

## N O T A T

20. januar 2004

Dear participants – dear ladies and gentlemen

This conference is soon coming to an end. But don't cry. There will still be a lot of music and musicians – including Danish – to discover, enjoy and to get inspiration from!

Why another conference on “Music in Europe”? Some might ask: Because the music in Europe and the European music industry is in crisis! If so – there will always be ways out of a crisis.

But I would rather say that music and more specific the music industry – like other cultural industries – finds itself in a state of flux.

Some of the main reasons for this state of flux are;

- ? **First:** Music is to day competing with a flood of entertainment offers. Especially – but not only – due to the rapid technological development. The use of for instance internet and computer games occupies our leisure time more and more. **But** music is an important part of this future “Content industry”. And this challenge must be met by the European music industry.
- ? **Second:** The music industry has not yet fully developed business strategies and business models for the music market of the new Millennium. Internet sales and other new types of sale must be addressed in a new way.
- ? **Third:** The conditions and the efforts to increase the mobility or distribution of music and musicians in Europe are not good enough. Creation of an efficient European “internal market” for music is more than necessary. Without this platform we will have great difficulties entering and competing with the “global music market”. In this connection one should of course not forget the possibilities of fast distribution of music via internet
- ? **Fourth:** It is a well known fact that the music industry is dominated by a few big companies. However there exist at the same time an “undergrowth” of a lot of dynamic small companies. These small firms are in many ways “nesting boxes” for new talents and the future industry.
- ? **Fifth:** There is in Europe a lack of possibilities for education and further education in production and marketing within the music field.
- ? **Sixth:** Within this state of flux, complicated as it is, one should not forget the creators and the rights of the artist. He or she is after all the basic, creative core – also in the future and also in the new technology.

Ladies and gentlemen:

It is crucial in this situation, that the music industry itself as a whole increases interdisciplinary co-operation in order to meet the challenges from a market in change and with new market conditions, including the use of new technology.

We as Ministers for culture; The European Music Office and the European Commission can – and shall – only try to pave the way and supplement an increased interdisciplinary co-operation within the industry. In order to pave the way and to test the possibilities The Commission intends to launch some pilot projects. If these pilot projects end up successfully, one can only hope for more permanent European initiatives.

During the Danish EU-presidency in the second half of 2002 started discussions to pave the way for a better mobility in Europe for artists and works. Furthermore we discussed content production in the new interactive media. The discussions resulted in two Council Resolutions.

I have in Denmark launched a pilot project, a working plan for 2004 – 2007 in the music area. This plan deals with most of the items, mentioned above. It includes initiatives like improved education for music managers and improved protection of the creators rights.

Dear music industry,

I hope that you will meet the future challenges in an open and constructive way. We need to co-operate on a national as well as on a European scale. We need co-operation within the music industry. Some of the challenges can only be handled by the industry itself. Finally we need co-operation at the political level.

Ladies and gentlemen,

I hope to see a lot of innovative co-operation between all of you – and all of us – in the near future! Music deserves a strong position – on all levels and all markets!

Instead of words – let us now listen to the music and let it speak for itself. Enjoy yourself!

Thank you.

