

TEOSTO

Artificial intelligence in music

**Survey report
October 2023**



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Background and implementation of the survey

The new, creative role of artificial intelligence is revolutionising the world. Generative artificial intelligence refers to the latest, content-producing artificial intelligence solutions that create models based on the provided training material, and are capable of producing content similar to the training material.

Also in the music industry, artificial intelligence is proving to be an industry-wide transformative force that introduces both new opportunities and threats. AI solutions can facilitate the creative process of music and help in the production phase and marketing. At the same time, there are still many ambiguities surrounding the rights related to artificial intelligence.

As artificial intelligence has rapidly entered the creative industry, the need to identify related phenomena and develop rules for the use of artificial intelligence has grown. Forming an opinion on the many aspects and possibilities of artificial intelligence requires a broad and interdisciplinary understanding.

A responsible approach to artificial intelligence is in the interests of both Teosto and its members. As a non-profit organisation, Teosto's purpose is to work for the success of music and its authors. With a survey aimed at our music author members, we wanted to map the prevalence of the use of artificial intelligence and general attitudes towards artificial intelligence. The goal was to form a comprehensive view of how artificial intelligence and the opportunities and threats it brings are viewed in the music industry. The results of the survey will be used, among other things, in the planning of Teosto's operations and policy affairs.

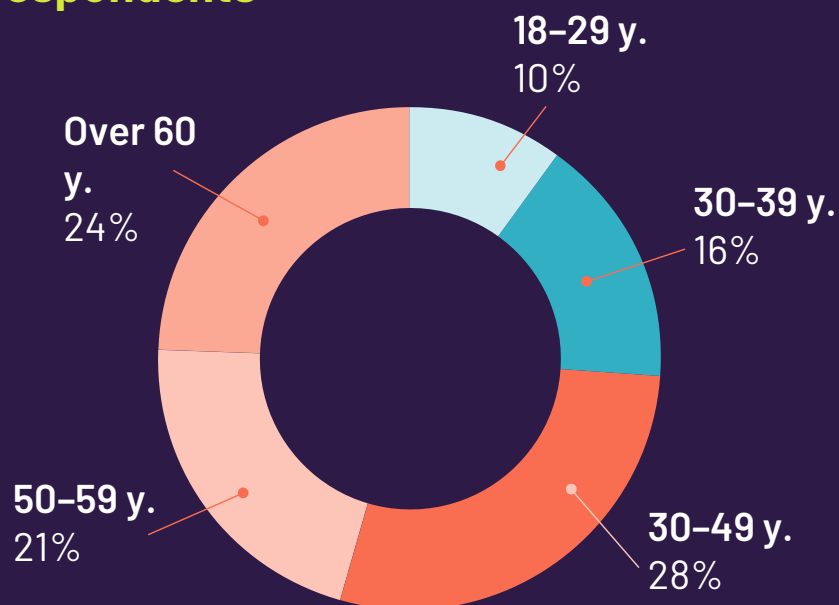
The survey was carried out using Teosto's own survey tool. It was sent by e-mail to all individual members (about 30,000 e-mail addresses) in September 2023. In addition, the survey link was distributed via networks and social media to music authors, publishers and performers.

The survey's target group and respondents

717 respondents

(512 artists, 648 composers/lyricists,
338 producers and 70 music publishers)

Age distribution of respondents



Most common genres

pop (47%)

rock/heavy (46%)

contemporary music (18%)

other (32% – incl. electronic music, media music, schlager music)

Experience

84%

had more than ten years
of experience in the
music industry.

General views on AI in the Finnish music industry

91 %

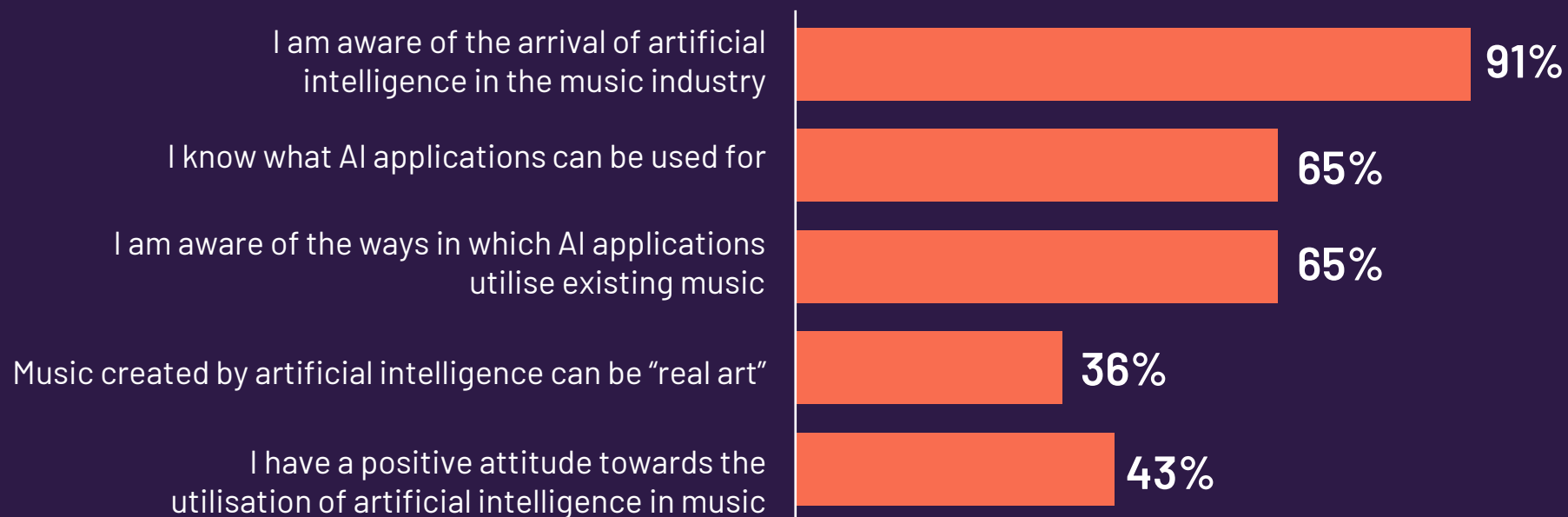
are aware of the arrival of artificial intelligence in the music industry

43 %

have a somewhat positive attitude towards the utilisation of AI in music

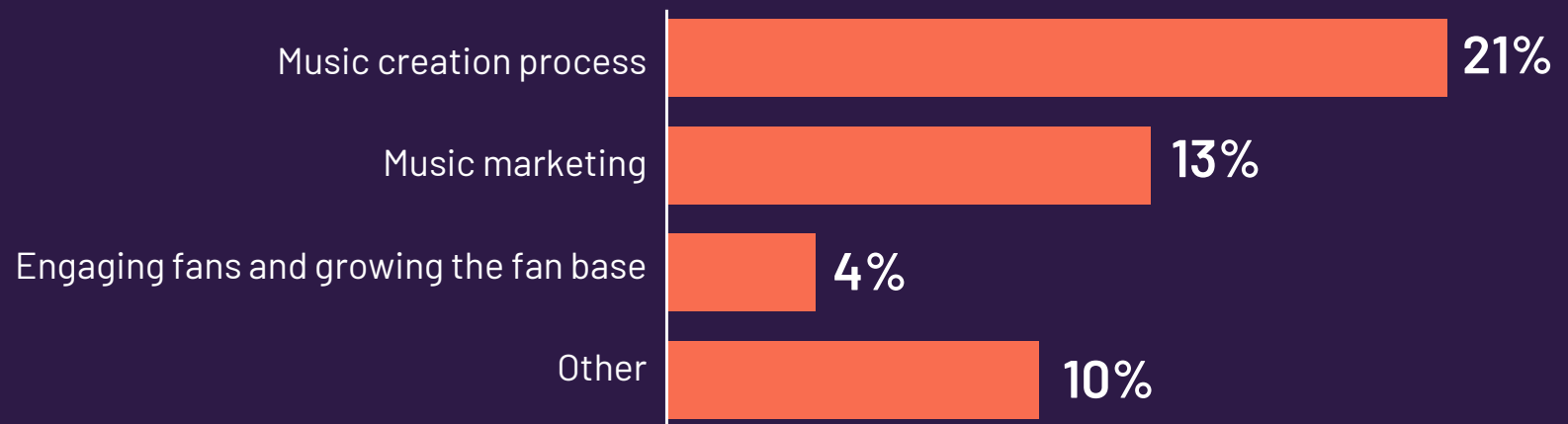
Views on AI in the Finnish music industry

Most are aware of the arrival of artificial intelligence in the music industry. However, there is also a lot of uncertainty and doubt.



How is artificial intelligence utilised in music?

About a third of the respondents have used artificial intelligence in their work. It has been used for the following, for example:



Artificial intelligence has been utilised in, for example, recording, mixing and mastering as well as graphic design, such as album covers.

What would artificial intelligence like to be used for in the music industry?

Many of the respondents were interested in using AI in the future. The most popular areas were marketing and the creative process.



49 %

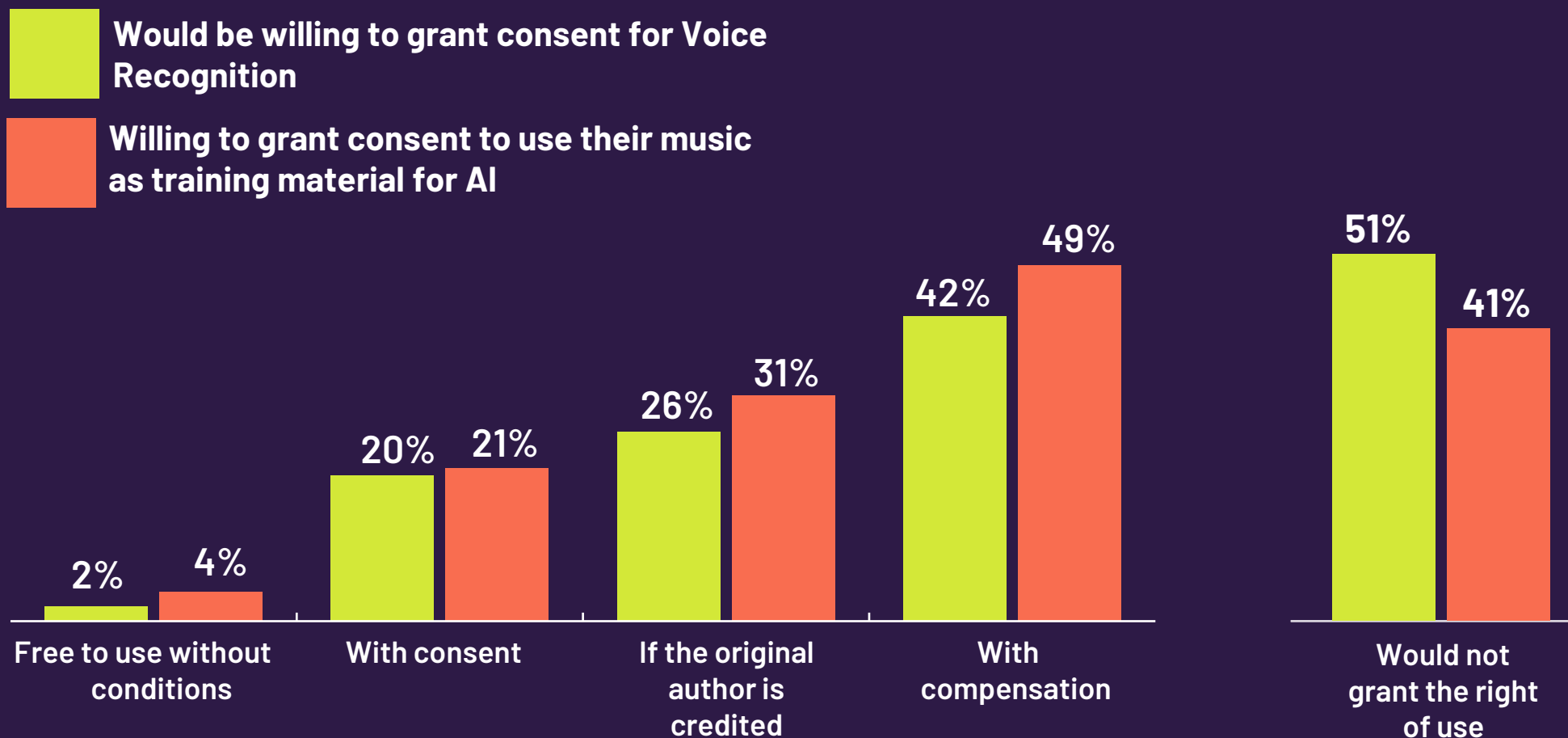
would be willing to give their music to be used by AI if compensated

41 %

would not be willing to give their music to be used by AI

Consent, transparency and compensation are key elements

The respondents would be willing to make their voice or music available to artificial intelligence applications only with consent, credit and compensation.



Copyright and artificial intelligence

Most of the respondents were aware of copyright issues related to artificial intelligence applications. Few respondents would be willing to give copyright protection to music created by artificial intelligence.

75 %

are aware that, according to current legislation, content produced by artificial intelligence is not eligible for copyright protection.

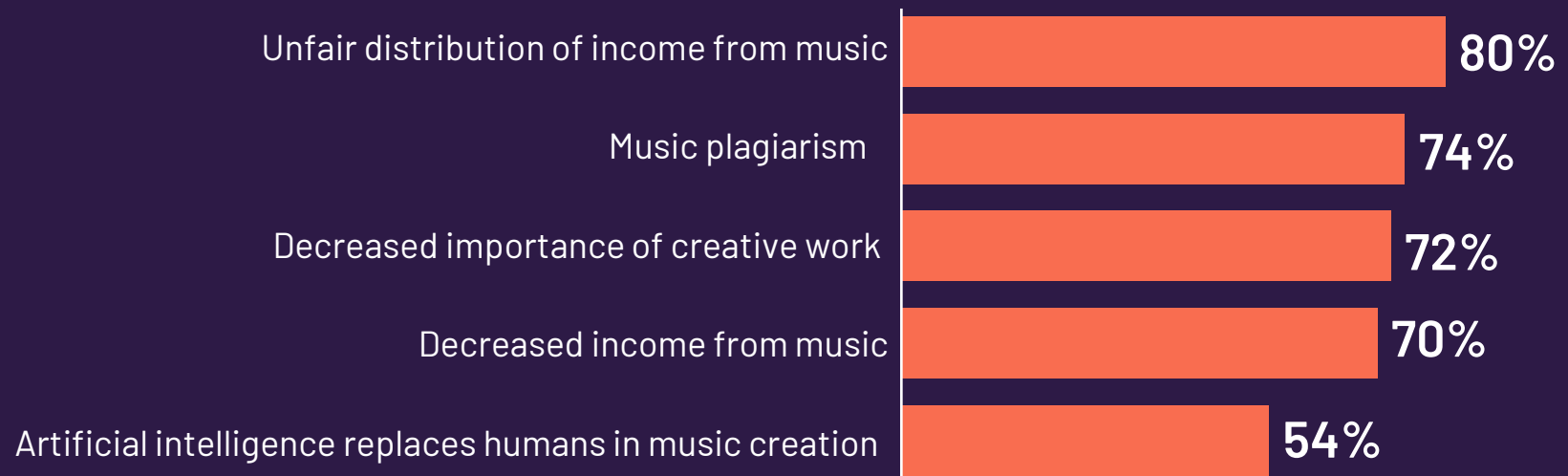
15 %

would be ready to give copyright protection to music created by artificial intelligence. Only a slightly larger percentage of the respondents (16%) think that artificial intelligence should be labelled as one of the creators of the work.

Fears and threats related to artificial intelligence

The biggest threats associated with artificial intelligence were related to the distribution of remuneration and music plagiarism. The respondents believe in the demand for human skills in the future as well.

The respondents were at least somewhat concerned about the following threats



Artificial intelligence is met with both resistance and curiosity – however, the creative side remains the responsibility of humans

Open comments from the survey

"The use of artificial intelligence should be limited until sufficient regulations have been created."

"Attention should be paid primarily to education and information."

"Artificial intelligence should be banned and eradicated everywhere before it destroys everything of human value."

"Artificial intelligence will destroy music, just like all other art. It is sheer madness/suicide to allow the use of artificial intelligence in music in any way."

"Artificial intelligence has been used for a long time, especially in technical production, and it doesn't seem to bother anyone."

"Chart music is already largely very calculated and produced according to a 'hit formula', so it can very well be outsourced mechanically."

"Music customers end up using AI music instead of music made by humans because AI music is 'good enough' and cheaper."

"I trust that artificial intelligence will continue to make uninteresting music, so the damage is not great from an artistic point of view."

"AI creates new opportunities to implement creative ideas faster. It should be seen as a new tool and opportunity, not a threat."

"In the end, the audience decides whether they want to listen to 'authentic', human-made music or music created by artificial intelligence."

"There is always an audience for so-called organic music. People want to listen to live music played by real people."

"In the end, AI is quite incompetent. It is capable of making suggestions, doing monotonous work and increasing production values."

"Transparency is important. The use of artificial intelligence should be openly disclosed."

"A full listing of the materials used for the training of artificial intelligence should be made publicly available. Everyone whose work has been used for the training of AI should receive remuneration."

"AI and computers should be equated with each other. Music has been made with computers for approx. 50 years, and there have been no copyright issues."

"Since the widespread introduction of artificial intelligence cannot be avoided, the legislation must be updated as soon as possible."

Conclusions

Artificial intelligence is undoubtedly one of the biggest changes in the music industry since digitalisation. Many respondents stated that it is pointless to oppose it because it is already here. Most of those working in music are aware of the arrival of artificial intelligence in the music industry.

The attitudes of Finnish music authors towards AI are mainly expectant. The attitudes seem to be divided: one half of the respondents had a fearful attitude towards AI, while the other half was curious about it.

Few yet use artificial intelligence as part of the music creation process. About a fifth of the respondents use it to aid the creation process. Even more utilisation possibilities centre around technical tasks such as mixing, recording and music marketing. However, many people are interested in artificial intelligence, and the need for information, training and building understanding is great.

Artificial intelligence applications make use of a large mass of existing copyrighted works, for which they have generally not requested permission from the authors. However, **more than half of the respondents are ready to give their music to artificial intelligence applications** as long as it is done in a responsible way and they are compensated for their work. In addition to remuneration, the respondents emphasised the importance of consent and transparency when AI applications use existing audio or music as their material.

A responsible approach to generative artificial intelligence will be key to its future utilisation. The biggest threats revolve around music authors' reduced earnings, unless responsible rules are created for the use of artificial intelligence.

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