AI & Music

Foreword

2024 is a challenging period for music producers worldwide. The industry has faces significant obstacles, from economic uncertainties to the rapid evolution of technology. Among the most impactful developments is the rise of artificial intelligence (AI), a force reshaping the music production landscape.

AI's growing presence offers new tools and opportunities for innovation but also raises fundamental questions about the future of creativity. As AI systems become more sophisticated, the role of human creativity and artistic expression is under scrutiny. Producers are experiencing firsthand the impacts of AI, grappling with fears that it might diminish the human element of music production.

This report explores the experiences of music producers during this tumultuous year, highlighting their struggles, adaptability, and perspectives on a future where AI is integral to the music industry. Through this survey, we aim to understand how producers navigate these changes and what the future might hold for music production in an AI-driven world.
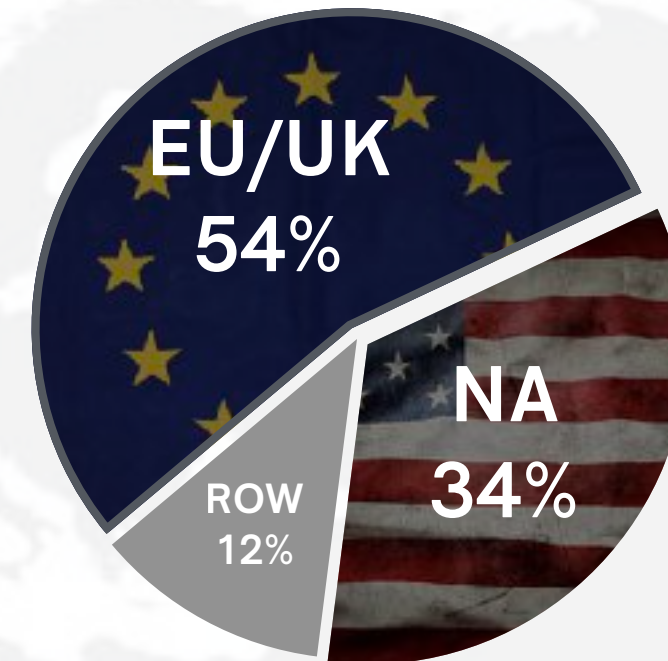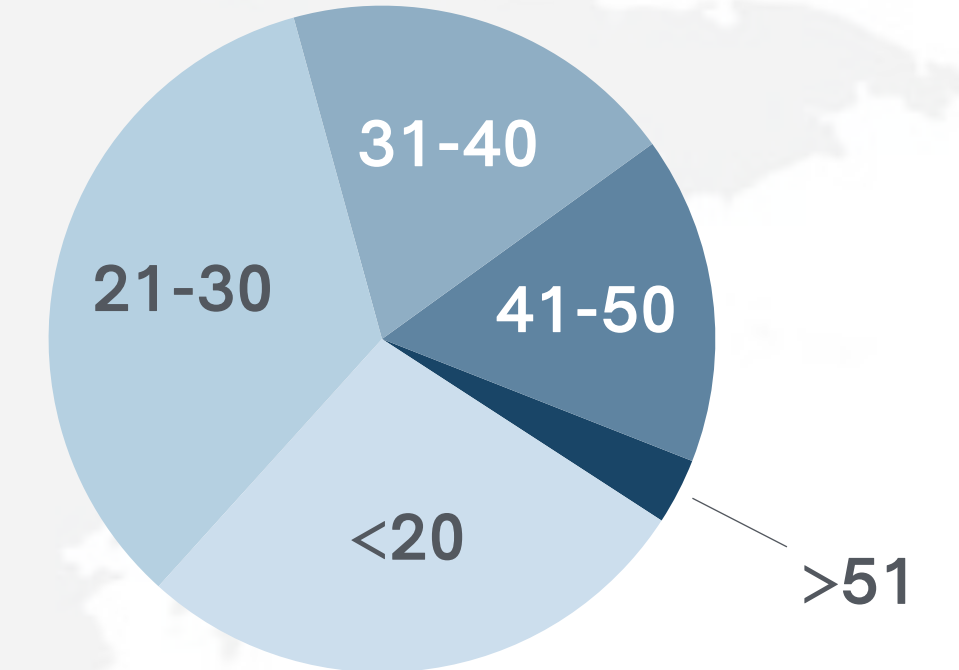
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About the respondents

Tracklib recruited respondents for a survey in June 2024 through their social media and Instagram ads. A total of 1107 people completed the survey.

- **94%** of respondents are **male**, showing a gender imbalance in music production

- **54%** are from the **EU/UK**, **34%** are from **North America**, and **12%** are from other parts of the world.

- **27.3%** are under **20 years** old, and **53.4%** are between **21-40** years old.

- **34.6%** of respondents are advanced in music production, either as **professionals** or ambitious **amateurs**.
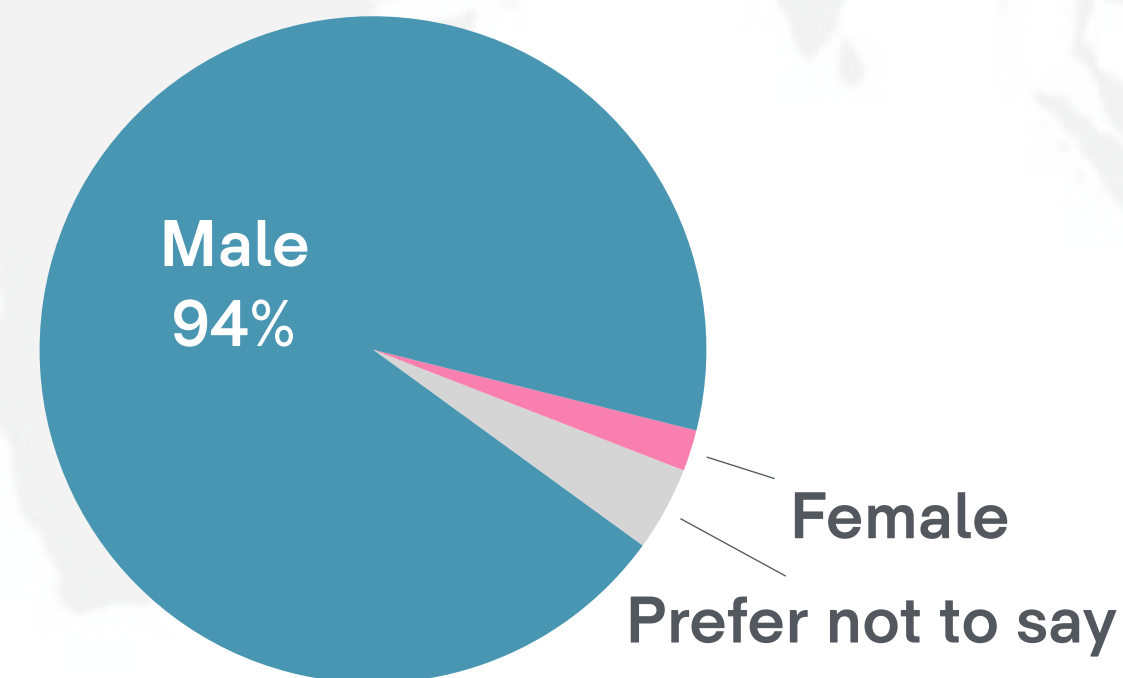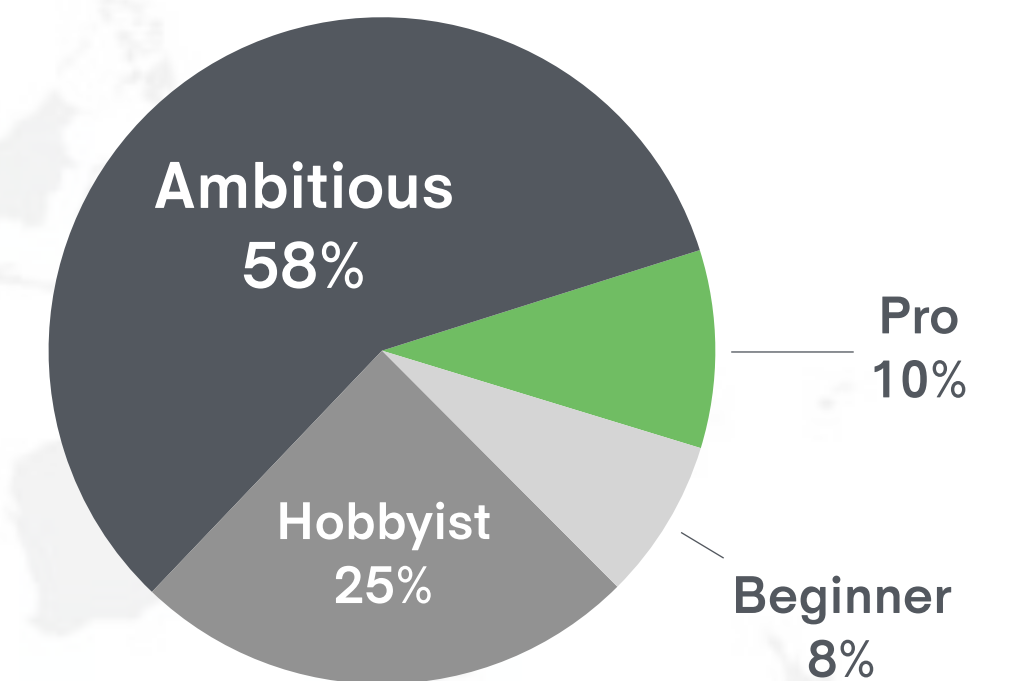
Geography

EU/UK 54%
NA 34%
ROW 12%

Age

31-40
21-30
41-50
<20
>51

Gender

Male 94%
Female
Prefer not to say

Proficiency

Ambitious 58%
Hobbyist 25%
Pro 10%
Beginner 8%

Definition of "Proficiency"

Beginner: I am a beginner

Hobby: Music production is purely a hobby for me

Ambitious: I am an ambitious hobbyist with the goal of making it my career

Pro: I am a professional and do music production as my full-time job

AI
In music production

Key takeaways...

- AI has reached critical mass and is in "early majority" phase of the adoption curve. **25% of respondents say they're using AI** in their music production

- Most common use case is stem separation (**73.9%**) & EQ/Mastering tools (**45.5%**) while **only 3%** of music producers use generative AI for creating **full songs.** In general, music producers are in **favor or assistive AI** and **against generative AI**

- Respondents not using AI say creative control is the reason for not using AI (**82.2%**). Only **10.2%** of music producers worry about copyright

- **79%** of respondents believe AI will have a **massive impact** on the music industry but **willingness to pay for AI tools is low** with **71.9%** of respondent say they only use free tools and **18.8%** say the only use tools that cost between $1-10/month
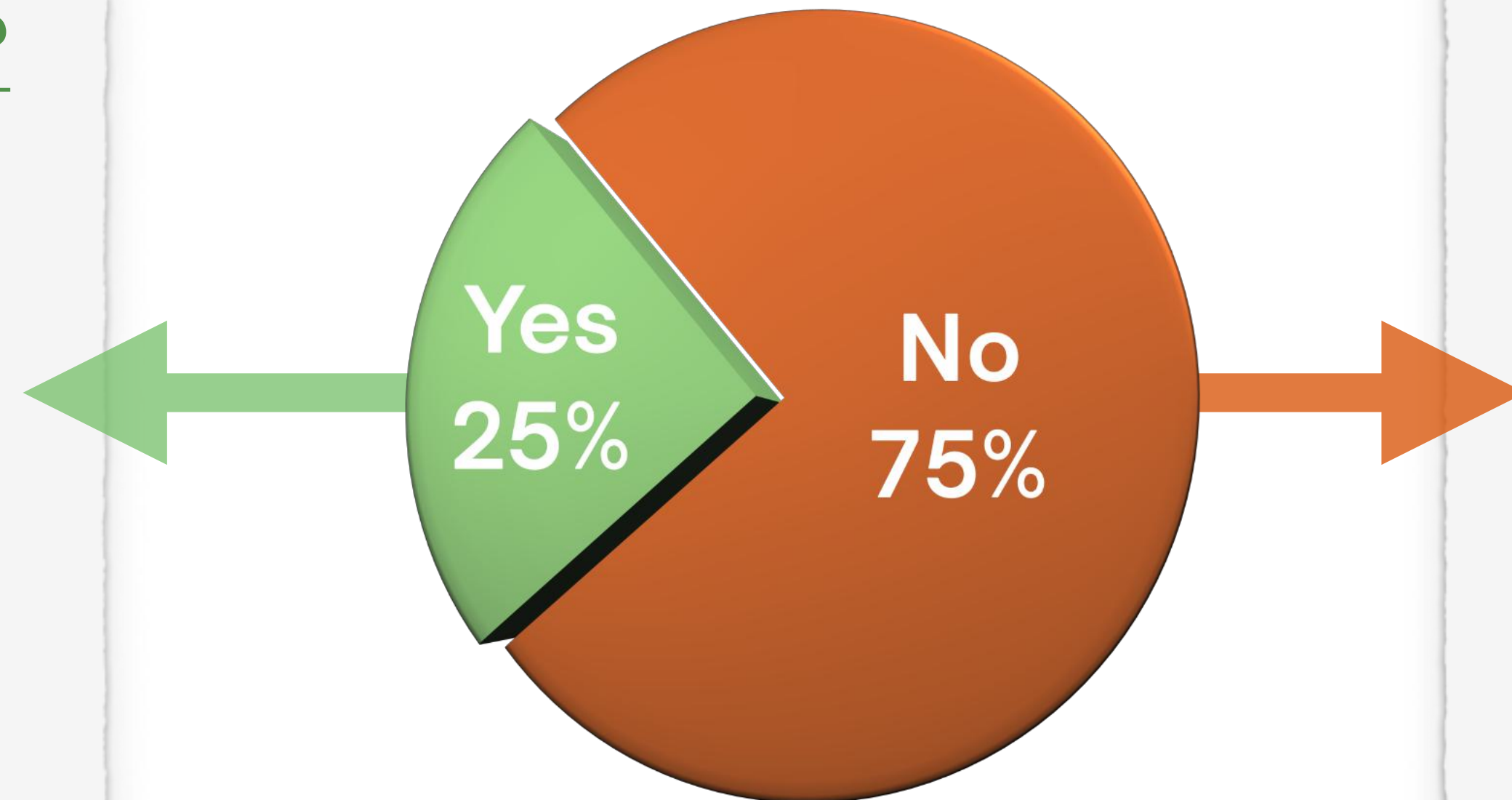
Usage of AI in Music Production

Do you currently use AI in your music production?

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Using AI > For what?

73.9% | Stem separation

45.5% | AI driven mastering/ EQ plugins

21.2% | Generating elements to use in full songs

11.4% | Other

3% | Generating full songs

Yes 25%

No 75%

Not using AI > Why?

82.2% | Artistic & Creative reasons (I want my art to be my own for example)

34.5% | Quality Reasons (It just doesn't sound good enough)

17.6% | Workflow reasons (The current AI tools don't work in my DAW etc)

14.3% | Price reasons (The current AI tools are too expensive)

10.2% | Copyright reasons (I worry about rights issues and monetization)

Adoption of AI tools have reached "**Early majority**" in the technology adoption curve and is not likely to slow down.

Users of AI tools use it primarily for **Stem separation** & **EQ/Mastering** tools. Only **3%** say they use it for generating **full songs**.

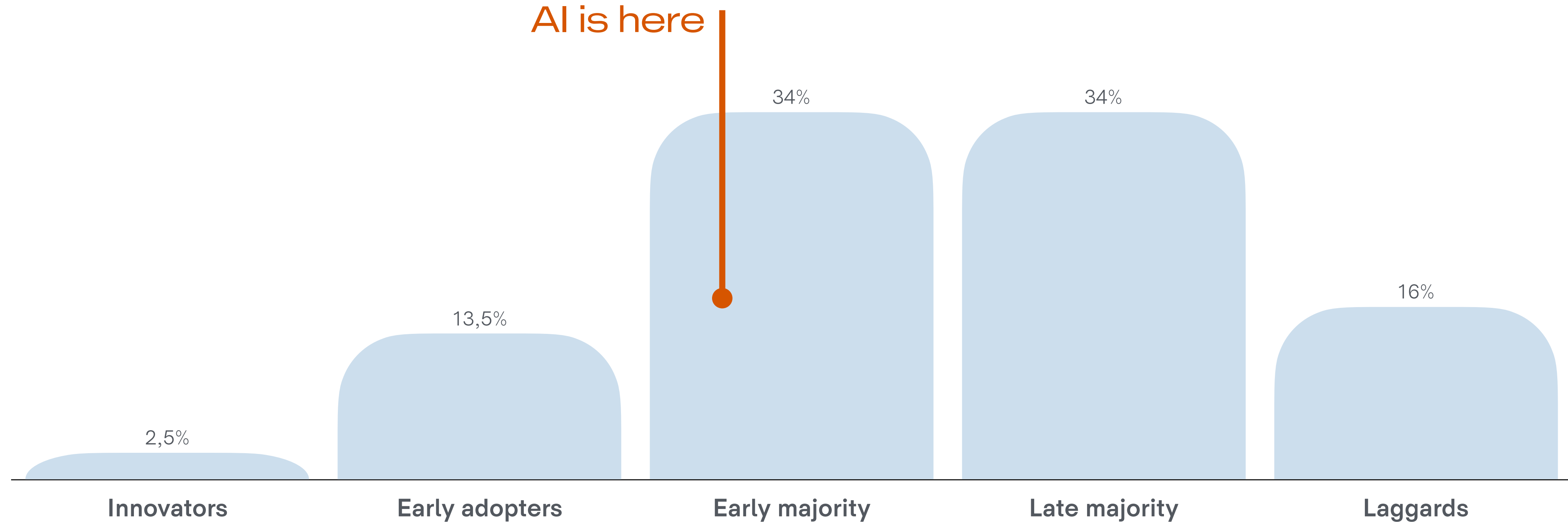**Non-users** worry mostly about the creative aspects and less about **price** & **copyright**.

AI has critical momentum in music

AI is now in the "Early Majority" phase on the adoption curve

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AI is here

2,5%
Innovators

13,5%
Early adopters

34%
Early majority

34%
Late majority

16%
Laggards

With **25%** of respondents saying they now use AI for their music production, AI is now clearly in the "**Early majority**" phase of the adoption curve.

Impact of AI in Music Production

To what extent will AI affect Music production in the future?

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Little or no impact

1%

AI is clearly here to stay. **Few users think AI wont have an impact...**

Some impact

29%

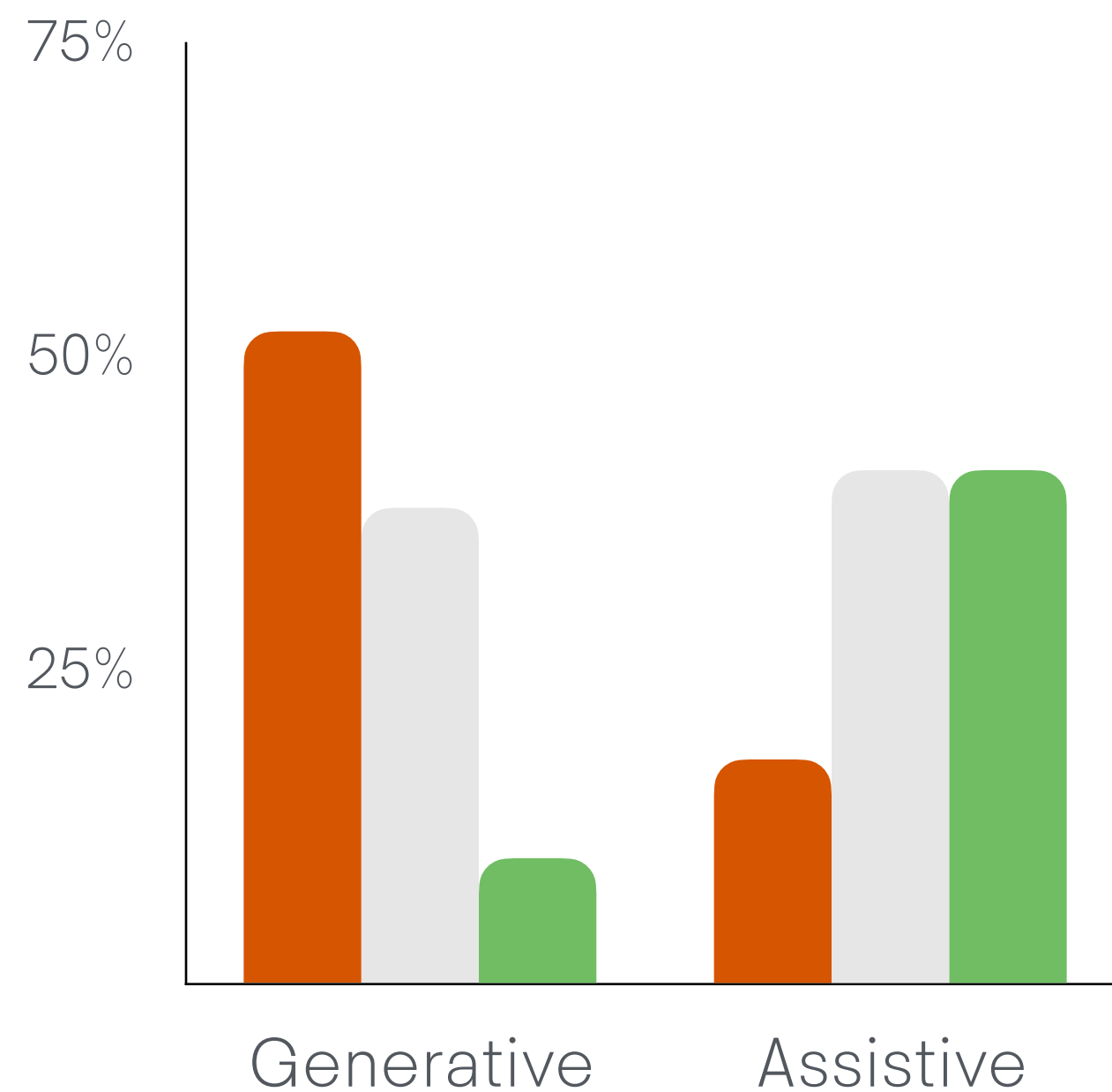29% of respondents think AI will have **some impact**...

Large / massive impact

70%

...but **70% believe** the impact on music production will be **large or massive!**

Attitudes towards AI in Music Production

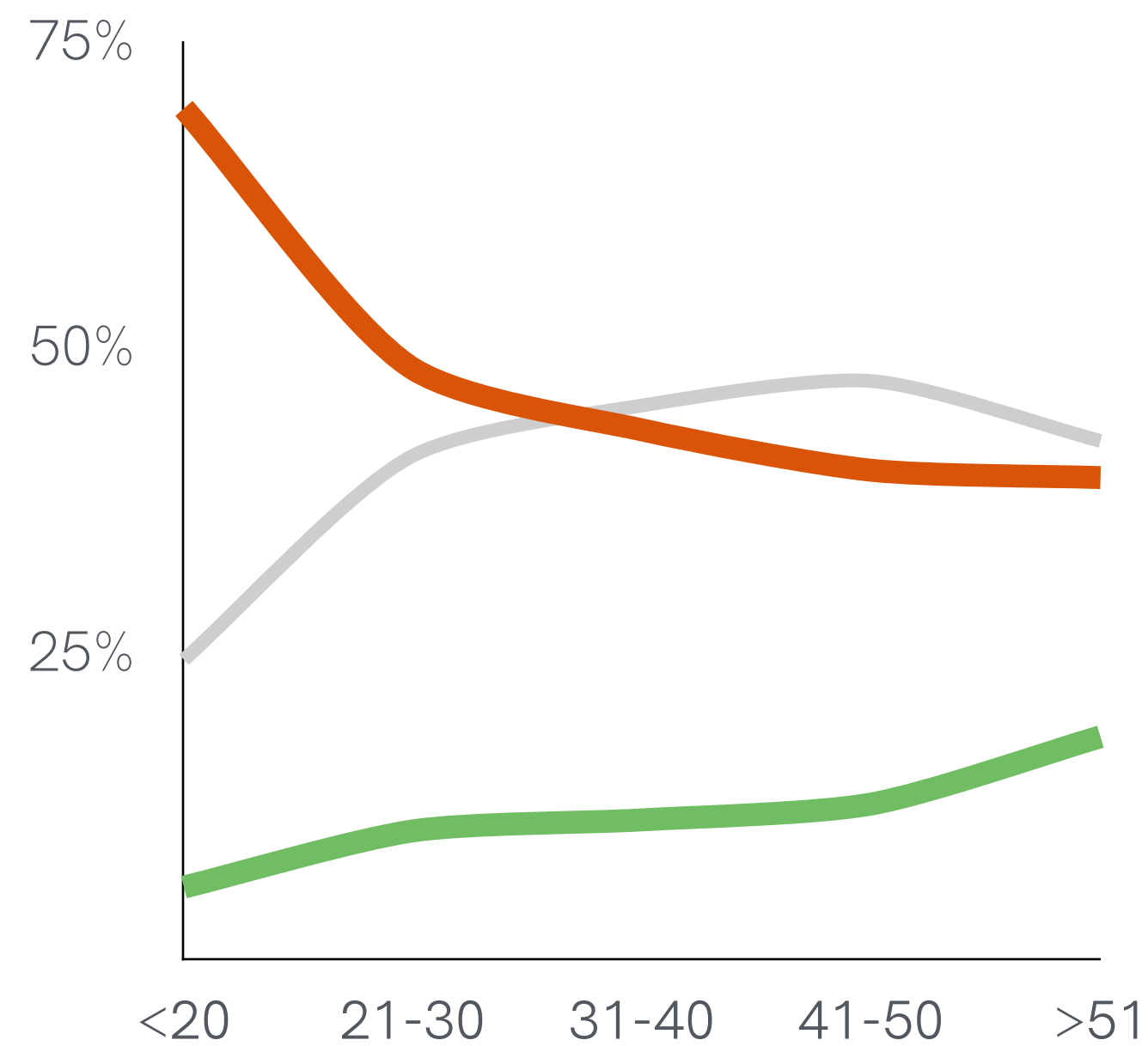In general, are you in favor of or against Generative AI / Assistive AI in music production?

🟧 Against   ⬜ Neutral   🟩 In favor of
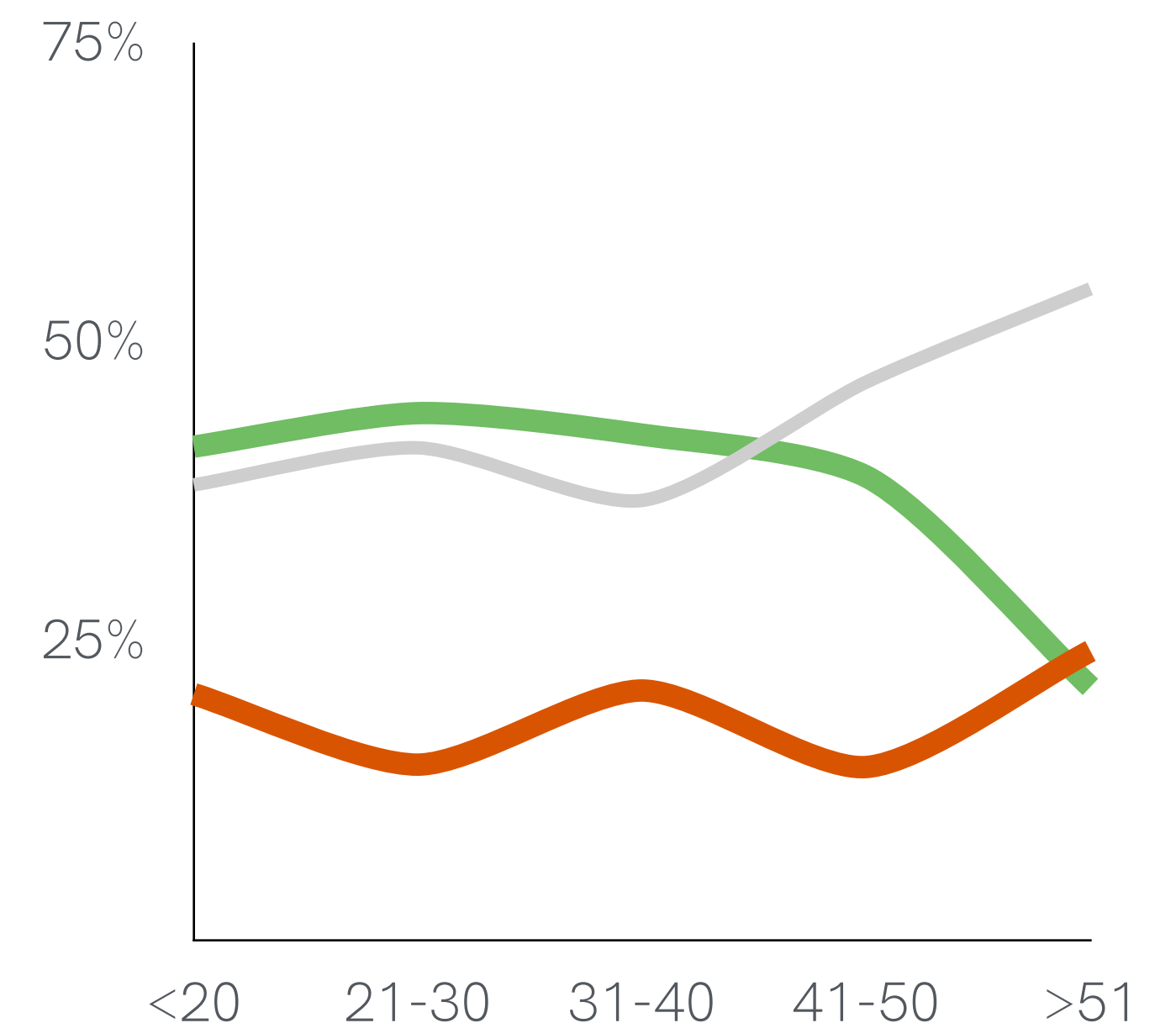
Generative vs. Assistive

Clear difference in attitudes between **Generative** and **Assistive** AI. But also a significant audience that is **neutral**

Generative AI in age groups

Younger age groups are **more negative** towards **generative** AI than older groups...

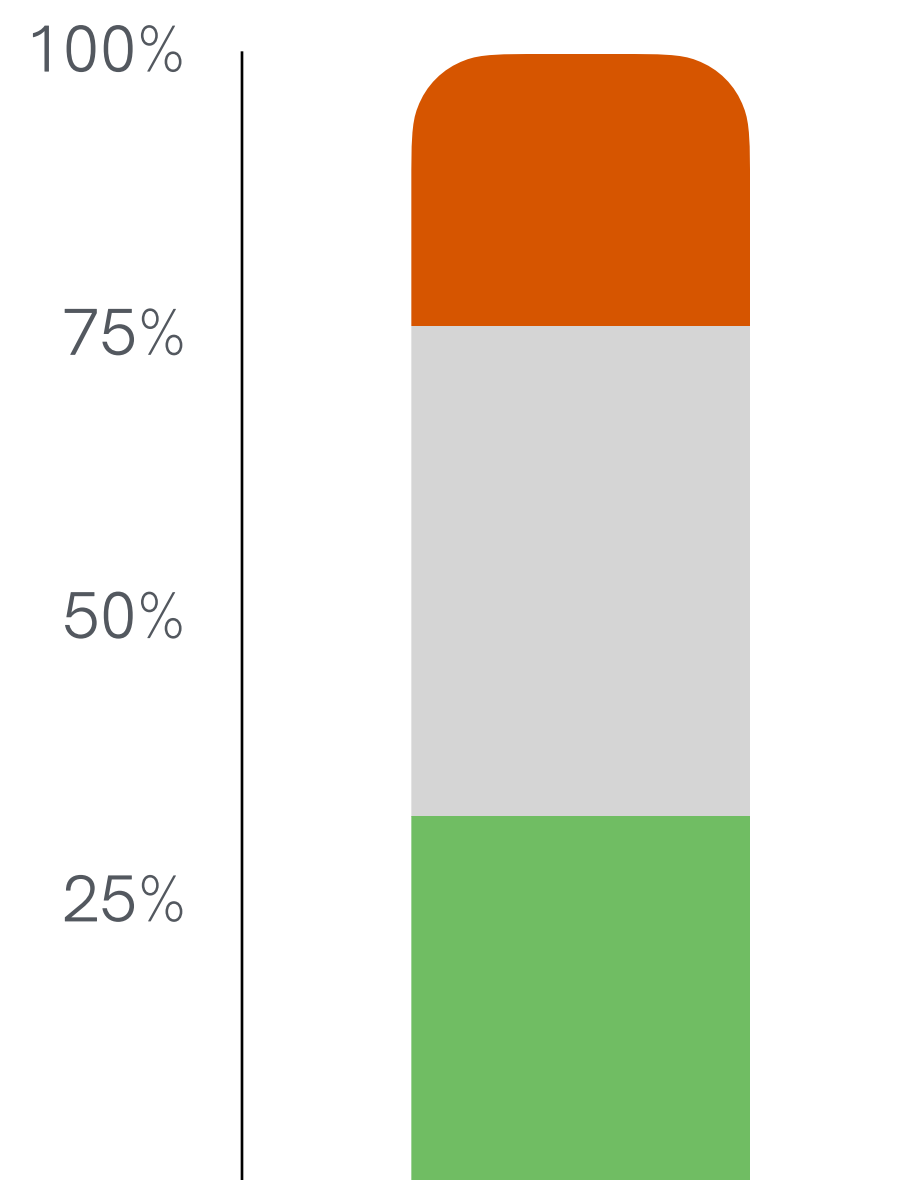### Assistive AI in age groups

...while **assistive AI** has **less supporters** in **older age groups**

Attitudes towards AI samples in new songs

What would you think of a music producer who used AI to create a song and then sampled it as if it were an original funk or soul track?

Legend:
- 🟩 I wouldn't be bothered at all
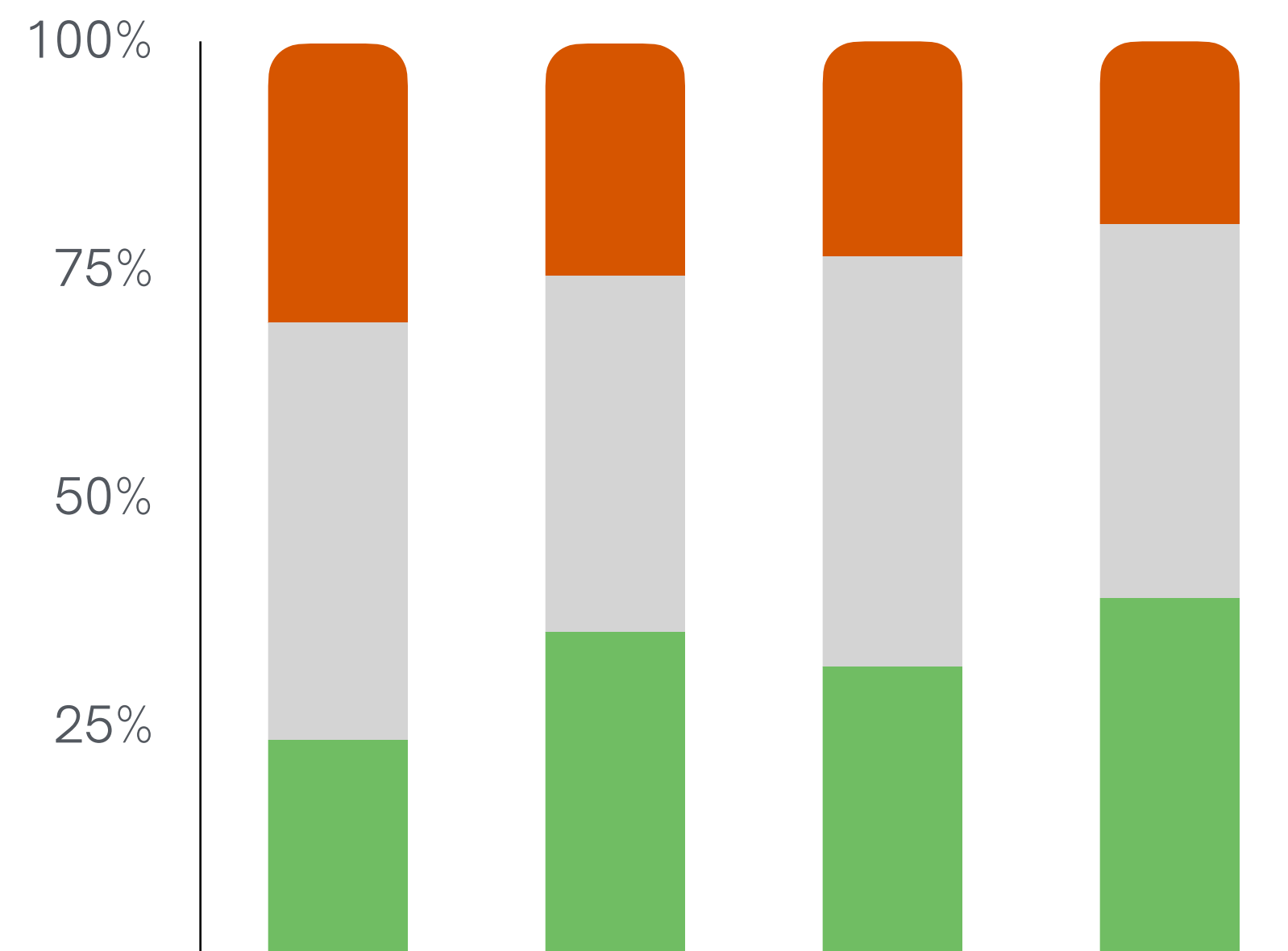- ⬜ I would be neutral to it
- 🟧 I would consider it fake

All demographics

Large majority of users are neutral or positive towards AI generated elements in music

Based on level of professionalism
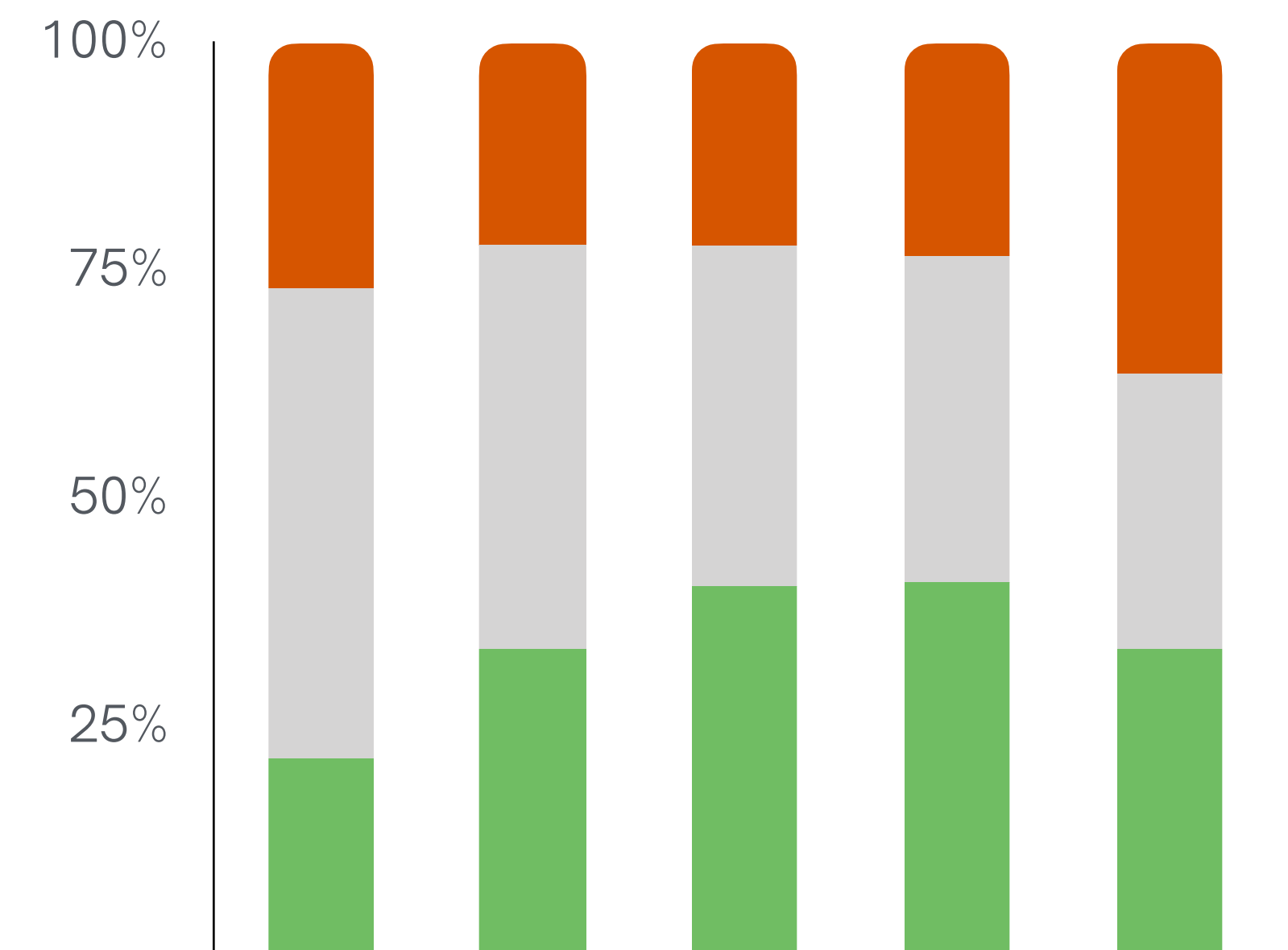
A **large majority** of users are **neutral or positive** towards using AI generated elements in music. **Less negative attitudes** among **professionals**…
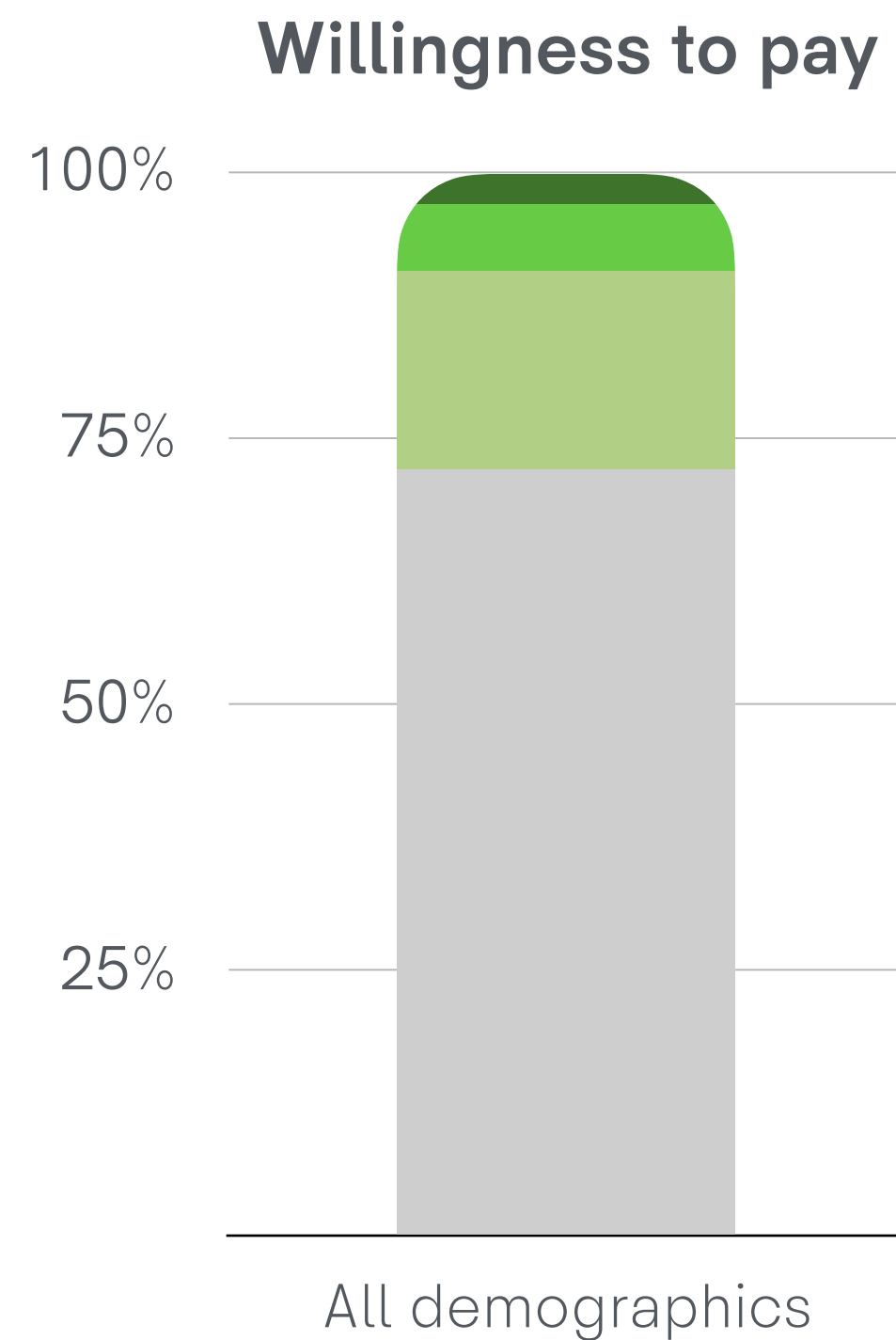
Based on age

The **youngest** and **oldest** age groups are **more negative** towards AI generated elements in music…
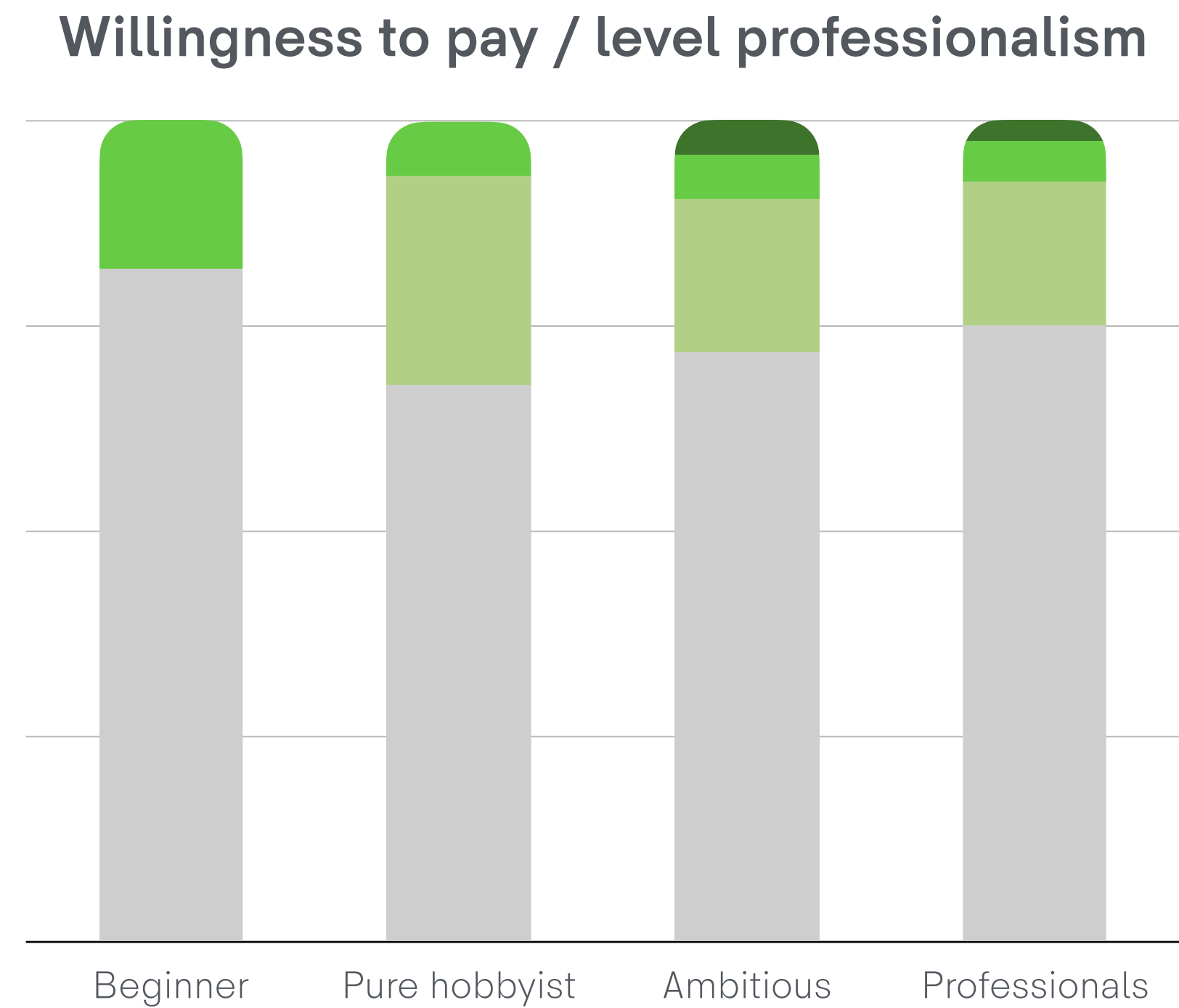
Willingness to pay for AI tools

## For the AI tools that you're using, how much do you pay per month?

■ Zero ■ $1-10 ■ $10-25 ■ >$25

Willingness to pay

All demographics

Majority of users of AI tools use **free tools**. Most common price point is $1-10

Willingness to pay / level professionalism

Beginner   Pure hobbyist   Ambitious   Professionals

Willingness to pay increases based on level of **professionalism** but still, majority of users prefer free tools

Willingness to pay based on age

<20   21-30   31-40   41-50   >50
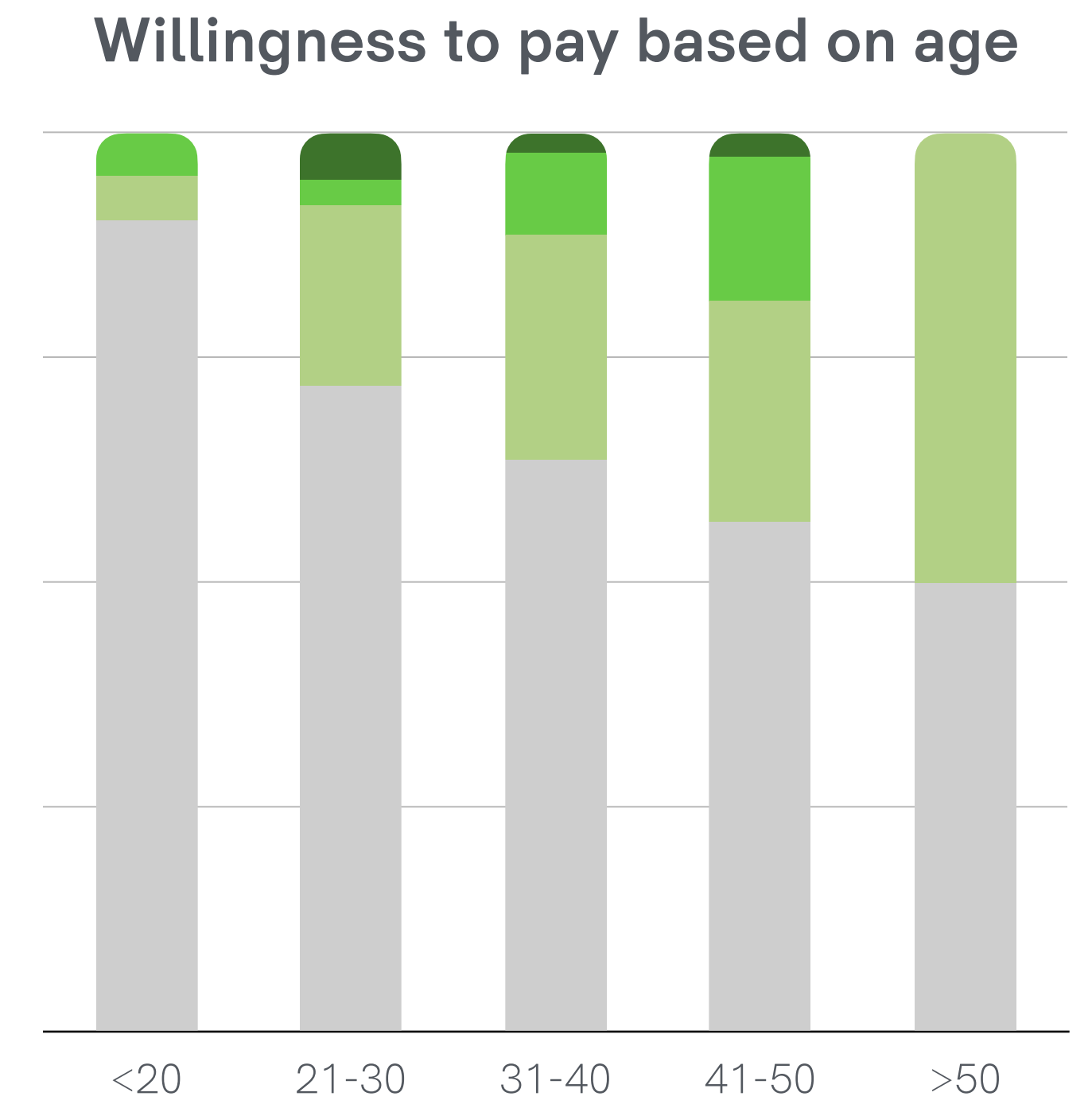
Willingness to pay increases based on age. Preferred price point is $1-10 with sharp drop-off past that

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Thank you