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#FairMusic

Fair Music Partners

International Music Council

KAPELA

Associated partners

European Music Council
A Regional Group of the International Music Council

EUROPE JAZZ NETWORK

ecsa european composer & songwriter alliance

AEC

Co-funded by the European Union



What gets heard
is what has already been heard.

Popularity Loop vs. Discovery Loop

TRADITIONAL POPULARITY LOOP

Streams → Visibility → Recommendations → More Streams → More Visibility

Success feeds itself, favoring well-known artists and limiting new and niche music exposure.

FAIRMUSIC DISCOVERY LOOP

Relevance → Discovery → Listening → New Signals → Further Discovery

Starts from listener relevance. Every listen creates new signals that broaden diverse discovery and support emerging artists.

THE OPPORTUNITY PATHWAY

New Music → Opportunity → Audience → Streams

How recommendations work on Fair Music



35% — **Audio similarity —**
tempo, key, energy, danceability

25% — **Genre affinity —**
what the listener tends to engage with

20% — **Copyright recency —**
giving recently registered music a discovery opportunity

15% — **Independent artist weighting —**
counterbalancing the structural advantage of very large catalogues

5% — **Listening context —**
time, device and session characteristics

Equally relevant to you

1,000 streams

Equally relevant to you

1,000,000

Should the million-stream track get 1,000× the chance?

1. Countering the ‘Algorithm Dictatorship’ and Gatekeeping

2. Tackling Data Opacity and ‘Fake Streams’

3. Ensuring Economic Viability Against the Attention Economy

F MUSIC PROJECT

A different philosophy of discovery,
tested in a real streaming environment.



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Try the beta. Share your feedback.