



MUSIC IN THE DIGITAL AGE

INTERNATIONAL CONFERENCE | DIGITAL TECHNOLOGIES AND ARTISTS' RIGHTS

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

OPENING SPEECHES

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?

Mr Grigoris Lambrianidis, president of APOLLON, opened the conference by emphasizing the irreplaceable value of human artistry, stating that technology can reproduce but never replace the essential human touch in music creation.



APOLLON
GREEK MUSICIANS'
COLLECTING SOCIETY



OPENING SPEECHES | GRIGORIS LAMPRIANIDIS

Athens, October 22, 2025
Stavros Niarchos Foundation Cultural Center

Ladies and gentlemen, dear colleagues

On behalf of Greek musicians, we extend our warm welcome and sincere gratitude for your presence here today. It truly came as a surprise – we did not expect such success, in terms of participation. But we consider ourselves fortunate, because we had the idea to plant the first seed from which hopefully it will grow a tree that will unite technology with music.

It is difficult, and we are not under the illusion that such a serious issue can be solved with a single conference. However, we are very proud to initiate this effort, and we hope that the results will come, one way or another. Because when someone persists, and especially when someone struggles with honesty and integrity, we believe that vindication eventually comes – in one form or another. Allow me to share a small example.

Technology is essential. No one can travel two centuries back and smash the machines with hammers. Besides, it has been proven that technology greatly helps science, daily life, supports people in need, and so much more. But art, dear friends, is not so easy for technology to approach. Because no matter what, if the bow does not touch the string, if the mouthpiece does not touch the lips, and if the drumstick does not strike the skin of the percussion, technology cannot replace that. In this case, technology is nothing more than a reproduction – which we do not deny, and I would even say we need it.

But since we have already taken too long – and when I see a microphone, I get carried away – I don't want to tire you any further. We have so many issues to discuss and such brilliant minds among us today. So I will stop here, expressing once again our heartfelt thanks for your presence, the presence of the Deputy Minister of Culture, the Dean of the Law School of the University of Athens, and Mrs. Christina Langer, representative of WIPO.



Thank you very much, and I hope we will live to see today's seed become a very, very tall tree! Welcome, and thank you again!

**Grigoris Lamprianidis,
President Of CMO APOLLON**