

# Session 1 - Room 8

## Hitting Covid reset in live settings

This discussion focused on the collective pause we all have and an opportunity to reassess our values with discussions around restarting or reinforcing narratives around the true value/cost of music. How can we come out of this pandemic on the front foot? New thinking around presentation, acknowledging trends and inevitabilities in the wider world which have and will influence audience behaviour in the future. On Demand culture, Subscription Models, investing in artists over concerts; the creator over the creation. Rethink of audiences as community and cultural investors etc.

What this pandemic has exposed is the underlying fragility of our cultural ecosystem. Many audiences will likely have reassessed what live music means to them. How important it is in its absence.

Can this be an opportunity?

Reset the value proposition of music

Subscription model, buy a front seat, invest in an artist for the purposes of creation of music

Investors.

Devastating what has been happened.

Many Zoom meetings, online conferences and articles about the future of live music. No-one has found the right solution or mix. Live Streaming has become important but it's not the answer long term.

Good examples:

Laura Union Chapel - played in an empty venue to a geofenced audience.

Model South Korea Phantom of the Opera, protocols there are good.

However, difficult to remain positive.

Here for Ideas

It's an opportunity to reset expectations

It's a rare opportunity to reevaluate how the industry works, in the future.... without such reliance on funding.

We may never get this opportunity to pause again

We should not be shy about thinking much bigger.

[Person] spoke of recent webinars they attended and reflected on the mainstream/pop world's global response to this pandemic with some of its bigger stars. They have huge influence.

[Person] reflected also on US industry's support from their government during this crisis. She believes we need to mobilise, collective voice, and have the Government directly looking at the music industry not via the Arts Council. This is the only way for true economic change.

The disparities currently are huge. The amount of people watching on YouTube, for example and artists get paid a pittance. Same on other streaming platforms. This trend is worrying.

The value proposition has changed

We are not generally politically active.

Achilles heel of jazz is that many are isolationist and niche.

[Person] referenced the refrain that people pay for the creation but not the creator. This has to change.

Group agrees that, in fact it would be better to fundamentally reverse this.

There needs to be an expanded community and a co-op mentality which references community in a meaningful way.

She also said it's important not to vilify people who use Spotify et al. For many, they didn't know the previous models.

Now is the time for artists, audiences and infrastructure to come together to invest collectively in sustainability for the future

An awareness of real potential in our community presence and our organisational power, a positive spin, connective possibility is

Old binaries should not necessarily be applied to new paradigms

Dig deeper into co-ops

Dig deeper into digital collaborations

Dig deeper into the slow touring concept

Dig deeper into the inevitability of audience behaviour

Investigate new models of paying artists, investing in artists long term. Subscription focused?