

BACKGROUND INFORMATION

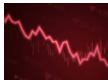
Spotify, Generative AI, and the Future of Cultural Labor

MARKET TAKEOVER



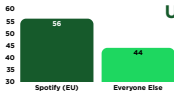
This would put 24% of music creators' revenues at risk.

By 2028, AI-generated music revenues are projected to reach €16 billion annually.



SPOTIFY DOMINANCE

Spotify is the primary streaming service of EU and UK



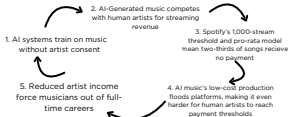
Spotify holds 56% of the European music streaming market share and 47% of the UK market.

PUBLIC OPINION

- 76% of listeners believe artists' songs should not be used without consent
- 79% feel human creativity is key to music creation
- 74% oppose AI systems that clone artists without authorization



ALGORITHMIC DISADVANTAGE



This reinforcing cycle makes each step worse for human artists, ultimately leading to a system where creative work becomes less viable to produce

RECOMMENDATIONS

CREATIVE AUTONOMY

- Replace **opt-out** frameworks with **explicit consent** requirements for AI training on copyrighted music
- Implement **user-centric payment** models that allocate **subscription fees** directly to artists each user streams
- Expand access to **collective bargaining for musicians** to engage in equitable revenue sharing agreements.

CREATIVE DEMOCRACY

- Mandate clear **labeling of AI-generated content** across all music streaming platforms
- Require AI developers to publish **comprehensive records of copyrighted materials** used in training
- Establish **industry coordination** forums between platforms, regulators, and industry groups to share **AI detection** technology