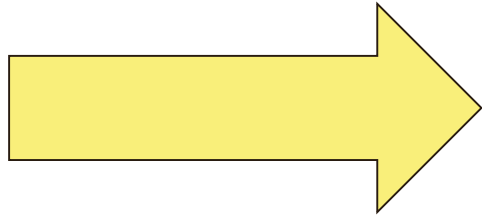


*Who is working?
Who is smiling?
Production chains of the
music sector in Poland*

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10 years of uninterrupted research on the labour market of artists/ **socio-economic situation of artists**



Cicerone project and the specific methodology (**phases lens**)

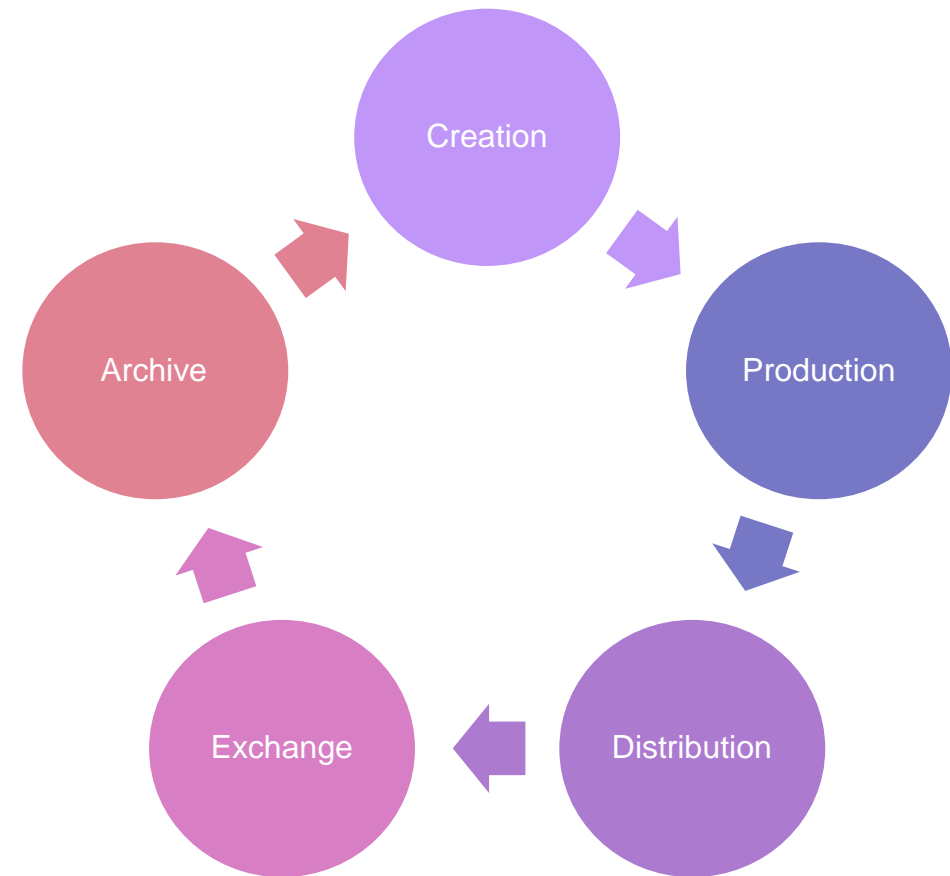


Who is smiling?
Research on music sector in Poland looking for “credits” of music value in the production network, social stratification and financial dimension

GLOBAL PRODUCTION NETWORK – CICERONE MODEL

- The main aim of the research was to understand the role of CCS in the development of EU countries at global, national and local levels.
- This was achieved by recognizing CCS production processes integrated in complex NETWORKS, which are often located in MANY COUNTRIES (Coe, 2015).
- Analysis of content creation and value capture mechanisms (use of new research tools)

At CICEROEN, we distinguish 5 phases of the production chain:



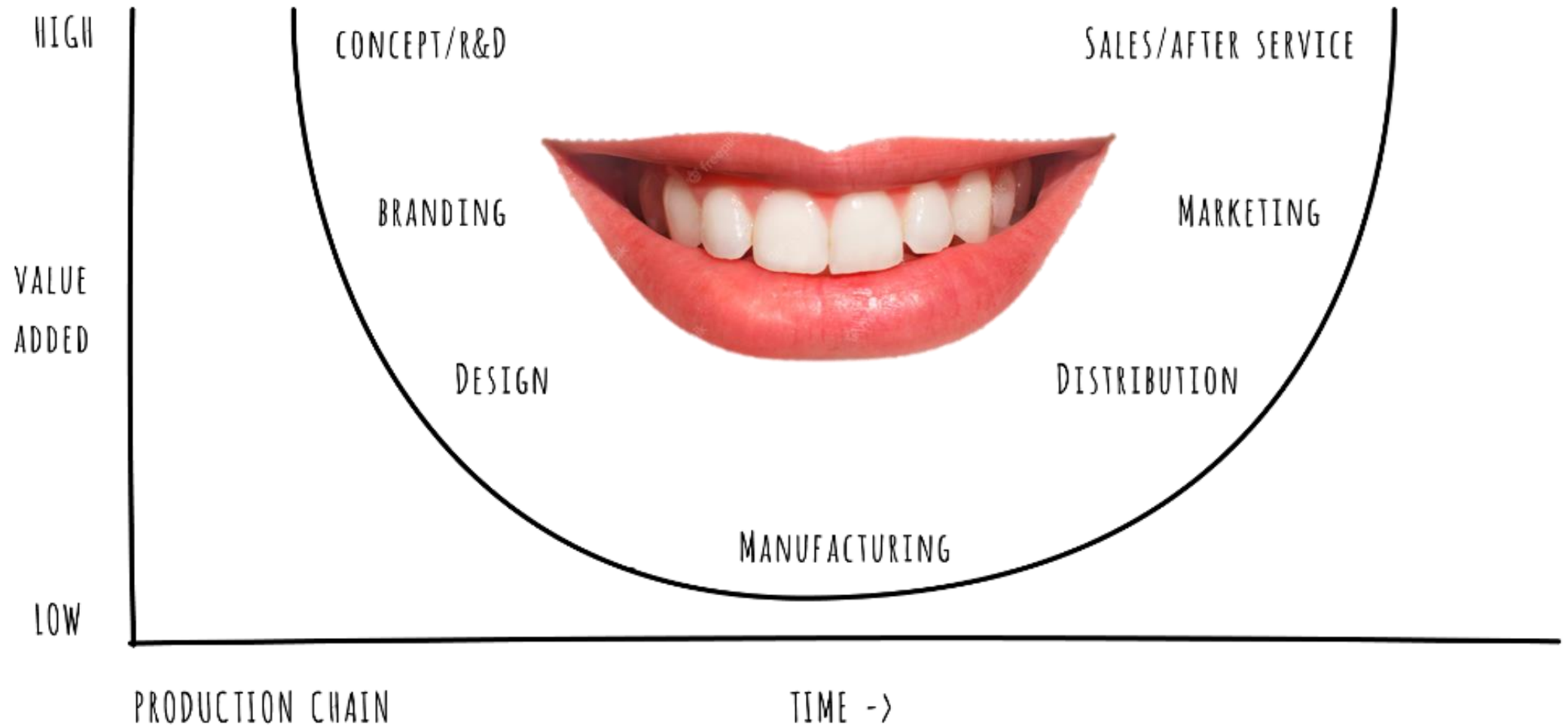


Who is
working?
Who is
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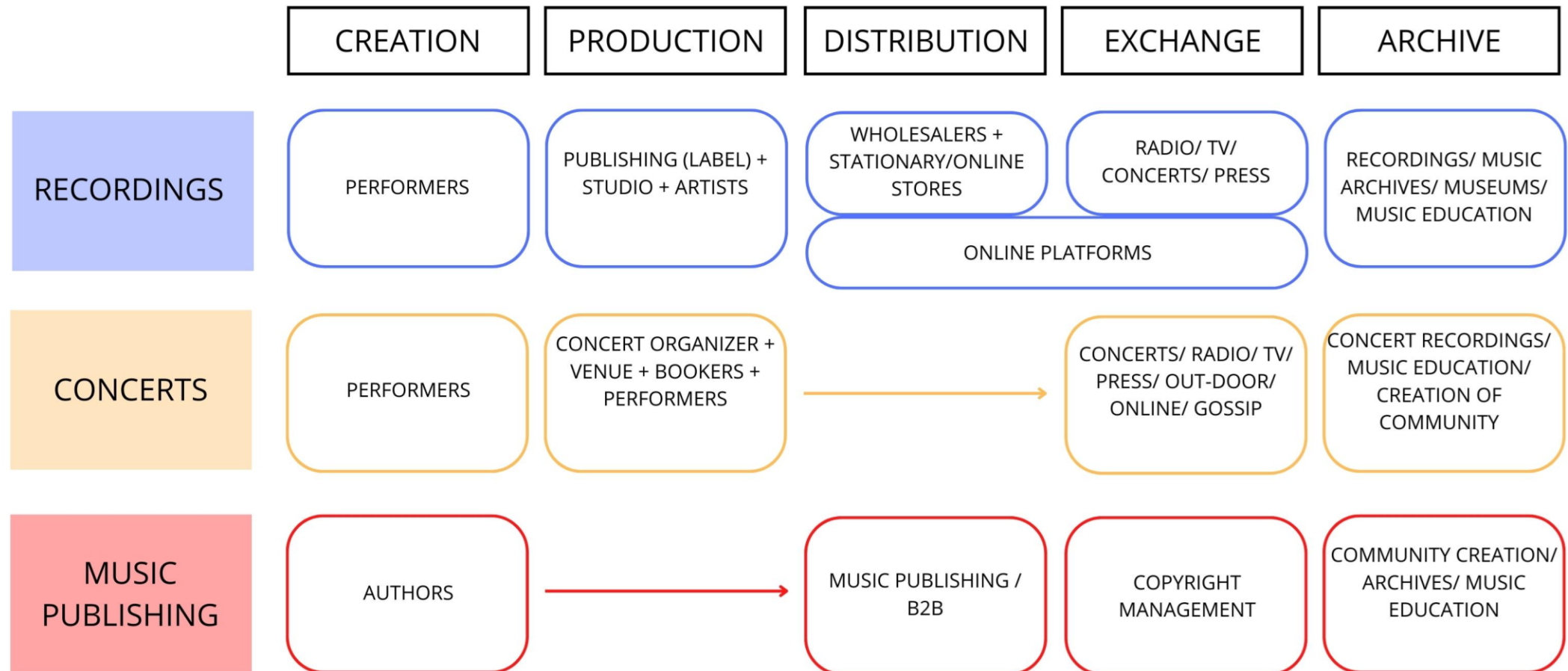
Research question

1. Identification of people involved in production processes - general knowledge about the labor force is hidden in the production chain. It is not enough recognized by general public and cultural policy
2. Identification of those entities or people in production processes that derive the greatest benefits from them

SMILE CURVE



PRODUCTION CHAIN IN THE MUSIC SECTOR



BASED ON CICERONE MODEL

Interviews with experts and artists



So who's smiling?

Preliminary conclusions from interviews

- 1) it is a common belief that almost nobody is smiling on this market - only the biggest stars and entrepreneurs providing highly specialized services do not complain
- 2) roles in production processes are often very poorly defined - artists in Poland do many different things in different parts of the process
 - the chain concept is inadequate to how the respondents perceive the production process itself - most of them had a huge problem with conceptualizing their own activities in the linear categories implied by this theory
- 3) the biggest winners are international corporations
- 4) the labor market is difficult, which confirms previous research on the socio-economic situation of artists in Poland



Thank you!

And let's have a
talk.