



# MUSIC ADVOCACY IN EUROPE

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# BACKGROUND

- Political process to influence public-policy
- key pillar of democracy: freedom of association
- first hand information
- Indispensable mechanism for policy making

# TARGET

- EC DG's (Markt, Connect, EAC)
  - EP Committees
  - Council (Coreper I & II)
  - Music Industry (MSP's, Publishers, CMS)
  - Society & Academics
- advocacy tools should consider nature of target

# TOOLS & INSTRUMENTS

Transparency (EC lobbyist register)

Public consultations

Campaigning

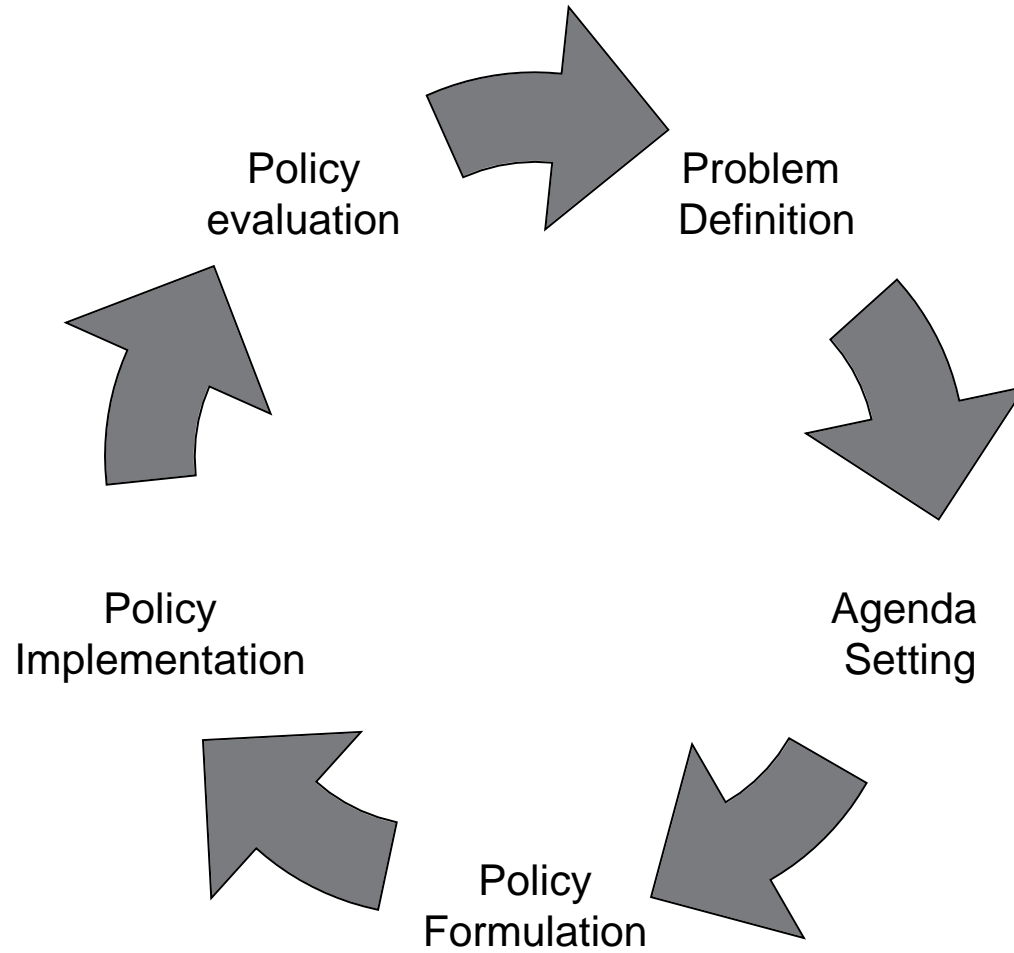
Commissioning and publishing research

Amicus brief (in court)

## KEY:

- Credibility, legitimacy and partnerships (i.e. EP Cavada Report 2012)

# Timing



# INTERNAL DECISION MAKING PROCESS

- corporate companies vs membership associations
- Structural challenge
- ECSA - 3 committees:
  - Popular music writers
  - Film & audiovisual music writers
  - Contemporary & art music writers

# TIMING

- starting advocacy after the policy formulation is too late
- advocacy must start when a certain problem is identified / defined and thus
- set on the agenda of relevant working groups
- **Well timed advocacy depends on 2 inter-related aspects:**

# TIMING

- Intelligence & Information channel
- Effective internal decision making process



# CONCLUSION

**Efficient advocacy should consider various aspects, but focus on:**

- Problem definition & agenda setting
- Efficient decision making process
- Instruments to convey messages
- Timing & network
- Partnerships & collaboration

# THANK YOU FOR YOU PATIENCE!