



Deezer confirms demonetization of up to 85% of AI-music streams due to fraud and moves to sell AI-detection tech

A year after the launch of Deezer's AI-music detection tool, the company is now making it commercially available, and encourages industry wide transparency.

Over 13.4M AI-tracks have been detected and tagged on Deezer in 2025, and over 60,000 AI-tracks are now uploaded per day, equal to roughly 39% of daily intake

Up to 85% of all streams on AI-generated music are detected as fraudulent – they are demonetized and removed from the royalty pool, as Deezer continues to support fair payments for artists and songwriters

Paris, January 29, 2026 – Deezer (Paris Euronext: DEEZR), the global music experiences platform, continues its efforts to promote transparency and fairness in relation to AI-generated music in streaming. Daily deliveries of AI-generated music averaged around 60,000 tracks in January 2026, equaling roughly 39% of all music delivered every day. Generating fake streams continue to be the main purpose for uploading AI-generated music, and while only a small share of the total streams on Deezer (up to 3%) come from AI-generated tracks, up to 85% of these streams were fraudulent in 2025, depending on the month. By comparison, streaming fraud across the entire catalog accounted for only 8% of all streams in 2025.

"Music generated entirely by AI has become nearly indistinguishable from human creation, and with a continuous flood of uploads to streaming platforms, our approach remains crystal clear: transparency for fans and protecting the rights of artists and songwriters," says **Alexis Lanternier, CEO, Deezer**. "We know that the majority of AI-music is uploaded to Deezer with the purpose of committing fraud, and we continue to take action. We detect and tag AI-generated music and remove it from algorithmic recommendations, so that our users have a clear choice regarding what to listen to, while making it harder for fraudsters to game the system. And of course, every fraudulent stream that we detect is demonetized so that the royalties of human artists, songwriters and other rights owners are not affected."

So far, Deezer has been the only music stream platform to clearly tag and exclude AI-generated music from recommendations, in an effort to prevent fraudulent actors from stealing royalties from real artists through mass produced AI-generated music. Now the company moves to sell



its AI-detection tech, offering the wider music industry an option to support transparency in music streaming and reduce the incentive for AI-music fraud.

Alexis Lanternier: "We've seen a great interest in both our approach and our tool, and we have already performed successful tests with industry leaders, including Sacem. From now on, we are licensing the tech to make it widely available. Deezer continues to lead the way in promoting a transparent experience for artists and fans, with a commitment to fight AI-music fraud across our industry."

For more info, please visit: <https://partners.deezer.com/ai-detection>

*** ENDS ***

Notes to editors:

Deezer, is receiving over 60,000 fully AI-generated tracks every day – accounting for more than 39% of the total daily delivery. Deezer's AI detection tool has been in place since the beginning of 2025, 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. **Over 13.4M AI-tracks have been detected and tagged on Deezer in 2025,**

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.

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](#).

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 – **between 1-3%** – it's evident that the primary purpose of uploading these



tracks to streaming platforms is fraudulent. Deezer has found that up to **85% of the streams generated by fully AI-generated** tracks were in fact fraudulent in 2025. When detecting stream manipulation of any kind, Deezer excludes the streams from the royalty payments.

AI tracks are removed from recommendations – All fully 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.

How to switch to Deezer

Transfer your music in 3 easy steps with [Tune My Music](#).

Step 1: Click on "Transfer now" to log in or create a Deezer account

Step 2: Select your current music provider

Step 3: Transfer your precious music library (playlists, albums, artists, and songs). It's completely free and secure.

Tune My Music is a trusted partner of Deezer and adheres to the highest standards of data protection while transferring your music library. Information such as your user ID, screen name, and music library content remains secure.

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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