



DEEZER

Deezer deploys cutting-edge AI detection tool for music streaming

- *Deezer aims to tag AI generated content to increase transparency for users and safeguard the rights of creators.*
- *Two patent applications were filed in December 2024 to protect the tech*
- *The new tool detected that over 10 % of all tracks delivered daily to the platform are AI generated – this content will be removed from algorithmic recommendations*

Paris, January 24, 2025 – Deezer (Paris Euronext: DEEZR), the global music experiences platform has deployed a cutting-edge AI music detection tool, discovering that roughly 10,000 fully AI generated tracks are delivered to the platform every day, equating to around 10% of the daily content delivery. Deezer's tech has been in development for the past year, with a clear aim to surpass the ability of available tools, and specifically discovering AI generated content without extensive training on specific data sets. An application for two patents was submitted in late December, and Deezer is now taking the lead in creating more transparency for both fans and creators.

"As artificial intelligence continues to increasingly disrupt the music ecosystem, with a growing amount of AI content flooding streaming platforms like Deezer, we are proud to have developed a cutting-edge tool that will increase transparency for creators and fans alike," said **Alexis Lanternier, CEO, Deezer**. "Generative AI has the potential to positively impact music creation and consumption, but its use must be guided by responsibility and care in order to safeguard the rights and revenues of artists and songwriters. Going forward we aim to develop a tagging system for fully AI generated content, and exclude it from algorithmic and editorial recommendation."

The new tool can detect artificially created music from a number of generative models such as Suno and Udio, with the possibility to add on 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.

"We set out to create the best AI detection tool on the market, and we have made incredible progress in just one year," said **Aurelien Herault, Chief Innovation Officer, Deezer**. "Tools that are on the market today can be highly effective as long as they are trained on data sets from a specific generative AI model, but the detection rate drastically decreases as soon as the tool is



subjected to a new model or new data. We have addressed this challenge and created a tool that is significantly more robust and applicable to multiple models.”

In addition to creating a tagging system for AI generated content on Deezer, the company aims to continue developing the capabilities of its technology to include deep fakes voices.

Deploying its AI detection tool aligns with Deezer’s ambition to champion fairness and transparency in the music ecosystem. In October 2024, the company was the first and only streaming platform to sign the [global statement on AI training](#), taking a stance against the unlicensed use of creative works for training generative AI.

*** ENDS ***

Notes to editors:

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>

Delivery vs streams – Most of the daily delivery of AI tracks are never streamed on Deezer, but they are however diluting the catalog and may be used for fraudulent activity.

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.

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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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