



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?

This session provides a comprehensive exploration of the impact of Generative AI on the music industry, featuring a keynote address by Professor **Anastasia Georgaki** (Athens University) followed by a panel discussion with industry experts **Bertalan Temesi** (MZTSZ), **Steve Levine** (music producer), and **Vasilis Ginos** (APOLLON).



APOLLON
GREEK MUSICIANS'
COLLECTING SOCIETY



C. AI | OPPORTUNITIES & BENEFITS FOR MUSIC CREATORS

1. Key Problems Identified

The panelists addressed the dual nature of Generative AI in the music industry, identifying it as both a source of **powerful creative tools** and a significant **economic and ethical threat to music creators**. The discussion highlights the urgent need for a robust regulatory and ethical framework to manage its integration.

- **Economic Threat:** The proliferation of AI-generated content on streaming services is **diluting the royalty pool**, leading to a significant loss of income for human artists under the pro-rata distribution model.
- **Copyright & Training Data:** AI models are being trained on vast amounts of copyrighted music without **consent, compensation, or transparency**, creating a "black box" that makes legal challenges difficult.
- **Cultural Threat:** Training datasets are heavily biased towards Western commercial music, posing a **serious risk to global musical diversity** and the preservation of niche and traditional genres.
- **Devaluation of Artistry:** AI's inability to replicate genuine human emotion, expressivity, and improvisation threatens to **devalue the unique contributions of human artists** and could lead to a future where audiences are conditioned to accept synthetic, soulless music.

2. Conclusions

While AI-assisted tools offer clear benefits to workflow and creativity, **the unchecked proliferation of fully AI-generated content presents an existential threat**. Immediate and collaborative action from artists, governments, and industry bodies is required to establish control and **ensure that AI serves as a partner to human creativity, not a substitute for it**.

3. PROPOSED SOLUTIONS & ACTIONS

- **Regulation & Legislation:** Panellists unanimously called for **government intervention to regulate tech companies**, enforce transparency in training data, and protect artists' intellectual property.
- **Mandatory Labeling:** A consensus emerged on the necessity of **clear and consistent labeling for all AI-generated content** to ensure consumer awareness and allow for market-driven choices.
- **Industry Self-Regulation:** The actions of professional rights organizations, such as the UK's PRS denying registration to purely AI-generated music, were cited as a crucial step in **disincentivizing the replacement of human creators**.
- **Technological Solutions:** The potential of emerging technologies like blockchain-based smart contracts was raised as a possible avenue for ensuring **direct and transparent compensation** for artists whose work is used by AI systems.