



MUSIC IN THE DIGITAL AGE

INTERNATIONAL CONFERENCE | DIGITAL TECHNOLOGIES AND ARTISTS' RIGHTS

ATHENS, OCTOBER 22-24, STAVROS NIARCHOS FOUNDATION CULTURAL CENTER

EXECUTIVE SUMMARIES

Music in the Digital Age: Streaming & Artificial Intelligence has been a three-day international forum organized by APOLLON (Greek CMO for musicians' neighboring rights) and FIM (International Federation of Musicians). Against the backdrop of **AI-generated content and the dominance of streaming platforms**, the conference examined how **revenue models, legal frameworks and artistic labor are being reshaped** in a digital economy that prioritizes scale over sustainability.

Bringing together artists, journalists, industry professionals, legal experts, academics, policy makers and technologists, the event focused on three core questions:

- How to build **sustainable and equitable compensation** models in a saturated streaming market?
- How to protect creators' rights when **AI is trained on and competes with their work?**
- What role should legislation play in **securing ethical AI and fairer digital markets** without stifling innovation?

Moderated by **Beat Santschi** (SMV-USDAM), this panel offered the industry viewpoint with speakers **Antigoni Papanikolaou** (Microsoft), **Alexandru Calugar** (The Soul Group), **Graham Davies** (DiMA), and **G rard Assayag** (IRCAM). GenAI was framed as a collaborative "Copilot" which, through responsible industry-led development, new partnerships, and adherence to legal frameworks, will ultimately amplify rather than supplant human artistry.



APOLLON
GREEK MUSICIANS'
COLLECTING SOCIETY



E. GENERATIVE AI | THE INDUSTRY PERSPECTIVE

1. Key Themes and Arguments

The industry session portrayed generative AI as an innovative "Copilot" that assists, rather than replaces, human creativity. Speakers highlighted a proactive approach focused on responsible development, new partnerships, and revenue opportunities. They asserted that the industry is building a balanced ecosystem through new tools and legal compliance to ensure technology amplifies human artistry.

1.1. AI as a Tool to Amplify Creativity and Preserve Culture

Microsoft highlighted that AI is a tool that works alongside humans, citing examples like The Beatles using AI to restore John Lennon's vocals for a new track. They positioned AI as a driver of growth, projecting it could add 8 million jobs and **contribute significantly to the global creative economy**, similar to how home video and digital platforms previously opened new markets.

1.2. Commitment to Responsible AI and Creator Control

A central theme was the industry's commitment to ethical AI development. Microsoft detailed its "Responsible AI Standard" built on principles of **Fairness, Transparency, and Accountability**. They presented several tools intended to give rights holders control:

- **Bing Webmaster Controls & "robots.txt"**: Respecting standard internet protocols that allow publishers to signal a "do not crawl" preference for their content.
- **Exclusion of Pirated and Paywalled Content**: Asserting that their models are not trained on works from pirate sites or behind paywalls without explicit agreements.
- **Prompt Blocking**: Giving living artists the option to block their names from being used in image generation prompts to prevent "style of" imitations.

1.3. New Partnership and Monetization Models

The industry speakers pointed to new business models. Microsoft cited its partnerships with creators and publishers to **license content for training** and its "Copyright Commitment" to indemnify commercial customers. Alexandru Calugar (The Soul Group) noted that while generic content is declining, **the "creator economy" is growing**, positioning authentic human creators as the true "stars" who cut through the noise.

1.4. The Importance of Metadata and a Functioning Supply Chain

Graham Davies (DiMA) stressed that the success of the digital ecosystem relies on **high-quality metadata**. He advocated for industry-wide standards (like the "Credits Due" initiative) to ensure proper attribution and payment. This includes developing **nuanced labeling for AI-assisted works**, distinguishing them from purely AI-generated content, to **align with copyright office guidance** and award eligibility rules (e.g., the Grammys).

1.5. Open Research as a Driver of Progress

G rard Assayag (IRCAM) provided a perspective from a public research institution, explaining how foundational, open-source research on human-machine interaction (co-creativity) is often adopted and scaled by Big Tech. He noted that while industry has immense resources, open research is vital for tackling universal problems and ensuring that **progress is shared back with the community**, ultimately benefiting everyone.

2. CORE POSITIONS AND PROPOSED ACTIONS

- **Framework of Responsible Development:** Adherence to internal ethical standards and development of creator-controlled tools is the preferred method of governance.
- **Market-Based Partnerships:** The industry is open to and actively pursuing licensing deals with rights holders for content used in training.
- **Emphasis on Existing Legal Tools:** The industry operates within the existing legal frameworks, such as copyright exceptions for text and data mining (TDM) and fair use.
- **Labeling and Transparency:** There is support for developing nuanced industry standards for labeling AI's role in a work, allowing consumers to be informed and ensuring proper attribution.
- **Focus on the Creator Economy:** The market will naturally reward unique, human-centric content, making true creators more valuable than ever in a saturated landscape. The solution lies in empowering these creators to stand out.

