



Music 360 project

A 360 DEGREES PERSPECTIVE ON THE VALUE OF MUSIC

Dates of meeting	22, 23, 24 September 2025	
<u>Day 1, Monday 22nd September, 2025 – 9.00 - 17.00</u>		
09:00 – 09:05	Welcome (Introduction around the table) Introduction to the program	Bruno
9.05 – 11.00	WP6: Living labs (D6.6) <ul style="list-style-type: none">- Status of each Living Lab and results- Situation GTM Living Lab plus solution- Table of contents of deliverable D6.6- Plan and division of work Open access API (D6.7) <ul style="list-style-type: none">- UPV will develop a LLM that can provide high level access to the data of Living Labs from a quantitative and qualitative aspect	All partners in the living labs Discussion lead: Ingmar
11.30 – 12.30	Exploitation of the results via SCAPR and CISAC, Deliverable 5.2 <ul style="list-style-type: none">- Continue the contact with CISAC- Share the deliverable with SCAPR (jan 2026)- Work out the three cases of the use of platform, e.g. for ASR	Sander, Lisa
12.30 – 13.30	Lunch	
13.30 – 15.00	Dissemination & Communication <ul style="list-style-type: none">- Action plan (with people and dates)- Website: we do not reach the target of 75K, 10K seems to be more realistic. What is the mitigation here?- Papers: the promised 30 papers is in reach- Wikipedia: An entry is not allowed following the policy of Wikipedia- Presentations: Please make sure that all your presentations are listed in the	Frank and Denis



	<p>dissemination spreadsheet in the Google drive</p> <ul style="list-style-type: none">- Webinar (6): TVE did a webinar. We need 5 additional ones. Who is going to do this?- Podcast: We need a podcast of 20 minutes. Who is going to do this?- Video (1): Jaap is working on a video about the project- Radio & TV (one each): Dissemination tracker shows only 1 radio interview. Are there more?- Demos @ university: We need to plan this <p>Final report (D7.5, Dec 31rd 2025)</p> <ul style="list-style-type: none">- Responsible party: BUMA	
	<p>Workshop RAAP/PPI case</p> <ul style="list-style-type: none">- Presented model (with a few modifications is ok)- Scenarios to consider:<ul style="list-style-type: none">o No distribution to the US, change tariffo No distribution to the US, change of tariffo Distribute to the US, no change of tariffo Distribute to the US, change of tariff- TVE makes models for NL and PT, if they are applicable- SENA and GDA provide information that can be used to quantify the model- SENA and GDA also calculate themselves the financial effects for their datasets as used in the living labs.	<p>Jaap</p>

Day 2, Tuesday 23rd September, 2025 – 9.00 -17.00



9:00– 10.30	<p>Music360 platform / frontend (D3.2)</p> <ul style="list-style-type: none">- Overview of the current state; where are we, and what will be demonstrated at the final review- Open API- Actions needed to reach the result- VU provides a chapter about the work about MusicBrains, Wikidata, and Spotify- VU provides a chapter about the use of SMPC, specifically on relating the IPI and the IPN	Goncal, Jesus, Giovanni, Yulu
11.00 – 11.30	<p>Ecosystem analysis (D4.2)</p> <ul style="list-style-type: none">- Overview of the current state; where are we, and what will be demonstrated at the final review- Actions needed to reach the result	Roel, Jaap
11.30 - 12.30	<p>Policy brief (7.4)</p> <ul style="list-style-type: none">- Brainstorm about the contents- Decision about what we will cover- Actions needed to reach the result <p>Status planned meeting with the policy makers (we promised two round tables!)</p> <ul style="list-style-type: none">- Proposal of Nick to create of policy brief with a fous on the music observatory (and how the Music360 platform can be play a role in that), and the new Copyirght directive. Further ideas:<ul style="list-style-type: none">o Support of further development of the Music360 project after the project, e.g. as part of an EU Music Observatoryo Increase of transparency of information about music, its use and rights holders	Ivan/Nick



	<ul style="list-style-type: none">○ Privacy legislation hinders sharing information (e.g. between CMOs)○ EU should fund parts, e.g. to increase transparency. The industry is not picking up this (market failure)○ Difficult to connect authors with performers○ Current knowledge about the value is not sufficient, e.g. to make policies out of it○ Limited insight of money flows and their effects○ Treat the industry as a connected business ecosystem (e.g. during creation of legislation (proof: RAAP/PPI case))○ Music creates more value than only for the rights holders and venus (see e.g. the hospital experiment). Better protection of the industry is needed○ Why EU should do it: Other value than only money is created (health, social, cultural) <p>- An event for policy makers (MPs) in the EU parliament can be setup (Nick and Lisa)</p>	
13.30 – 15.00	<p>Preparation of the final review</p> <ul style="list-style-type: none">- Dates are proposed to the PO- Tentative agenda:<ul style="list-style-type: none">○ 9.00-9.30 Summary of the project○ 9.30.10.00 D1.2 (ingar)○ 10.00-11.00 WP2 (D2.4-D2.6) UPV, VU○ 11.00-11.30 break○ 11.30-12.30: WP3 (D3.2) BMAT○ 12.130-13.30 Lunch○ 13.30-14.00 WP4 (D4.1, D4.2) TVE○ 14.00-14.30 WP5 (D5.1, D5.2) SENA	Jaap, Lima



	<ul style="list-style-type: none"> ○ 14.30-15.30 WP6 (D6.2, D6.5,D6.6,D6.7) All ○ 15.30-16.00 WP6 BUMA, BMAT 	
15.30 – 17.00	<p>Project management</p> <ul style="list-style-type: none"> - Steps to close the project - Reporting and schedule <p>We start periodic reporting now, to avoid a lot of work later on</p>	Lima

Action	Who	When
LLM interface to data of living labs	UPV	D6.7 (Feb 28, 2026)
Contact CISAC	IMRO	asap
Present at SCAPR the contents of D5.2	SENA, GDA	Jan 2026
Mitigation for less visits to the website	Dissemination team	asap
Plan 5 additional webinars	Dissemination team	asap
Plan Podcast of 20 minutes	Dissemination team	asap
Contact VUA communication office	Jaap	asap
TV&radio (1 each??? Year????)	Dissemination team	asap
One page summary on the project	Jaap, Ingmar, Geovanni	asap
Living labs report for non-scientists	BUMA/Frank	Asap
All scientific publications on the website	Dissemination team	Asap
Section for D3.2 on MusicBrains, Wikidata, and Spotify	VU/Jaap	End of november
Section for D3.2 on relating IPI and IPN seen from SMPC	VU/Yulu	End of november
Policy brief	Aepo-Artis/Nick	Feb 2026
Create event in EU parliament	Aepo-Artis/Nick, IMRO/Lisa	Somewhere in Decemer
Common Skeleton for the review presentations	UPV/Oscar	Feb 2026
Start periodic reporting	VU/Lima	Asap
Ask PO about the length of the review	VU/Jaap	Asap