

ABNORMAL STREAMING ACTIVITY

WHAT IS ABNORMAL STREAMING ACTIVITY / ARTIFICIAL STREAMING?

Abnormal streaming activity (also referred to as streaming manipulation, abnormal store-end behavior, or artificial streaming) happens when Digital Service Providers (DSPs) notify Mixnauten® about suspicious streams detected by their systems. These streams are seen by DSPs as artificially inflating views, streams, follows, and sales, in order to generate income, create a misleading impression of a track's popularity, or manipulate the release's rank on charts, playlists, or search results. This often involves paying a promotional or playlist service to boost your streams, follows, downloads, favorable playlist placements, or general visibility on streaming platforms (Digital Service Providers), either with or without your knowledge.

While these services claim to offer authentic streams and fans, what they are likely doing is employing bots to repeatedly play your release, or using other forms of manipulation, to illegally increase streams, amplify your songs, and alter their position among other popular tracks. Although the results might seem appealing at first, they can quickly turn into a major issue when a Digital Service Provider detects the unusual activity linked to your release and permanently removes it from the platform.

Spotify, Apple Music, Deezer, and all other streaming platforms treat abnormal streaming activity with utmost seriousness and are continuously implementing new tools and processes to identify and monitor abnormal streaming. They regularly inspect and remove content they believe breaches their terms of service. This will result in an adjustment of your streaming data and royalty calculations and could eventually lead to the removal of your release or account from the platform. As an example, we encourage you to read the full list of prohibited activities under Spotify's User Guidelines (as well as in Artificial Streaming Education).

POSSIBLE CONSEQUENCES OF ARTIFICIAL STREAMING

As a Mixnauten® artist, if you are notified of abnormal streaming activity and this behavior is flagged by the Digital Service Providers, the DSPs will not pay any of the revenue generated through activity considered abnormal and will remove the streams flagged as abnormal from the charts and analytics. The following may also apply (non-exhaustive list):

- DSPs may remove your music from playlists or block it from key features (like search and recommendations, for example).
- DSPs may remove your entire catalog.
- Mixnauten® may issue an official warning, directing you to the warning or disciplinary action received from the DSPs.
- Mixnauten® may charge you for any fraud fees it has received from DSPs due to abnormal streaming (Mixnauten® will not affect non-violating artists through this charge process).

MIXNAUTEN®'S POLICY AND CURRENT ACTIONS AGAINST ABNORMAL STREAMING

At Mixnauten®, we are committed to making the music industry fairer by finding more effective methods to prevent abnormal streaming. We strongly believe that combating abnormal streaming ensures fairness and transparency in the market, thus giving artists a better opportunity to succeed. This means a better opportunity for you!

We maintain constant communication with Digital Service Providers on this matter and regularly discuss with them how to eliminate abnormal streaming activity. We know that DSPs have real people reviewing suspicious streaming figures while also developing technological solutions to detect and counter streaming manipulation. We are confident that the tools and processes they are implementing are highly efficient and will only become more effective over time.

IN CONCLUSION...

Digital Service Providers have developed advanced technology to identify and detect abnormal streaming activity and have put in place policies to address it.

Even if you believe you are working with a legitimate service provider that promises authentic streams in exchange for money, there is still a chance that unauthorized methods are being used.

When in doubt, remember the golden rule: DO NOT accept services (especially paid services) that promise to boost your streams, followers, or place you on a Digital Service Providers' playlist.

There are legitimate ways to promote your release without jeopardizing your revenue or distribution status. At Mixnauten®, we are committed to fighting illegitimate streams and working hard for your success. For any further

questions on this subject, feel free to contact your Mixnauten® Customer Support representative, who will be glad to assist and advise you.

MIXNAUTEN® EU TRADEMARK N. 018795553