

Open Music Europe Newsletter

Fourth Issue

Dear Reader,

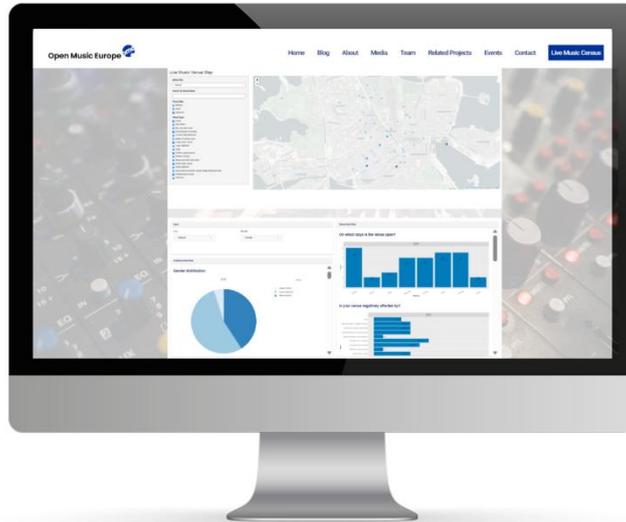
Welcome back to the Open Music Europe Newsletter, where we share the latest news and insights from our project. In this edition, we will show you some of the highlights of our project. Since our last newsletter we have been busy to reach our goals and create an impact for the European music ecosystem. Here are the topics we will cover:

- **1st Live Music Census completed and dashboard launched**
- **Cracking the International Standard Recording Code**
- **How Lviv's Live Music Scene Adapts Under Fire**
- **Reflecting on OpenMusE at Linecheck Festival 2024**
- **OpenMusE climbs the Rax at the "Bergfest"**
- **Invited talk at the Mitäs Mitäs Mitäs! Experimental Arts Festival**

We hope you enjoy our newsletter and stay tuned for more updates. If you have any questions, please get in touch via our various social media channels or at JamesRhys.Edwards@sinus-institut.de

Stay tuned for updates!

1st Live Music Census Completed and Dashboard Launched



What is the OpenMusE Live Music Census?

The **OpenMusE Live Music Census** pilot mapped and analyzed live music venues and audience habits across five cities (Helsinki, Mannheim, Heidelberg, Vilnius, and Lviv) on a single night to measure the economic and sociocultural impact of the live music sector.

Conducted with QR-based audience surveys and economic data collection, the project highlighted stark contrasts in city policies, such as Mannheim's liberal approach boosting its music scene compared to Heidelberg's stricter regulations leading to venue closures. Researchers aim to use the findings to guide evidence-based policymaking, compare cities' strengths and challenges, and identify best practices to support Europe's live music economy, with plans to expand the census to more cities.

Listen to the voices of the local live music scene!

During short **video interviews** in Mannheim and Heidelberg (Germany), the **OpenMusE Live Music Census** team asked local venue owners and managers and musical artists about their challenges and ideas on how to support the local live music scene. Explore the interview series to find out about the challenges of hosting live music events, how to support young talents and the importance of an experimental, open and diverse music scene!

Find the snapshots interviews here: [Link](#)

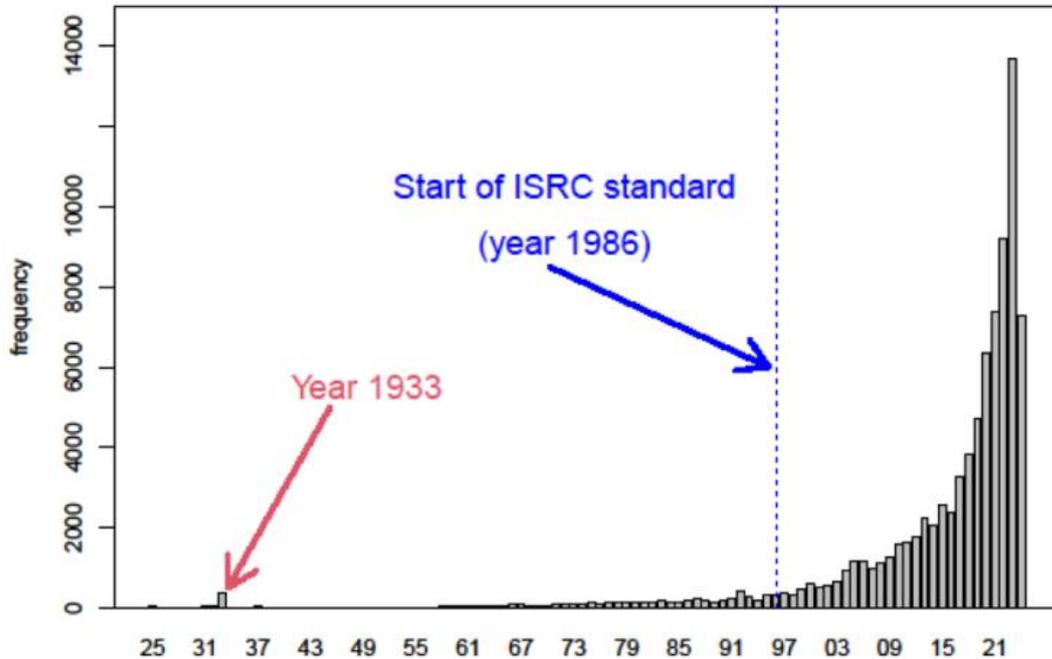
Explore the census data!

The **OpenMusE Live Music Census Dashboard** presents a comprehensive analysis of data collected during the inaugural European Live Music Census. The dashboard offers insights into various aspects of the live music scene, including:

- **Types of Musical Performances:** Ranging from grassroots music to church choirs, pub gigs to full-scale concerts.
- **Audience Engagement:** Data on attendance motivations, spending habits, age distribution and travel distances.
- **Venue Significance:** Information on key venues and the challenges they face.

Explore the dashboard here: [Link](#)

Cracking the International Standard Recording Code



Benefits and challenges of the ISRC

Generating statistical metrics for the music industry can be of great value for industry stakeholders, particularly small labels that might not have access to the data-driven solutions that may be available to the big players. The **International Standard Recording Code (ISRC)** is a 12-digit identifier for music and music video recordings, aimed at facilitating rights management and revenue allocation.

Learn more about the real workflow and difficulties in the use of ISRC and recommendations to improve it in the following article: [Link](#)

How Lviv's Live Music Scene Adapts Under Fire



Music events in Lviv thriving despite war

The **European Live Music Census Day**, conducted across five cities, underscored the vital role of live music as both a cultural and economic driver. As part of the EU-supported OpenMusE project, this initiative brought together stakeholders from several countries to evaluate how live music impacts cultural engagement, nightlife, and business in their cities. In Lviv, **Music Export Ukraine** led the research, focusing on security concerns and the **unique challenges and opportunities** facing live music in the region. This work contextualizes the role of music in Ukraine and broader Europe, even amid difficult circumstances.

Learn more about the difficult circumstances as well as practical tips and strategies to cope with them in the following article: [Link](#)

Reflecting on OpenMusE at Linecheck Festival 2024



Mapping the Future of Live Music

On November Friday 22nd, OpenMusE took the stage at **Linecheck Festival 2024**, the main Italian B2B international platform for the music sector, produced by the **social enterprise MIH**. OpenMusE presented its pioneering project, the **European Live Music Census**. As part of a morning dedicated to music mapping methodologies and their evolution, the panel brought together leading experts to share insights on measuring and understanding the **impact of live music** across Europe.

Find out more here: [Link](#)

OpenMusE climbs the Rax at the “Bergfest”



Moving to the second project period on high grounds

After a rocky first half of the project, OpenMusE took the “**Bergfest**” as an opportunity to celebrate the **successful completion of the first half of OpenMusE** and to pave the (hiking) path for the rest of the project. The German term “Bergfest” comes from film production, where a celebration is traditionally held at the halfway point of a project. SINUS and OpenMusE partner SYNYO took the term literally and brought the OpenMusE consortium to beautiful Reichenau an der Rax in the Vienna Alps. A total of 25 team members took part in the two-day event with the aim of getting the second half of the project rolling and climbing one or two peaks.

Find out more here: [Link](#)

Invited talk at the Mitäs Mitäs Mitäs! Experimental Arts Festival



Discussing transformations and tipping points

The **Mitäs Mitäs Mitäs! Experimental Arts Festival**, is a prominent gathering in the arts community of Finland, known for its eclectic and avant-garde approach. OpenMusE participated the event with an **invited talk** focused on transformations and tipping points, which aligns with the festival's theme of **innovation and creativity**.

Find out more about the workshop here: [Link](#)

We are excited to continue this journey and invite all stakeholders to join us in shaping a more open, collaborative, and sustainable music ecosystem!