



European  
Commission

# Music moves Europe

Preparatory Action 2018

Call for proposals

“Online and offline distribution”

**WINNING  
PROJECTS**

**#MUSICMOVESEUROPE**



## Awarded projects for the “Online and offline distribution” call under the 2018 MME Preparatory Action

In 2018, under the Music Moves Europe Preparatory Action, the Commission published a call for proposals to identify and support innovative way of music distribution, with the aim of promoting non-mainstream genres and the cross-border circulation of music repertoire. The proposals were received in September 2018, and after the assessment of the projects, 10 were selected for funding. Applicants were notified in January and most projects started the implementation in March 2019.

The table hereafter provides a short overview of the awarded projects.<sup>1</sup>

<b>Beneficiary: Eastaste Group</b>	Country: Hungary
Status: SME	Total cost: 41.000 EUR
Sector: Application for live gigs	
<p><b>Short Description:</b></p> <p>Online tool to help the presence of local and non-mainstream music on stage. The use of algorithms to match bands with peers in other territories and exchange audiences is a great way to speak local music abroad. The product is at idea stage and will be developed until Minimum Viable Product. The product development is based on a thorough market research.</p> <p>BANDING is a match-making digital platform for artists to build their international fan base by sharing their own audiences via exchange gigs and trading opening slots. The tool will offer an opportunity for indie and local artists to increase their visibility on international markets and to fin and reach out to audiences relevant to the particular group.</p>	

<b>Beneficiary: World Airplay Radio Monitor (WARM)</b>	Country: Denmark
Status: SME	Total cost: 48.100 EUR
Sector: Radio broadcast monitoring	
<p><b>Short Description:</b></p> <p>WARM is a digital service provider that delivers a monitoring system for FM radio, DAB (digital audio broadcasting) and online digital radio. This airplay tracker is based on a patented audio fingerprint recognition algorithm that report data in real time. The AI technology can within 7 seconds match songs from the database with music playing on more than 25.000 radio stations.</p>	

<sup>1</sup> Unfortunately, one of the selected applicants decided to withdraw its proposal. The Commission is making the necessary arrangements to ensure that the budget available for this call will be entirely committed.

The project is based on this existing product monitoring radios real-time and worldwide. The proposal aims at creating new “genre-based radio airplay charts”, based on accurate real-time airplay data. These charts emphasize alternative music and subgenres. The rationale behind is that the more segmented charts will provide greater visibility to emerging artists and non -mainstream artists. This will increase the discoverability of new and upcoming alternative music. Charts will be spread across media, public and free, intended to become a reference to other media. Anyone can upload music. It is an innovative, high quality and relevant proposal to increase the discoverability and the access to alternative music.

<b>Beneficiary: EVEARA – Low-cost Digital Music Distribution Software as a Service using White Label Partnerships</b>		Country: Ireland
		Total cost: 48.100 EUR
Status: SME	Sector: Software	
<p><b>Short Description:</b></p> <p>The project aims at continuing the development of a product already existing on an initial stage. The product is a software, aiming at developing a white label online distribution software, which can facilitate small actors of the market to create their own distribution channel.</p> <p>The product will certainly facilitate in technological term the creation of independent distribution services. It will offer very simple and cost effective solution to publishing content and EVEARA will give small content creators and minority genres and languages the opportunity to publish their content, which they did not have before.</p> <p>The project promoters would translate the software interface to several languages and regional dialects.</p> <p>The proposal is innovative. It follows on from a successful SME instrument phase-1 feasibility study funded by the Horizon 2020 programme.</p> <p>The only concern about the viability of the product is whether this tool can really change the landscape of the music ecosystem by creating myriads of independent distribution platforms.</p>		

<b>Beneficiary: Zavod Radio Študent</b>	Country: Slovenia
Status: Non-profit	Total cost: 62.911 EUR
Sector: Radio and live	
<p><b>Short Description:</b></p> <p>A purposeful initiative of independent radios to increase the presence of non-English non-mainstream music from the participants' countries on each other's platforms through cooperation. The project will be based on the cooperation of non-profit community radios in Slovenia, Croatia, Austria and France. They will boost the cross-border circulation of music repertoire and increase the availability of European repertoire beyond mainstream hits by circulating local music identified by the partner radios and being aired simultaneously.</p> <p>The circulation of repertoire would be accompanied with the upgrade of an independent music festival in Ljubljana by growing it into international, covering CEE. The project partners will propose 5 labels from each country, and the curators will choose 2 of them from each country. Strong point of the proposal is that it aims to bring together actors mainly from relatively small markets (SI, HR, AT), and use the partnership of a big market (FR) to provide possibility for local emerging artists to get access to an important big European market.</p>	

<b>Beneficiary: Get a GIG GmbH</b>	Country: Germany
Status: SME	Total cost: 31.835 EUR
Sector: LASER – Live Artist Search Engine and Recommendations	
<p><b>Short Description:</b></p> <p>The proposal combines the online with live distribution and is fully compliant with the objectives of the call. It is an innovative project seeking to develop a new software service (LASER - live artist search engine), an algorithm-based software service that mines data from digital music streaming services and social media to assist live music promoters in discovering and booking upcoming European artists. It will help artists find venues in locations where their songs are frequently streamed.</p> <p>The objective is to increase the availability of European music by improving the algorithmic curation of live music programming and boosting the discoverability of European artists. If it works, it can have real impact and serve to distribute a diverse range of music, even across borders.</p>	

<b>Beneficiary: Digital Music Solutions</b>	Country: France
Status: SME	Total cost: 667.150 EUR
Sector: Streaming for classical music	
<p><b>Short Description:</b></p> <p>The proposal is about developing a new innovative, immersive and interactive streaming platform to promote European classical music repertoire.</p> <p>The product is currently in ideal stage (the website for the app already exists, but the app itself is not available yet).</p> <p>The objective is to develop a new immersive distribution platform offering interaction with the music, thus tightening links between artists and audience. It will provide a new encoded multitrack format, separating the different sources of sounds. Currently the audio sources separation is not efficient for vocal repertoire. The project will create users engagement and creativity around European classical music by enabling the users to play around with the music in a multi-track immersive environment. It will engage new target groups worldwide, in listening and experiencing European classical music in playful way.</p> <p>It is expected that this new interactive way to classical music increases the demand and provide opportunities to the classical music to grow. The project has some question marks around the distribution of the product. However, assuming that the product will be distributed via Apple, Google/Android app stores, these distribution channels will give the project a worldwide reach.</p>	

<b>Beneficiary: Europavox</b>	Country: France
Status: Association – NGO	Total cost: 63.000 EUR
Sector: Curation	
<p><b>Short Description:</b></p> <p>The proposal aims at greater accessibility to European music, at improving editorial and algorithmic curation and at promoting visibility for various European music genres on different media. It will make Europavox's roster of European musical artists more accessible to the public. Technological solutions, as part of the direct marketing strategy, will be actives, which should result in smarter recommendations targeting. Based on the existing activities of Europavox (adding 400 artists annually to their search engine with an artist profile page, links to their songs on streaming sites, producing multimedia content for storytelling), the project wants to improve editorial and algorithmic curation to increase accessibility to European music catalogue on digital platforms, as well as to promote visibility for various European music genres on different media (streaming, radio, social networks).</p>	

<b>Beneficiary: Berlin 3 Services GmbH</b>	Country: Germany
Status: SME	Total cost: 34.000 EUR
Sector: IT, online distribution	
<p><b>Short Description:</b></p> <p>The project's mission is to make the flow of data between systems and applications better, especially between the worlds of publishing and recorded music. The proposal aims at initiating a proof of concept that promotes efficient data exchange throughout the different fields of activity of the music industry in Europe through Open APIs between existing and new IT solutions. These open APIs will be made available for other applications too.</p> <p>As a result of the project, 3 exemplary and distinct tools/services will be developed and interconnected, and data flows between them will be automated to increase the efficiency of the work of music companies:</p> <ul style="list-style-type: none"> <li>- details: a platform for labels and label services to manage music repertoire, account sales, stocks and expenses, process royalty statements;</li> <li>- PRO Agency: a service specialised in the collection of usage of neighbouring rights from collecting societies worldwide;</li> <li>- WeConvert: a service to automatically retrieve, normalise and merge digital sales data into customisable files, ready to import into accounting systems.</li> </ul> <p>SME music businesses will have faster availability of usage- and market data, which are currently often proprietary data from major, often American, digital platforms.</p>	

<b>Beneficiary: SonoSuite – La Cúpula Music</b>	Country: Spain
Status: SME	Total cost: 69.063 EUR
Sector: Software support for better management	
<p><b>Short Description:</b></p> <p>SonoSuite aims at providing an independent digital distribution and royalties management solution especially designed for local and regional independents sector, which will include an editorial toolset designed to enable local artists and labels to successfully design their promotional strategies in order to boost their visibility and discoverability. The proposal has a very important objective to address the problem of transparency and fairness in royalties and rights payment, which are necessary for sustainability of the sector.</p> <p>The editorial toolsets will provide local and regional artist and labels with tools to enhance their competitiveness and gain visibility by providing access to curation teams and playlist makers in each DSP.</p> <p>A data-driven dashboard will be developed to offer recommendations to local independent artists how to improve their competitiveness and how to develop data-driven promotional strategies. Local curation model based on a thorough analysis of the content uploaded by the users, market trends and their variation - they want to expand it to every European market.</p> <p>The proposal is the first phase of the Locals initiative: to establish the required structure in terms of software architecture and platform's accessibility.</p>	

