



DEEZER

Deezer and Sacem partner for fairer remuneration of publishing rights with the artist centric streaming model

Introducing the world's first update to remuneration for publishing rights since the introduction of streaming.



Paris, January 15, 2025 – Deezer (Paris Euronext: DEEZR), one of the world's leading music experience platforms, and Sacem, the world leader in collective management of creator's and publisher's rights, today announced the adoption of the artist centric payment system (ACPS) for publishing rights on Deezer in France. It is the world's first update to the remuneration model for publishing since streaming was introduced over a decade and a half ago.

"At Deezer, we continuously innovate for the benefit of the music ecosystem, and we are thrilled to partner with Sacem to introduce the world's first update to the remuneration model for publishing in the streaming era," said Alexis Lanternier, CEO of Deezer. "Our model ensures that a higher share of what subscribers pay goes to the artists they love, while also counteracting fraudulent streaming behavior. Through this partnership, we are pleased to offer these key benefits to songwriters, composers, and publishers represented by Sacem."

"At Sacem, we've always embraced innovation to maximize the value of our members' works and ensure fair redistribution of rights. Since the advent of streaming, numerous debates have emerged about a more equitable distribution of revenue. The ACPS, developed in France with Deezer, moves in this direction by rewarding true music, excluding noise, and better accounting



for the diversity of aesthetics and genres listened to on the platform, said Cécile Rap-Veber, CEO of Sacem. "We appreciate Deezer's commitment to creators and publishers in the field of streaming as well as AI, notably through their adherence to the Ed Newton Rex initiative and our mutual efforts, and we're thrilled to announce our collaboration today." Deezer's artist centric payment system for streaming is designed to better reward artists and creators who cultivate a consistent and engaged fan base, making sure the platform is dedicated to music that fans truly enjoy. By addressing an alternative model, ACPS reinforces Deezer's and Sacem's mutual goal to deliver better and transparent remuneration to creators. Additionally, this approach introduces enhanced mechanisms to combat fraudulent activity on streaming platforms, safeguarding the integrity of music consumption.

Following the launch of ACPS for recorded music in 2023, the model will now be applied for publishing rights, further cementing Deezer and Sacem's role as leaders in transforming the digital music economy. Both organizations are confident that this evolution will inspire other players in the music industry to follow suit, creating a more sustainable and equitable ecosystem for all creators.

*** ENDS ***

Notes to editors:

Deezer's Artist Centric Payment System (ACPS) consists of the following elements:

- **User centric cap:** A cap on how much impact each user can have on the royalty pool split. This means a higher share of what subscribers pay goes to the artists they love and listen to, while it reduces incentives for fraudulent behavior.
- **Rewarding real artists:** Songs by artists with at least a 1,000 streams from 500 different subscribers each month are remunerated twice the amount per stream compared to artists who don't reach this goal. This double boost is also applied to songs that are actively searched for or found in non-algorithmic playlists. These caps are designed to reward real, working artists, who cultivate their fanbase, while minimizing fraudulent behavior.
- **Excluding noise from the royalty pool:** Tracks with noise and functional sounds are replaced by Deezer's own catalog which will not count in royalty calculations.
- **Catalog cleaning:** Deezer is cleaning its catalog and is removing fraudulent content, noise and tracks that haven't been listened to in 12 months. This leads to increased market share for artists as well as a better user experience for fans.

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ABOUT DEEZER

Deezer is one of the world's largest independent music experiences platforms, connecting fans with artists and creating ways for people to *Live the music*. The company provides access to a full-range catalog of high quality music, lossless HiFi audio and industry-defining features on a scalable platform available in 180+ countries. Founded in 2007 in Paris, Deezer is now a global company with over 600 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. By building strategic partnerships in key markets across Europe and the Americas, Deezer keeps delivering brand value and end-user engagement across a wide variety of industries, including telecommunications, media, audio hardware and e-retail. As an industry thought leader, Deezer was the first platform to introduce a new monetization model since the inception of music streaming, designed to better reward the artists, and the music that fans value the most. Deezer is listed on Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

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ABOUT SACEM

In a constantly changing environment, Sacem is committed to creating ever more value for the 224,470 authors, composers and publishers who have chosen it to manage their authors' rights. Thanks to its territorial network, its technological expertise, its ability to innovate and negotiate agreements with all digital platforms, and its unique social and solidarity-based model, Sacem has become one of the world leaders in collective management and in particular in the digital environment. Thus, it collects royalties from streaming platforms in nearly 200 territories on behalf of its members: 70 international publishers (Universal Music Publishing, Wixen Music Publishing, Sentric, Reservoir Media, Wise Music, Because, Bucks Music Group...) and foreign collective management organizations (ASCAP, Socan, Komca, Artisjus, UBC, Burida, Sodav, IPRS).