



TENSO

The European network for professional chamber choirs

Tenso Professionals Meeting

LIFE AFTER LIVE MUSIC

16 - 18 June 2011, Paris (FR)

What do classical music ensembles do to keep their music alive after and beyond concerts? Traditionally, ensembles had their concerts recorded for radio broadcasting, and they made regular recordings to be released on CDs. Nowadays, only a few select ensembles can count on a CD company doing the work for them. On the other hand the costs of self-producing have fallen dramatically, and releasing recordings via the internet has become a feasible alternative for most ensembles. That raises the question: what is the best way to capture a performance, and to bring it to the public?

The panelists will be made up of representatives from various producing and distributing organizations as well as experts from other fields, providing a working knowledge of the various models of production and distribution of musical recordings. Panels will be followed by question and answer periods

Schedule

Thursday 16 June • La Verrière, accentus offices, 51 rue de Chabrol, 75010 Paris

17:00 - 18:00	welcome reception
18:00 - 19:30	opening address and discussion of survey among European choirs
20:00 - 22:00	dinner

Friday 17 June • CDMC / Cité de la Musique, 16 place de la Fontaine-aux-Lions, 75019 PARIS

09:30 - 12:30	morning session
12:30 - 14:00	lunch
14:00 - 17:30	afternoon session
17:30 - 20:30	free time
20:30 - 22:15	concert

Saturday 18 June • CDMC / Cité de la Musique

09:30 - 13:00	morning session and closing remarks
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Participant Fees

Tenso Members € 250

(includes three nights accommodation, travel, Friday night concert and: breakfasts, one lunch and one dinner).

Non-Members € 350

(includes two nights accommodation, travel, Friday night concert and the following meals: breakfasts, one lunch and one dinner)

Residents of France € 100

(includes conference, Friday night concert, one lunch and one dinner).

• *Registration is limited to people working in the field of professional music in Europe and to two representatives from any given organization. Tenso reserves the right to limit participation to persons who are, in the opinion of Tenso, qualified to attend.*

• *There is a limited budget for partial fee waiver for exceptional cases. Please send your motivated request to info@tenso-vocal.eu.*

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Tenso association meetings (members only)

- Board meeting - Thursday 16 June 2011 (afternoon) La Verrière, accentus offices
- Annual Members meeting - Saturday 18 June 2011 (afternoon) La Verrière, accentus offices

Hotel

[All Seasons Gare de l'Est](#), 1 et 3 rue de Château Landon, 75010 PARIS

Concert

Friday 17 June 2011, 20h30 • Cité de la Musique

[Ensemble intercontemporain](#) and [Neue Vocalsolisten Stuttgart](#)

Susanna Mälkki, conductor | Robin Meier, director | Computer music, Ircam

Ivan Fedele, *Animus anima*

Johannes Maria Staud, New Work for Ensemble (world premiere)

Bruno Mantovani, *Cantate n°1*

Programme

Thursday 16 June

17:00 – 18:00 **Arrival and Welcome Reception**

18:00 – 19:30 **Opening Address & Results of the Pre-Meeting Survey on Recording**
Before the meeting, Tenso will survey professional chamber choirs in Europe in order to get an up-to-date understanding of recording practices and how new digital technologies are impacting the production and distribution of recordings. The presentation of the survey results will be followed by an open discussion so that we will better understand how European choirs are currently meeting these challenges and opportunities.

20:00 **Dinner**



Friday 17 June

9:30 – 10:00 **Arrival / Coffee**

10:00 – 11:15 **panel 1 : Channels**

In an ever-changing technical environment, there are many new and emerging opportunities for the distribution of recordings. This session will discuss streaming, Internet music sales, video streaming as well as the latest trends in radio and CD distribution. Speakers:

- Laurence le Ny (FR) - head of musical contents department, Orange / Deezer.com
Deezer is the leading music streaming service in France. <http://www.deezer.com/>
- Rimants Liepins (LV) - founder and director of platforma.lv
Rimants Liepins ran a successful CD label, before turning to internet platforms for distributing music. <http://www.platforma.lv/>
- Yves Riesel (FR) - founder of Qobuz
Qobuz is a French online music store famous for its online magazine, podcasts and interviews. <http://www.qobuz.com/>
- Chantal Pattyn (BE) - netmanager Klara Radio
Until recent years, radio broadcasts were the most prominent channel for recordings of choral music. Most classical radio stations' profiles change significantly due to the internet. The Belgian radio Klara seems successful in reaching large audiences - how do they do it ? <http://www.klara.be/>

11:15 – 11:30 **Break**

11:45 – 12:30 **panel 2 : Channels (continued)** open discussion and Q&A

12:30 – 14:00 **Lunch**

14:00 – 14:30 **Digital Quality Standards**

A short presentation on what are the appropriate digital standards for various channels of distribution.

- Philip Hobbs , Linn Records (UK)

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14:30 – 16:00 **panel 2 : Do You Need a Middle Man?**

With the proliferation of inexpensive recording and distribution options, it is now possible for many companies to produce and distribute their own recordings, but is it worth it? What are the benefits and drawbacks of letting another organization handle your recording and distribution needs?

- Francois-Pierre Martin - co-founder of Mirare

Mirare and Mirare Productions are French labels for classical music recordings and documentaries. Next to regular CD's, Mirare produces the by now famous CD's that are on sale right after the concerts of the Folle Journée festival in Nantes. <http://www.mirare.fr/>

- Oriol Pérez - Centre Robert Gerhard (Barcelona)

Centre Robert Gerhard was founded to promote and disseminate the Catalan musical heritage. How has the internet affected government-funded cataloguing and promotion of music?

http://www.auditori.cat/en/auditori/oferta_musical/c_rg/presentacio_crg.aspx

- Philip Hobbs - Linn Records (UK)

Linn Records is an audiophile label specializing in classical, jazz and Celtic music. They reproduce music on CD (or SACD), vinyl and as high quality downloads in a variety of formats. They exist to "introduce the broadest range of involving musical experiences to a worldwide audience of discriminating individuals who are on a personal quest of musical ecstasy and enlightenment."

<http://www.linnrecords.com/>

- tba - representative from a successful self-producing arts organization

With more or less success, ensembles and orchestras have taken the production of their recordings in their own hands. This involves (re)negotiating artists rights, finding distribution channels and much more. Is it worth it?

16:00 – 16:15 **Break**

16:15 – 17:30 **panel 3 : Do You Need a Middle Man:** open discussion and Q&A

17:30 – 20:30 **Free time**

20:30 **Concert:** Ensemble intercontemporain & Neue Vocalsolisten Stuttgart



Saturday 18 June

9:30 – 10:00 **Arrival / Coffee**

10:00 – 11:15 **panel 3 : Economics**

A discussion on the economics of recording and distribution including issues of artists rights, the musicians point of view, and how pop artists recordings make money on the internet.

- Jacques Toubon (FR) - former Minister of Culture of France

Jacques Toubon contributes as an 'expert advisor' to HADOPI, the French High Authority for the Distribution of Content and for the Protection of Rights on the Internet. HADOPI controls and regulates internet access and compliance with copyright laws in France.

- tba - expert on artist rights

How do we deal with artists rights when the distribution of recordings has become 'incountable'?

- tba - journalist

An outsiders view on the economics of music recordings. How do pop groups make money from music sales? Can we copy their tactics?

- Małgorzata Polańska (PL) - founder and director of Dux Recording Producers

Where does a 'classical' CD company see its future profits? What can a music ensemble expect from a CD company, and what do they expect from the ensembles? <http://www.dux.pl/>

11:15 – 11:30 **Break**

11:30 – 12:45 **panel 4 : Web 2.0**

The internet is constantly presenting us with new opportunities and challenges. This panel will discuss some of the latest Web 2.0 innovations.

- Greg Parry – European representative, InstantEncore

InstantEncore is a classical music platform providing 21st century tools for musicians and arts organizations to use the power of the Internet to connect with fans. They were recently hired by Google to provide the mobile applications used for the YouTube Symphony project.

<http://www.instantencore.com/>

- tba - best practices and benchmarks

How does an organization enlarge its group of fans and followers using social media? Arts groups that actively communicate with their audiences via the web - how do they do it? What can we learn from them?

12:45 – 13:00 **Closing Remarks** Nicolas Droin (FR), general manager *accentus*