

“Creative Europe” 2014-2020: Position of the European Music Office

The European Music Office,

a. **On the overall Proposal**

⇒ Supports the proposed overall budget for Creative Europe which represents a 35% increase compared to the 2007-2013 ‘Culture’ and ‘Media’ Programmes, and asks the European Parliament and the EU Member States to support this budget increase.

⇒ Welcomes the proposal’s emphasis on economic growth, job creation, access to finance and new business models in the context of the 2020 strategy. The incorporation of these priorities in the Programme is paramount in order to provide effective support for Europe’s cultural and creative industries in the context of the digital shift, especially for such a fast-evolving economic sector as the music industry.

b. **On the Culture Strand**

⇒ Welcomes the inclusion of international touring among the new priorities of the Culture Programme. This provision should enable an increased mobility of music operators across Europe and a better circulation of live music works.

⇒ Calls on the EU member states, the European Parliament and the European Commission to take necessary action in order to adapt the EACEA jury system to the realities of Europe’s cultural and creative sectors. The selection system established by the 2007-2013 Culture Programme does not provide sufficient transparency and lacks equity for many applicants.

⇒ Calls for the establishment of independent, sector-specialized jury committees.

⇒ Stresses the need to assess the issue of a distorted competition between the different types of organisations responding to calls for proposals. A clear categorization should be established in order to differentiate cultural cooperation networks from private operators, especially SMEs.

⇒ Underlines the necessity to take measures to avoid distorted competition between the various eligible cultural and creative sectors, notably in order to enable a better access to the Programme to professional music operators.

c. **On the Cultural and Creative Sectors Facility**

⇒ Acknowledges the importance of the new financial guarantee mechanism as a means to strengthen the links between cultural and creative industries and European financial institutions, thereby improving access to finance and enabling small operators to develop activities requiring investment and risk-taking. This kind of mechanism is particularly useful for music SMEs, which economic assets (such as copyright) are mostly intangible.

⇒ Points out that the proposed financial guarantee mechanism should provide sector specific guidelines, since financing needs and business models can be very different from one sector or sub-sector to another.

d. **On Trans-national Policy cooperation**

⇒ Welcomes the implementation of measures to support sectoral studies, market data, statistical surveys and testing of business approaches to funding, distributing and monetising creation, as such measures will greatly help reinforcing market knowledge for music operators.



⇒ Regrets that the proposed budget for the transnational policy cooperation sub-strand is not ambitious enough to enable regular and comprehensive sectoral studies at EU-level.