

## Position Paper

### European Music Office - EMO

Cultural Forum for Europe, Lisbon, September 2007

#### Music: an Asset for Europe

##### Music, an expression of cultural diversity

European music expresses the cultural richness of Europe. Europe's strength lies in its diversity, and music is one of its best examples.

Cultural industries, from the creation stage to production and diffusion, play an essential role to ensure this diversity. Substantial investments are necessary from all the music industry channels that would aim to produce and disperse creations, to promote artists and musical productions, and to support the circulation of works and artists especially through live performances. Without these investments the vitality of creation and musical diversity would be considerably weakened.

##### Challenges to be met

Two main items are to be pointed out:

- **The European internal market is still to be constructed.** It is still compartmentalized with specificities in the fiscal and social environment proper to each member state. These conditions worsen the costs and difficulties of the circulation of works, productions and artists apart from the international top hits coming often from the American or Anglophone market.
- **Music industries face in the digital era an unprecedented crisis,** connected to the deep mutation of the activities in the sector.

Music industry is today an industry "in mutation", with new consumption methods to be anticipated, new economic models to discover, new activities and new professions to define.

##### European Union support

Contrary to cinema, the non-audiovisual cultural industries do not dispose of a specific promotion programmes on a European level.

The Culture 2000 programme was not open to cultural industries, but DG EAC supported the realisation of pilot actions in this field.

Thanks to this support, EMO could develop during 2005 and 2006 cooperation actions between a dozen member states, represented by organisations such as Music Export Offices and Music Information Centres. These actions increased the promotion of new talents in European festivals, the realization of artists' European tours, and enabled the development of a European Music Export office in New York and Peking.

Non-audiovisual cultural industries are now eligible for the Commission's support under the framework of Culture 2007 programme. Notably, pilot actions carried on in 2005 and 2006

by EMO and its members met a considerable success. Yet, the developments of these actions were not supported under the framework of the new programme.

In addition, the definition of the 2007 programme and the procedures carried out do not seem to adapt to the creative industries activities. In 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.

### An action plan

The action plan foresees a support for actions which promote music industry, notably:

1. To prepare a specific programme for non-audiovisual cultural industries that could be put in place by 2013.
2. To carry out a working plan dedicated to the musical industry, using existing instruments or be created within the concerned Directorates General:
  - 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.
  - DG Education and Culture: to support European artists' tours, support festivals, launch a Leonardo plan for Creative industries allowing professionals to undertake internships and traineeships in cultural industries abroad.
  - DG Relex: to facilitate the presence of European music on the US, Japanese, Chinese, Indian..markets.
3. To create a juridical, fiscal and social environment favourable to the development of enterprises
  - Fight against piracy,
  - Strengthen intellectual property in order to prepare a juridical framework apt to the development of the activities' new context, matching to technological evolutions.