

Pilot Program for Novel Music Industry Statistical Indicators in the Slovak Republic

**Business-to-government data sharing, novel re-use of public sector information
for the creation of missing marco-, industry-, and institutional KPIs for the
Slovak cultural and creative industry strategy implementation (working
document version 0.1)**

Daniel Antal

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Executive Summary

Access to high-quality official statistics is a public good that also increases the quality of decision-making on the enterprise and public policy levels. The problem of the cultural and creative sector institutions and enterprises is that they do not have access to the “music industry” or “film industry” statistics like banking or car manufacturing businesses do. They are less likely to engage effectively in the democratic tax policy-making process, for example. Cultural policy designers are also disadvantaged compared to their colleagues in tourism, agriculture, financial services or manufacturing.

Slovakia has already made a significant and exemplary investment in creating a satellite account system for the cultural and creative industries (Horecka and Némethová 2022), which allows architecture and advertising to have high-quality data. However, the other creative industries can still only rely on more aggregated statistical indicators useful for macro-level public policy design but have minimal use for institutional or business policies. Our suggested cooperation aligns with the best European and UN statistical practices and recommendations and the data and digitisation strategies of the European Union and the Slovak government. They would enable the Ministry of Culture and the Institute for Cultural Policy to rely on evidence when adopting and implementing their public policies; it would also emancipate music businesses to rely better on the public good of high-quality indicators.

Open Music Europe offers a ‘data-to-policy’ pipeline, which extends the music data pipeline to evidence-based business and policy administration (Open Music Europe 2023a). A data pipeline is a method in which raw data is ingested from various data sources and then ported to data store, for further analysis, in this case, to an open, shared, collaborative music observatory. We extend this pipeline using reproducible research techniques, a novel application of the Open Policy Analysis Guidelines, and good statistical practices to support evidence-based policy analysis, scientific music research and sound business strategy building. In this last leg of the pipeline, we emphasise usability for our project’s target audiences and good documentation practices. We want to ensure that our data is high quality and well understood to support robust and correct business, scientific or policy conclusions.

Based on the *Memorandum o porozumení o využití výsledkov analýz otvorených politík v kontexte slovenského kultúrneho a kreatívneho priemyslu a sektorových verejných politík v spolupráci s konzorciom pre výskum a inovácie s názvom OpenMuse*. [Memorandum of Understanding on utilizing the Open Policy Analysis results of the OpenMuse Research and Innovation Consortium in the context of Slovak cultural and creative industries and sectors’ public policies, (Ministerstvo kultúry SR and Open Music Europe 2023)] we held our first stakeholder consultation in Bratislava on **21 September 2023**, where we invited representatives of the [Ministerstvo kultúry SR / Ministry of Culture of the Slovak Republic](#) and its Institute of Cultural Policy / [Inštitút kultúrnej politiky](#), the [Štatistický úrad SR / Statistical Office of the Slovak Republic](#) (henceforth: SOSTR), and [Infostat](#), Institute of Informatics and Statistics, and representative Slovak stakeholders from the industry ([SOZA](#)) and from the music heritage sector and music libraries ([Hudobné centrum](#).)