

40. ARTIFICIAL INTELLIGENCE IN MUSIC INDUSTRY

Yafimchyk K. P., Yelash N. D.

Belarusian State University of Informatics and Radioelectronics
Minsk, Republic of Belarus

Shaputko A. V. – Lecturer, Master of Arts (Philology)

This paper outlines how artificial intelligence is transforming the music industry, offering new opportunities for the creation, production and distribution of music. AI application, ethical and legal concerns and famous musicians' opinion are presented in this paper.

Nowadays, AI plays an important role in people's lives. For instance, it is used in education, engineering, and even in medicine. Neural networks have not bypassed the music industry.

Music sphere as well as other aspects of modern society is in a state of movement. Nowadays, buying and selling of music is being challenged by new technologies, particularly streaming services, such as Spotify, Apple Music, etc. In the past, AI has been used in music for analysing huge music datasets to find patterns and trends.

One of AI implementations is the creation of personalised music recommendations by analysing user data. Top music service providers, such as Spotify, Apple, and Amazon, use artificial intelligence to analyse the listeners' preferences and create them new songlist. As a result, this mechanism helps producers effectively structure music content recommendations. Thanks to AI, data analysis can be performed faster and more accurately. Nevertheless this aspect has its downside. Algorithms on streaming platforms are already using popular tracks and do not include unknown tracks in user's playlist. Consequently, this is making incredibly challenging for lesser-known artists to achieve popularity. Therefore, the overall music degradation on a general level becomes a significant issue for musicians.

One of the most controversial AI applications is song writing [1]. Recently, it has seen a growing trend of using artificial intelligence and machine learning to create music and lyrics. Therefore, lots of the latest popular songs were made without a human touch. Before reaching listeners, songs undergo numerous editing stages: many scrupulous listening hours and making mixes, with each changing the final song sound. It is a lengthy process that requires many human specialists, but it can become accelerated by AI [2]. The neural networks potential in music is significant. Interestingly, experts call music an "AI challenge" because it requires creative and technical skills. Given this, AI future in music looks highly promising and could revolutionise the industry.

The fear experienced by musicians in connection with the artificial intelligence introduction cannot be described as insignificant, as it shows serious concerns related to changes in creative processes and the industry as a whole. Notably, world famous artists have come out to vent their frustrations at this developing technology. For instance, Ed Sheeran says that taking jobs away from humans is a bad thing. In turn, Selena Gomez mentions that AI songs reworks using her vocals are "scary things". Finally, the underlying fear is that artificial intelligence will change the music industry forever. If computers can produce songs and vocals, many people can lose their jobs [3].

On the other hand, David Borrie, Pirate CEO, says that many artists do not fear AI and fans reaction. Instead, some actively incorporate neural networks into their work, believing that combining AI with human creativity allows them to "harness the benefits of AI without compromising authenticity" [3].

Yet, the legality around AI-produced music is truly obscure. A key question is who owns the output: whether it is the algorithm's creator, the system itself, or the owner of the music used for training, remains unclear, contributing to ongoing uncertainty about the future use of such technology [4].

In conclusion, experts argue that many artists forget that using AI kills their individuality. Neural networks algorithms create and generate "original" texts or paintings from pre-existing datasets. AI uses all available data to generate "new" songs. Unfortunately, the hard work of millions musicians throughout history spits out another unemotional piece of work. Therefore, AI usage in music industry still has a plethora of ethical concerns despite its promising future and requires much legal work to be done.

References:

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