# Deezer reveals rise in AI-generated music uploads and commits to promoting human artists



French music streaming service Deezer has disclosed that 18% of all tracks uploaded daily to its platform are now fully artificial intelligence (AI)-generated, amounting to more than 20,000 synthetic songs each day. This marks a significant increase from January 2024, when AI-created content represented only 10% of new uploads.

With a global subscriber base of around 9.7 million, Deezer introduced an AI detection and labelling tool earlier this year to address the emergent surge in AI-generated music. The platform’s Chief Innovation Officer, Aurelien Herault, explained that the tool can identify AI music created using popular platforms like Suno and Udio, both of which are currently embroiled in legal disputes with major record labels over allegations of copyright infringement.

“AI-generated content continues to flood streaming platforms like Deezer and we see no sign of it slowing down,” Herault said, highlighting the rapid influx of synthetic music into the streaming ecosystem.

In response to this trend, Deezer has committed to excluding AI-generated tracks from its algorithmic and editorial recommendations. This policy aims to preserve the visibility and revenue opportunities of tracks created by human artists. Deezer’s Chief Executive Officer, Alexis Lanternier, who assumed leadership in July 2024, acknowledged the innovative possibilities offered by generative AI but emphasised the necessity for responsible use.

“Generative AI has the potential to positively impact music creation and consumption, but its use must be guided by responsibility and care in order to safeguard the rights and revenues of artists and songwriters,” Lanternier stated.

The rise of AI in the music industry has sparked considerable debate and concern. Several prominent musicians, including Billie Eilish, Stevie Wonder, and Nicki Minaj, collectively signed an open letter in 2024, warning that AI-generated music trained on their original works could undermine creativity and diminish the value of human artistry.

Meanwhile, legal challenges against AI developers continue to escalate, with ongoing disputes over whether the use of copyrighted music to train AI systems constitutes fair use. Despite the proliferation of AI content, Deezer reports that the majority of its listeners still prefer music created by human artists.

“We are pleased that listeners prefer ‘real’ artists,” Lanternier remarked.

Deezer has also taken steps in the past to enhance the platform's focus on human creativity. In 2023, it introduced an “artist-centric” royalty payment model in partnership with Universal Music Group in France and removed over 26 million tracks deemed ‘useless’ from its catalogue.

As AI-generated music continues to expand, Deezer’s measures reflect ongoing efforts within the industry to balance technological innovation with the protection and recognition of human musicians' contributions.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://newsroom-deezer.com/2025/04/deezer-reveals-18-of-all-new-music-uploaded-to-streaming-is-fully-ai-generated/> - This official Deezer newsroom article confirms that 18% of all tracks uploaded daily to Deezer are fully AI-generated, totaling over 20,000 synthetic songs each day, and notes the increase from 10% in January 2025. It also includes quotes from Chief Innovation Officer Aurelien Herault about their AI detection technology and efforts to remove AI tracks from algorithmic recommendations.
* <https://www.musicbusinessworldwide.com/ai-music-invasion-doubles-on-deezer-20000-bot-created-tracks-now-uploaded-each-day-to-streaming-platform/> - This article details Deezer's report that AI-generated music now comprises about 18% of uploads, doubling since January, and confirms the use of a detection tool that identifies AI music from models including Suno and Udio, highlighting legal disputes involving these platforms. It also discusses Deezer CEO Alexis Lanternier's stance on excluding AI tracks from editorial recommendations and broader industry concerns.
* <https://newsroom-deezer.com/2025/01/deezer-deploys-cutting-edge-ai-detection-tool-for-music-streaming/> - This January 2025 Deezer press release announces the deployment of their AI detection tool that originally found 10% of daily uploads to be fully AI-generated music. It explains the technology's ability to identify AI content from platforms like Suno and Udio and Deezer's commitment to tagging and excluding such tracks from recommendations, aligning with protecting artist rights.
* <https://musically.com/2025/01/27/10-of-new-tracks-uploaded-to-deezer-are-ai-generated-music/> - Music Ally’s report from January 2025 corroborates that approximately 10% of new tracks uploaded to Deezer at that time were fully AI-generated, about 10,000 tracks per day, and explains Deezer's policy of tagging AI content and removing it from algorithmic recommendations to protect artists and listeners.
* <https://evrimagaci.org/tpg/deezer-reports-surge-in-aigenerated-music-content-325720> - This article elaborates on Deezer CEO Alexis Lanternier’s acknowledgment in 2024 of the rapid growth of AI-generated music on the platform, now at 18% of daily uploads, and describes Deezer’s AI detection tool that flags AI tracks and excludes them from recommendations, while noting listener preference for human-created music.