



## Deezer: 28% of all music delivered to streaming is now fully AI-generated

***Deezer remains the only streaming provider to tag 100% AI-generated content and exclude it from recommendations – championing fairness and transparency in the music industry.***

**Paris, September 11, 2025** – Deezer, the global music experiences platform, is receiving over 30,000 fully AI-generated tracks every day – accounting for more than 28% of the total daily delivery. Deezer's AI detection tool has been in place since the beginning of the year, enabling the company to track a steady increase of fully synthetic content on the platform. In June, Deezer became the first (and so far only) music streaming platform to explicitly tag AI-generated music.

"Following a massive increase during the year, AI music now makes up a significant part of the daily track delivery to music streaming and we want to lead the way in minimizing any negative impact for artists and fans alike," said Alexis Lanternier, CEO, Deezer. "Our approach is simple: we remove fully AI-generated content from algorithmic recommendations and we don't include it in editorial playlists. This way we ensure the impact on the royalty pool remains minimal, while providing a transparent user experience. And most importantly, we continue to fight fraudulent activity, which is the main driver behind uploading fully AI generated content."

In January, Deezer reported that roughly 10 % of all content delivered to the platform was AI generated. This number increased to 18% in April and has now reached a record breaking 28%.

**\*\*\* ENDS \*\*\***

### **Notes to editors:**

**Deezer is committed to protecting the rights of artists** – The increase in fully AI generated content in music streaming comes at a time of growing concerns about AI companies training their models with copyrighted material, and governments potentially diminishing copyright laws to facilitate AI development. Deezer is committed to protecting the rights of artists and creators, and remains the only streaming platform to sign the [global statement on AI training](#).

**Deezer's AI music detection tool sets an industry standard, with the ability to detect 100 % AI-generated music from the most prolific generative models – such as Suno and Udio**, with the possibility to add detection capabilities for practically any other similar tool as long as there's access to relevant data examples. Not only that, Deezer has made significant progress in creating a system with increased generalizability, to detect AI generated content without a specific dataset to train on.



**AI is a critical challenge for the music industry** – According to a study conducted by CISAC and PMP Strategy, with participation from key industry players (including Deezer), nearly 25% of creators' revenues are at risk by 2028, which could amount to as much as €4 billion by that time. This represents a colossal, even critical, challenge for the music creation sector as a whole. <https://www.cisac.org/services/reports-and-research/cisacpmp-strategy-ai-study>

**AI and fraud** – Although fully AI-generated music currently accounts for only a small fraction of streams on Deezer – **approximately 0.5%** – it's evident that the primary purpose of uploading these tracks to streaming platforms is fraudulent. Deezer has found that up to **70% of the streams generated by fully AI-generated tracks** are in fact fraudulent. When detecting stream manipulation of any kind, Deezer excludes the streams from the royalty payments.

**AI tracks are removed from recommendations** – **All 100% AI generated songs are automatically removed from algorithmic recommendations** and are not included in editorial playlists. This is a first step in making sure that these tracks don't dilute the royalty pool in any significant way. Potential future actions, including updating our supplier policy and removing/demonetizing content need to be based on careful consideration.

**Two new patents** – In December 2024, Deezer applied for two patents for its AI Detection technology, focused on two different methods of detecting unique signatures that are used to distinguish synthetic content from authentic content.

#### **Press Contact Deezer**

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#### **ABOUT DEEZER**

Deezer is one of the world's largest independent music experiences platforms, connecting fans with artists and creating ways for people to *Live the music*. The company provides access to a full-range catalog of high quality music, lossless HiFi audio and industry-defining features on a scalable platform available in 180+ countries. Founded in 2007 in Paris, Deezer is now a global company with over 600 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. By building strategic partnerships in key markets across Europe and the Americas, Deezer keeps delivering brand value and end-user engagement across a wide variety of industries, including telecommunications, media, audio hardware and e-retail. As an industry thought leader, Deezer was the first platform to introduce a new monetization model since the inception of music streaming, designed to better reward the artists, and the music that fans value the most. Deezer is listed on Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

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