

BELIEVE AND SPOTIFY PARTNER TO UNLOCK NEW OPPORTUNITIES FOR ARTISTS THROUGH LICENSED FAN REMIXES AND COVERS



PARIS/NEW YORK CITY - October 20, 2026 - Believe and Spotify have signed a licensing agreement for Spotify's upcoming tool, allowing Believe and TuneCore's participating artists and labels to benefit from new creative and revenue opportunities, while enabling fans to create remixes of their songs.

The tool is designed specifically for AI-powered remixes and covers, not entirely new works, letting fans reinterpret songs they love while the artists are paid. Streams of these remixes will generate royalties for the participating artists and rights holders behind the original works. The tool is designed to be made available as a paid add-on for Spotify Premium subscribers, creating an additional revenue stream on top of what participating artists and songwriters already earn on Spotify.

Fan-made remixes are already widespread, often without compensating the artists and songwriters. Spotify's tool brings that activity into a licensed environment. And unlike remixes on social media, every remix on Spotify links back to the original track and artist, driving listeners to discover or revisit the music that inspired it.

In line with Believe's responsible AI principles established in 2023 of consent, control, compensation and transparency, participation in the tool will be entirely voluntary. To ensure artists retain control over how their music is used, Believe and TuneCore will apply a two-step consent process: artists first choose whether to opt in to being considered for AI-related programs. The Spotify partnership will be presented to those who opted-in, giving them the opportunity to decide whether or not to participate.

Beyond unlocking new creative and commercial opportunities, Believe and Spotify share a commitment to protecting artists and preserving the integrity of the music ecosystem in the age of AI. Spotify continues to strengthen its protections against spam, impersonation and deception, keeping AI-generated spam and slop out of recommendations, helping listeners know when a real artist is behind the music, and giving artists more control over what appears on their profiles. Listeners can also see when artists have disclosed AI use in a track, and Spotify is working on even more ways to make that information easy to find.

Believe welcomes these efforts, as well as broader initiatives across the DSP ecosystem aimed at protecting artists at each stage of their careers and ensuring a trusted environment for music discovery. In parallel, Believe is building on its existing GenAI Music Content Framework and distribution safeguards to further strengthen its approach to responsible AI-generated music, with additional developments to be shared in due course.

“A year ago, we shared a vision with Spotify: AI must create new opportunities for artists while protecting their rights and the value of their music. Today, this partnership puts that vision into action. Together, we are turning an already widespread fan remixing activity into a licensed experience that will enhance fan remix creation within Spotify’s controlled platform and generate revenues for artists. This is how our four principles - consent, control, compensation and transparency - translate into tangible benefits for artists. Equally importantly, we share a commitment to protecting artists, reflected in Spotify’s strengthened safeguards against AI-generated spam and low-value content, and Believe’s ongoing work to further reinforce its GenAI music content framework. These efforts illustrate how we are working together to eradicate AI slop and make AI a value creator for music fans, artists and right-holders”, **said Denis Ladegaillerie, Founder and CEO of Believe.**

Charlie Hellman, SVP and Global Head of Music at Spotify, said, *“Done right, fan creativity can deepen the connection between fans and the artists they love, creating new value for artists and driving attention back to the original music. Getting there takes partners across the industry, and Believe and independent artists have helped move the industry forward at every major turning point. I’m encouraged that their participation now strengthens the momentum toward artist consent, compensation and credit.”*

About Believe

Believe is a global artist development company. We empower local independent artists, songwriters, labels, and publishers to scale their businesses and raise audiences at each stage of their career with expertise, respect, fairness, and transparency. Operating in over 50 countries with more than 2,000 employees, Believe provides a full range of

services across recording, publishing, and distribution, offering bespoke solutions engineered for long-term career growth to champion creative independence. We nurture emerging talent and shape the future of local music scenes through our own [brands](#). This unique model pairs on-the-ground local market intelligence with a cutting-edge global technology platform, maximizing royalty optimization and global reach through privileged partnerships with leading streaming platforms. Believe is positioned as the reference partner for responsible innovation in the field of generative AI, in line with our [responsible AI framework](#). Believe is a simplified joint-stock company under French law. Learn more at www.believe.com.

About Spotify

Since its launch in 2008, Spotify has revolutionised music listening. Our move into podcasting brought innovation and a new generation of listeners to the medium. In 2022, we took the next leap, entering the fast-growing audiobook market—continuing to shape the future of audio. Today, more listeners than ever can discover, manage and enjoy over 100 million tracks, 7 million podcast titles, and 700,000 audiobooks on Spotify. We are the world's most popular audio streaming subscription service with 777 million users, including 300 million subscribers, in 184 markets.

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