



EarOne Airplay Policy

EarOne supports the use of artificial intelligence in ways that enhance rather than replace human creativity.

For this reason, recordings in which generative artificial intelligence has produced all or the main part of the creative elements will **not be considered eligible for our airplay charts**, while continuing to be monitored by EarOne.

In line with the transparency principles promoted by the international music community, we have introduced a declaration within the **Mediasender** platform regarding the use of generative AI in recordings distributed to radio stations, distinguishing between *AI-Assisted* and *AI-Generated* content. The corresponding labels will also appear on the digital cards distributed through Mediasender, providing professional users with clear and immediate information about the use of generative AI in the content they receive.

To support our analysis and verification activities, we have chosen IRCAM AI Music Detector, developed by Ircam Amplify, a French deep tech company affiliated with IRCAM, the international research institute dedicated to music, sound and technological innovation. Where the use of generative AI has not been declared, or where discrepancies emerge between the information provided and the results of our analysis, we will inform the party that distributed the content, giving them the opportunity to provide clarification. Where necessary, we will then carry out additional checks and further analysis. If these checks confirm that the recording is *AI-Generated*, it will not be considered eligible for the charts.

We will continue to monitor radio programming in its entirety, including *AI-Generated* recordings. Their ineligibility applies exclusively to the airplay charts and does not alter or exclude data relating to actual radio airplay. Where a track is available in multiple versions, eligibility will be assessed at the individual recording level: for chart purposes, only airplay and the corresponding scores attributable to eligible versions will be counted.

This policy will be updated over time to reflect technological developments and emerging best practices within the music industry.

Definitions

AI-Assisted

A recording primarily created through human creativity and input, in which generative AI is used to support certain elements.

AI-Generated

A recording in which generative AI has produced all or the majority of the creative elements.

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