

6 RECOMMENDATIONS

1 Increasing focus on a wider range of financing options



Effective Europe-wide investment in cultural diversity requires a range of potential routes for companies and artists to finance their endeavours and grow, ranging from public to private to public-private initiatives.

2 Guaranteeing independent European infrastructure and fair access to markets (digital & other)

Independent companies can only reliably invest in new artists with free and fair access to markets (digital and other), without dilution of opportunities and revenue.

3 Reinforcing voluntary collective negotiation



The right to choose collective options for licensing must be protected as it remains the most effective way to ensure small and independent rightsholders can monetise their works in a global market.

4 Embedding cultural diversity and plurality in digital market frameworks



Diversity must be explicitly recognised within digital services, platform governance and AI framework regulation, as well as competition regulation and other essential oversight tools.

5 Making diversity a measurable, trackable priority



A European Music Observatory could gather data on performance and ownership, functioning as an evidence base for an industrial strategy, built in concert with wider cross-border initiatives with the UK and other 3rd countries.

6 Supporting industry collaboration & standards to protect independence



Industry-led collaborative action to build an optimal ecosystem, agree on terminology such as “independent”, and more, will deliver enhanced clarity and trust without the need for further regulatory oversight.

“Independence is synonymous with cultural diversity. It is a huge strategic opportunity for Europe, and the whole music sector. Decisions taken right now and in the coming years will determine our future. As the wider, global, political landscape continues to change radically, we face a critical point in history that necessitates an urgent rethink by regulators and the sector.” Dan Fowler