

35% of Internet Users Consume Music Illegally

- *Spotify has blocked access for users who were using modified versions of its app to access its premium option without paying the required subscription fee.*
- *In response to the increase in illegal consumption, platforms like Sharesub have demonstrated that it is possible to offer legal and affordable alternatives to consumers, with over 560 digital services available.*

xx march 2025.- Digital piracy remains a persistent problem in the digital sector, and music is no exception. According to a study by the International Federation of the Phonographic Industry (IFPI) and Ipsos, 35% of Internet users consume music illegally, with this figure rising to 55% among the 16-24 age group.

Recently, Spotify, the leading global music streaming platform, has taken decisive steps to combat this issue. In recent days, the company has blocked access for users who were using modified versions of its app to access Spotify Premium without paying for the subscription.

This move has sparked a stir in online communities, where hundreds of users have reported issues accessing the service. The measure has highlighted the extent to which modified APK apps are being used to bypass the limitations of Spotify's free version, enabling users to skip ads, freely select songs, and download content without any cost.

A Major Blow to Digital Piracy

Digital piracy in Spain has seen a significant increase. In 2023, the value of illicit content reached 33.957 billion euros, a 5% increase compared to the previous year. At the European level, the illegal consumption of music is even more alarming, with an average of 10.3 illegal accesses per month among Internet users, according to the International Federation of the Phonographic Industry (IFPI).

Spotify's decision adds to the efforts of other digital entertainment platforms trying to ensure that their subscription models remain viable. The company has implemented improvements to its servers to more effectively detect the use of unofficial apps, blocking access for these users without affecting those with valid subscriptions.

Sharesub: A Legal and Accessible Alternative

In response to the rise in illegal digital content consumption, platforms like Sharesub have shown that it is possible to offer legal and affordable alternatives to users. Sharesub allows for the secure and transparent sharing of subscriptions to over 560 digital services, including music platforms like Spotify, video streaming services, productivity tools, and educational apps.

Thanks to its shared subscription model, users can reduce their costs by up to 75%, with an average annual savings of 400€—without needing to resort to modified or illegal versions of apps. This approach not only offers an accessible alternative to consumers but also contributes to the sustainability of digital platforms by promoting legal access to their services.

In the words of Jean-Brice de Cazenove, founder and CEO of Sharesub, *“With the growth of digital consumption and the rising cost of subscriptions, it is crucial to find models that offer accessibility and legality without harming the industry.”* He continued, *“While each platform tackles piracy in different ways, Sharesub’s shared subscription model presents an effective solution to ensure users can access premium services without resorting to illegal practices.”*

Sobre Sharesub

Sharesub es una plataforma francesa pionera en la suscripción compartida en Europa. Fundada en 2020, permite a los usuarios dividir los costes de suscripción de más de 560 servicios digitales, incluyendo plataformas de streaming, servicios de música, aplicaciones educativas y herramientas de oficina. Presente en 33 países, Sharesub ofrece una solución innovadora que permite reducir los costes entre un 30% y un 75%, con un ahorro anual medio de hasta 400€.

Contactos de prensa

V3rtice Comunicación

Víctor Goded / Arnau Canals

victor@v3rtice.com / arnau@v3rtice.com

Tel: 676218859 / 695499953