MUSIC IN THE DIGITAL AGE

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?

The 2nd session on AI focused on creativity, authenticity, and ethics. **Dr. Irene Stamatoudi** (University of Nicosia), presented a case study regarding artist Damien Hirst's plan to have his works created for 200 years after his death, as an introduction to the central themes, discussed by a panel consisting of **Jean-Gabriel Ganascia** (Sorbonne University) and **Rodrigo Alberto Carazo Zeledón** (UN Human Rights Committee).

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B.   AI | HOW ARTIFICIAL INTELLIGENCE WILL SHAPE OUR LIVES

1.   Key Arguments & Perspectives

The panel discussed the nature of authorship and authenticity in the age of AI, the limits of copyright law, the application of moral rights and the ethical implications of non-human creation.

1.1.   Philosophical and Historical Context (Prof. Jean-Gabriel Ganascia)

- Professor Ganascia positioned AI not as a new phenomenon of "machine creativity" but as the latest development in a **long history of using technology as a tool for art**, dating back to the 19th century.

- He argued that generative **AI lacks autonomous initiative or will**, and its output is contingent on human-crafted prompts.

- He drew a crucial distinction between the potential for genuine artistic expression using AI as a new instrument and the **economic threat** posed by the entertainment industry's use of AI to reduce costs and devalue human creative labor.

- **He concluded that the primary challenge is economic and structural, not the "end of art".**

1.2.   Human Rights and Ethical Framework (Rodrigo Alberto Carazo)

Mr. Carazo argued that the discourse around AI must be grounded in **human rights and ethics**.

- He cautioned against a "**speed-led process**" driven by profit, advocating instead for a "**value-led process**" that prioritizes human dignity, privacy, and fair compensation.

- He articulated the principle **"from needs to rights,"** stating that the fundamental need of creators to be protected and compensated for their work must be translated into legally enforceable rights.

- The core ethical task, he argued, is to "keep being human" and **ensure technology serves humanity with a distributive goal**, rather than concentrating wealth and power.

1.3. Legal and Practical Challenges (Dr. Irene Stamatoudi & Audience)

The discussion highlighted concrete legal and market challenges as:

- the **unauthorized use of existing creative works to train AI models**, which was identified as a primary threat to performers and authors.

- The panel and audience debated **whether AI-generated output should receive copyright protection** at all, with the overwhelming sentiment from the creators present being negative.

- The problem of market saturation was underscored with data from the music platform Deezer, indicating that **a significant percentage of new content is already fully AI-generated**, threatening to drown out human artists.

2. CONCLUSIONS

- The panel concluded that while AI offers novel tools for creation, its current trajectory **poses a severe threat to the creative ecosystem**.

- There was a consensus that the central conflict is not between artists and AI, but **between human creators and the tech/entertainment industries** deploying AI in ways that infringe on rights and undermine economic viability.

- Key takeaway was the **urgent need for proactive legislation** to govern the use of **training data**, a re-evaluation of copyright principles to protect human creators (focusing on the person, not just the work), and

- the establishment of **ethical frameworks** to ensure technology is developed and deployed in a manner that is fair, transparent, and human-centric.

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