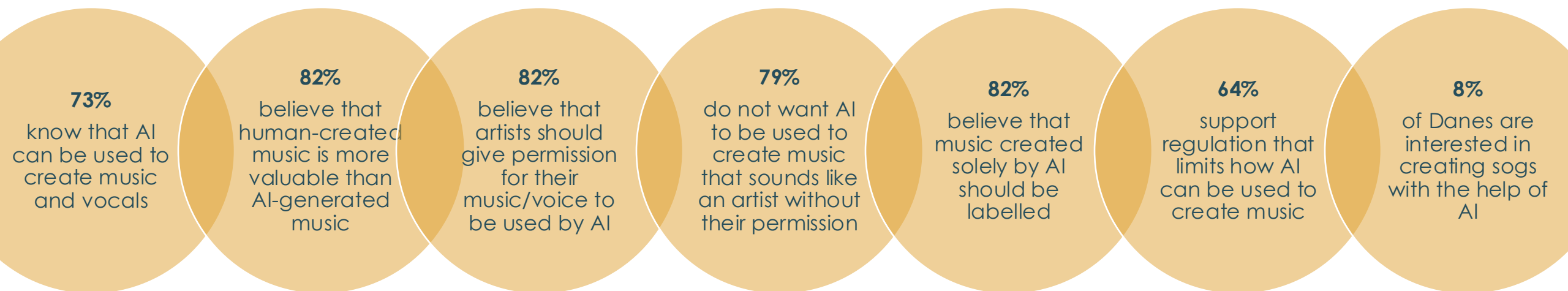
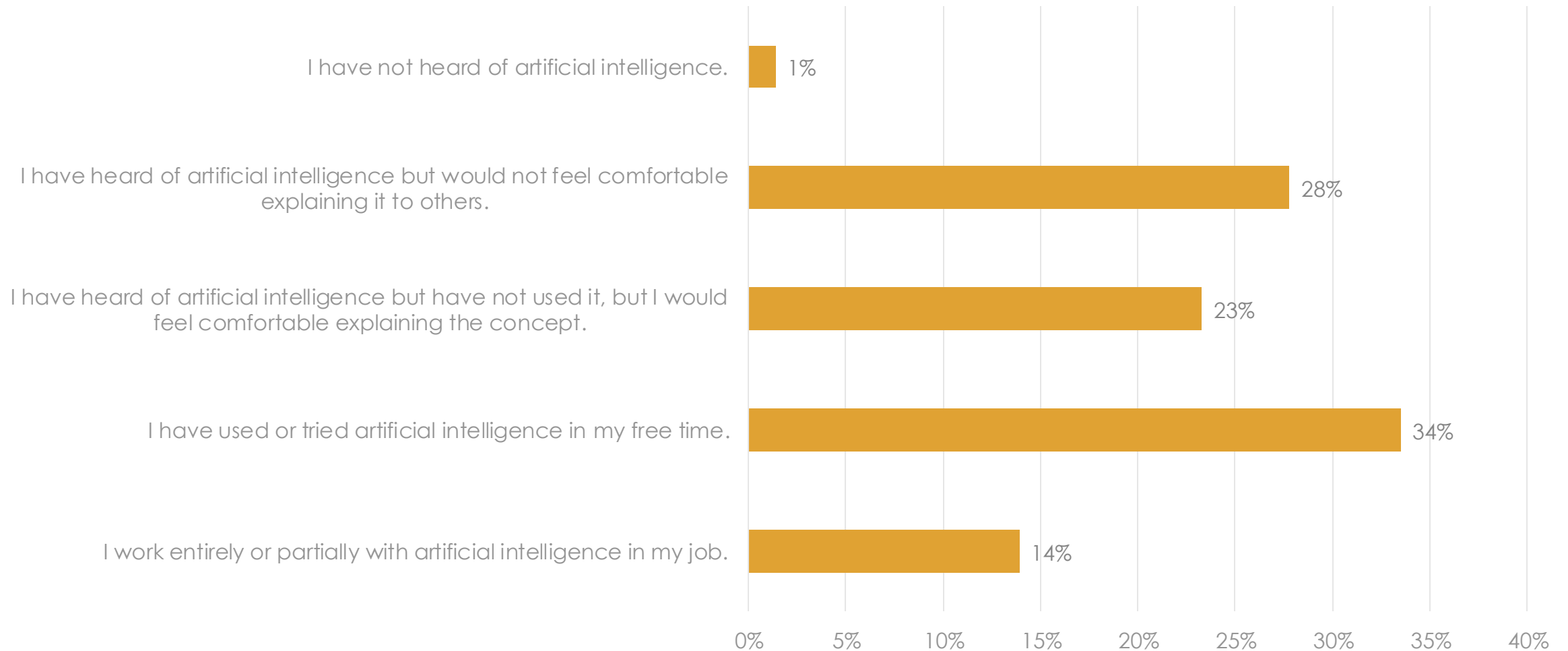


Consumer research about AI and music

Main findings

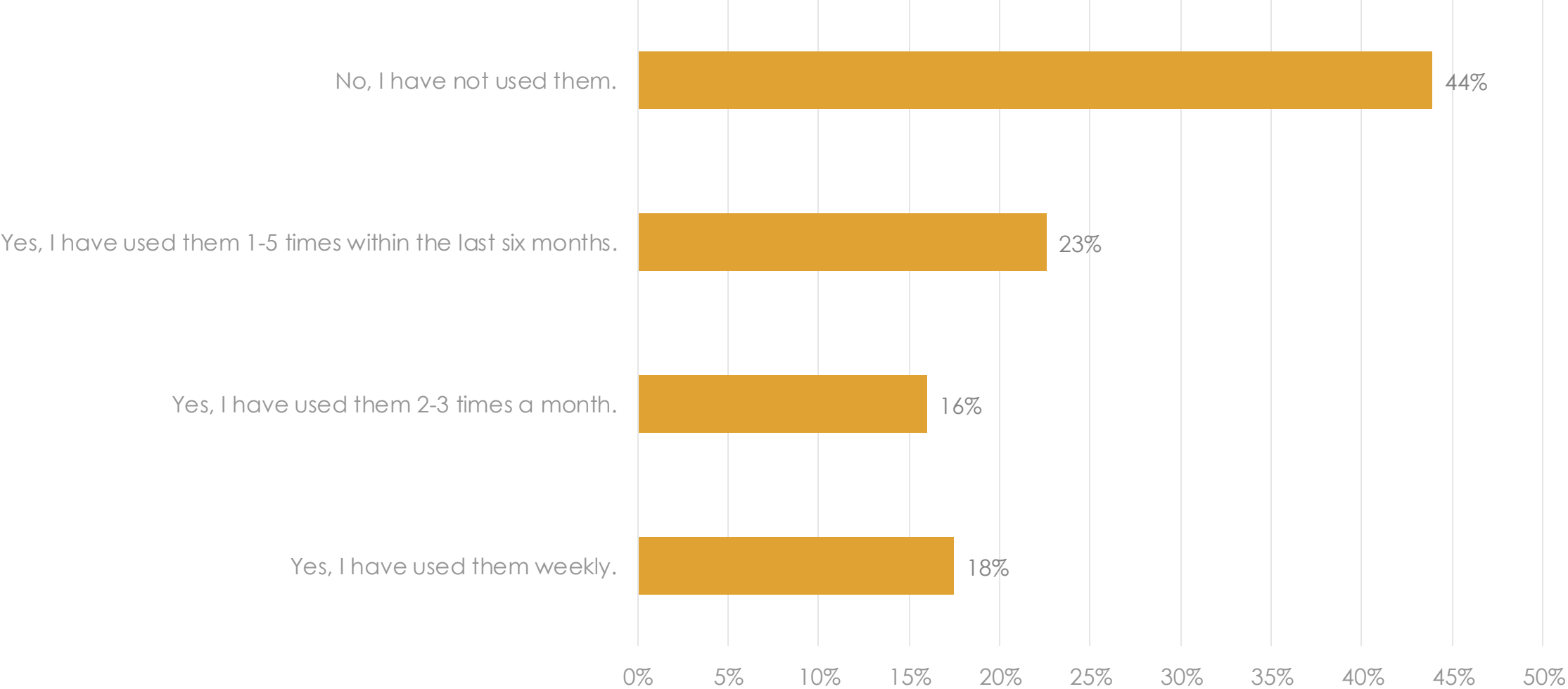


Which of these statements best describes your knowledge of artificial intelligence?

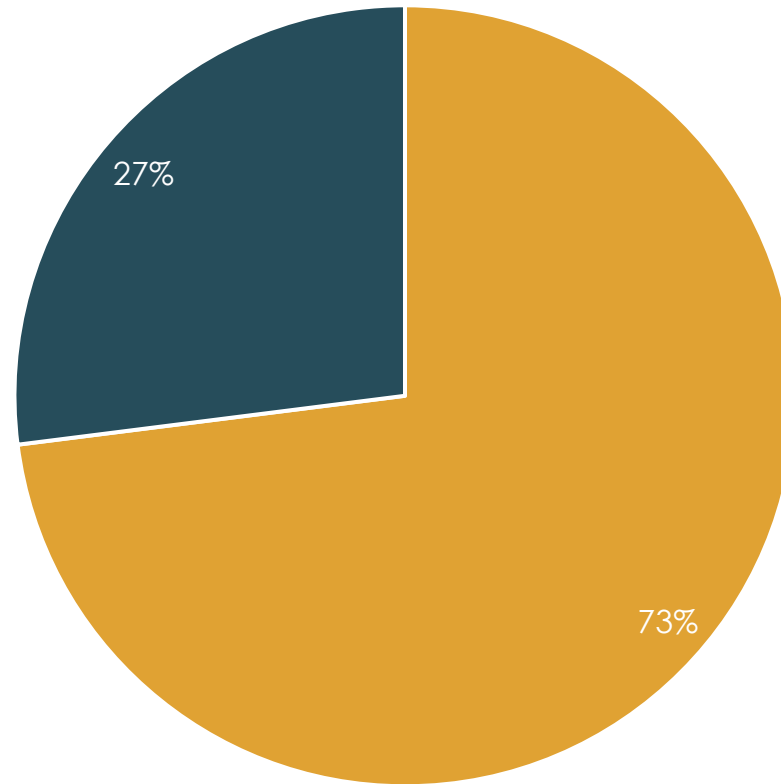


n: 2023

Have you personally used artificial intelligence tools such as ChatGPT, MidJourney, or others within the last 6 months?

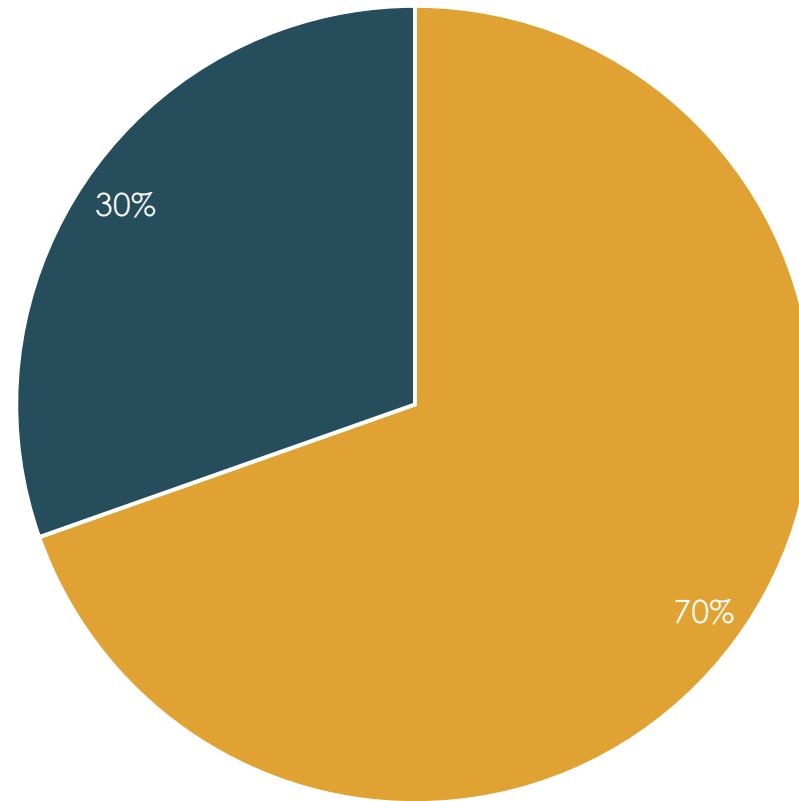


Did you know (before participating in this survey) that artificial intelligence can be used to create music and vocals?



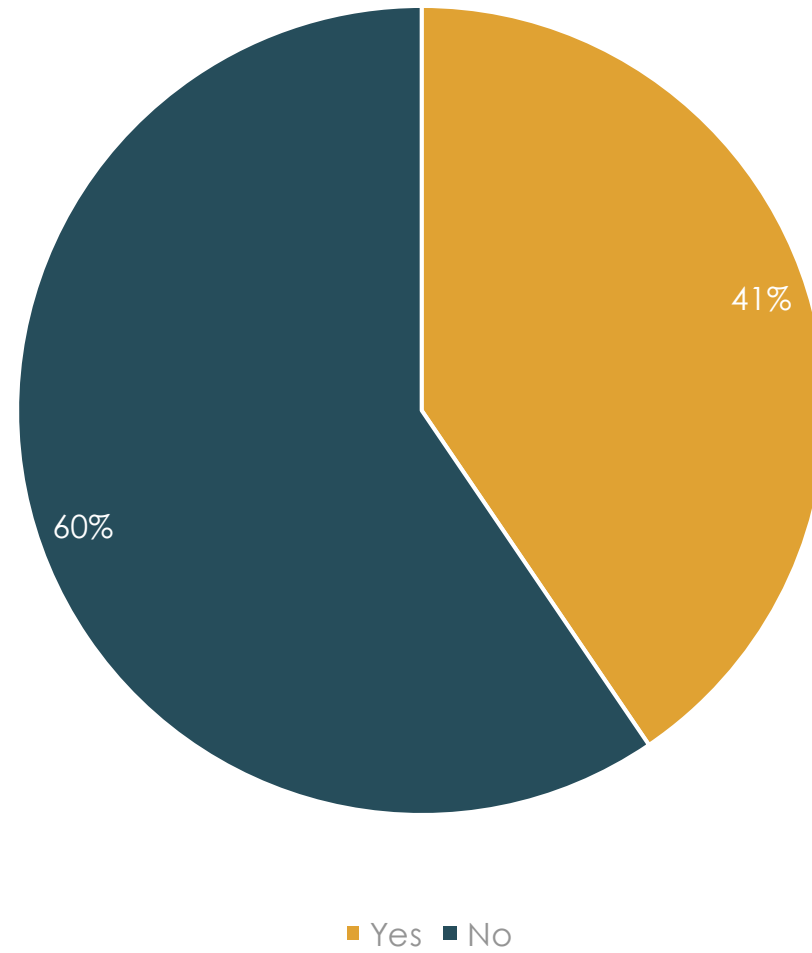
■ Yes, I knew that. ■ No, I did not know that.

Did you know (before participating in this survey) that artificial intelligence can create music and vocals that sound like or imitate any (famous) musical artist?

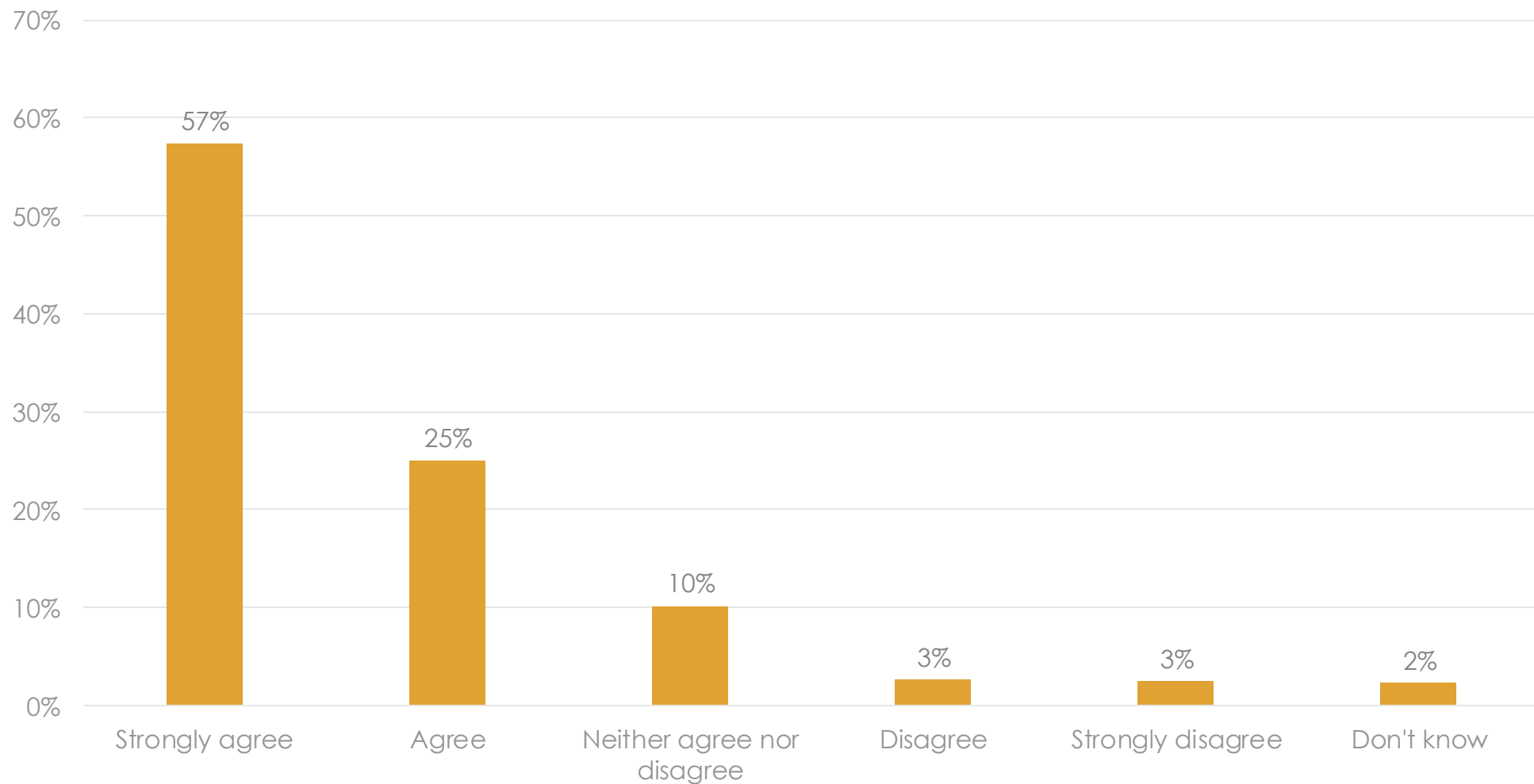


■ Yes, I knew that. ■ No, I did not know that.

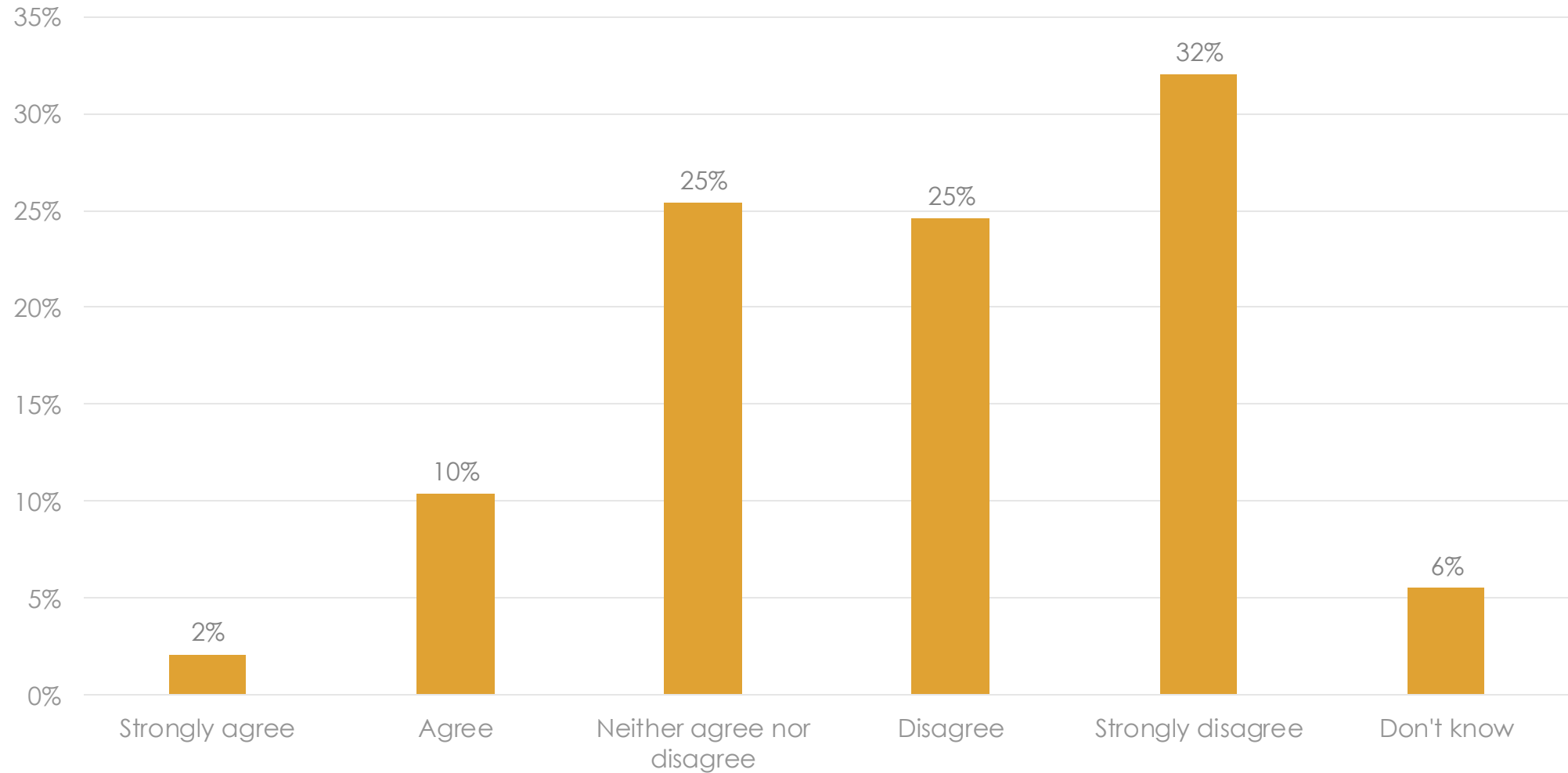
Have you heard music with or without vocals that you know was created by artificial intelligence?



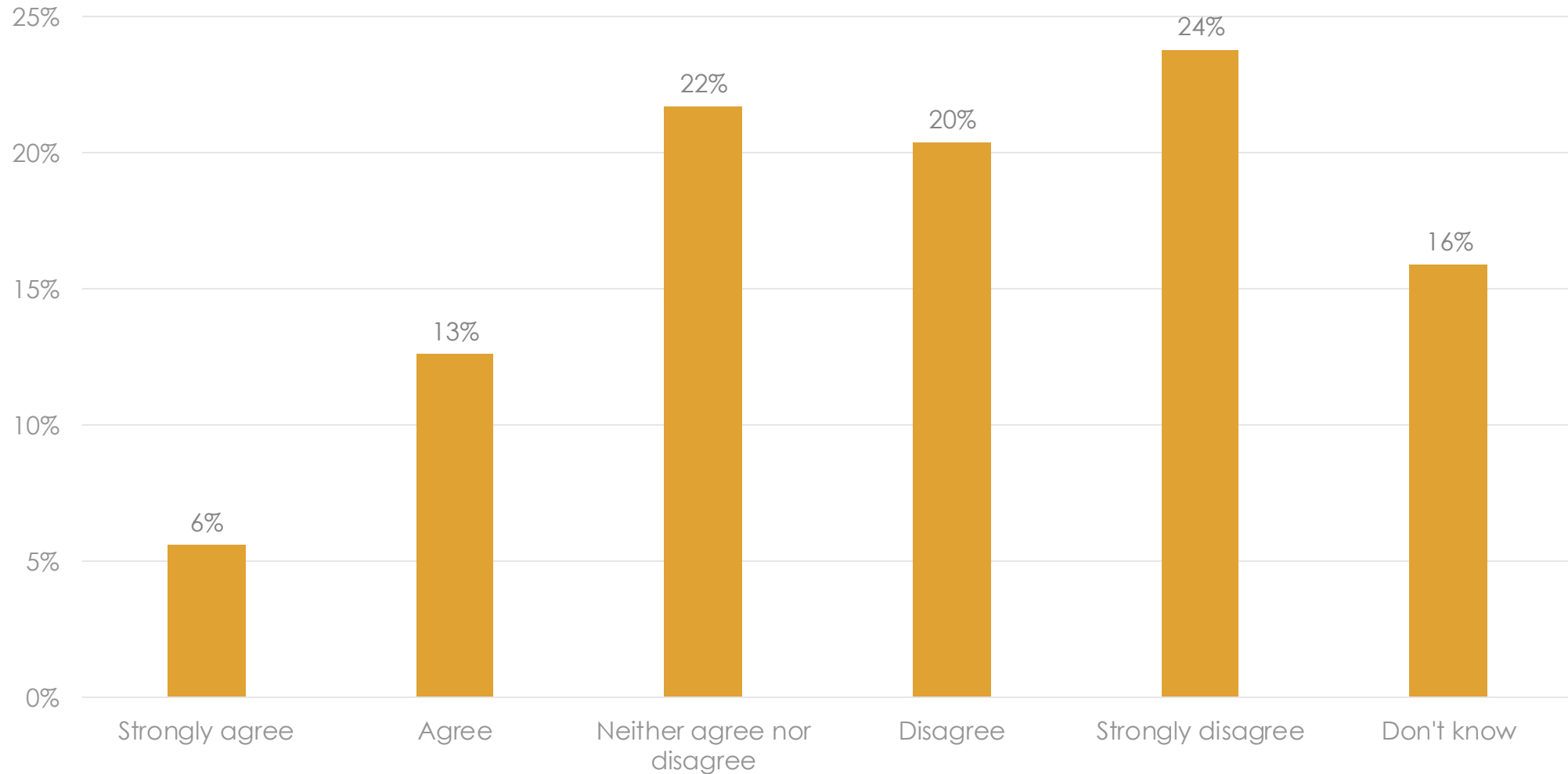
Music created by artists is more valuable to me than music made by artificial intelligence. – How much do you agree or disagree with this statement?



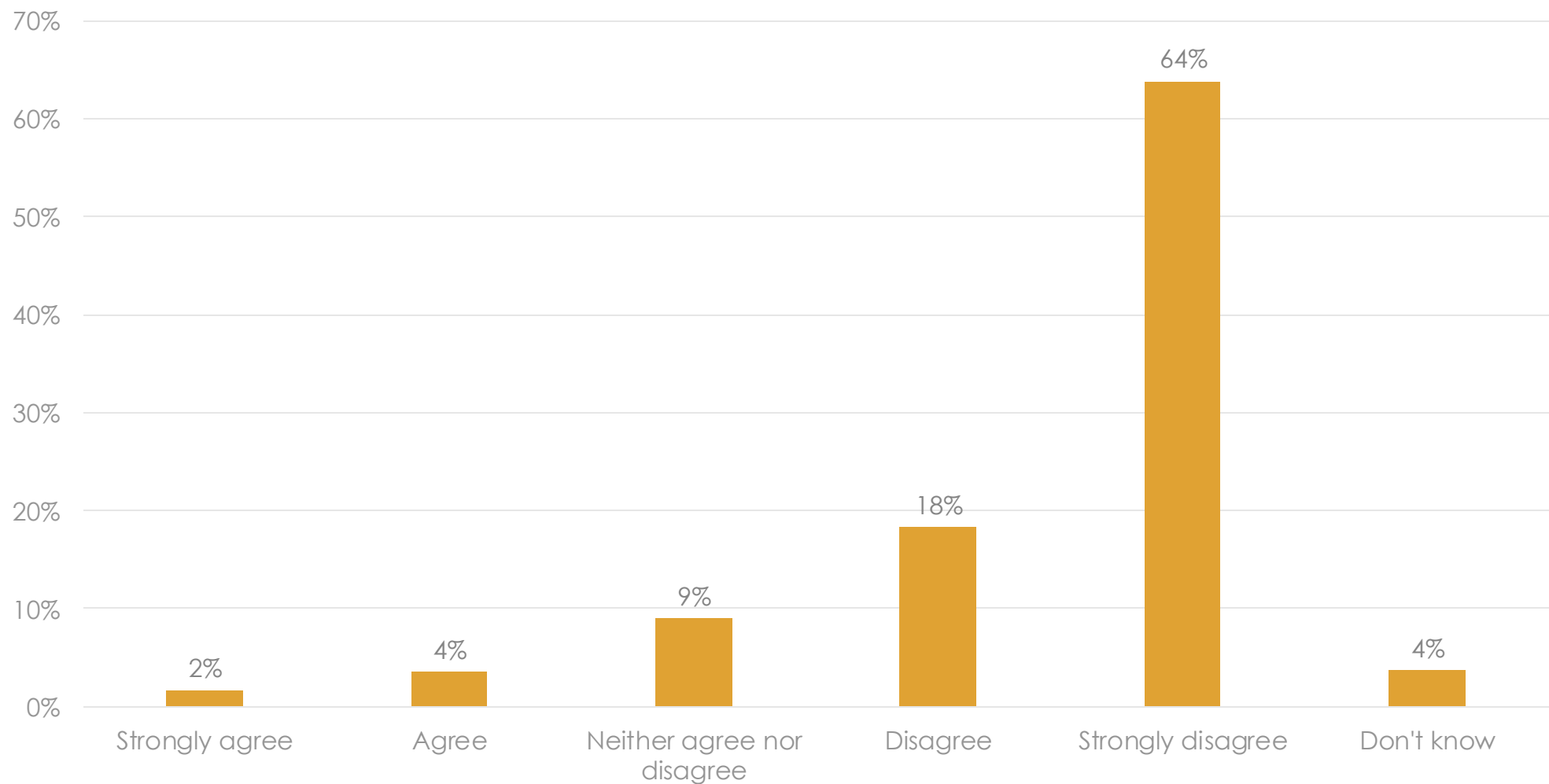
I am interested in listening to music created by artificial intelligence that sounds like or imitates my favorite artist. – How much do you agree or disagree with this statement?



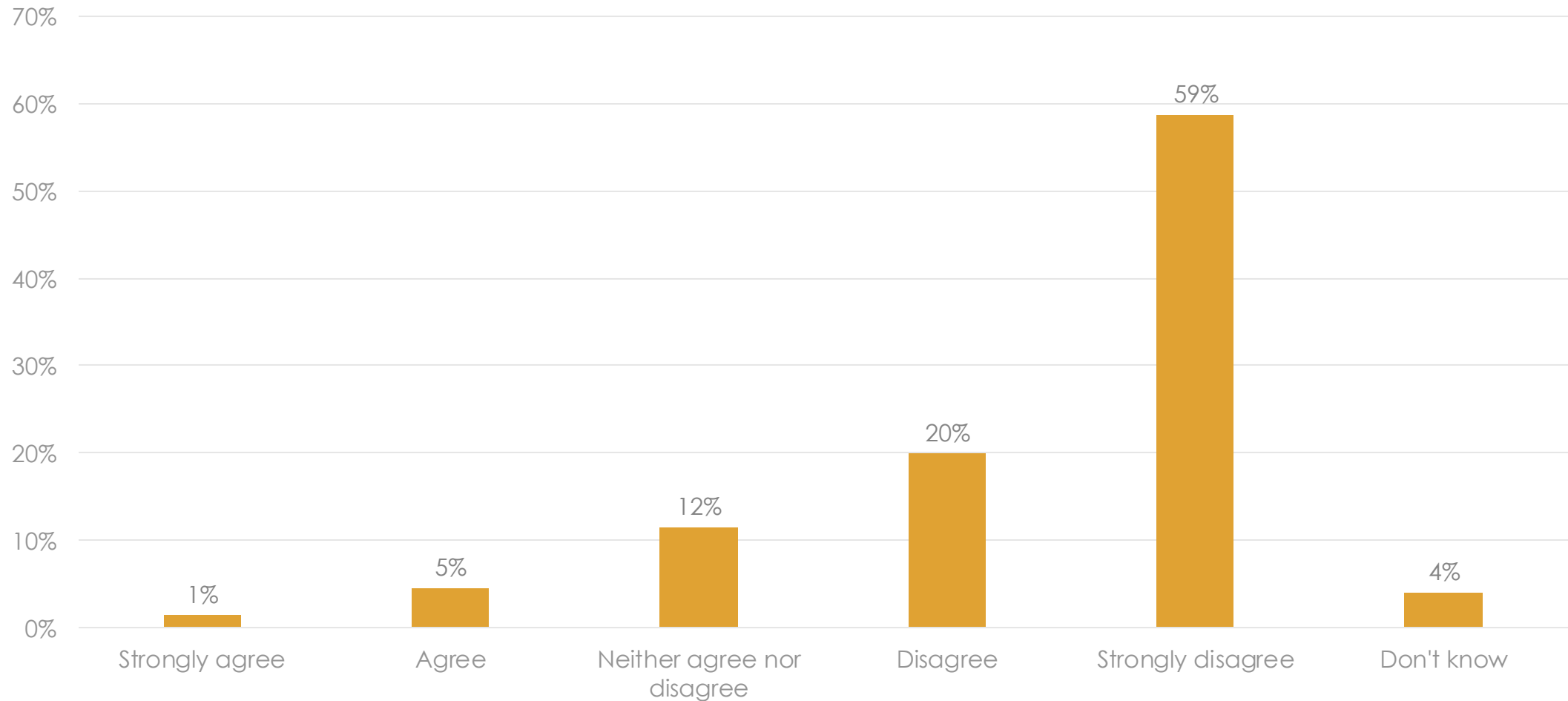
Music created by artificial intelligence without any human creativity should have copyright protection on par with music created by artists – How much do you agree or disagree with this statement?



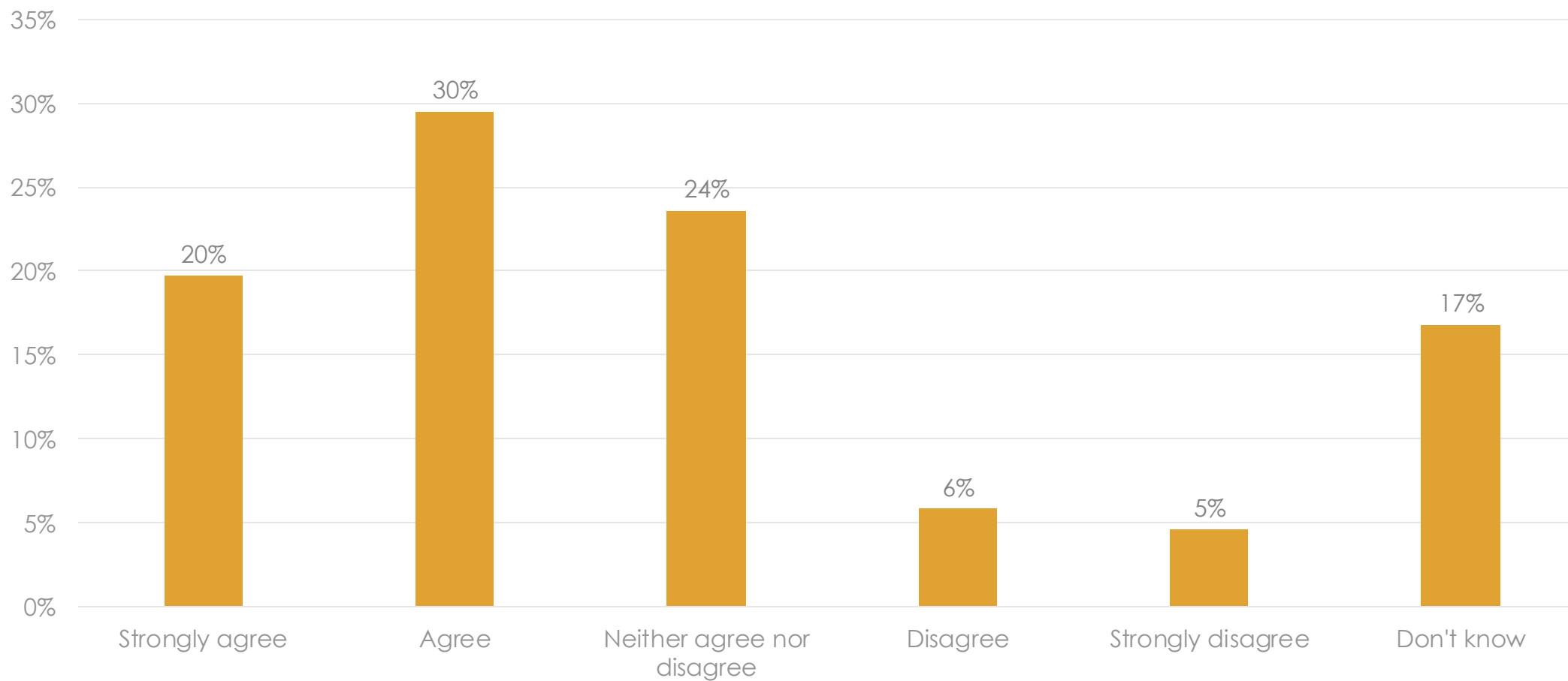
An artist's music/vocals should be able to be used by artificial intelligence without permission from the artist or their record label – How much do you agree or disagree with this statement?



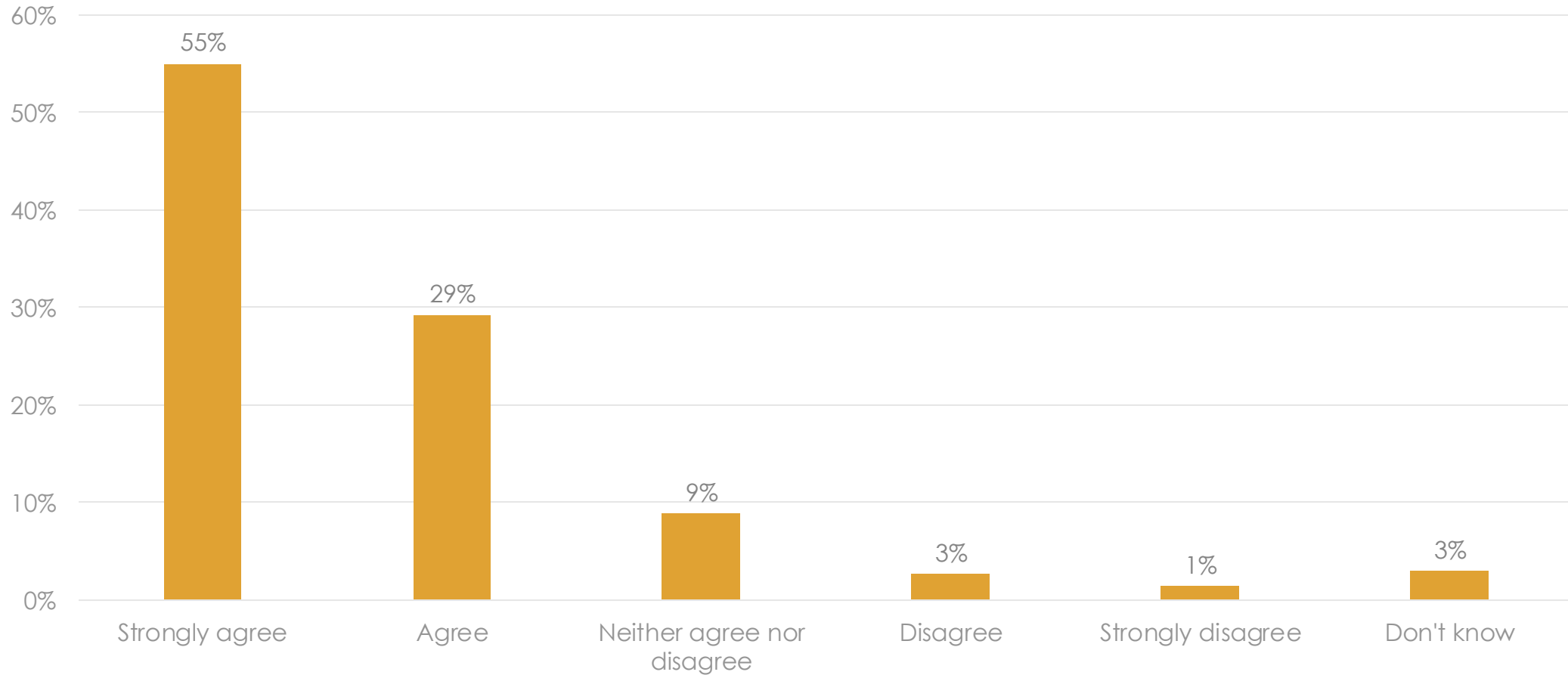
Artificial intelligence should be able to be used to create music that deliberately sounds like an artist or imitates them without the artist's or their record label's permission. – How much do you agree or disagree with this statement?



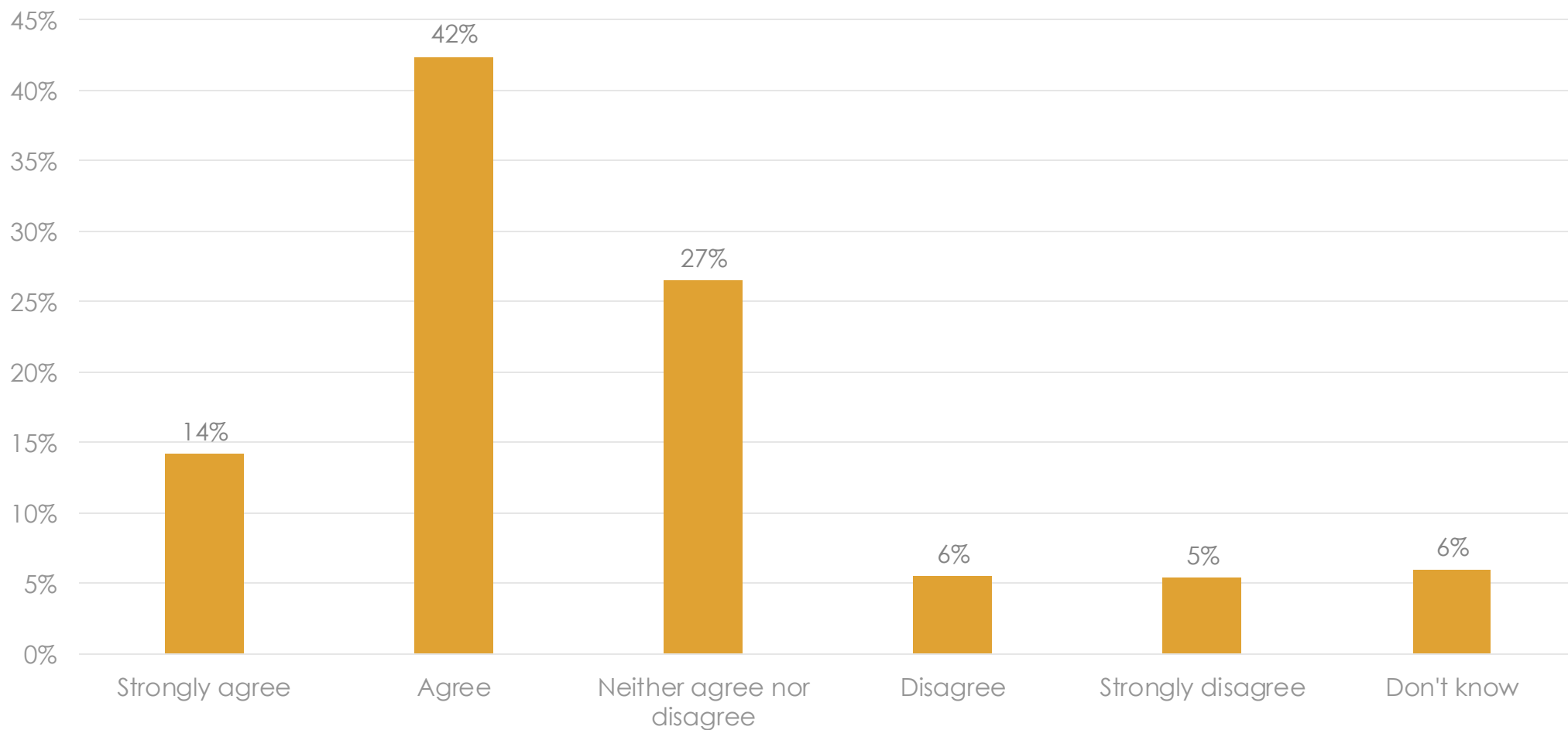
An artificial intelligence program should clearly list every piece of music it has used for training – How much do you agree or disagree with this statement?



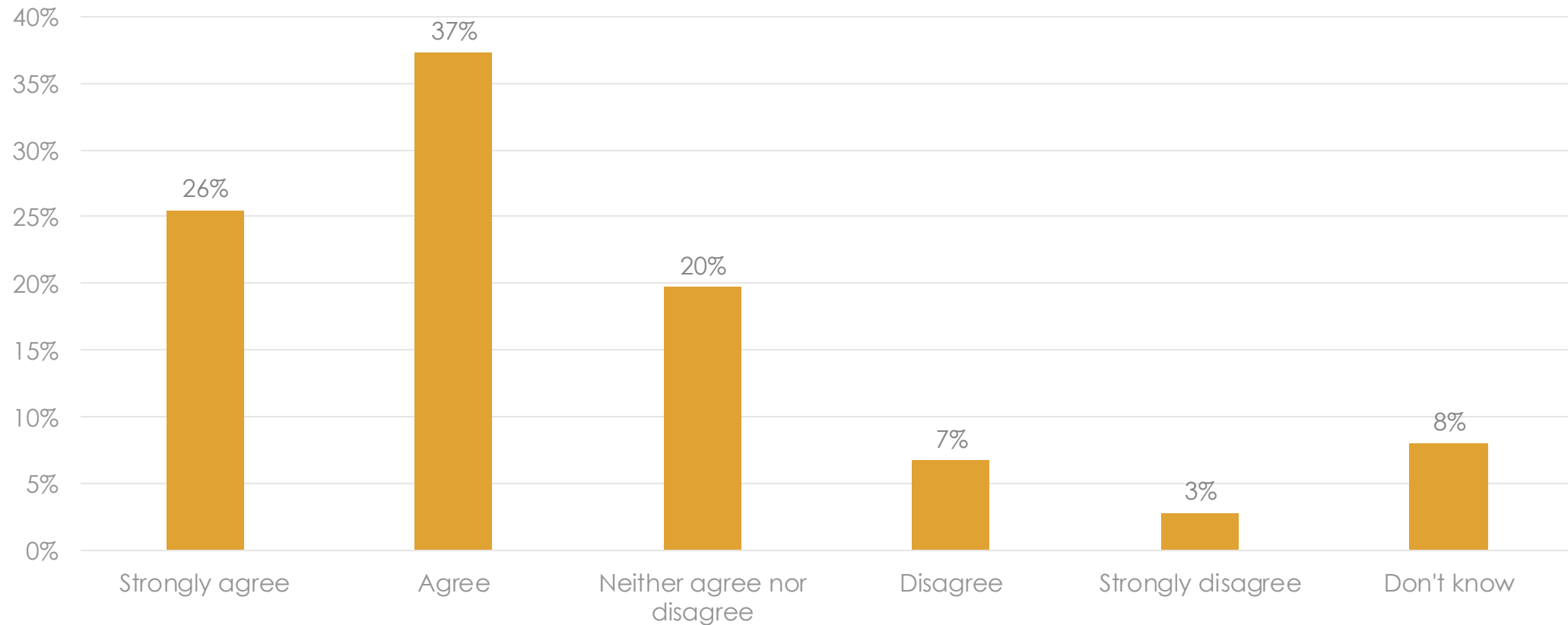
It should be clearly marked when music is created exclusively by artificial intelligence. – How much do you agree or disagree with this statement?



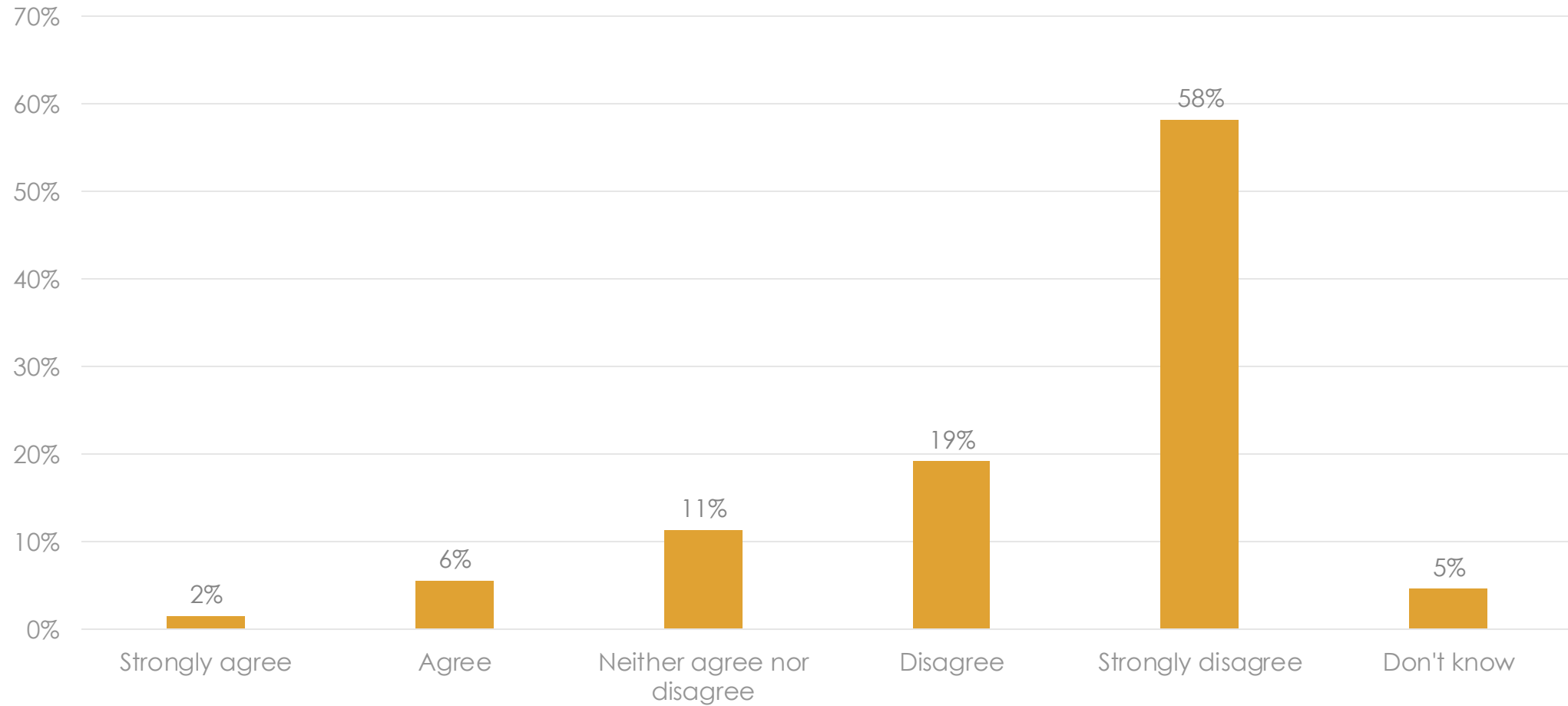
Artists should be able to use artificial intelligence programs when creating music, as long as they do not infringe on others' music. – How much do you agree or disagree with this statement?



The EU/Government/Parliament should set limitations on what artificial intelligence can do in relation to creating music to protect the artists' copyright. – How much do you agree or disagree with this statement?



I am personally interested in creating songs with the help of artificial intelligence. – How much do you agree or disagree with this statement?



Details about the research

Sample Size: 2,000

Method: Interviews from Norstat's online panel.

The analysis was conducted in June 2024.

Target Group: 16-64-year-olds, nationally representative in terms of age, gender, and region in Denmark.

Quota Distribution:

- Quotas are used to ensure that the conducted interviews represent the country in terms of gender, age, region, and education. National census data will determine the distribution.
- The age quota distribution is divided into three intervals: 16-29 years, 30-44 years, 45-54 years, and 55-64 years.
- For geographical distribution, a regional division is used.
- Age, gender, and regional quotas are interlinked.

Weighting: Data can be weighted with a factor of 0.6-1.8 per individual quota (age, gender, geography) to achieve a representative distribution.

The analysis is funded by the Rights Alliance and conducted by Norstat.