Pandemic Disruption: Rethinking Music, Systems, Video, Streaming, and Community

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Amplify Music Initiative (AmplifyMusic.org)

Spreadsheets:


Resources:

https://amplifymusic.org/music-cities/
2019 Question: What successful outcomes from these (expensive) studies and what methodologies could be shared between these 71 city studies and their participants to improve local music ecosystems for artists and their creative ecosystems?

2020/2021 Pandemic Question: What challenges and solutions were emerging locally around the world and how could leaders be connected to inspire solutions?

2022 Leading Questions: What changes have emerged from the pandemic and how have the community interventions changed local music systems? What have been different catalysts for change and different interventions’ impacts? And who is measuring and sharing these impacts and interventions?
Related Literature

- **Music Cities and Cultural Cities studies** have explored the relationships with local economics, growth (Florida, 2012) and comparative ecosystem structures (Terill et al, 2015).

- **Professional research organizations** have created ecosystems to deliver “Music City” credentials and consulting, connecting cities together in peer communities and setting expectations for systemic change (Sound Diplomacy, 2019; Nordic Night Mayor Summit; Baker, 2019; Creative Footprint 2019).

- **Previous cultural economy and urban geography studies** separately have looked at patterns of growth, erosion, economics, and systems behavior (Straw 1991; Nash & Carney, 1996; Hall, 2000; Hospers, 2003; Scott 2006; Hudson, 2006; Pratt, 2008; Flew, 2008; Falck et al, 2018; Seijas, 2020).

2017-2019 - Exploring Los Angeles

2017
40 Los Angeles recorded interviews

Feb. 2019
COMPOSE LA / Emergent Issues

May 2019
Future of Music in LA

October 2019
Future of Music in West Los Angeles
SXSW 2020

Canceled!!
WHAT IF WE RUN A VIRTUAL 25-HOUR CONFERENCE ANYWAY?
(What were we thinking?)
YouTube Playlist:

39 focus groups/
discussions/videos

Amplify Music 2020: Resilience and
Community Ecosystems

100+ speakers

25 hours

April 23-24, 2020
Around-the-Clock Virtual Conference

Thanks to the more than 100 speakers, 900 registrants, and 400 visits to the Slack Channels, where conversations continued.
2021 – LET’S DO IT AGAIN!

45 COMPANIES
135+ SPEAKERS
3 DAYS PLUS INT’L SESSIONS

TRANSFORMING MUSIC COMMUNITY ECOSYSTEMS:
GLOBALLY. LOCALLY. TOGETHER.

28 sessions/videos/podcast episodes

APRIL 21 – 23, 2021

April 21-23 we hosted a free virtual conference — connecting music communities and organizations and sharing what they are trying to co-create for 2021 and beyond.

2020: Last April, 30+ organizations and 90+ speakers collaborated to create the virtual conference Amplify Music 2020.
Collaborators and Funders
April-August 2021 with MEIEA and CU Denver support: **International Sessions**


6 published sessions:
- Colorado
- Japan
- India
- Australia
- New Orleans
- NW Arkansas (podcast; no video)
Research Data and Design

Qualitative Data Sources

- 73 semi-structured video interviews across 2 years, including music leaders from more than 30 regions in more than 20 countries
- Summaries and published details from 75 city studies and selected access to raw research data
- Continuing interviews with community leaders in music and governance in New Orleans, Nashville, Colorado, Arkansas, India, Japan, and Australia

Design and Analysis

- Narrative and thematic analysis (Dedoose assisted)
- AI-assisted transcription (Descript & Otter.ai)
2021/22 - Emerging?

We all assumed we would be “done” by now -- uncertainty continues to be a core element

- We are still hip-deep in change, which changes by the week
- Venues are open in most of the world, but many venues cannot make money 40% empty and uncertainties
- Large shifts in workforce and supply chain issues with food & beverage
- Big disruptions in Nightlife and Central Business Districts
- Countries, states, and cities are reacting and being affected differently
  - And we found we were interviewing the Communities right before they locked down again in 2021!
Emergent Organizing

National and local organizing, initially to line up with government funding, and catalyzing in local community groups

- NIVA - National Independent Venue Association, catalyzed into 20 different local groups and chapters
- NITO - Talent organizing
- Nighttime.org (Berlin) - Global Night Mayors
- NightCap Alliance (UK)
Systemic Shifts Transforming Core

- Dramatically increased uncertainty and need to act locally - the majority of performer income is generated from performance, which was shut down
  - New Orleans & Nashville -- Music tourism is volatile and disrupted
  - Australia, China, & Canada -- no border crossings for artists
- Emergence of new revenue and support models
  - Accelerated production of online streaming - now 75,000/tracks uploaded daily on average to streaming services
  - Skills transformation of artists into virtual producers
  - Shift of music education to online tools
  - Dramatic expansion of AI- and ML-Embedded Tools
  - New investors in Creative Tool ecosystem
- Burst of sales of musical instruments and DAWs
- Expansion of audiovisual licensing and “metaverse” production and tools
- Contractual risk sharing transforming between insurance, artists, and event promoters
Governments and Governance: Wide Range

- Neglect and/or anger abounded
  - Minimal economic or systemic support of live local music in India, Japan
  - Strong support in Canada, including in liability insurance and supporting touring within country
  - US pushed by large lobbying effort by NIVA for $15 billion response, but gave it through the SBA to slow-moving results
  - County and local governments had widely varying response
  - Governments blamed the same lack of infrastructure that was highlighted in most of the city studies
  - Vibe Lab pulled together local nightlife advocates around the world and launched research projects in Europe
  - Music Venue Trust UK pushed and was largely rebuffed by UK government - now raising funds to create shared ownership structures
Rethinking Place and Economics of Creative Experiences

- Civic capture and financing of empty spaces into creative spaces
  - UK - Music Venue Trust buying venue spaces
  - Los Angeles - Quiet local government purchase of empty stores for local arts

- Innovative local performance popups, already popular pre-pandemic, have become like the ghost kitchens and food trucks, disrupting the local talent scaffold that already was broken
  - All regions -- movement into the outdoors for dining and community music
  - Impromptu performance on front porches, rooftops

- Burst in cross-national virtual performance experiences and communities
  - Touring and travel shut down across borders, bursts of international streaming and connectivity
2022/23 -- Rethinking Systems and Rethinking Place?

- Shift in space use -- rethinking venue space for performances and television/film recording
  - Empty retail space shifted into local investment for creative performance
  - Absorption of music performance spaces into video and film production capacity in COVID
  - Rethinking city- and county-owned spaces in Los Angeles
  - Shift into community popups in New York, Los Angeles, and other cities, especially in communities of color

- Civic Policy and PROs still thinking and measuring venues in terms of creative economic activity

- Permitting WAY behind the changes happening in creative social spaces -- new struggles in NYC focusing on restaurants
Stages of Work and Research

Data
- April 2022 Survey from 2020 and 2021 participants: What is emerging in their local music environments and ecosystems?
- Challenges in continuing survey, with outreach to leaders in China, Philippines, Canada, and Los Angeles, with support from MEIEA and CU Denver IIB (CIBER) center

Analysis
- Continuing narrative analysis for patterns of response, with focus on emerging organizations and cultural architecture in regions
- Concluding paper May/June 2022, to be submitted to the MEIEA Journal
Resources and Questions

Resources for Students and Researchers
- 73 videos and audio recordings, with most having transcripts, available through the website
- Secondary research summaries available from 7 countries, upon request and soon to be published online
- “How to” guide for student researchers to explore their own music ecosystem and reach out to experts and leaders

2022-23 Challenge
- How are community changes emerging and how are they differing?
- Can MEIEA students work together on an Action Research project across multiple geographies?
Reach out...

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AmplifyMusic.org - community@amplifymusic.org
Podcast, YouTube Channel
Part of Rethink Next nonprofit

This Presentation: https://bit.ly/2022-MEIEA-Gloor-Johnson

Mugs Available at AmplifyMusic.org