

**DEEZER****anr**®**L'ÉCOLE
DES HAUTES
ÉTUDES EN
SCIENCES
SOCIALES****Université
Paris Cité****PANTHÉON SORBONNE
UNIVERSITÉ PARIS 1**

National press release

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Music streaming: an unprecedented collaboration between research and business to illuminate our practices

- Deezer, the CNRS, l'EHESS, l'Université Paris 1 Panthéon-Sorbonne, and l'Université Paris Cité inaugurated the Mixtapes associated research laboratory at the VivaTech gathering.
- Over the course of four years, this LabCom will document the circulation of musical works in France and abroad.
- It will also study the impact of music streaming services on this circulation.

Deezer, a key actor in music distribution in France, has inaugurated, alongside the CNRS, l'EHESS, l'Université Paris 1 Panthéon-Sorbonne, and l'Université Paris Cité, the Mixtapes LabCom, which will study listening practices on these music streaming services. Based on a data set of unprecedented wealth, the teams will describe and understand the social and spatial diversity of listening habits and tastes. This joint research project, supported by the French National Research Agency (ANR) of up to €363 000 over 54 months, will more generally document the circulation of musical works in France and abroad, as well as the impact of music streaming services on these works.

At the intersection of the social sciences and computer science, the teams of the [Mixtapes](#) (Mixed methods and data for music streaming analysis and listening practices) associated research laboratory will work for four years to measure, analyse, and model the social and spatial diversity of listening practices for music and podcasts on music streaming services, under the supervision of Thomas Louail, CNRS researcher, and Manuel Moussalam, head of R&D at Deezer. This research will, among others, help study the changing tastes and listening habits of users over the long term, the consistencies and inconsistencies between stated preferences and listening habits, the impact of streaming service algorithms on the latter, and family transmission of musical tastes.

This associated research laboratory follows on the close collaboration between Deezer and teams from the [Géographie-Cités](#) Laboratory (CNRS/EHESS/Université Paris 1 Panthéon-Sorbonne/Université Paris-Cité) that began in 2017. It follows on the [Records](#) (music streaming service audience practices) project conducted between 2020 and 2025.

A body of quantitative and qualitative data of unprecedented diversity

In conducting this research, the teams will use experimental protocols that combine and compare big data for listening habits collected by Deezer with declarative data collected in surveys based on questionnaires and individual interviews. Developed collaboratively in 2019, these protocols make it possible to complete surveys with tens of thousands of Deezer users in France in conformity with the French General Data Protection Regulation (RGPD), as well as the anonymity of surveys. The scientists eventually plan to deploy these survey protocols abroad. The goal is to conduct comparative studies in a number of other countries in which Deezer is an important actor in music distribution. Another key issue is to produce open and anonymized data based on procedures that are reproducible and accessible to the entire scientific community.

Such enduring access by public research actors to individual and anonymized data for the actual consumption of cultural content is unprecedented in France.

“The CNRS is joining forces with Deezer to create the MIXTAPES associated research laboratory, the extension of a collaboration based on trust that began in 2017. This unprecedented project will explore the digital uses relating to listening to music and podcasts. It brings together the scientific excellence of the CNRS and that of a major actor in streaming, with a view to better grasping contemporary cultural practices, thereby illustrating an association between science and innovation in the field of culture”, declares **Mehdi Gmar**, CNRS Chief Innovation Officer.

Aurélien Hérault, Chief Innovation Officer at Deezer, stresses: *“We are pleased to expand our collaboration with the CNRS via the Mixtapes LabCom. By sharing a wealth of anonymized listening data, we are contributing to cutting-edge research on the habits and practices of music streaming. This knowledge will strengthen transparency in the sector, and will help with the ongoing improvement of our products and functionalities in the service of our users and subscribers.”*

“Developing, strengthening and diversifying relations between the academic world and industry is a priority for the ANR, which offers several complementary and specific funding schemes to facilitate public-private partnerships. We are delighted with the launch of the Mixtapes LabCom, which fully illustrates this complementarity by following on from the Records Collaborative Research Project - Companies (PRCE), a funding instrument also supported by the ANR, and which consolidates an ongoing collaboration that we hope will last. This is what is at stake for the ANR, which is committed to a global approach to supporting innovation”, says **Arnaud Torres**, advisor to the ANR President.



From left to right: Aurélien Hérault, Director of Innovation at Deezer; Mehdi Gmar, Deputy Director of Innovation at CNRS; Arnaud Torres, Advisor to the President of the French National Research Agency (ANR); Clarisse Berthezène, Université Paris Cité and Estelle Girard, Head of Projects and Agreements in the Research Development Department at EHESS. © David Pell/CNRS Images.



From left to right: Thomas Louail, CNRS researcher at the Géographie-Cité laboratory (CNRS/EHESS/Université Paris 1 Panthéon-Sorbonne/Université Paris-Cité), Anne-Cécile Ott, CNRS post-doctoral researcher at the Géographie-Cité laboratory, Manuel Moussallam, head of R&D at Deezer, and Olivier Saretta, journalist and moderator. © David Pell/CNRS Images.

Contacts :

CNRS Press | Manon Landurant | T +33 1 44 96 51 37 | manon.landurant@cnrs.fr

Deezer Press | Nicolas Pré | T +33 6 61 99 50 11 | npre@deezer.com

EHESS Press | Alice Jourdan | T +33 6 14 12 66 35 | presse@ehess.fr

Paris 1 Panthéon-Sorbonne Press | Gwenaél Cuny | T +33 1 89 68 43 59 | presse@univ-paris1.fr

ANR Press | Katel Le Floc'h | T +33 6 81 61 12 97 | contactpresse@anr.fr

About CNRS

A major player in basic research worldwide, the National Centre for Scientific Research (CNRS) is the only French organisation active in all scientific fields. Its unique position as a multi-specialist enables it to bring together all of the scientific disciplines in order to shed light on and understand the challenges of today's world, in connection with public and socio-economic stakeholders. Together, the different sciences contribute to sustainable progress that benefits society as a whole. (www.cnrs.fr)

About Deezer

Deezer is one of the world's largest independent music experiences platforms, connecting fans with artists and creating ways for people to Live the music. The company provides access to a full-range catalog of high quality music, lossless HiFi audio and industry-defining features on a scalable platform available in 180+ countries. Founded in 2007 in Paris, Deezer is now a global company with around 550 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. By building strategic partnerships in key markets across Europe and the Americas, Deezer keeps delivering brand value and end-user engagement across a wide variety of industries, including telecommunications, media, audio hardware and e-retail. As an industry thought leader, Deezer was the first platform to introduce a new monetization model since the inception of music streaming, designed to better reward the artists, and the music that fans value the most. Deezer is listed on Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index. For the latest news, please visit newsroom-deezer.com

About Paris 1 Panthéon-Sorbonne

The Paris 1 Panthéon-Sorbonne University combines the glorious heritage of the college founded by Robert de Sorbon in the 13th century with an innovative multidisciplinary project. As the leading French university in humanities, arts and social sciences, it has cultivated a unique spirit since 1971 that combines rigorous scientific approaches with the ambition to develop new knowledge that transforms the world.

Located across 25 sites in the Île-de-France region, and open to the world and Europe, notably with the future-oriented Una Europa university, it supports nearly 45,000 students annually and boasts one of the largest alumni networks on the continent.

Thanks to its exceptional range of disciplines, it trains researchers, teachers, professionals, executives for businesses and administration, economists, managers, artists... but above all, critical citizens who analyze the world around them and imagine concrete solutions to address the new challenges of our society. The Paris 1 Panthéon-Sorbonne University is today the major French university in humanities, arts and social sciences, committed to placing humans at the heart of scientific approaches and education.

- 45,000 students and 22,000 graduates per year
 - Over 1,400 teachers and teacher-researchers
 - 10 doctoral schools and more than one thesis defended each day
 - A motto: *Omnibus sapientia, unicuique excellentia* (Knowledge for all, excellence for each)
- Newsroom Paris 1 Panthéon-Sorbonne

About the École des hautes études en sciences sociales (EHESS)

The École des hautes études en sciences sociales (EHESS), founded in 1975, is one of Europe's leading centres for the humanities and social sciences. It is unique in the French higher education and research landscape, not only because of its interdisciplinary intellectual project, but also because of its training-through-research model, its international reach and its openness to society. EHESS brings together teacher-researchers and students from all over the world - 3,000 of them - as well as administrative and technical research support staff. The School is based in Paris, at the Campus Condorcet in Aubervilliers and in Marseille, and is home to nearly 40 research units. It hosts visiting lecturers, has its own publishing house, Éditions de l'EHESS, and its own social science festival, Allez Savoir. (www.ehess.fr)

About Université Paris Cité

Université Paris Cité is a world-class, research-intensive, multi-disciplinary university with the 'Initiative of Excellence' label and a strong professional training dimension. It is positioned at the top international level for the influence and originality of its research (117 research units), the diversity and attractiveness of its training courses (one engineering school, two IUTs, 26 graduate schools), its capacity for innovation (university innovation centre) and its active participation in the construction of the European research and training area. Université Paris Cité comprises three faculties - Health, Sciences, Society & Humanities - a component institution, the Institut de Physique du Globe de Paris, and a partner research organisation, the Institut Pasteur. It has 63,000 students, including 3,000 doctoral students, and 7,540 teacher-researchers, professors, researchers and administrative staff. As a university with a positive impact on society, it is committed to 'global health: healthy humans in a healthy society on a healthy planet'. (u-paris.fr)

About the French National Research Agency (ANR)

As a public institution under the authority of the French Ministry of Higher Education and Research, the ANR is the funding agency for project-based research in France. It funds and promotes basic and applied research in all disciplines at the national, European, and international level. It also funds technological innovation, technology transfer, and partnerships between research teams from the public and private sectors, in addition to strengthening dialogue between science and society. The ANR also serves as the main operator of the France 2030 Investment Plan in higher education and research. France 2030 supports excellence and transformations in higher education, research, training, and innovation across priority sectors. The ANR selects, funds, and monitors projects in connection with these objectives. The ANR is ISO 9001 certified, and was awarded the "professional equality" label. (anr.fr)