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It is important for companies to be transparent to consumers about what they are consuming. Allowing record labels or other major players in the music industry to pay broadcasters to play their music without explicit recognition of this minimizes transparency. It will enable special interests to curate the content being played on the number one method for music discovery without consumers understanding that there are different options for music out there. More importantly, this would further tip the balance of the playing field to the advantage of large corporations, minimizing competition in the industry and hurting smaller artists, record labels, etc.