

DENIED A STAGE

When artists can no longer perform on stage, the entire chain of professions is affected, from the show producer to the tour bus driver, including, of course the authors, composers and publishers whose works are no longer played. The very first link in the chain, authors, composers and publishers have been hit hard by this unprecedented crisis.



I had high expectations for the tour to continue promoting my new album on stage and in the media, but unfortunately it hasn't started. In lockdown, I did a video and gained twenty thousand followers on Instagram, which is huge for me, but it doesn't replace doing live performances. I do everything I do just to be on stage.

Aloise Sauvage, author, composer, performer.
Le Parisien, 18 June 2020

Myd
Author, composer, performer



-47.4%

in 2020, royalty collections from shows, tours and background music.

100 to 120,000

jobs threatened in the French music industry¹.

¹ EY figures, June 2020, "The cultural and creative economy before and after the COVID-19 crisis" (Tous pour la musique).



Suzane
Author, composer, performer

The culture sector was the first to be put into lockdown, in February 2020. It was one of the last to start coming progressively back to life, starting in June 2021.

In addition to the collapse of revenues and the weakening of creators, the crisis brought with it the threat of a sacrificed generation of artists. For many young talents, a cancelled festival, concert or tour represents an essential milestone that they will not be able to use to meet their public. By lasting so long, this crisis has plunged the cultural sector into a critical state. The music industry has seen its revenue halved for the year 2020, with a global loss of around 5 billion euros¹.

SCÈNE FRANÇAISE

Initiated by Sacem and Radio France last May 2020, the Scène Française campaign spread far and wide. Audiovisual media, platforms, broadcasters and musicians were encouraged to promote and disseminate Sacem works to the general public via all channels.

250

national and local radio stations participated in the Scène Française operation. #ScèneFrançaise.

+15%

more plays for francophone tracks in the first half of 2020 compared with 2019.



scenefrancaise.fr

TURN CULTURE BACK ON!

Sacem and a number of other organisations from the cultural sphere published on March 1st an appeal to the government for greater visibility on the timetable and conditions for a resumption of cultural life.



The cultural industries are severely affected but not discouraged. Artists, labels and the broader value chain will do their part by continuing to create, invest and promote new music.

Francesca Trainini, Chair of Impala¹

