

# Study on Danes' knowledge, use and attitudes towards music created by artificial intelligence

Conducted by Norstat for the Rights Alliance in June 2024.



**79%** don't think AI should be used to create music that sounds like an artist without their permission



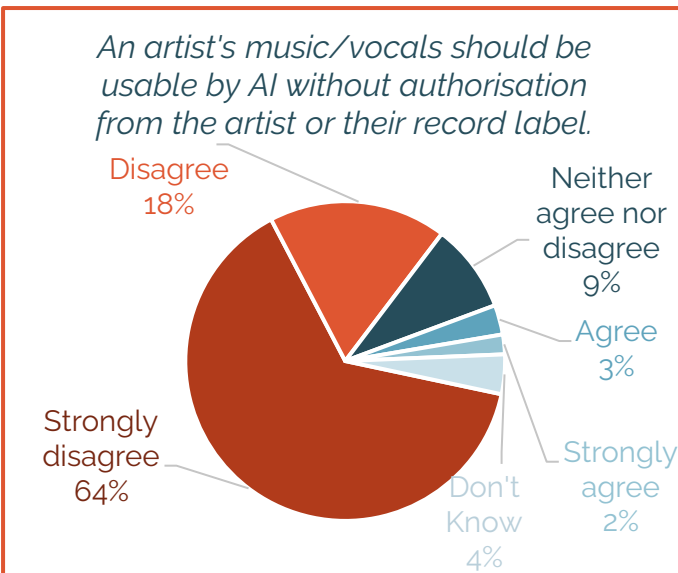
**82%** believes that human-created music is more valuable than AI-generated music



**82%** believe artists should give permission for their music/voice to be used in AI

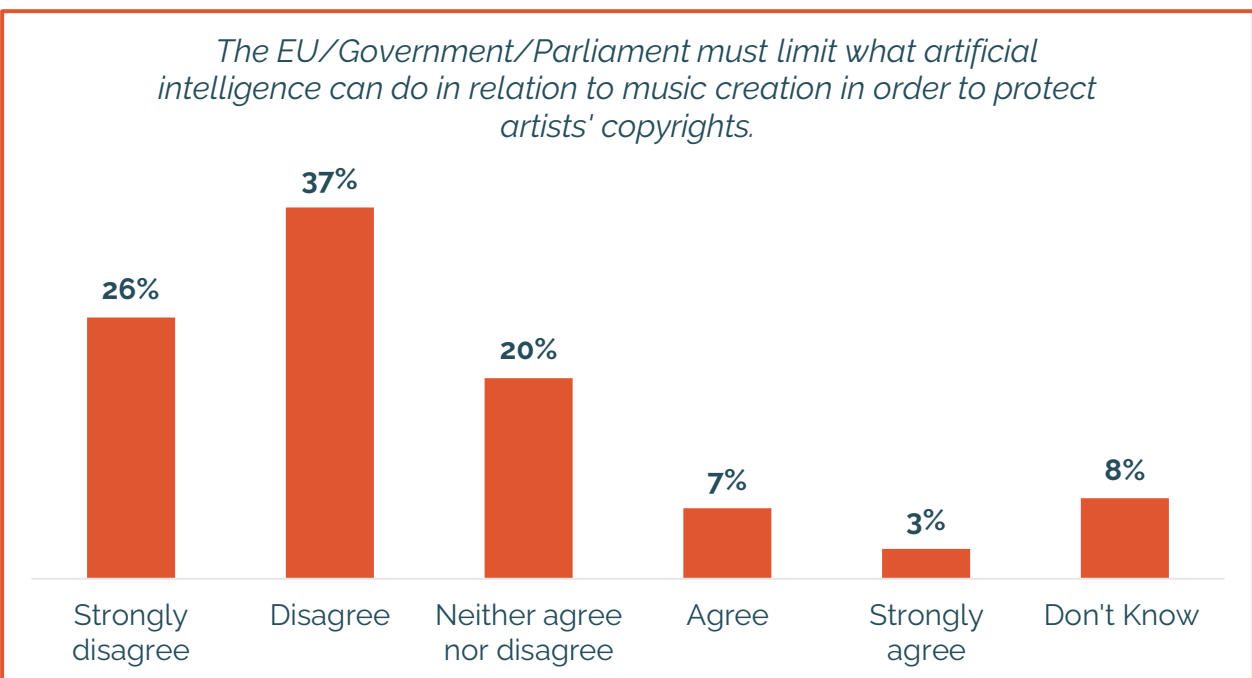


**82%** believe music created exclusively with AI should be labelled



### Danes' knowledge of AI

- Danes are mostly aware of and have used generative artificial intelligence
- **73%** now that AI can be used to create music and vocals
- **41%** have heard music that they know was created by AI.



The survey was conducted as web-based interviews among 2,000 people in the target group 16-64 years, nationally representative in terms of age, gender and region in Denmark