

# AI in the music industry 2025

Report on the results of the AI survey, January 2025  
Research Agency Vastakaiku

**TEOSTO**  
MUSIC IS POWER



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Summary



# **Background and implementation of the survey**

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## **Target group and respondents**

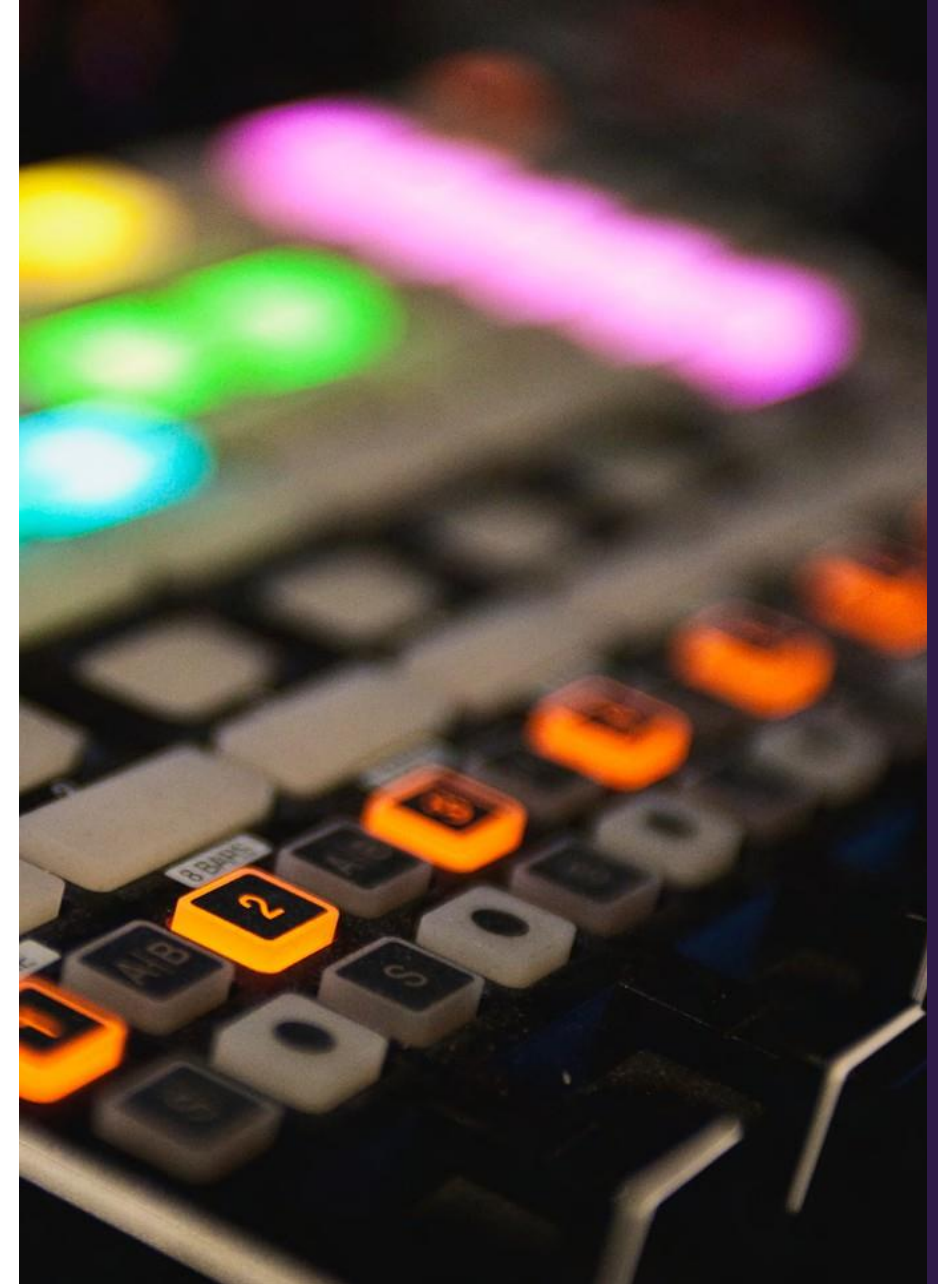
# Background and implementation of the survey

The aim of the survey was to investigate the attitudes, experiences and views of Finns working in the music industry about the use of AI in music. At the same time, the aim was to identify opportunities and threats related to the use of artificial intelligence.

The results were compared, where applicable, with a corresponding survey by Teosto in 2023 and with the AI and Music study by the international German copyright society GEMA and the French Sacem in late 2023. (see [www.gema.de/AI-study](http://www.gema.de/AI-study))

The survey was carried out in December 2024 – January 2025, with 1,108 respondents participating in it. A link to the digital questionnaire was sent by email to all Teosto members. It was also distributed through partner organisations and Teosto's social media channels.

The survey was conducted by Tutkimustoimisto Vastakaiku Oy on Teosto's behalf.



# The survey's target group and respondents

A total of 1,108 music industry professionals and students responded to the digital survey. The respondents represent the Finnish music industry well. The survey's margin of error at a 95% confidence level is +/- 3.2%.

## Role in the music industry

- 1018** Composer or lyricist
- 900** Performer / musician
- 546** Producer
- 403** Amateur
- 94** Other music business representative
- 74** Representative of a record label
- 66** Music student
- 48** Representative of a music industry organisation
- 43** Representative of a publisher
- 51** Other

## Main music genre

*(multiple answers possible)*

- 576** Rock, heavy, metal, punk
- 492** Pop
- 246** Electronic music
- 233** Schlager
- 216** Folk music, traditional music, world music
- 198** Country, blues
- 178** Classical music, contemporary music
- 136** Jazz
- 131** Media music (films, TV, advertisements)
- 107** Rap, hip hop, r'n'b

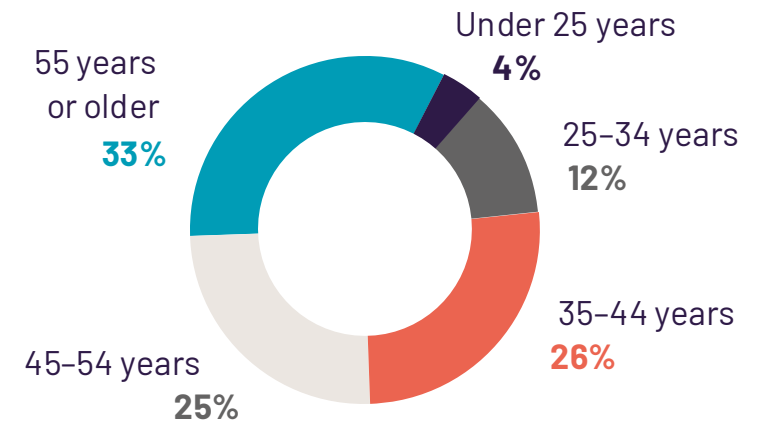
## Creates, performs or publishes music

Main source of income **176**  
Source of supplementary income **603**

## Experience in the music industry

More than 10 years of experience **79%**

## Age distribution



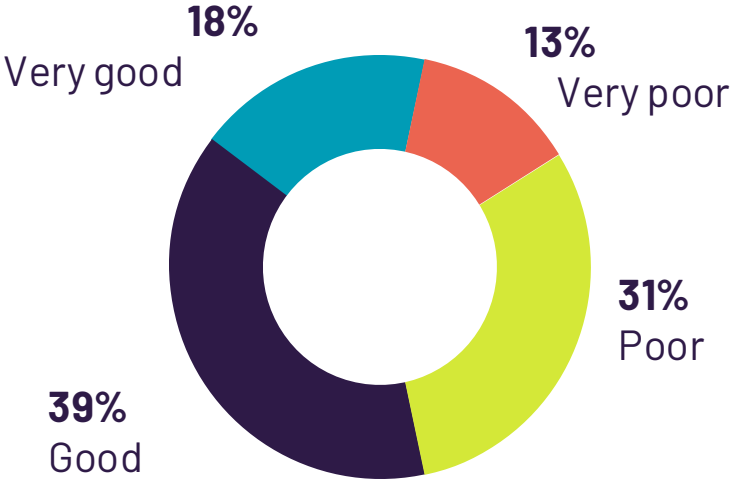
**1.**

# **Attitude towards the use of AI in music**

# Those working in the music industry have a fairly good understanding of AI and its use

57% of respondents stated that they have a good understanding of AI in the music industry. Only 1 in 10 are completely unaware of it. Young people were more educated than older age groups on how AI is used in the music industry.

How good is your understanding of the use of AI in the music industry?



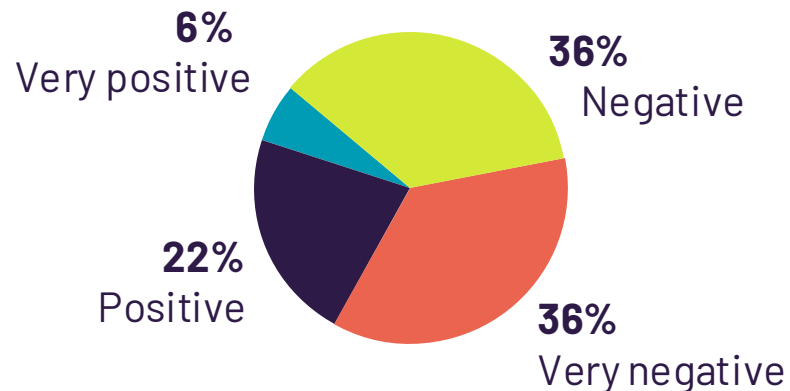
n=1,108

# The attitude of people working in the music industry towards AI has become more negative

While 43% of respondents in the 2023 survey had a positive attitude towards the use of AI in music, that figure had now fallen to 28%. The most negative are those aged under 35 (75% negative) and the most positive are those aged 45-54 (29% positive). There was hardly any difference in attitudes between genders.

## Attitude towards AI in 2025

n=1,108



## A more positive attitude

Share of those with a positive attitude

Electronic music	41%
Rap, hip hop, r'n'b	38%
Pop	36%
Media music (films, TV, advertisements)	35%

## A more negative attitude

Share of those with a negative attitude

Folk music, traditional music, world music	76%
Jazz	75%
Country, blues	73%
Rock, heavy, metal, punk	73%



**2.**

# Current use of AI

# AI is already a common tool in the music industry

The use of AI has grown steadily in the music industry. 35% of respondents use it in the music creation process, such as in composition, lyric writing or mixing. 27% of respondents had used AI in other music-related work, such as marketing or cover art. All in all, nearly half (47%) of the respondents had used AI for some kind of music-related activity.

**47%** have generally used AI in relation to music

**35%** have used AI technologies in music creation

**27%** have used AI technologies in other music-related matters

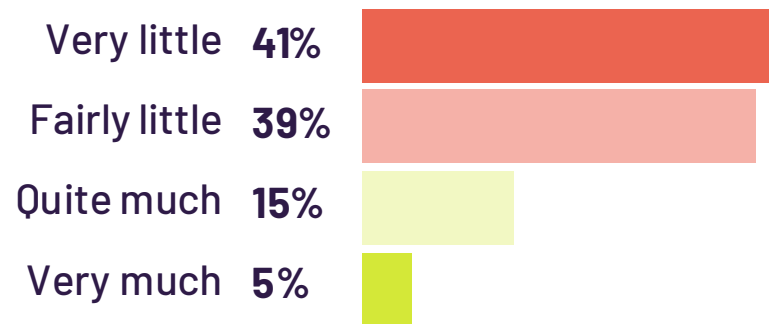
## For what kinds of things have you used AI technologies in music creation?



AI has not yet reached the position of the most important tool of music authors. The majority of users report relatively low AI usage. However, AI can be used for many different purposes, such as creating melodies, harmonies and lyrics, finding inspiration and ideas, producing new soundscapes and effects, and improving the sound quality of songs.

## How much AI do you use in music creation right now?

Group: currently uses AI in music creation (n=382)



### What is AI used for?

(open answers)

- Creative work and composition
- Lyrics and text production
- Sound design and production
- Mastering and mixing
- Analysis and learning
- Creating images and cover art
- Marketing and promotion

**3.**

# **Future use of AI**

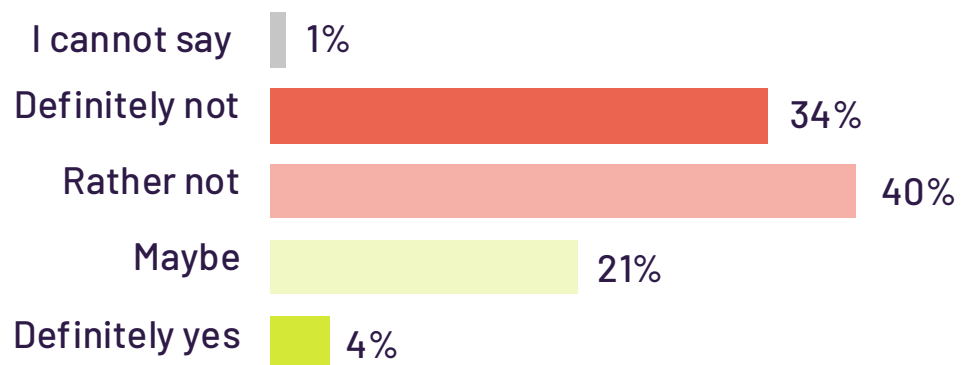


# Many refuse to use AI in the future as well

Respondents who do not yet use AI are not particularly eager to use it in the future either. More than a third of them refuse to use AI at all, and the majority are at least sceptical of it. Only a quarter think that they will probably try to learn more about the use of AI in the future. Attitudes were more negative among those whose main source of income is music.

## Would you consider using AI technologies in music creation in the future?

Group: not currently using AI (n=721)



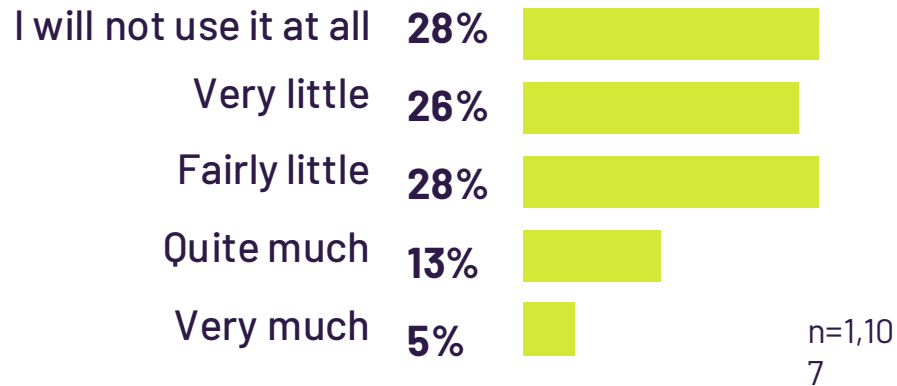
Of those for whom music is the main source of income, **80%** stated "rather/definitely not".

If music is a source of supplementary income, the corresponding figure is **74%**.

There are no major differences between age groups in attitudes towards the use of AI in music creation in the future.

The most negative are those under the age of 35, of whom **78%** state "rather/definitely not" and **38%** "definitely not".

# How much do you think you will use AI in music creation in five years' time?



Of the age groups, the respondents aged 35–44 are planning to use AI the most: **22%** quite/very much.

The least likely to use AI are those aged under 35: **88%** not at all – fairly little

## The genres with the most intention to use

	Not at all	Much
Rap, hip hop, r'n'b	15%	30%
Electronic music	16%	28%
Media music (films, TV, advertisements)	15%	28%

## The genres with the least intention to use

	Not at all	Much
Folk music, traditional music, world music	31%	12%
Jazz	29%	15%
Country, blues	30%	17%
Rock, heavy, metal, punk	29%	17%
Classical music, contemporary music	31%	19%

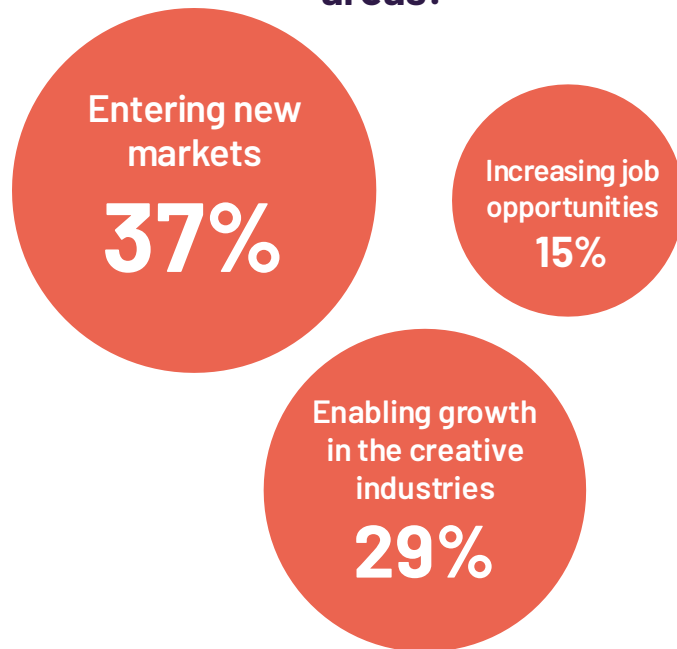
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# The opportunities of AI

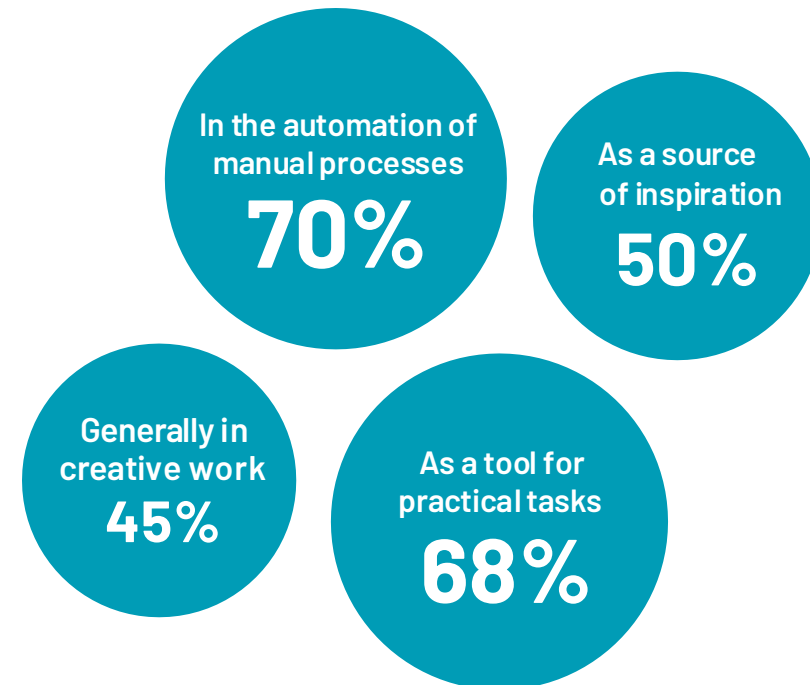
# AI is also viewed as an opportunity

In addition to threats, many respondents see in AI opportunities for the music industry and music industry professionals. Economic potential is seen in, for example, entering new markets. Most of all, AI is expected to make practical work easier and faster through, for example, the automation of manual processes.

## AI technology has great economic potential in the creative industries in the following areas:



## AI technology can support the human creative process:



n=1,108

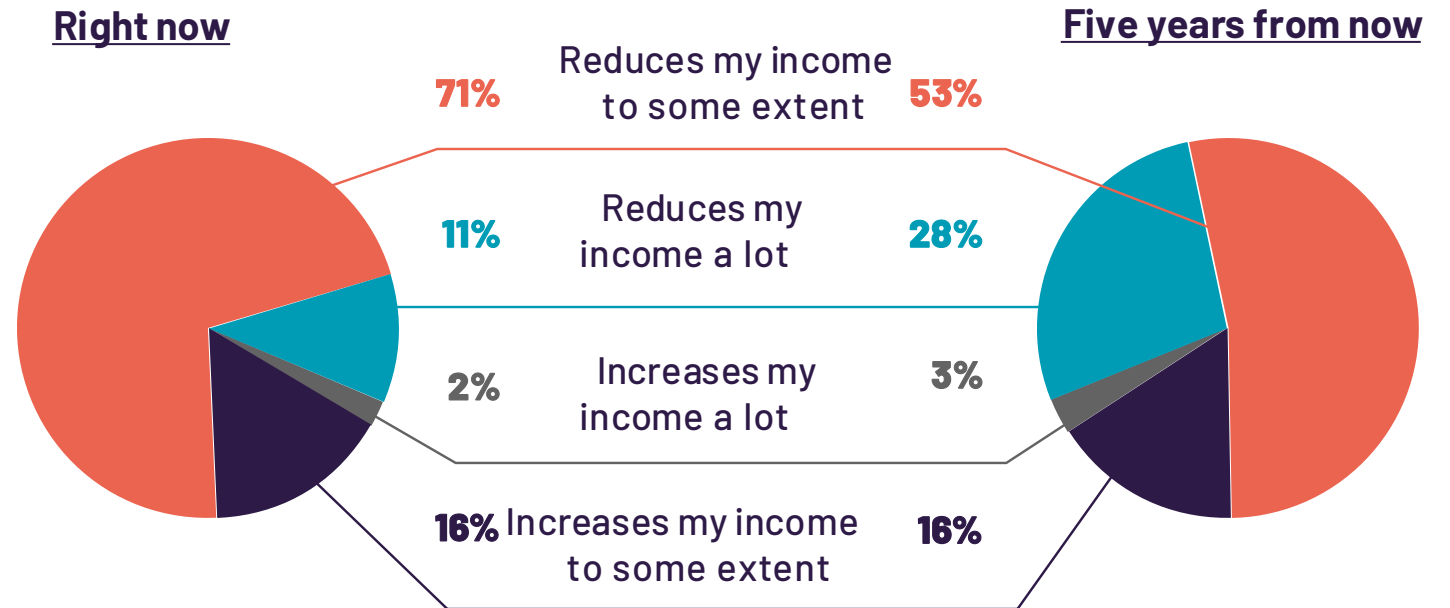


# AI is expected to significantly reduce income

Respondents see the reduction of their income as the biggest threat related to AI. More than 3 out of 4 respondents believe that AI has already reduced their income. Respondents expect their income to decrease even more in five years' time due to AI.

According to a global economic study commissioned by the International Confederation of Societies of Authors and Composers, CISAC, up to 24% of the revenues of music authors are at risk of loss by 2028 (Source: [Study on the economic impact of Generative AI in the Music and Audiovisual Industries, 2024](#))

## How do you think AI in the music industry will affect your income?



n=1,069

**5.**

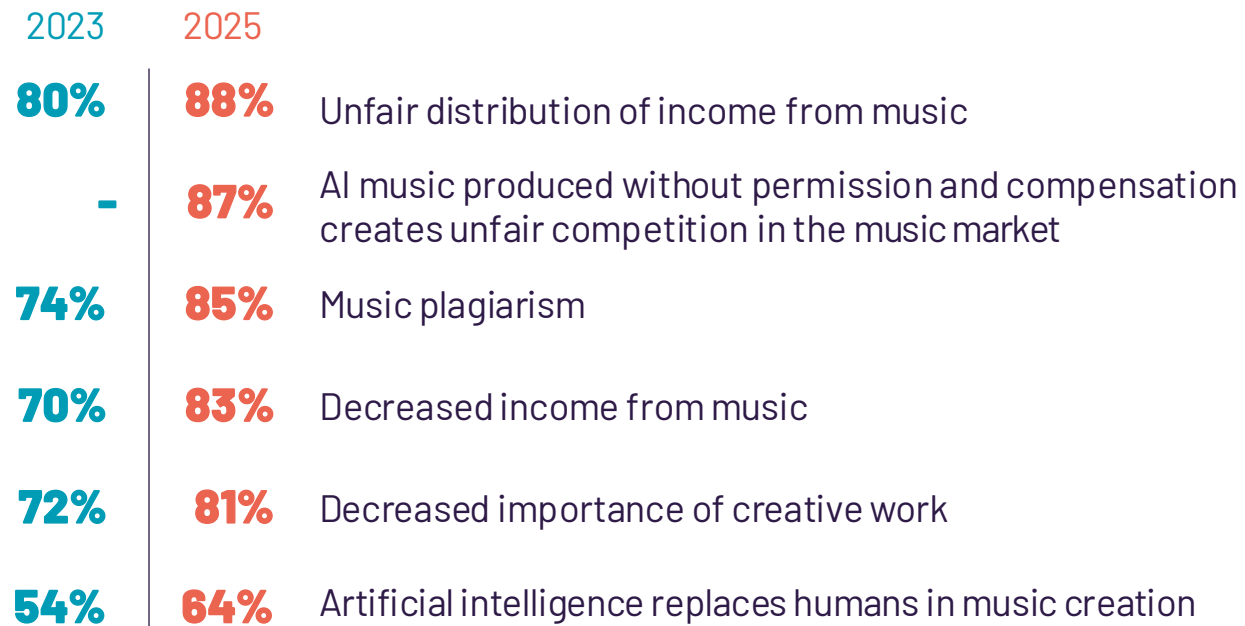
# **AI-related threats and fears**

# The biggest threats are related to livelihood

Music industry professionals are particularly concerned about issues related to the generation and fair distribution of revenue in the music industry and the unfair competitive situation created by AI. The concerns have increased significantly compared to 2023.

## How concerned are you about the following threats related to the use of AI?

Quite concerned / very concerned, share of respondents

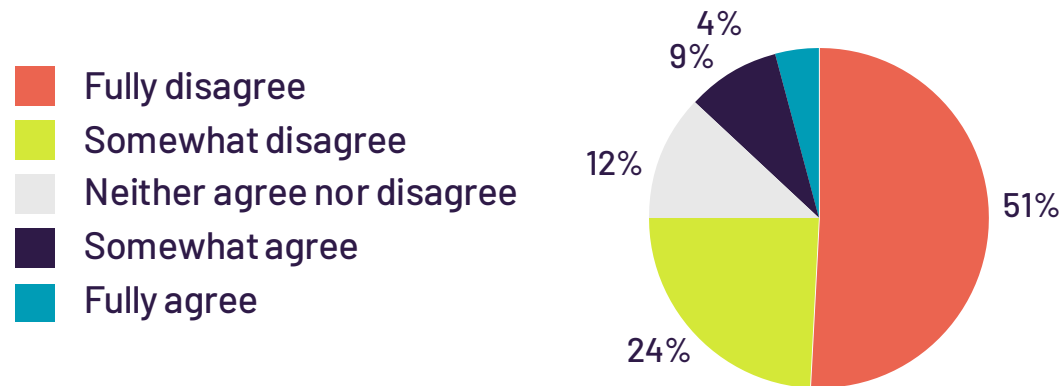


n=1,108

# AI content is not considered to be art, and should not warrant copyright protection

Only **13%** of respondents think that AI-generated content can be real art. Views have become more negative: in the 2023 survey, the corresponding figure was 36%. The wish is, therefore, not to grant copyright to content generated by AI. The majority also know that AI-generated content is not currently protected by copyright.

## In my opinion, AI-generated content is real art



Are you aware that, according to current legislation, content completely generated by AI is not eligible for copyright protection?

Yes **67%** (2023: **75%**)

Content generated by AI should be protected by copyright

Yes **16%** (2023: **15%**)

n=1,104



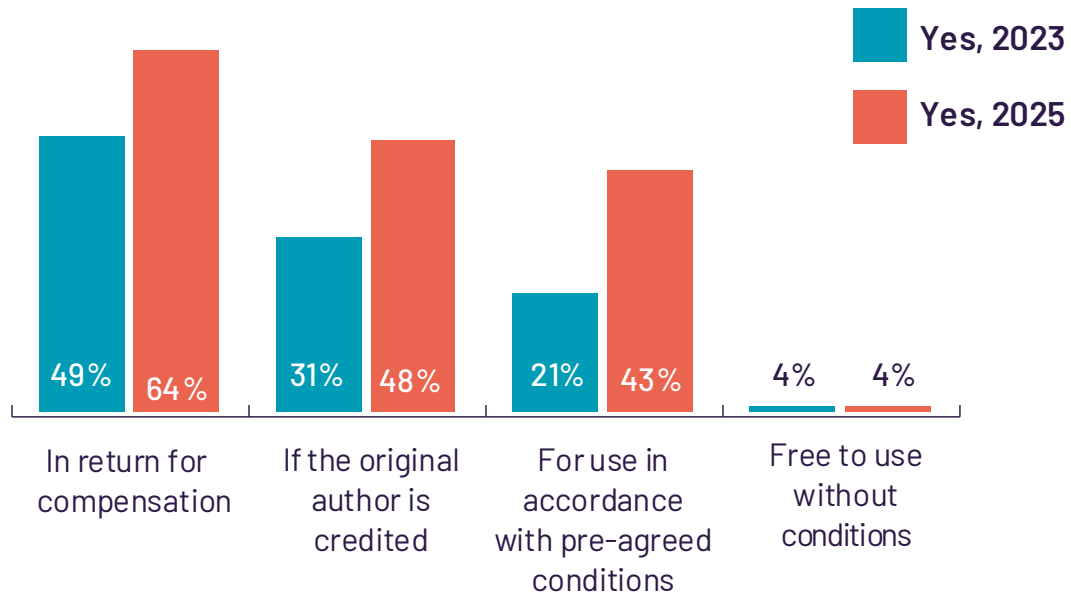
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# **Technological and societal perspectives**

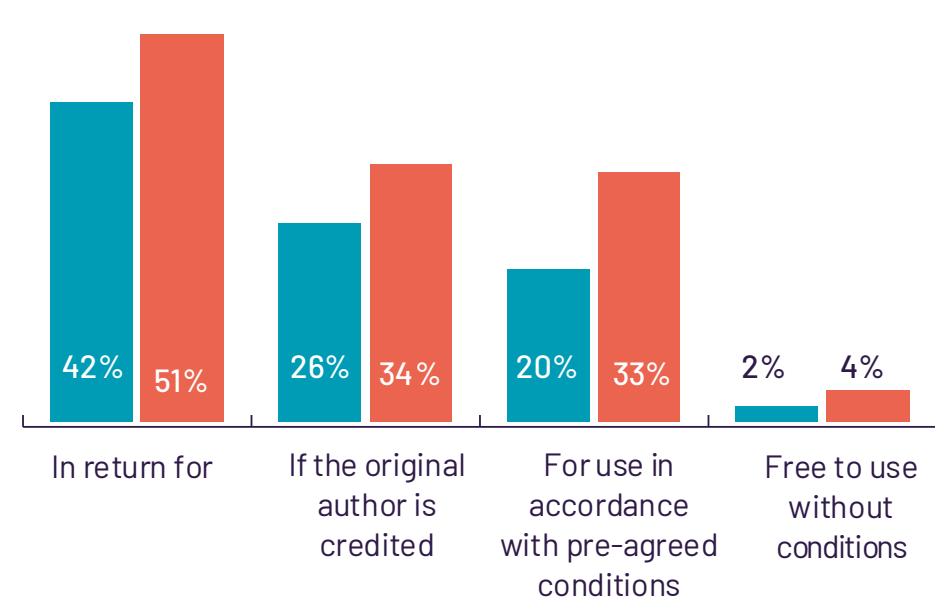
# Agreeing on remuneration is a key element

Having rules in place and agreeing on remuneration would also encourage respondents to allow AI applications to use their music. More respondents than before would be willing to make their own music available to AI applications in return for remuneration.

## Would you be willing to allow your music to be used as material for music-generating AI applications?



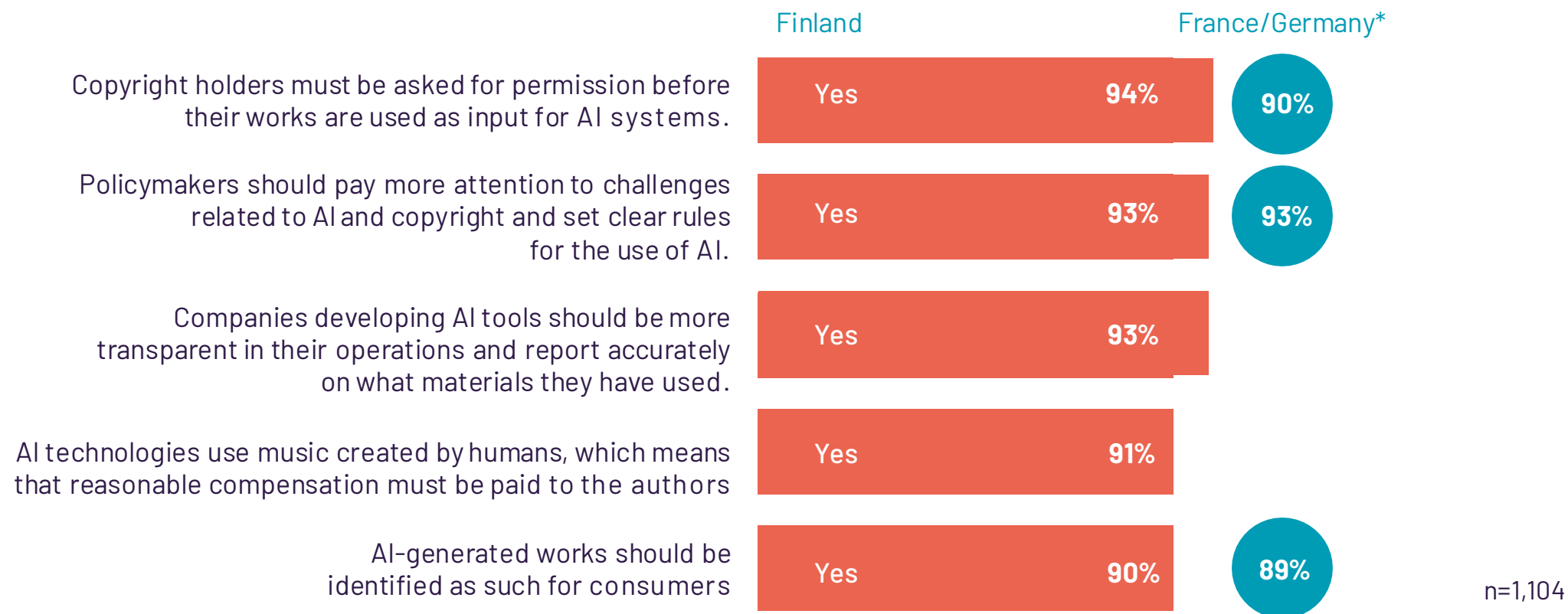
## Would you be willing to make your voice available to AI applications that emulate sound?



n=1,104

# The music industry has unanimous demands for policymakers

Those operating in the music industry were quite unanimous in their demands for societal decision-making. The respondents want regulation and clear rules for the AI market. The views of the Finnish respondents were consistent with those of French and German music authors.



\*AI and Music – Market Development of AI in the Music Sector and Impact on Authors and Creators in Germany and France, January 2024

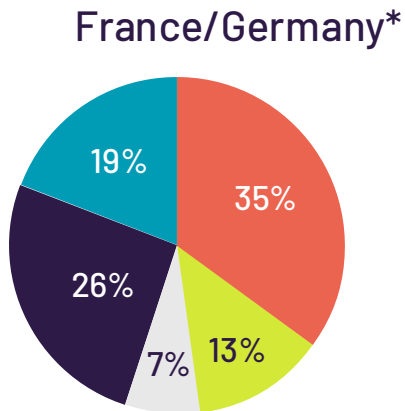
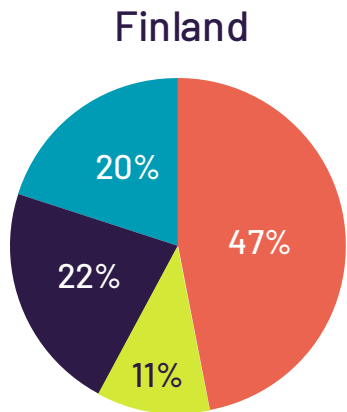
**7.**

# **Comparison with international results**

# Both AI users and “total refusers” are more prevalent in Finland than in other European countries

## Use and potential

- AI Users
- Potential AI Users
- Don't Knows
- Rather Nots
- AI Refusers

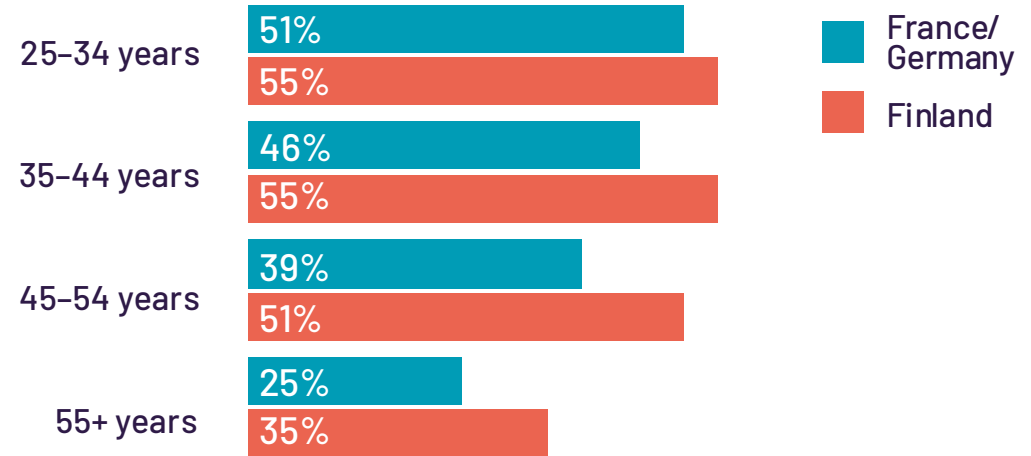


Finland n=1,108

\*AI and Music - Market Development of AI in the Music Sector and Impact on Authors and Creators in Germany and France, January 2024

\*\* Promo content and marketing included in the same question

## Current use of AI in music



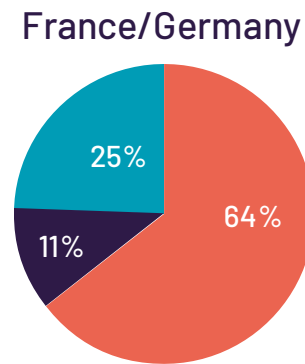
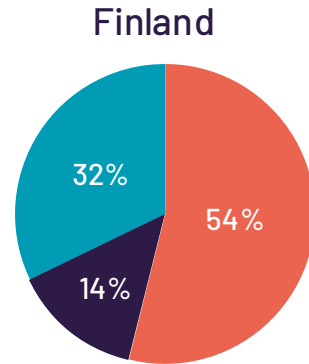
## What is AI used for?

- Composition, lyrics, creative process
- Recording, editing, mixing, mastering
- Creating promo content
- Music marketing

	Finland	France/ Germany
Composition, lyrics, creative process	21%	11%
Recording, editing, mixing, mastering	18%	15%
Creating promo content	13%	**10%
Music marketing	12%	**10%

# Finns see more opportunities in AI than the Germans or the French

When you think about the use of AI technologies in music creation in general, what is your opinion?

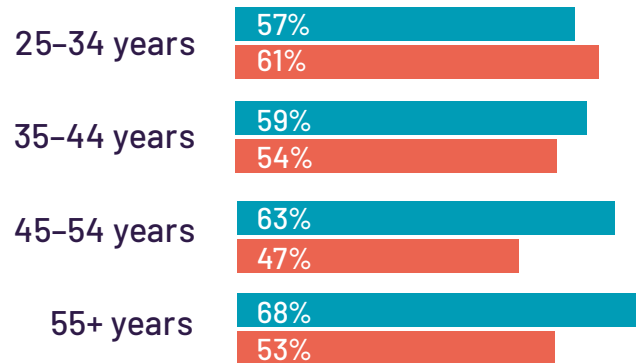


- The risks outweigh the opportunities
- The opportunities and the risks are about the same
- The opportunities outweigh the risks

"The risks outweigh the opportunities"

- France/Germany\*
- Finland

Finland n=1,099



AI technology can support the human creative process

The use of AI for music could lead to music creators no longer being able to make a living from their work

	Finland	France /Germany
AI technology can support the human creative process	45%	38%
The use of AI for music could lead to music creators no longer being able to make a living from their work	74%	71%

\*AI and Music - Market Development of AI in the Music Sector and Impact on Authors and Creators in Germany and France, January 2024

# Summary



# Summary

**The Finnish music industry is quite familiar with AI and uses it more than its European counterparts.** A little under two thirds feel that they have a good understanding of AI in the music industry. In Finland, nearly half of respondents have used AI in relation to music, while about one third of French and German respondents have used AI. On the other hand, well over a third will not use AI in the future.

**Although the use of AI has increased, attitudes towards AI have become more negative since 2023.** Nearly three-quarters of respondents have a negative attitude towards the use of AI in the music industry. The youngest group of respondents, who are also the most familiar with AI, is the most critical of AI.

The biggest concerns are the **unfair distribution of revenue from music, the unfair competitive situation created by AI and music plagiarism.** 4 out of 5 respondents believe that AI has reduced their income. Respondents expect incomes to decrease further in the future. Similarly, very few feel that the opportunities of AI outweigh its risks.

**The greatest opportunities in AI are seen in making one's work more efficient** by, for example, supporting creative work by automating processes and using AI as a tool in practical tasks. **Agreeing on AI practices is considered to be an important prerequisite** for AI to have a more positive impact on music industry professionals. About two-thirds of respondents would be willing to make their music available to AI applications in return for remuneration, while in 2023, only just under half were willing to do so.

**The music industry finds it to be very important to promote policy goals.** As many as 9 out of 10 Finnish and European music industry actors think that (1) policymakers should pay more attention to copyright and set clear rules for the use of AI, (2) copyright holders must be asked for permission before their works are used as input for AI systems and (3) AI-generated works should be identified as such for consumers. The aim is also to get AI operators to pay remuneration when they use copyright-protected materials. These issues have been highlighted as the most important messages of the European creative industry to both national and European policymakers.

**The survey was commissioned and coordinated by:**  
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**The survey was conducted by:**  
Research Agency Vastakaiku Oy



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