayjob, Moneybrother
PALEO FESTIVAL NYON	Switzerland	Gomm
PARKPOP FESTIVAL	Holland	Gabriel Rios, Thomas Dybdahl
PINKPOP FESTIVAL	Holland	Gabriel Rios, Triggerfinger, Moneybrother
PRIMAVERA SOUND FESTIVAL	Spain	Gravenhurst, Sondre Lerche, The Go! Team, Vitalic
PROVINSSIROCK FESTIVAL	Finland	Moneybrother, Gâte
PUKKELPOP FESTIVAL	Belgium	The Go! Team, The Blue Van, Vitalic, Amplifier, Little Barrie, The Engineers, The Subways
QUART FESTIVAL	Norway	The Go! Team
RHEINKULTUR FESTIVAL	Germany	Tiger Lou, Moneybrother

ROCK AM RING	Germany	The Blue Van, The Subways, Quit Your Dayjob
ROCK IN IDRO	Italy	Voicst, Triggerfinger
ROSKILDE FESTIVAL	Denmark	The Go! Team, Mugison, Beatsteaks, Macaco, Jackman
SUIKERROCK FESTIVAL	Belgium	Gomm, Couchgrass
SUMMER SUNDAE WEEKENDER	U.K.	Sondre Lerche
SZIGET FESTIVAL	Hungary	Têtes Raides, Beatsteaks, Giant Robot

In **2006**, a total of **156** shows with **48** artists from **12** countries playing at **50** festivals in **17** countries.

AREZZO WAVE	Italy	zZz
BENICASSIM FESTIVAL	Spain	Editors, The Kooks, zZz, Silent Disco
BY:LARM	Norway	Disco Ensemble, Drijf Sanders, Spleen United, Rhesus
COACHELLA VALLEY MUSIC AND ARTS	USA	Editors, Dungen, Infadels
DOUR FESTIVAL	Belgium	Bauchklang, Infadels, Wir Sind Helden, Within Temptation, Mohair, Brakes
FESTIVAL BAM	Spain	Bauchklang, Infadels, Ojos De Brujo
FLIPPAUT FESTIVAL	Italy	The Robocop Kraus, Nouvelle Vague, Silent Disco
FREQUENCY FESTIVAL	Austria	Mohair, Editors, The Robocop Kraus, Fettes Brot, Wir Sind Helden, Sugarplum Fairy
GREENFIELD	Switzerland	The Answer
GURTENFESTIVAL AG	Switzerland	Fettes Brot, Wir Sind Helden, The Sounds, Editors, Culcha Candela
HALDERN OPEN AIR	Germany	Gem, The Kooks, Solo
HULTSFRED FESTIVAL	Sweden	Animal Alpha, Disco Ensemble, Within Temptation, Editors, Syd Matters
HURRICANE FESTIVAL	Germany	The Kooks, Duels, WithinTemptation, Shout Out Louds, The Sounds, The Answer
EUROCKEENNES DE BELFORT	France	The Sunday Drivers, Infadels, Zzz
MEDITERRANEENNES FESTIVAL	France	zZz
LES NUITS BOTANIQUE	Belgium	Adem, Hush Puppies, Rhesus, Jose Gonzales, Stuart A. Staples, The Sunday Drivers
RENCONTRES TRANSMUSICALES DE RENNES	France	Stuurbaard Bakkebaard
LOWLANDS FESTIVAL	Holland	Corvus Corax & Cantus Burana, Wir Sind Helden, Ojos De Brujo, The Kooks, Jose Gonzales, Culcha Candela, Mew, Infadels
MALMÖ FESTIVAL	Sweden	Disco Ensemble
MARKTROCK LEUVEN	Belgium	Kraak & Smaak, GEM
MELT! FESTIVAL	Germany	The Kooks, Hushpuppies, Infadels, Editors
M'ERA LUNA	Germany	Epica, Within Temptation
NOVA ROCK	Austria	The Sounds, Disco Ensemble, The Answer, Madsen
OPEN AIR ST. GALLEN	Switzerland	Disco Ensemble, Fettes Brot, Editors, The Kooks
ÖYAFESTIVAL	Norway	Brakes

PALEO FESTIVAL NYON	Switzerland	Rhesus, Hushpuppies, Editors, The Kooks, Infadels, Shout Out Louds
PARKPOP FESTIVAL	Holland	Babylon Circus, The Kooks, Infadels
PINKPOP FESTIVAL	Holland	Editors, Infadels
PRIMAVERA SOUND FESTIVAL	Spain	The Robocop Kraus, Jose Gonzales, Stuart A. Staples
PROVINSSIROCK FESTIVAL	Finland	Within Temptation
PUKKELPOP FESTIVAL	Belgium	Infadels, Nouvelle Vague, Jose Gonzales, Duels, Animal Alpha, Ojos De Brujo, Pete Philly & Perquisite, Mew, Yonderboi
QUART FESTIVAL	Norway	Infadels
RHEINKULTUR FESTIVAL	Germany	Rhesus, Sugarplum Fairy
ROCK AM RING	Germany	Editors, Disco Ensemble, Animal Alpha
ROCK IN IDRO	Italy	Disco Ensemble, Blackmail
ROCK WERCHTER FESTIVAL	Belgium	Editors, The Kooks
ROCKO DEL SCHLACKO	Germany	GEM, Disco Ensemble, Sugarplum Fairy
ROCKWAVE FESTIVAL	Greece	The Sunday Drivers, Editors, Silent Disco
ROSKILDE FESTIVAL	Denmark	Disco Ensemble, Infadels, Editors, Shout Out Louds, Wir Sind Helden, DJ GRAZZHOPPAS
SOUTHSIDE	Germany	The Kooks, Duels, Within Temptation, Shout Out Louds, The Sounds, The Answer
SUIKERROCK FESTIVAL	Belgium	Disco Ensemble, Campsite, Within Temptation
SUMMER SUNDAE WEEKENDER	U.K	Jose Gonzales, Nouvelle Vague, Gem
SZIGET FESTIVAL	Hungary	Silent Disco, Wir Sind Helden, Kraak & Smaak, 17 Hippies
T IN THE PARK	Scotland	Jose Gonzales, Silent Disco
THE GREAT ESCAPE	U.K.	Voicst, GEM, Disco Ensemble, Hush Puppies, Spleen United, Rhesus, Racoon

European Tour Support

EMO was leader of the ETS programme co-organised by the European platform. This 2 year EU funded 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 was awarded to projects presenting artists' tours in Europe, according to defined criteria:

- Tour consists of at least 4 European countries.
- Proof of involvement of the record companies in the promotion and its financial participation to the tour.
- Proof of the distribution of the CD in all countries toured.
- Maximum tour period of 4 months.

The financial support granted by the European Music Platform is up to €12,000 maximum, which generally represents 10-20% of the total costs of a tour.

Results achieved

- **48 tours** were supported with an average of **19 concerts** and an average of **8 countries** were visited with an average grant awarded of **€5,942**.

- Amoral (Finland)
- Absynthe Minded (Belgium)
- Babylon Circus (France)
- Christian Kjellvander & Lazy Grace (Sweden)
- Cloroform (Norway)
- dEUS (Belgium)
- Fatima Spar und die Freedom Fries (Austria)
- Frank Popp Ensemble (Germany)
- Gods of Blitz (Germany)
- José Gonzalez (Sweden)
- Laakso (Sweden)
- La Kinky Beat (Spain)
- Yann Tiersen (France)
- Lyon Calling Tour (France)
- Linea 77 (Italy)
- The Robocop Kraus (Germany)
- Cosmic Casino (Germany)
- Melody Club (Sweden)
- Epica (The Netherlands)
- Pete Philly & Perquisite (The Netherlands)
- Matt Boroff (Austria)
- Le people de l'Herbe (France)
- Culcha Candela (Germany)
- Bummer Sex Museum (Spain)
- The Ark (Sweden)
- Mardi Gras.bb (Germany)
- Ms. John Soda (Germany)
- Mattafix (France)
- Mauracher (Austria)
- Nils Petter Molvaer Group (Norway)
- Sabaton (Sweden)
- Sarah Bettens (Belgium)
- Shirai (Spain)
- Sofa Surfers (Austria)
- The Ocean (Germany)
- Tiger Lou (Sweden)
- Verdena (Italy)
- Puppetmastaz (Germany)
- The Hellcopters (Sweden)
- Julia (Austria)
- Ideladop (Austria)
- Fatima Spar und die Freedom Fries (Austria)
- Ghinzu (Belgium)
- The 69 eyes (Finland)
- Amadou & Mariam (France)
- M83 (France)
- Boozoo Bajou (Germany)
- Zuco 103 (The Netherlands)
- Looptroop (Sweden)
- The Ravonettes (Denmark)

Objectives reached

- Long-lasting collaborations: Follow-up reports revealed the majority of artists returned within 6 months after their tour to the countries they visited through the help of ETS.
- A rich exchange of expertise and practice between the Platform members, most are national export music offices, enabled a very real European co-operation in the field of live music.
- Increasing the circulation of European artists, allowing them to travel more extensively throughout Europe.

INTERNATIONAL PROMOTION

Pre-development of a US Office in New York

This project started in December 2003 and has already achieved promising results. The New York office has produced a US export handbook with a list of contacts of American music professionals which is constantly updated. The US office also runs activities of assistance and consulting to European professionals, notably in terms of promotion, distribution and monitoring on the US music market. The US office also organises the presence of European artists, creators and professionals to American music events. Through its activities, the US office facilitates the access to the American market for European professionals.

In 2005-2006 activities included updating of the key contact list, development of the pool of consultants, development of the market monitoring, analysis of the possibilities of concrete support by a European office in the field of promotion, with possible experimental test-cases, preparation of a detailed business plan for the future fully working European office in New York.



Results achieved

- The contact list has been extensively and consistently updated. The EMO US database now includes over 2500 contacts for US Music professionals.
- EMO US lists over 100 consultants available to work with European professionals.
- The US music market is continually monitored by the EMO US. All varieties of opportunities are fully researched, individually, through communication and meetings with the US industry executives, and through more global programs of EMO US, at conferences, at industry meetings, with the European Consular Officers responsible for culture, through the media, through American newsletters and specific international music newsletters and various relevant organizations the EMO US has joined and associated with.
- Support in the field of promotion in several sectors:

- Live showcases & tours:
 - Organisation of a European showcase with 12 acts at the South by Southwest fair 2006, including the production and distribution of a compilation cd.
 - Promotion of the Austrian Moving Patterns festival.
 - Participation to:
 - South by Southwest: Austin, Texas www.sxsw.com
 - Canadian Music Week: Toronto Canada www.cmw.net
 - IAJE (International Association for Jazz Education) NYC, www.iaje.org
 - APAP Association for Performing Arts Presenters NYC, www.artspresenters.org
 - CMJ Music Marathon NYC <http://www.cmj.com/marathon>
 - Collaboration with European Dream Festival in NYC.
 - Specific assistance to several European artists regarding promotion and tours in America.
- Physical and digital distribution & licensing
 - Retail and International Distribution:

Assistance to several European labels in seeking US Distribution deals in the US.
 - Digital Distribution:

List of 25 key contacts in digital distribution and regular contacts with the main operators to seek deals.
 - Digital Networks:

The EMO US website is in development along with an interactive email campaign on a large scale to develop promotion.
- European repertoire placement

7 professional brokers now represent European catalogues for music placement in films, TV, new media, advertising, games, and compilations.
- European music on radio and TV

The European Music Office facilitates the promotion of music, compilations and/or radio programs for possible broadcast in the US and Canada (in English and in French). We are now promoting and disseminating European radio programming to web, terrestrial (public and private) and satellite radio.
- Many other complementary actions and programs were initiated:
 - Consular Meetings in NYC with Embassy officers, Cultural Counselors, and Attaches from the various European countries and the European Commission officers in the US who work with Culture, Foreign Affairs, Trade, Music and the Audiovisual industries, during both the Austrian and Finnish presidencies of the EU Council.
 - Seminars

Attendance to many European professional seminars in the USA.
 - Presentations

Presentations by the EMO US office on its activities, services and results to several fairs, organisations and national representations.
 - Professional Press and Media
 - EMO US has created an extensive press list of media contacts by genre of music.
 - EMO is working closely with New on the Charts (www.notc.com). New on the Charts has created a new section for European artists available for licensing in the US.
 - EMO Information distribution and Email campaigns EMO US is setting up information campaigns and associations with press organizations.
 - Multi-lingual music/video promotion and language learning education tool: Yabla

A language learning on-line application and magazine is now available for French and Spanish video clips, epk's, concert footage, interviews, and documentaries that promote music in different languages.
 - EMO has set up privileged collaborations with Professional organizations
 - The North American World Music Coalition's www.worldmusiccoalition.org
 - A2IM - <http://www.a2im.org>
 - Sonicbids - <http://www.sonicbids.com>
 - Assistance and Counsel

EMO has been actively responding to daily requests from European professionals seeking to introduce their artists into the US market through licensing or distribution, promotion, and touring.

Feasibility study for an office in China

The Chinese market will probably be the future music market of the world. It has for European companies very high potential outlets. Anticipating the emergence of the Chinese market, the European Music Platform decided to set up a feasibility study for an office in China. A report has been made on the Chinese market, 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 regularly publishes newsletters on the Chinese music market.

- In depth knowledge of the Chinese music market and a market overview report:
 - Consumer behaviour;
 - Production conditions;
 - Distribution possibilities;
 - Legal framework;
 - Collection of author's rights
 - Censorship
- Creation of a Network
 - Chinese music professionals (Record labels, managers, video channels, etc);
 - Chinese institutions (Ministry of Culture, the Chinese authors' rights society, the censorship Committee, etc);
 - Western / European media companies and a joint-venture active in China;
 - European (cultural) representations (EU Permanent Representation, embassies, cultural national institutions).
- Long term: A market approach
 - Business plan for a joint European service bureau for the music industry in China
 - Organisation of European music festivals and events in China;
 - Intermediary and matchmaker between European and Chinese music professionals;
 - Support for import and distribution of European music in China;
 - Identification of business opportunities in broadcasting of European music on national public and private media (video channels, radio, downloading sites, Internet media).
- Short term: various bilateral or multilateral events and activities
 - Expansion on already existing European festivals and events in China (e.g. Transmusicale);
 - Support of national music initiatives in China, in the framework of a national cultural policy.
- Other complementary actions were initiated :
 - Distribution and exchange of information from the experts but also between EU member states.
 - European cooperation in China had a beneficial result on joint efforts in other countries (e.g. the USA);
 - Identifying opportunities to align the activities in China with other European music projects such as ETEP, ETS, and activities in the field of the exchange of information.

Exchange of information

- Production and updating of Export Handbooks

Six export handbooks were compiled in 2005 (France, U.K, Germany, Japan, Brazil, USA), and four new export handbooks have been realised in 2006 (Austria, Spain, Scandinavia, Russia). The export handbooks contain music market studies and lists of contacts in these countries for the music industry.

Results Achieved

- Export Handbooks

Export Handbook Spain
Export Handbook Russia
Export Handbook Austria
Export Handbook Scandinavia
Updating of Germany Export Handbook

- Exchange between creators

An action plan to launch a project in 2007

Objectives Reached

- Favour exchange of information between a network of national promotion organisations
- Develop informal exchanges & mutual knowledge between European Music Platform Members
- Increase the information available on music markets, in and outside Europe. Initiate promotion projects by music professionals
- Encourage music professionals to cooperate at international level
- Increase the mobility of contemporary art music and its composing and performing bodies

2. European representative in the music sector

Development of a professional infrastructure

- Support the Creation of Music Export Offices

EMO established and explained the best practices concerning the creation and development of professional structures and effective national culture policies. EMO shared expertise and gave advice to music professionals and governments on how to create a singular national music promotion organization. In particular Italy, Portugal and Spain are at the moment discussing the development of such Music Export Offices.

- Support the develop of professional infrastructures in the New Member States

EMO has actively supported the creation of professional organizations in Central Eastern Europe. The Hungarian Music Export Office was founded in September 2005 with the guidance of EMO, sharing its expertise in how to improve and sustain relations with the other European member states and the functioning of Music Export Office. Strategically the office in Budapest has been important in establishing other relations in Central Eastern Europe.

EMO met with representatives of the Czech Ministry of Culture and other key cultural bodies with the aim to create a Czech Music Export Office. Contacts were also made with the national Music Information Centres and representatives of Estonia, Slovenia, Lithuania, Poland and Cyprus.

- Integrate and Support existing Music Export Offices

EMO's EU expert has been offering advice to Music Export Offices and in particular to the German one, on how to develop the communication and cooperation between professionals and between professionals and the public.

Coordination of European and international music related issues

- Act as an intermediary and facilitator between EMO members

Collected, assembled and distributed information to music professionals and European professional organisations in the field of culture, and organised meetings with European music professionals in order to streamline activities, goals and issues.

- Act as a focal point in the field of music for the institutions of the European Union

EMO helped the music sector position itself in order to reach EU objectives in the field of music. EMO has successfully liaised with officials from the European Institutions to raise awareness of the current situation within the European Music industry and how the new Culture Program could, if correctly structured, benefit a maximum number of European music professionals. EMO participated in events and meetings to reunite key individuals to identify and create new European music projects that work towards artist mobility and cultural diversity.

- Act as a European Focal Point in the field of music for the European national governments

Meetings were organized with national representatives to demonstrate the benefits of having a national Music Export office that can then participate at a European level to the mutual benefit of a number of other countries and organisations. The main benefits of such organisations being obviously both cultural and financial.

Representation of the music sector and dissemination of information

- Act as a representative of the music sector

EMO represented the EU's position on the music industry and acted as a successful link between the music industry and the European Union. The representation of the music sector was assured throughout the year by the presence of EMO staff members at a number of high profile music festivals and international conferences and seminars as well the production of a newsletter and press releases.

3. MIDEM

European Border Breakers Awards



For the fourth consecutive year during the MIDEM fair in Cannes, the European Border Breakers Awards (EBBA) ceremony (<http://www.european-border-breakers.eu/>) presented ten European groups, based on statistics provided by the Billboard Information Group, according to the following criteria:

- Original debut album of artists or groups from an EU Member State
- Sales in EU Member states outside the country of production
- Sales during the last year.

The ten European groups/artists were awarded alongside with their record company, author and publishers, thereby highlighting the whole process of musical creation.

With this highly symbolic award, the European Commission, in partnership with the European music industry and MTV, wishes to celebrate and promote the richness and diversity of European music.

It also aims to raise the awareness of young people as to the importance of breaking geographical and mental barriers in such fundamental matters as creativity and the dialogue between cultures.

Border Breakers Winners, 2005

Name	Album	Label	Country
Katie Melua	Call off the search	Dramatico	UK
Damien Rice	O	DRM/14th Floor	Ireland
Wir Sind Helden	Die Reklamation	Capitol	Germany
Corneille	Parce qu'on vient de loin	Wagram	France
Redrama	Everyday Soundtrack	Virgin	Finland
Ana Johnsson	The way I am	Epic/Sony	Sweden
Benny Benassi & The Biz	Hypnotica	Off limits production	Italy
Raveonettes	Chain gang of love	Columbia/Sony	Denmark

Breakthrough Award, 2005

Name	Album	Label	Country
Estonia	Vanilla Ninja	Estonia	Vanilla Ninja

Border Breaker Winners, 2006

Name	Album	Label	Country
KT Tunstall	Eye To The Telescope	Relentless	GBR
Juli	Es Ist Juli	Universal	DEU
Hush	A Lifetime	Universal	DNK
Amel Bent	Un Jour D'Ete	Jive	FRA
Bebe	Pafuera Telaranas	Virgin	SPA
Arash	Boro Boro	WEA	SWE
Sarah Bettens	Scream	Flow	BEL
Hal	Hal	Rough Trade	IRL

Breakthrough Award, 2006

Name	Album	Label	Country
Heaven Street Seven	Szállj ki és gyalogolj	Warner Music	Hungary

The European Commission Stand

The European Commission has a stand at MIDEM together with EMO to promote European music diversity. This provided industry professionals present at the MIDEM the opportunity to learn about the new Culture programme, and the opportunities it offers to support European cultural cooperation.

Informal Ministerial Meeting

Policy aspects of the music industries sector are debated on the same day during an informal meeting of the European Ministers of Culture, together with music professionals. This is a joint initiative of the European Commission and the French Ministry of Culture, organised by EMO.