



Drake Accuses UMG and Spotify of Kendrick's Chart Maneuvering

Description

Drake has launched a legal challenge against Universal Music Group (UMG) and Spotify, alleging that both entities colluded to artificially enhance the popularity of Kendrick Lamar's track "Not Like Us." In a court filing submitted on November 25 in Manhattan, Drake's Frozen Moments LLC accuses UMG of orchestrating an illicit scheme involving bots, payola, and additional dubious tactics to elevate the exposure of Lamar's song, which notably includes pointed jabs directed at Drake amid their ongoing rivalry.

Drake's legal representatives assert, "UMG did not rely on chance or standard business practices; instead, it instigated a concerted campaign to manipulate streaming platforms and radio airwaves." The allegations against UMG include violations of the Racketeer Influenced and Corrupt Organizations Act (RICO), a federal statute commonly employed in criminal cases involving organized crime, alongside claims of deceptive business practices and false advertising under New York law.

This court action signifies a dramatic turn in the much-publicized feud between the two artists, during which they exchanged a series of harsh diss tracks earlier this year—an escalation rarely seen within the hip-hop community. Moreover, it marks a profound schism between Drake and UMG, the label that has been instrumental throughout his career, first via a deal with Lil Wayne's Young Money imprint and subsequently through a direct contract with Republic Records.

While the current filing serves as a "pre-action" petition aimed at gathering information prior to a full lawsuit, the allegations predominantly target UMG rather than Spotify. A UMG spokesperson vehemently denied all accusations, calling them unfounded and offensive, asserting that the company adheres to the highest ethical standards in marketing and promotions. Spotify, on the other hand, opted not to comment on the matter.

Drake's attorneys contend that UMG implemented its strategy through various means, including significantly discounted licensing rates for Spotify in return for preferential treatment in song recommendations. They allege that UMG not only employed social media influencers for song promotion but also engaged legions of bots to artificially inflate listening figures.

One particularly striking assertion claims UMG paid Apple to manipulate Siri, thus redirecting users searching for Drake's "Certified Lover Boy" album to Lamar's song instead, amplifying its visibility amidst the feud. Amid this complex web of claims and counterclaims, Drake's legal team emphasizes ongoing dialogues with UMG aimed at reaching a resolution, only to be met with reluctance and attempts to deflect responsibility. The situation continues to develop, with further updates anticipated.

Vocabulary List:

1. **Alleging** /ə'ledʒɪŋ/ (verb): Claiming or asserting that something is true typically without evidence.



2. **Colluded** /kə'lu:dɪd/ (verb): Conspired or plotted together especially for illegal or deceitful purposes.
3. **Orchestrating** /'ɔ:rkəstreɪtɪŋ/ (verb): Planning or coordinating the elements of a complex process.
4. **Dubious** /'dju:biəs/ (adjective): Hesitating or doubting; not to be relied upon.
5. **Instigated** /'ɪnstɪgeɪtɪd/ (verb): Provoked or stirred up particularly with a negative connotation.
6. **Manipulate** /mə'nɪpjʊleɪt/ (verb): Control or influence (a person or situation) cleverly or unscrupulously.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is the term for designing and arranging dance movements?
Option: Succumbed
Option: Preeminent
Option: Choreography
Option: Meticulous
2. Which word means forbidden or not allowed?
Option: Colluded
Option: Prohibited
Option: Instigated
Option: Philanthropic
3. Which word describes something causing a marked change or alteration?
Option: Recuperating
Option: Criticism
Option: Transformative
Option: Ardent
4. Which term refers to feelings of worry or unease about something?
Option: Intriguing
Option: Choreography
Option: Acclaimed
Option: Concerns
5. What is the term for handling or controlling something in a skillful manner often unfairly or dishonestly?
Option: Emotional
Option: Orchestrating
Option: Manipulate
Option: Anticipated
6. Which word means peaceful or calm?



- Option: Dubious
- Option: Constraints
- Option: Tranquil
- Option: Viability

7. What term describes gradual development or change over time?

- Option: Evolving
- Option: Complicated
- Option: Succumbed
- Option: Alleging

8. Which word refers to recovering health strength or balance after illness or hardship?

- Option: Arduous
- Option: Portrayed
- Option: Recuperating
- Option: Substantial

9. What word means of considerable importance size or worth?

- Option: Transported
- Option: Prohibited
- Option: Substantial
- Option: Alleging

10. Which term refers to the ability to work or be successful?

- Option: Ardent
- Option: Prohibited
- Option: Viability
- Option: Transformative

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The team _____ the opponent's strategy and prepared for a strong defense.
12. The elderly couple enjoyed each other's _____ during their daily walks in the park.
13. His _____ about the project's timeline led him to request additional resources.
14. Despite facing harsh _____ the artist continued to push the boundaries of creativity.
15. The movie's ending left the audience feeling deeply _____.



16. Some politicians try to _____ public opinion through misleading statements.
17. The billionaire's _____ efforts have positively impacted many communities.
18. After the surgery she spent weeks _____ at home before returning to work.
19. Despite the medical team's efforts the patient eventually _____ to the illness.
20. The new technology had a _____ impact on how businesses operated.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. She was known for her attention to detail when designing costumes for the play.
22. Completing the marathon was an task that required months of training.
23. The journalist was accused of falsely corruption within the government.
24. The company's sudden success raised among industry analysts.
25. The rumors were deliberately spread to unrest among the employees.
26. The social media campaign was successful due to the efforts of the marketing team.
27. The legal case became more as new evidence emerged.
28. He was an supporter of environmental conservation and spent weekends volunteering at wildlife reserves.
29. The artist's latest painting was widely for its unique style and emotional depth.
30. The actor skillfully the inner turmoil of the character through subtle gestures and expressions.

Answer

Multiple Choice: 1. Choreography 2. Prohibited 3. Transformative 4. Concerns 5. Manipulate 6. Tranquil 7. Evolving 8. Recuperating 9. Substantial 10. Viability

Gap-Fill: 11. Anticipated 12. Companionship 13. Concerns 14. Criticism 15. Emotional 16. Manipulate 17. Philanthropic 18. Recuperating 19. Succumbed 20. Transformative

Matching sentence: 1. Meticulous 2. Arduous 3. Alleging 4. Dubious 5. Instigated 6. Orchestrating 7. Complicated 8. Ardent 9. Acclaimed 10. Portrayed



CATEGORY

1. Entertainment - LEVEL5

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