

believe[®] tuneCORE.

AI in Music Report



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Foreword

DENIS LADEGAILLERIE

FOUNDER & CHIEF EXECUTIVE OFFICER, BELIEVE

Generative AI and AI will transform in a positive manner every aspect of our partnerships with artists and the way we partner with digital music services, which is why it is essential that our strategy as a company is aligned with that of our artists: that of a responsible approach to AI and to the exciting opportunities and future use cases that we will develop as a core part of our mission to serve all artists.

Believe's aim is indeed to develop artists and labels at each stage of their career and development in the digital age. In all markets. With respect, fairness, expertise and transparency. These driving forces are at the very foundation of our long-term trust relationships with our artists and labels.

With AI and generative AI opening a new age of Creativity, empowering everyone to make high quality music, and Discovery, giving every artist a chance to meet their audience, these core values have defined the 4 Responsibility principles that we will use to assess each AI and generative AI opportunity: consent, control, value-sharing and transparency.

ANDREEA GLEESON

CHIEF EXECUTIVE OFFICER, TUNECORE

At TuneCore, our mission is to help self-releasing artists make better music, become better known, and to make their lives easier overall. This is the lens through which the company evaluates how we best utilize AI and generative AI to support music creators. We know that the rise of AI in music poses both opportunities and challenges for independent artists. Understanding both requires thoughtful and innovative initiatives so that TuneCore can offer new avenues for enhancing creativity, facilitating fan engagement, and providing new revenue streams while remaining sensitive to transparency, artist consent and fairness in monetization.

As always, when we want to learn about what artists want, we ask them directly. Through this report, TuneCore's researchers shed light on the perspectives and experiences of independent, self-releasing music creators in the age of AI, engaging with artists from diverse backgrounds, genres, and career stages, in order to capture a holistic grouping of views. Armed with this data, TuneCore vows to continue as a trusted partner, harnessing the potential of AI for our artists in a way that is respectful and protective of their artistry and career goals, while maximizing opportunities around this technology. We will continue to innovate and lead by providing the most diverse and effective AI driven solutions for all self releasing artists.



02

Demographics of Survey Respondents

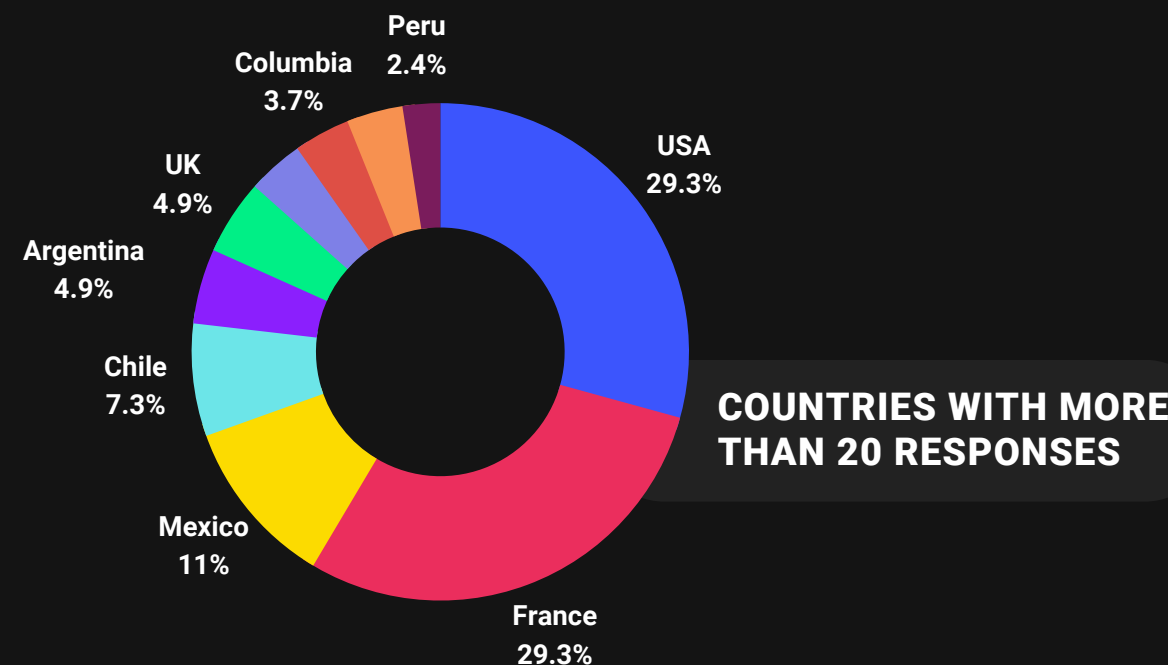
Demographics of Survey Respondents

WHO DID WE SURVEY?

1,558
Artists

LOCATION

 **10+**
Countries



TOP GENRES

Pop
36%

Hip Hop
29%

Rock
29%

Electronic
26%

EXPERIENCE

57%  

reported over 10 years of experience in the music industry



03

Perception of AI in Music

How Aware are Artists of AI?

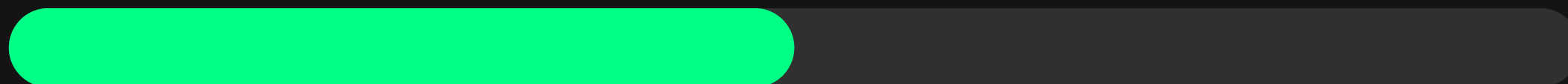
AI is currently experiencing an early and rapid adoption phase with an overall positive outlook for its future in music.

50%

Aware and engaged in AI have a positive perception of its benefits and opportunities

39%

Unaware and apathetic toward AI, have fears and concerns with the technology



04

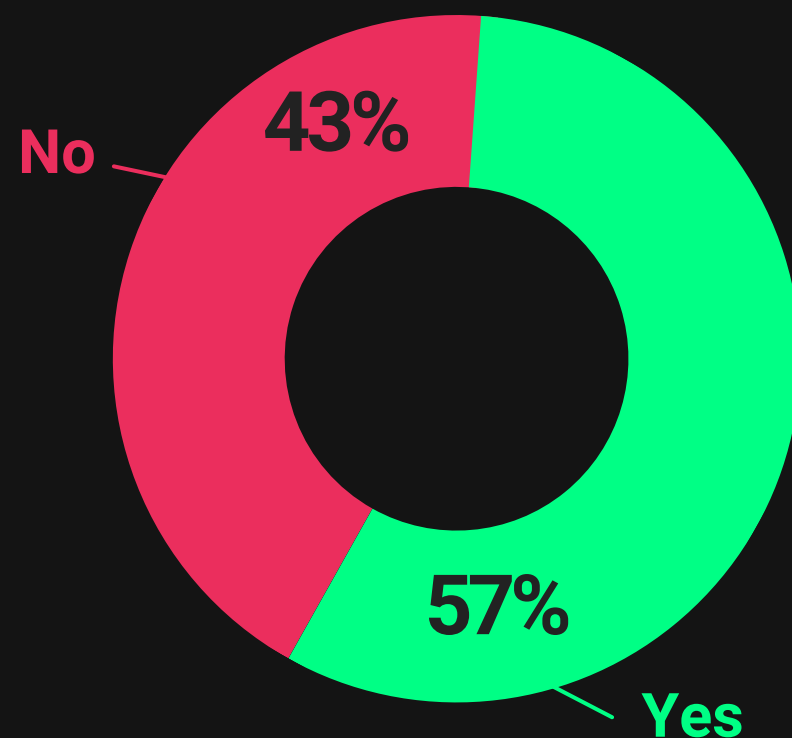
How do Artists use AI in Music Today?

How do Artists use AI in Music Today?

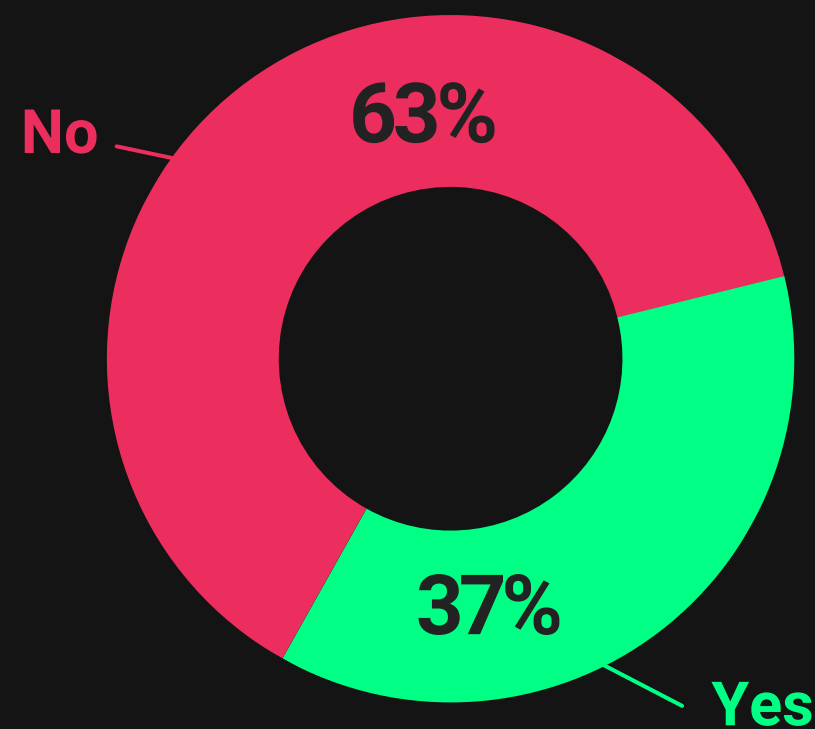
27%

Have used some type of AI music tools.
Within that group, individuals have used AI to:

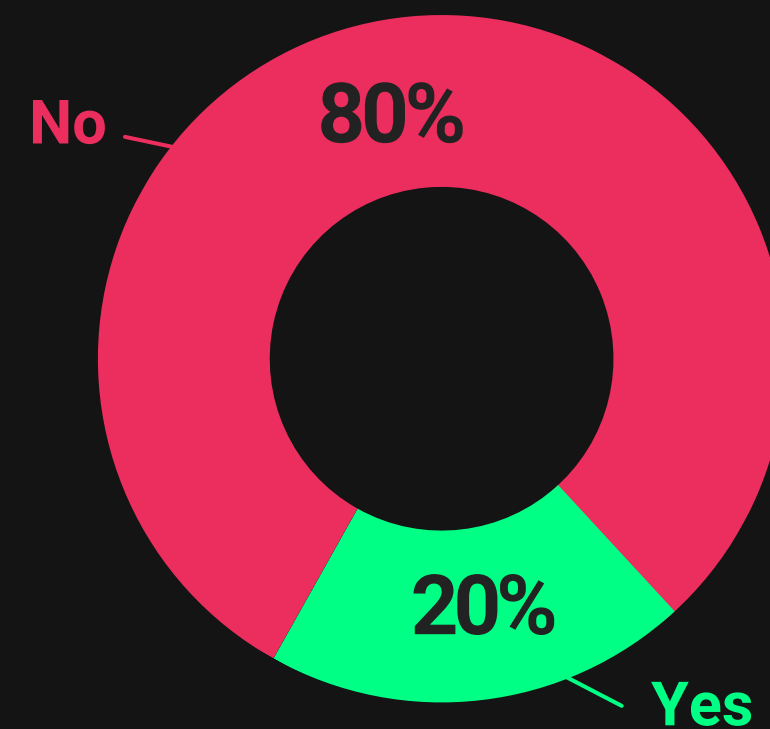
Create Artwork



Create Promo Assets

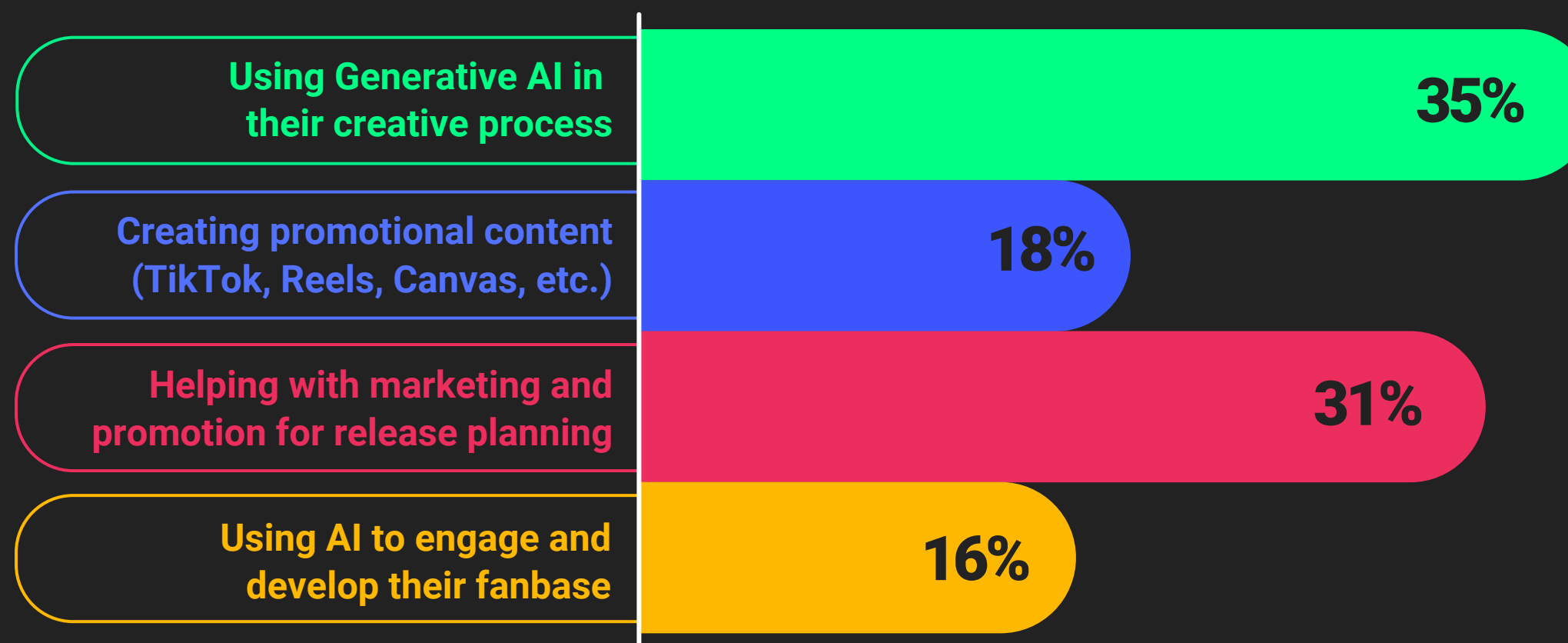


Engage Fans



What are Artists Interested in Using AI for?

Artists are most interested in using AI for their creative process, promotional content, marketing and developing their fanbase.



05

Consent, Control, Compensation & Transparency

50%

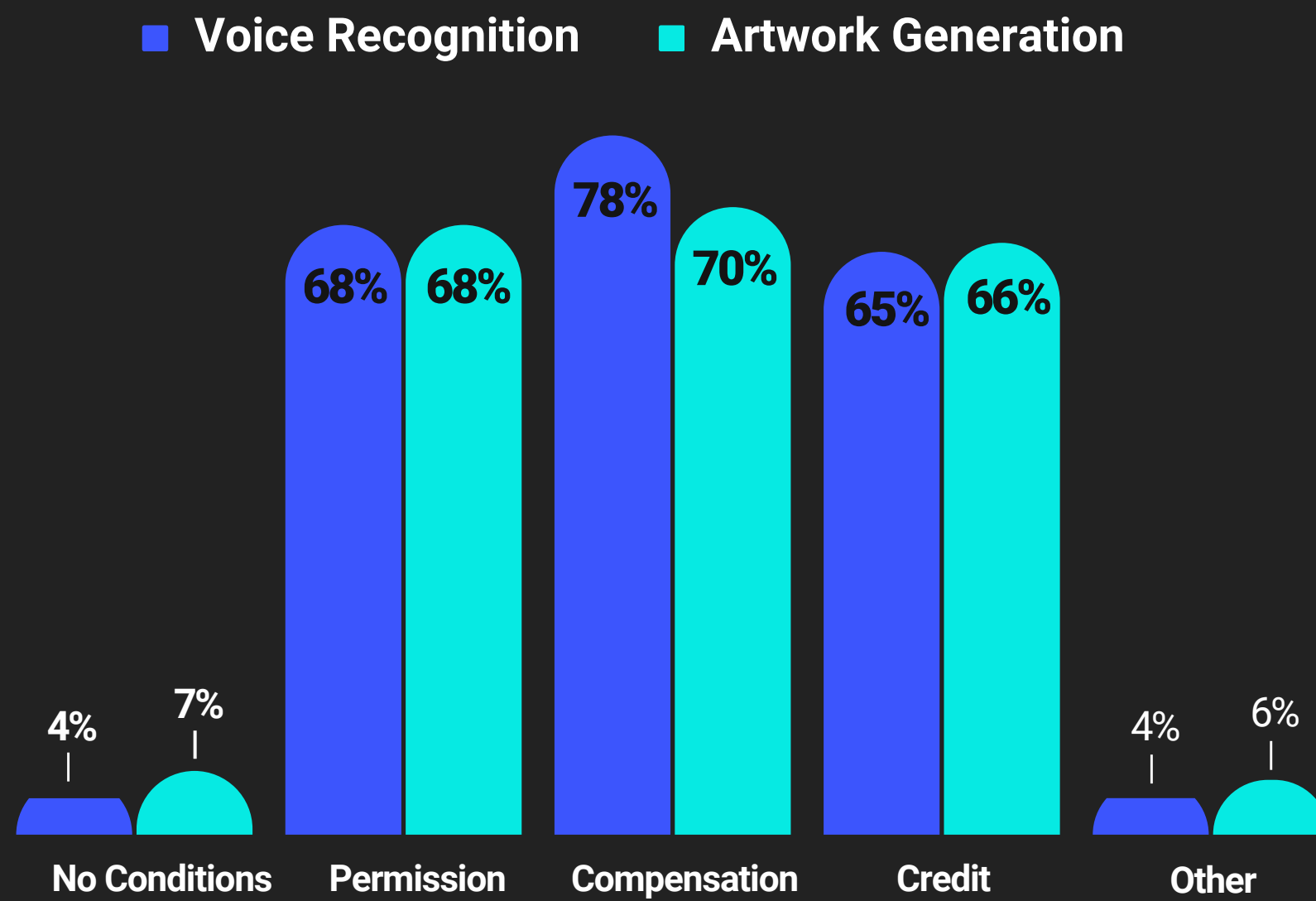
Show a willingness to offer their music for machine learning (ML) while placing a strong emphasis on adopting a responsible approach when it comes to AI.

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Would grant consent for their music, voice recognition, and artwork creation to be used in Generative AI.

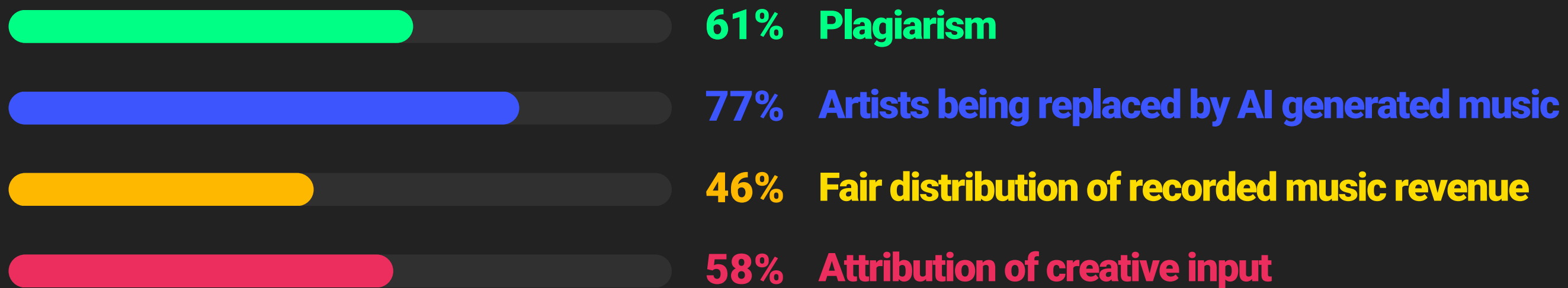
Consent, Control, Compensation & Transparency

Of artists who are willing to grant consent for Voice Recognition and Artwork Generation, they would only do so under specific conditions of Control, Compensation & Transparency.



Consent, Control, Compensation & Transparency

Consent, Control, Compensation & Transparency are key principles to manage AI deployment, as a direct answer to artists' main fear of plagiarism (61%) & of being replaced by AI generated music (77%)



Conclusion

Artists are embracing the emergence of new opportunities that are arising from advancements in AI technology. However, they are also mindful of the importance of obtaining consent, maintaining control, receiving fair compensation, and ensuring transparency throughout the entire process of implementing AI in their creative endeavors.

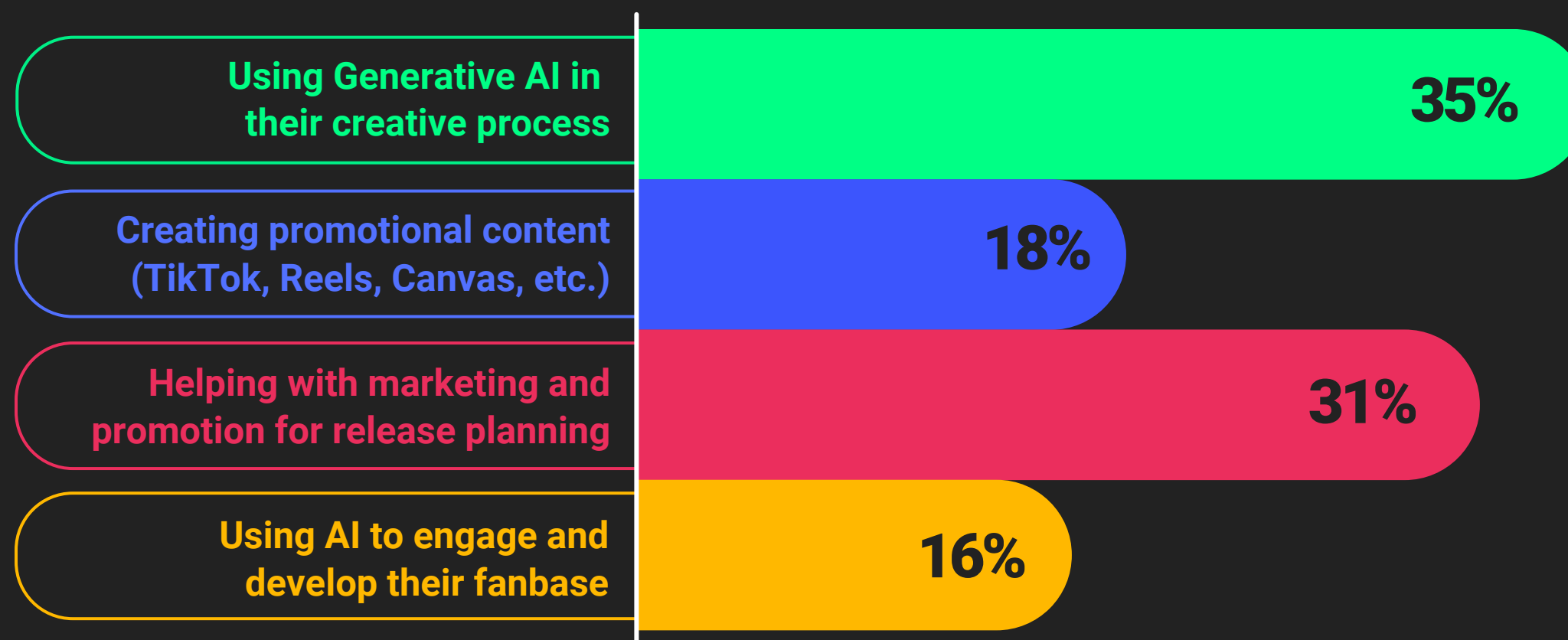
Across the Believe Group, we have a shared vision to adopt a responsible approach that not only adds value to their work but also safeguards against any potential issues related to plagiarism and replacement. By prioritizing originality, artists strive to create innovative and authentic expressions while avoiding the replication or appropriation of existing ideas. This commitment to ethical practices promotes a creative environment that fosters integrity, respects intellectual property rights, and encourages the exploration of new artistic paths.

Furthermore, artists are constantly seeking tools and resources that can enhance their creative process. They recognize the value of leveraging AI-powered tools to streamline their workflows and refine their artistic expressions. By harnessing the power of AI, artists can unlock new possibilities, experiment with different techniques, and push the boundaries of their craft.

Our efforts are aligned with these aspirations, as we strive to provide artists with the necessary support and tools to navigate the evolving landscape of the creative industry. Through collaborations and partnerships, we aim to empower artists with cutting-edge technologies and solutions that enable them to thrive in an increasingly digital and AI-driven world. Together, we work towards enabling artists to realize their full creative potential and achieve greater success in their artistic pursuits.

Discussion & Next Steps

What paths regarding AI are you interested in exploring with Artists?
Let's sync up on our mutual roadmaps, opportunities we're discussing already & other possibilities.



TUNECORE.COM/AI

At Believe, we are leaning forward and seeking to experiment.

Contact us at research@tunecore.com

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tuneCORE.