

# Conclusions and Recommendations from JMI's DigiBazar Summit (2023): Navigating Digital Transformation in the European Music Ecosystem

## Overview:

The JMI DigiBazar Summit convened on October 16-17, 2023, bringing together 14 representatives from prominent EU music and cultural networks including Culture Action Europe, the European and International Music Councils, the European Festivals Association (EFA), Europa Cantat, REMA, PEARLE, Music Cities Network, AEC (Association Européenne des Conservatoires) and JM International, as well as 4 music-tech experts on various topics related to the digitalization of the music ecosystem. Over two days, the summit explored pivotal themes, including the evolving role of European networks in the digital music landscape, strategies to enhance efficiency through the adoption of new technologies and a look into what impact the current tech trends will have on the future of music in Europe.

## Key Themes:

### 1. The Role of European Networks in Digitalization:

- **Advocacy and Lobbying:**  
Networks emerged as vital advocates for artists and art professionals, addressing challenges such as songwriting credits and streaming revenue distribution.
- **Education as a Knowledge Hub:**  
Networks are positioned to grow as knowledge hubs, aggregating and disseminating information for continuous learning, with a focus on providing education to their members and the wider European music ecosystem.
- **AI Dynamics in Music Creation:**  
Discussions revolved around the dual nature of AI in music creation, both generative and assistive, with concerns about unlicensed music and the transformative role of AI. Generative AI autonomously produces original compositions by learning from existing musical data, while assistive AI collaborates with human musicians, offering suggestions and enhancements to their creative process. Generative AI works independently, whereas assistive AI complements human input in music production.

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## 2. Organizational Impact and Efficiency:

- **Digital Transformation for Music NGOs:**

A focus on digital transformation was highlighted, emphasizing the need for music NGOs to embrace digital tools, acknowledging their understaffed nature and the requirement for comprehensive education, upskilling and strategic planning.
- **Strategies for Incorporating Digital Tools:**

A nuanced approach to navigating digital tools aligned with organizational goals and a comprehensive understanding of the broader digital ecosystem was discussed in detail.
- **Efficient Use of Digital Tools:**

Organizations need to move beyond mere adoption and actively explore the efficient use of digital tools to maximize impact, requiring reprioritisation in the short term to gain efficiency in the long term.
- **Convincing Leadership for Digital Transition:**

Recognizing the inherent inflexibility of large music networks, a new point highlighted the need to strategically convince governing boards, leadership or entire teams to embrace digital strategies, emphasizing the importance of addressing resistance and fostering a culture of adaptability.

## 3. Scenarios and Future Considerations:

- **Dystopian Musings:**

Dystopian scenarios envisioning AI outperforming human artists were explored, delving into questions of authenticity, creativity, and potential consequences. Looking at current trends, it seems plausible that it will be almost impossible to tell the difference between AI-generated music and human-generated music in the near future.
- **Opportunities Amid Challenges:**

Participants highlighted opportunities, including AI's potential to democratize music-making, leading to discussions on the creative industry's role in shaping supporting artists, and how this will need to shift to incorporate these new practices.
- **Exploration of Emerging Technologies:**

The summit encouraged the exploration of emerging technologies beyond AI, for example blockchain in rights management, recognizing the need to stay ahead of industry trends and proactively embrace innovations.
- **AI and Human Collaboration:**

Envisioning a future where AI collaborates with human artists, networks should prepare for scenarios where technology augments rather than replaces human creativity.
- **Inclusive Digital Strategies:**

Scenarios included a call for more inclusive digital strategies, ensuring that

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advancements benefit artists at all career stages and genres, avoiding exclusivity or marginalization.

- **Music Ecosystem Environmental Impact:**

As digitalization progresses, networks must consider the environmental impact of technological advancements and advocate for sustainable practices within the music ecosystem.

### **Recommendations:**

- **Increased Cross-Sectoral Collaboration:**

A resounding recommendation emphasized sustained cross-sectoral collaboration, highlighting the need for diverse perspectives from experts in the field of music and technology to support the development of European networks and their members.

- **Invest in Education and Communication:**

Networks were advised to focus on robust education initiatives towards upskilling their staff and members, offering resources and building networks conducive to open discussions about the evolving digital landscape.

- **Advocacy for/with Artists:**

It is advised that music networks take a proactive stance on advocating for artists' rights, fair revenue distribution, and how to navigate the complexities of digital platforms.

- **Digital Literacy Initiatives:**

To address the understaffing challenge in music NGOs, recommendations included initiating digital literacy programs and empowering staff to effectively integrate digital tools into their workflows.

- **Strategic Partnerships:**

Networks were encouraged to forge strategic partnerships with technology providers and educational institutions, facilitating the development of tailored solutions and fostering a culture of innovation within the music ecosystem.

- **Ethical AI Guidelines:**

In light of increasing AI adoption, the summit called for the establishment of ethical guidelines to ensure responsible AI use.

- **Innovative Business Models:**

Participants recommended the exploration of new innovative business models, considering the ever-evolving digital landscape and the need for sustainable revenue streams for artists and organizations.

- **Cultivating a Culture of Innovation:**

The summit highlighted the importance of fostering a culture of innovation

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within networks and organizations, encouraging experimentation with new technologies and strategies.

## **Conclusion:**

The two-day summit on Digitalization in the Music Industry convened 12 representatives from prominent European music and cultural networks, accompanied by four experts in various digitalization-related fields. The summit encapsulated a dynamic exchange, unravelling challenges and opportunities associated with digitalization in the music ecosystem. It underscored the importance of continuous collaboration, education, and strategic adaptation for sustainable growth and artist well-being in the digital era.

### Key Takeaways:

#### Collaborative Imperative:

- Participants stressed the imperative for cross-sectoral collaboration. Networks should forge partnerships with technology providers, educational institutions, and industry experts to navigate the complexities of digitalization effectively.
- The collaborative approach extends beyond traditional boundaries, fostering robust alliances that bridge cultural and technological realms.

#### Educational Pillar:

- Education emerged as a fundamental pillar for steering the industry toward a digitally empowered future. The summit emphasized the need for comprehensive educational initiatives, not only for members but as part of broader advocacy within the music industry.
- Networks must equip stakeholders with the knowledge and skills required to leverage digital tools, ensuring a harmonious transition and empowering individuals to contribute meaningfully.

#### Ethical Digital Transformation:

- Recognizing the growing impact of technological advancements, the summit emphasized the paramount importance of ethical considerations in the adoption of digital tools.
- Establishing ethical guidelines is crucial to govern responsible AI use and uphold artists' rights. Networks are urged to adopt practices that are not only innovative but also conscientious of broader societal impacts.

#### Cultivating Innovation Culture:

- The summit concluded with a call to cultivate a robust culture of innovation within networks and organizations.
- Creating an environment that encourages experimentation, embraces new technologies, and adapts to the dynamic digital landscape positions networks as proactive architects of the industry's digital future.

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In essence, the summit's conclusion heralds a transformative era for European music and cultural networks—one where collaboration, education, ethics, and innovation converge to shape a resilient, digitally empowered industry. The dialogue initiated at the summit serves as a foundation upon which networks can build, ensuring that the harmonious fusion of culture and technology propels the music industry into a dynamic and sustainable future.

The JMI DigiBazar summit marks the commencement of an ongoing series of meetings, driven by the participants' keen interest in fostering continuous discussions. The conclusions and recommendations drawn will evolve over the coming months, reflecting the dynamic landscape of digitalization within the music industry.

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