

AI & ML

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

WHO **OR** WHAT IS CHANGING THE BEAT OF MUSIC'S FUTURE?



THE RISE AND FALL OF MUSIC PROFITS:

After the peak in 2000 of **\$21.5 billion in sales**, the music industry saw a steady decline for 15 years. Around 2018, the cumulative impact of AI and ML triggered a change...

1ST TIME -

1 TRILLION+

Audio On-Demand Streams

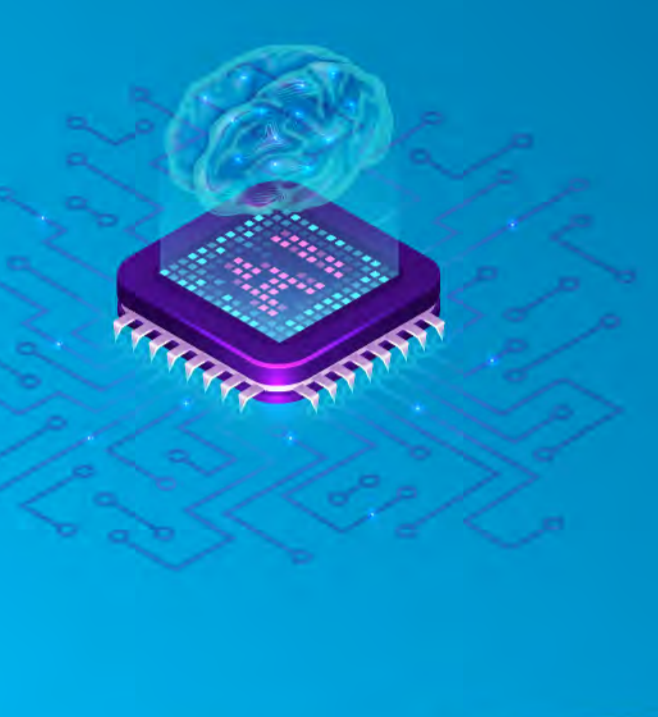
Source: All Access 2019 year-end report

40K

New tracks uploaded to Spotify daily, sorted by AI. Source: MusicBusinessWorldwide.com

2 YEARS

2019 & 2020 = Sales Rising (Source: RIAA)



WHY?

1. AI-Driven User Data + Push Technology = Curated Playlist Recommender Engines and Sales
2. Surge of FREE Streaming Music Apps, Music Included in Amazon Prime Memberships
3. TikTok-fueled Rediscovery of Old Billboard Top 100 Hits = New Billboard Top 100 hits

A LOOK BACK

1951

Alan Turing, British AI theorist and computer pioneer records first computer-generated music

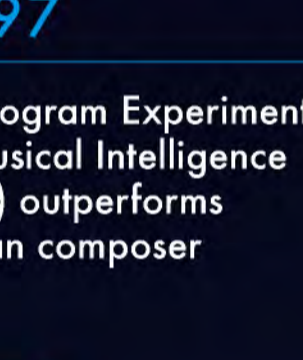


1965

1st computer-created piano piece debuts on Steve Allen's show, "I've Got a Secret"

1960

1st paper produced on algorithmic music computing, using Ural-1 computer



1992

Ty Roberts creates "Verbasizer" lyric creator software for David Bowie

1997

AI program Experiments in Musical Intelligence (EMI) outperforms human composer

1998

Gracenote, music recognition technology, launches (Shazam's tech precursor)

1999

The Music Genome Project is conceived as a "musical Myers-Briggs" by Will Glaser and Tim Westergren



2002

Shazam music recognition app launches in the UK

2000

Glaser & Westergren join Jon Kraft to launch Pandora Media and The Music Genome Project



2012

Songza music playlist service releases Music Concierge feature on iPhone and the web

2015

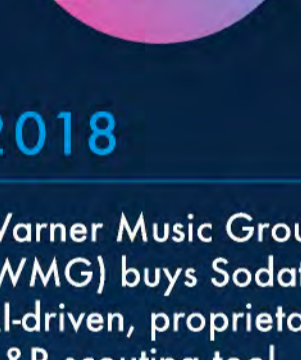
Spotify launches Discover Weekly AI-curated playlists

2016

"Daddy's Car", 1st-ever pop song written by Sony AI system, Flow Machines

2017

1st Christmas Song created by AI

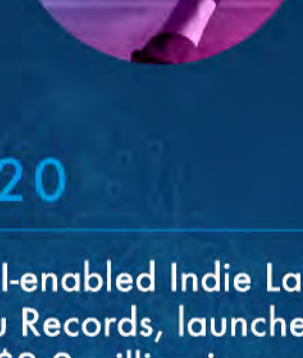


2018

Taryn Southern produces I AM AI, the world's 1st solo music album composed with AI

2018

Warner Music Group (WGM) buys Sodatone, AI-driven, proprietary A&R scouting tool



2019

World's 1st ML-enabled musical keyboard, AWS DeepComposer, launched by Amazon

2020

1st AI-enabled Indie Label, Snafu Records, launches with \$2.9 million in seed funding

2020

WGM announces they've signed 100% more new artists via their AI-driven Sodatone scouting app than they did in 2019

LOOKING AHEAD



Will AI-curated, biometric-reliant playlists become everyday therapeutic healing modalities?



What are musical artists' copyrighted music rights as they relate to AI training data?



Will machine learning and blockchain create the most accurate and secure Rights and Royalties solution for the music industry?

STAY AUTO-TUNED

[Read the Blog](#)

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