

Grammy Winner Spalter Unveils AI Protocol for Warner/Suno Deals

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Bradley Spalter: Founder & Chief "Music Designer" / Grammy-Winning Producer

— The company's central creative engine and primary intellectual property asset. As a decorated industry veteran, Bradley bridges the gap between legacy hit-making and the future of AI, serving as the verified "human interface" behind the technology. He directs all sonic architecture, content strategy, and technological integration, positioning the brand as the premium standard in the AI-generated music market.



Los Angeles, California Dec 18, 2025 ([IssueWire.com](https://www.issuewire.com)) - Bradley Spalter, the Grammy-certified record producer and songwriter, today announced the strategic consolidation of his media and technology ventures to focus on validating and monetizing the Artist Digital Footprint in the age of generative music, introducing the "Sovereign Sign Protocol."

This initiative, spearheaded by Spalter Entertainment Technologies, is designed to provide the crucial execution model missing from major industry deals like the Warner/Suno partnership. It effectively bridges the gap between AI creation and verified digital touring, establishing a new class of secure, non-recoupable revenue for creators.

Key Initiatives and Technology Focus:

- **The Sovereign Sign Protocol (SSP):** This proprietary framework addresses the industry-wide challenge of artist verification in a deepfake world. The SSP creates a verifiable, clean chain-of-title for an artist's entire catalog, validating the artist's digital identity across all platforms, including future integrations with touring services like Songkick and AI development models like Suno.
- **AI-Enhanced Catalog Licensing ("Data & Identity License"):** The technology is positioned to enable a highly lucrative "Data & Identity License," allowing labels and artists (including those with complex legacy recoupment issues) to monetize their intellectual property through clean data sets used for AI training, while preserving the original human creative credit.
- **The "Reimagined Project":** This initiative utilizes proprietary AI modeling to restore the full dynamic range and frequency of back-catalog assets lost during old compression processes (a core focus of his past work with Max Sound Corp), preparing decades of music for 2025's high-definition, immersive audio formats.

"The industry has recognized that the artist's identity is the most valuable asset in the generative AI economy," says Bradley Spalter. "Our Sovereign Sign Protocol provides the essential, architected framework required to implement these complex deals—such as the Warner/Suno integration—by securing the artist's legacy data and turning it into a new, profitable revenue stream."

Mr. Spalter leverages a career built on musical excellence and innovation:

- **Grammy Award:** Winner of a Grammy in 2001 for his participation on the Best Vocal Performance (Gladys Knight, "At Last").
- **Industry Influence:** Known for co-writing and producing hit singles, including Christina Milian's "Whatever U Want," and his early involvement in launching Clive Davis's J Records.

About BSMG Media Group / Spalter Entertainment Technologies

BSMG Media Group and Spalter Entertainment Technologies are dedicated to the convergence of entertainment creation and disruptive technology. Led by Grammy-certified producer and entrepreneur Bradley Spalter, the companies focus on intellectual property development, film and television

production, and pioneering AI-driven audio solutions that enhance the quality and commercial viability of digital media globally.

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