

BELIEVE

Our view is that you are assessing 2 Markets: The Consumer Market, and The Artist Market. We do not see an issue with the consumer market, but we do see an issue with the Artist Market, regarding potential unfair competition. Our view of this unfair competition is focussed on 3 elements:

1: Transparency around algorithms:

Our view is that there is a lack of transparency around algorithms from certain DSP's, leading to potential unfair treatment of certain artists. We focus this view around 3 elements:

- International Vs Local Content: An unequal balance on how International content VS local UK content is ranking in certain DSP's algorithms. The UK is now a majority International content consumed market VS local content, which is being driven by DSP's algorithms, resulting in potential unequal treatment for UK artists.
- Economics: Certain DSP's prioritising content based on commercial terms that the content provider has agreed to.
- Concentration of certain genres: The prioritisation of certain genres, and the de-prioritisation of other genres, leading to a lack of choice and type of genre for the user.

The lack of transparency around how certain DSP algorithms are pushing certain content, we feel is leading to unfair competition. Our view is that these DSP's should be made accountable to providing information and clarity regarding their algorithms.

2. [Redacted]

3: Artist Data protection

We are seeing the abuse of Artist Data from certain Music Streaming Services, with these DSP's selling this data to third parties without the authorisation or consent from the Artist. Our view is that certain Music Streaming Services are exploiting this personal artist data, generating monetisation, and are not protecting the Artist data.