

KEY CHANGE

Sustaining Gender Equity: Our Aim in the Music Sector

- European Forum on Music 2023

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Monday 6th March 2023:

Global progress on women's rights is "vanishing before our eyes"
- *Secretary General of the UN, António Guterres*

"Gender equality is growing more distant. On the current track,
UN Women puts it **300 years away**"

THE MUSIC INDUSTRY HAS A GENDER PROBLEM



- **Less than 1%** - The Jaguar Foundation report found that less than 1% of the top 200 airplay tracks of 12 UK radio stations were made by only women or non-binary musicians in 2020 - 2021.
- **2.8%** - USC Annenberg Initiative's report by Dr. Stacy L. Smith, *Inclusion In The Recording Studio? - Examining 1,000 Popular Songs From 2012 to 2022* found that of the songs examined, only 2.8% were created by women producers, only 12.8% of songwriters were women (average across all years), and only 13 out of 1,756 producing credits went to women of colour.
- **18%** - EQUALY found that when analysing the lineups of 38 Italian festivals in 2022, of 775 acts, 18% of solo artists were women, with only 5% of bands featuring at least one woman in their group.
- **26.9%** - The female:pressure FACTS survey quantified the gender distribution of artists performing at electronic music festivals around the world, and in 2022 revealed that female acts represented 26.9% of line-ups in 2020–2021, and non-binary artists 1.3% in 2021.



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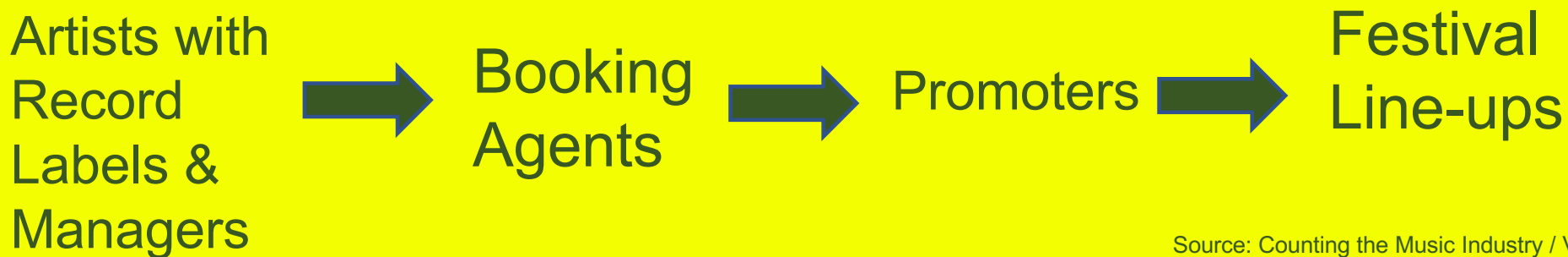
- **31.9%** - Across the 3 major labels (Universal Music UK, Sony Music UK and Warner Music UK), the mean pay gap in 2021 was 31.9%.
- **46.4%** - Sexualised Violence in European Night Life Environments report: 46.4% of women and 30% of trans and non-binary gender identities reported having always or very often experienced some kind of “normalised” sexual violence when out at night, compared to 12.4% of men.



Music Awards Flow Chart



Live Music Flow Chart



Source: Counting the Music Industry / Vick Bain

KEY
CHANGE
2023





What is Keychange?

The Keychange Programme:

Keychange provides support and development for music artists and innovators with mentoring, training, showcasing and more.

The Keychange Pledge:

We invite music organisations to sign the Keychange Pledge to achieve at least 50% representation of women and gender expansive creators and professionals in one (or more) area(s) of their work.



FESTIVAL PARTNERS

Our network of 13 Keychange Festival Partners are some of the most cutting-edge international festivals and conferences in the world, reaching thousands of industry professionals:

Reeperbahn Festival (Germany) | **Way Out West** (Sweden) |
Liverpool Sound City (UK) | **MaMA Festival** (France) | **Oslo World** (Norway) |
Tallinn Music Week (Estonia) | **Linecheck** (Italy) | **Ireland Music Week** (Ireland) |
BIME (Spain) | **Different Sounds** (Poland) | **Iceland Airwaves** (Iceland) |
Mutek Montreal and **Breakout West** (Canada)

We work closely to support hundreds of other festivals and conferences to achieve gender equality, covering every music genre.

For more information on our main Partners, click [here](#).



Keychange Artist, Cham Léon @ Reeperbahn Festival 2022 © Robin Schmiedebach



THE KEYCHANGE PLEDGE



2017

Launch of the Keychange Pledge “50/50 by 2022”

Music festivals and conferences invited to take a pledge to achieve 50/50 representation across their stages by 2022

2022

600+ Keychange Pledge Signatories

More than 600 music festivals, record labels, booking agencies, orchestras, organisations and beyond from around the world have taken the Keychange Pledge to join the movement for change.



2018

Pledge Expansion

All music organisations invited to pledge to achieve at least 50% representation of women and gender expansive people in one or more area(s) of their work, by 2022 or in a self-determined time frame.



PLEDGE ACTIONS

- **Festivals** can commit to booking at least 50% women and gender expansive artists in their line-ups
- **Conferences** and conventions can pledge to ensure that at least 50% of their keynote speakers, presenters and panellists are women and gender expansive.
- **Orchestras** could use the 50% target for composers commissioned and/or number of players, no. of principal players, balance of senior staff
- **Conservatoires** could look at students, lecturers, senior staff teams, live music programmes, visiting musicians
- **Agents, publishers** and **labels** may want to consider the balance of artists they sign
- Other **charities** or **trade bodies** could also consider the make-up of their Board and staff whilst pledging to encourage its members to sign up to Keychange as well



PLEDGE ACTIONS

- **Venues & Concert halls** could look at line-ups on stage (as our Keychange festivals have) or other aspects of their organisation eg. senior staff, backstage staff, sound technicians, booking team and beyond.
- **Broadcasters** could use the pledge to look at the guests they invite onto their shows or presenters and music broadcast
- **Publications** and those employing editorial staff could apply the Keychange pledge when commissioning writers, editors, photographers etc.
- **Organisations** with youth groups or education programmes may also want to apply a Keychange pledge to this area of their work.



PRESENTED BY



HELEN SILDNA |
FOUNDER AND DIRECTOR, TALLINN MUSIC WEEK
BRITT SWARTJES |
PHD CANDIDATE CULTURAL SOCIOLOGY, ERASMUS UNIVER
MODERATOR
PROJECT MANAGER, KEYCHAN

ABOUT THIS SESSION



KEYCHANGE PLEDGE REPORT

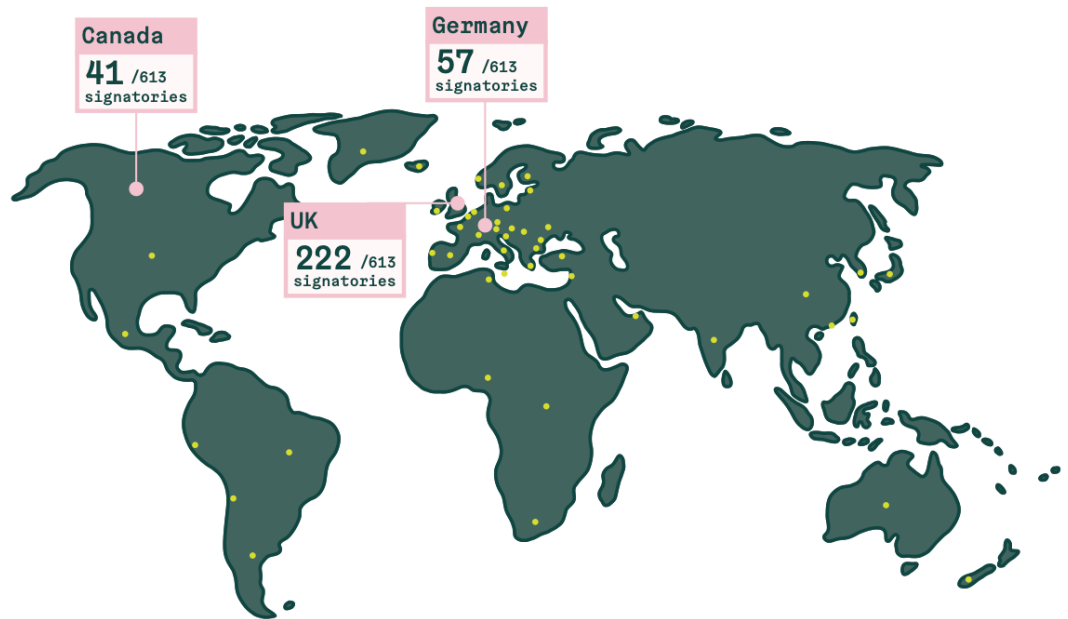
ACTION PLAN



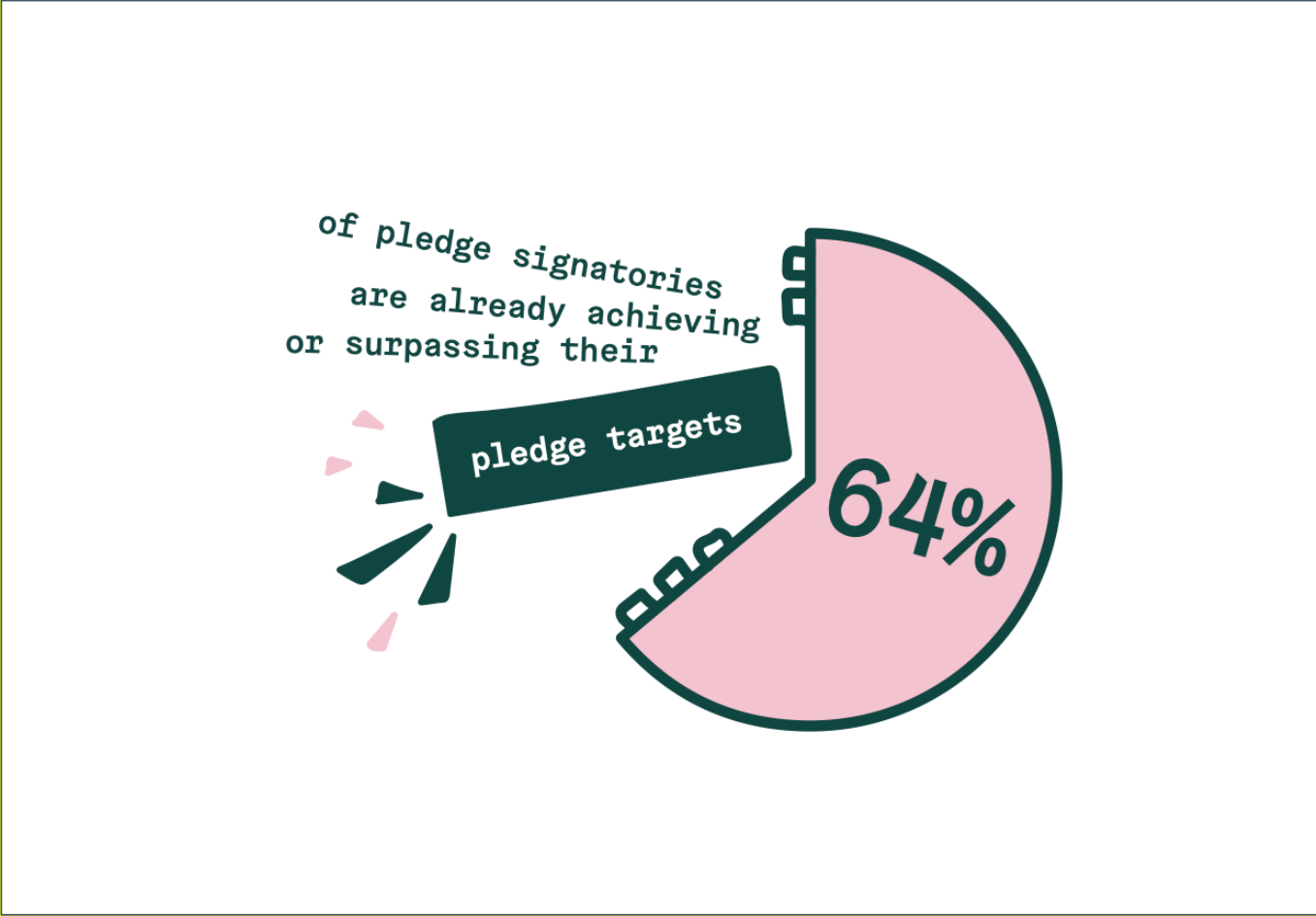
TARGETED ACTION WORKS



56	Associations
33	Conferences
14	Websites & Magazines
13	Promoters
10	Broadcasters
91	Other



2022



Keychange 4 Point Action Plan

Encouraging urgent, sustainable change throughout the music industry.



- **BEYOND GENDER:** Working towards gender balance within the music industry requires actions that represent women and gender expansive people from all under-represented backgrounds. This requires a strong focus on intersectionality when creating pledges and monitoring progress, ensuring representation of and direct input from women and gender expansive people of all races, ethnicities, (dis)abilities and social classes, throughout all of Keychange's activities.
- **URGENT ACTION:** Encouraging the global music industry to create detailed, time-focussed, intersectional pledges to proactively bring about sector-wide change.
- **GLOBAL COMMUNITY:** Creating roundtables, workshops and conversation spaces for different sectors of the music industry to share best practices, information, and tips for development and progression.
- **EDUCATION & ACTIVISM:** Keychange already provides guidelines, best practices and monitoring support to individual signatories. To extend this offering in the future, Keychange will:
 - Work with partners and collaborators to create safer spaces and forums for activism
 - Offer further training and guidance in the use of appropriate diversity language and practices
 - Collaborate with and signpost organisations offering training and development in diversity and inclusion practices.



Alongside the industry-wide issues highlighted by these statistics, Keychange Pledge signatories were asked to share information about any **challenges faced** in achieving their pledge goals so far, in order to inform new areas of focus, support and next steps in the development of the Keychange Pledge.

- A barrier that multiple signatories highlighted was a **lack of support** from different sectors within the industry where partners didn't express, or share, similar goals.
- Some signatories also reported **difficulties in changing pre-existing rules**, and experiencing issues in team dynamics when it came to implementing new systems and structures to support increased representation.
- **COVID-19** proved challenging for all organisations in the music industry, but the lack of live events throughout 2020 and 2021 meant that many Keychange Pledge signatories were unable to produce festival editions, and therefore meet some of their pledge ambitions during those years. Many signatories did report, however, that the pandemic provided a moment of reflection and the possibility to change pre-existing practices within their organisations, leading them to be better equipped to return to live activity with improved gender representation across their teams and line-ups.



Keychange Innovator, JUBA @ Oslo World 2022 © Lars Opstad



Keychange Artist, Sunna Margrét @ Ireland Music Week 2022 © Ruth Medjber



“It’s the responsibility of every single member of the music industry to insist upon and bring about urgent, progressive, lasting change.”



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