

IFPI'S ENGAGING WITH MUSIC 2023:

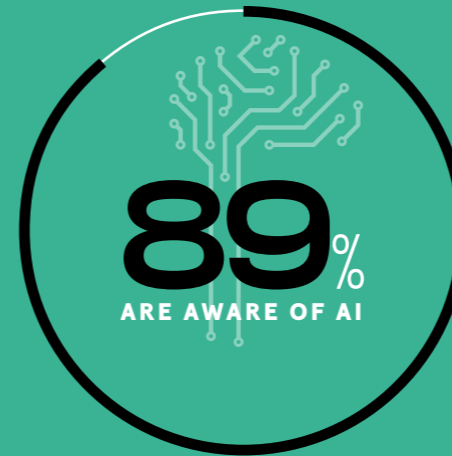
# Artificial intelligence enters the stage

For the first time in a major piece of consumer research – covering more than 43,000 people across 26 markets – fans around the world have given their views on AI in music. Here are the findings from IFPI's *Engaging with Music 2023* report.



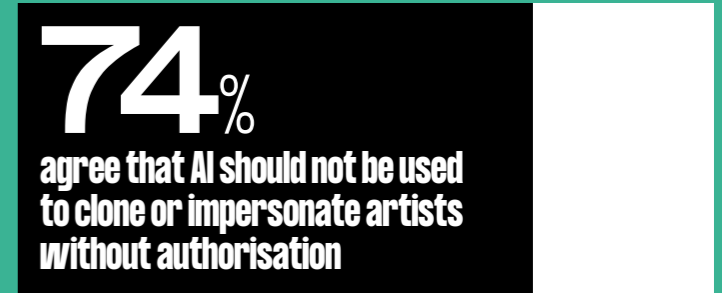
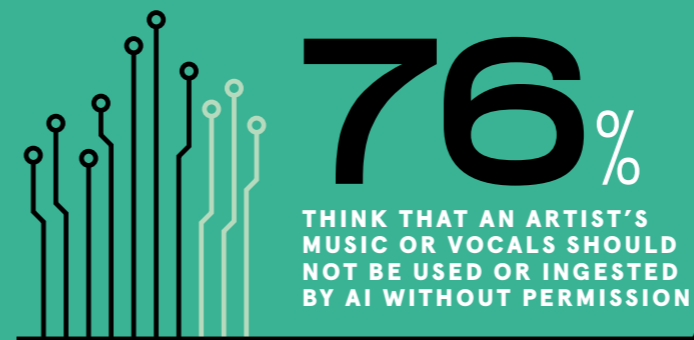
## HIGH AWARENESS OF AI:

There is already good awareness of AI among music fans, with many using it and interested in its capabilities:



— For fans aware of AI's capabilities:

## AUTHORISATION FOR THE USE OF MUSIC IS SEEN AS EXTREMELY IMPORTANT:



## FANS ALSO RECOGNISE THE NEED TO SET RULES FOR AI SYSTEMS:

