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.

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

- For fans aware of AI’s capabilities:
  
  **76%**

  Think that an artist’s music or vocals should not be used or ingested by AI without permission

**74%**

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

**70%**

Agree there should be restrictions on what AI can do

**64%**

Say governments should play a role in setting restrictions in what AI can do

NEARLY 8 IN 10

Music fans (79%) feel human creativity remains essential to the creation of music

FOR THE USE OF MUSIC IS SEEN AS EXTREMELY IMPORTANT:

THE VAST MAJORITY OF FANS ALSO SUPPORT THE NEED FOR TRANSPARENCY:

**73%**

Agree that an AI system should clearly list any music that it has ingested or used for training

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