Online Workshop

Copyright Data Improvement in the EU – Towards Better Visibility of European Content and Broader Licensing Opportunities in the Light of New Technologies

Recommendation systems:
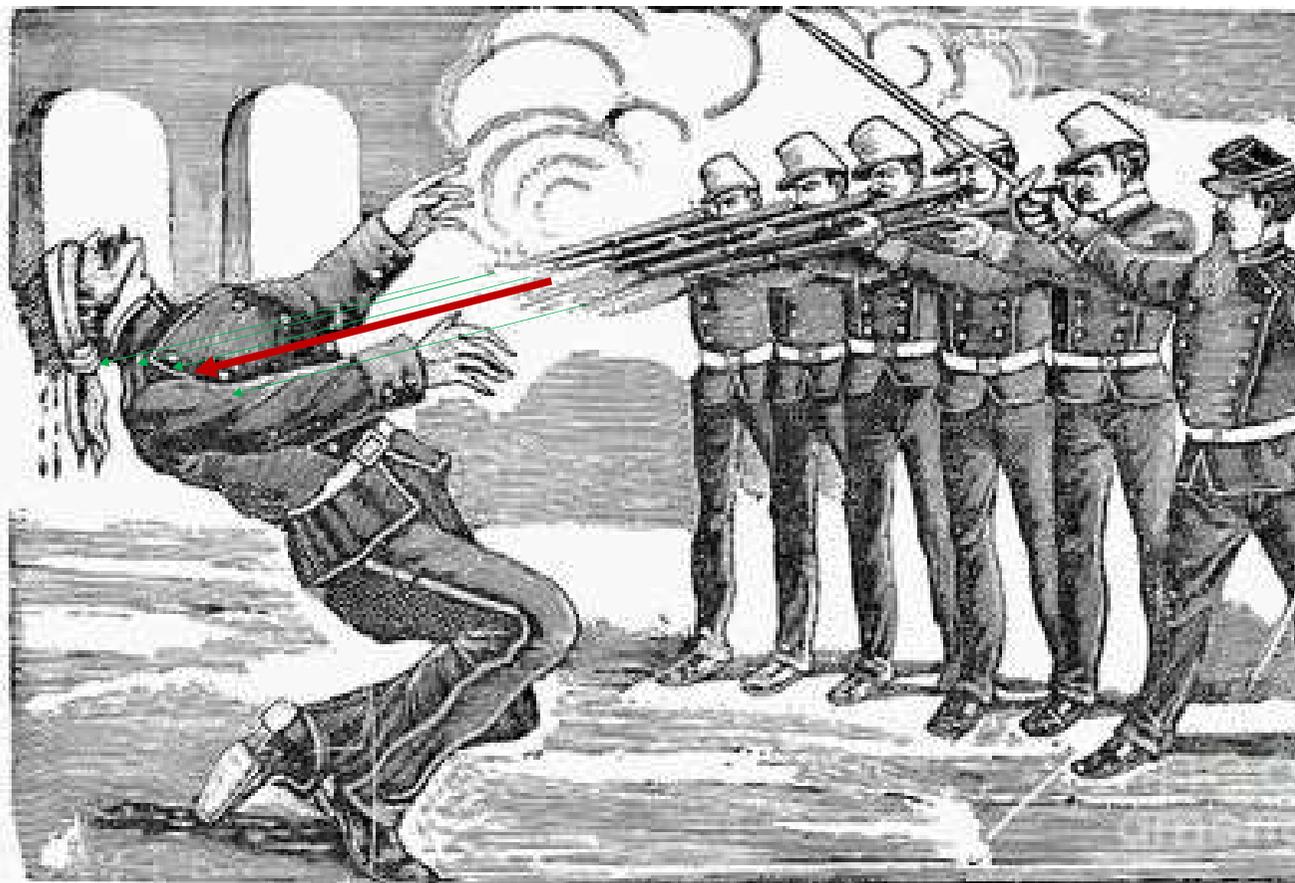effects on equitable remuneration, fair value, cultural and media policy goals

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Reprex B.V.

1. Assigning & Avoiding Blame

- Recommendation systems are incredibly complex metadata & machine learning systems.
- Assigning blame for bad outcomes and credit good outcomes in very complex problem that requires research and data.

2. Bad outcomes

- There are **too few women** in the streaming charts, or women artists are recommended by AI less, and earn less.
- There are **less French artists** in your <video streaming> opening screen, or less artists in your <music streaming> opening screen compared to what your national radio or television content regulation would prescribe.
- **Small**, like Slovak **language** books, or **translations** are placed lower in <an online booksellers> bookshelves, or reliable sources are more difficult to find on your Facebook newsfeed.
- In <your stream subscription> you find **misleadingly** named bands and titled songs, or your <social media feed> is full with misinformation spread by Russian agents about Covid.

Bad outcomes undermine EU, national or regional cultural policy goals, break the equitable remuneration & fair valuation principle, bypass child protection, media, competition or fundamental rights regulation.

3. No Single Bullet Theory – Metadata Problems

Why are about 15% of artists are never recommended? What explains the 40% difference in payouts to different genres? Reverse-engineering the recommendation process to assign blame.

- **Metadata about the users**: Is it the user's history that is sexist, or somehow the training metadata database is skewed against women?
- **Metadata about the protected work**: Is Dvorak's works as well documented for the algorithm as Taylor Swift's or Drake's?
- **Metadata from third parties**: Does "the internet" write less about women artists?
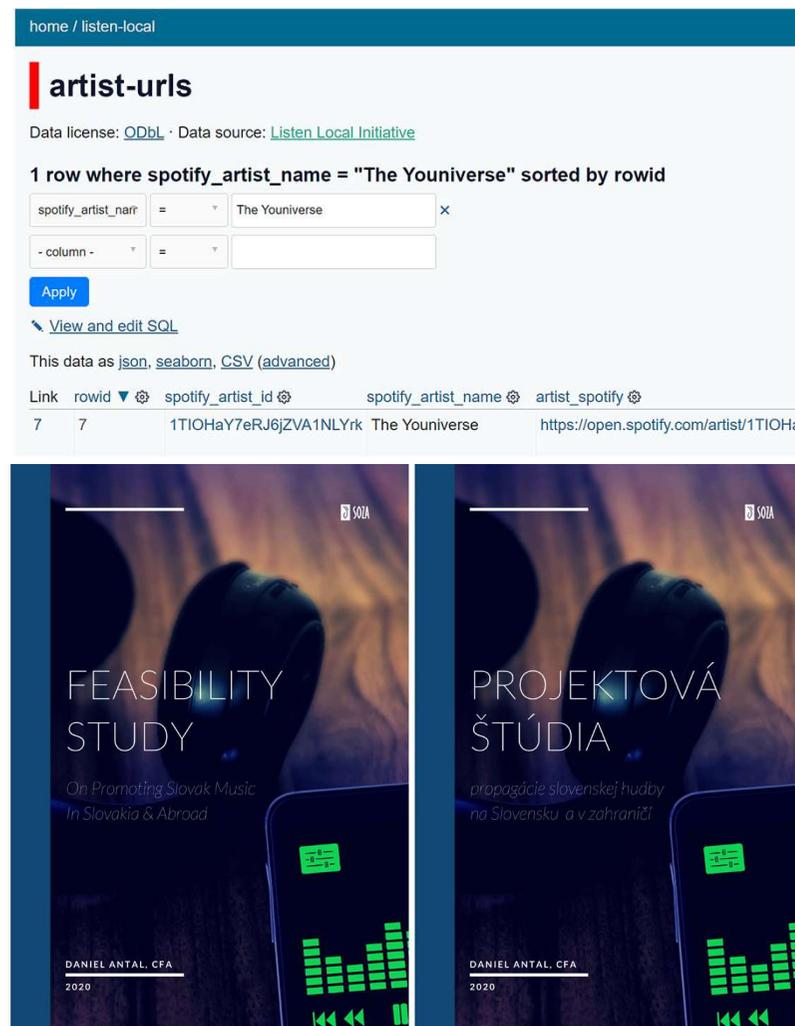
home / listen-local

artist-urls

Data license: ODbL · Data source: Listen Local Initiative

1 row where spotify_artist_name = "The Youniverse" sorted by rowid

spotify_artist_nam = The Youniverse ✕

- column - =

Apply

✎ View and edit SQL

This data as json, seaborn, CSV (advanced)

Link	rowid ▼ ⚙	spotify_artist_id ⚙	spotify_artist_name ⚙	artist_spotify ⚙
7	7	1TIOHaY7eRJ6jZVA1NLYrk	The Youniverse	https://open.spotify.com/artist/1TIOHa'

FEASIBILITY STUDY

On Promoting Slovak Music in Slovakia & Abroad

DANIEL ANTAL, CFA
2020

PROJEKTOVÁ ŠTÚDIA

propagácie slovenskej hudby na Slovensku a v zahraničí

DANIEL ANTAL, CFA
2020

Download the Slovak Report

4. Incentives & Investment

MUSIC STREAMING: IS IT A LEVEL PLAYING FIELD?

BY DANIEL ANTAL, AMELIA FLETCHER & PETER L. ORMOSI

Download from:
https://dataandlyrics.com/publication/music_level_playing_field_2021/

- New incentives need to be created for less bias, more socially desirable algorithm outcome.
- Regulations and regulators must be able to set clear limits and monitor them.
- Engineers and service providers must get actionable feedback about what should change.

5. No Magic Bullet: Research & Policy

Our first API in demo mode for Listen Local Slovakia
http://smdb.dataobservatory.eu/

Try, challenge us, and join: http://music.dataobservatory.eu/