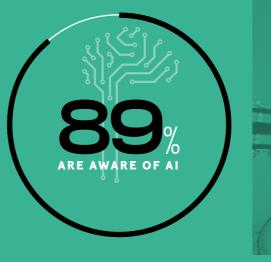


IFPI'S ENGAGING WITH MUSIC 2023: Artificial intelligence enters the stage

For the first time in a major piece of consumer research – covering more than 43,000 people across 26 markets – fans around the world have given their views on AI in music. Here are the findings from IFPI's *Engaging with Music 2023* report.

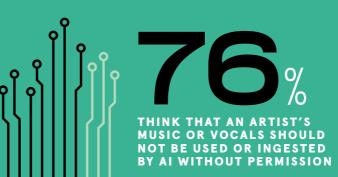


There is already good awareness of Al among music fans, with many using it and interested in its capabilities:



- For fans aware of Al's capabilities:

AUTHORISATION FOR THE USE OF MUSIC IS SEEN AS EXTREMELY IMPORTANT:





AGREE THAT AN AI SYSTEM SHOULD CLEARLY LIST ANY MUSIC THAT IT HAS INGESTED OR USED FOR TRAINING







agree that AI should not be used to clone or impersonate artists without authorisation

FANS ALSO RECOGNISE THE NEED TO SET RULES FOR AI SYSTEMS:

F FANS ED 90/0 N AI SYSTEM RLY LIST ANY AS INGESTER agree there should be restrictions on what Al can do

