

## **The Centre national de la musique (CNM) unveils the results of its new study about the impacts of artificial intelligence on the music industry.**

**As part of France Music Week's 'Innovation and Tech Day', which took place at the Maison de la Radio et de la Musique on Tuesday June 17th, the Centre national de la musique (CNM) and BearingPoint presented the results of their new study about the current and future uses of AI in the music industry and its anticipated impact on professions.**

Based on in-depth documentary research and about thirty qualitative interviews conducted in the first half of 2025 with professionals from various areas of the music industry, the study concludes that there are promising opportunities for the gradual but necessarily controlled integration of AI into the music industry.

### **Opportunities identified across the entire value chain**

More than 50 detailed use cases are part of this study. They cover the entire value chain of the music industry: from creation, production, publishing, distribution to recorded and live music as well as rights management, marketing, promotion and career management.

The opportunities identified include stimulating creativity and exploring new aesthetics, reducing production costs and refocusing on creative tasks by automating more tedious and time-consuming tasks, making promotional tools more effective, transforming the listening experience, and facilitating data analysis and management.

Market access for new professionals could also be facilitated through accessible and affordable creation and distribution tools. For example, assistance with the creation of demos could make it easier for songwriters to promote their creations. For producers, distributors and managers, productivity gains on repetitive tasks could lead to an expansion of artists' catalogues and a diversification of the ways of identifying new talent.

### **The music industry's enthusiasm for AI and its actual adoption are still mixed strong interest in AI, yet a still mixed**

At this stage, the varying technological maturity of the tools currently being developed means that the integration of artificial intelligence solutions within the industry varies. The strategic and cultural challenges specific to each organization

depend on the resources available within the structures to identify, develop and integrate AI tools, and require a degree of technological acculturation that is not the same everywhere.

Furthermore, the legal framework is still out of step with the emerging uses of artificial intelligence in the industry, and fears are emerging about the security of the tools in terms of data confidentiality and catalogue protection. The training of models, both in terms of authorization and remuneration for the musical works used, still poses real problems, as does the legal status of 'automated' or AI-assisted creations. There are also debates about the limits to be drawn between simple inspiration and deceptive imitations. Finally, the question of how to detect 100% AI tracks and what to do with them, both by broadcasters and by producers and distributors, has yet to be fully resolved.

### **Variable impact on jobs and professions in the music industry**

In addition to these disparities, whether real or perceived, there is a lack of visibility regarding the potential impact on jobs. Within the music industry, jobs involving more standardized, technical or repetitive tasks are more likely to see all or part of their content automated than jobs with a strong artistic component.

The study underlines that the development of AI-related skills and the emergence of hybrid profiles combining artistic creation and technological expertise require support for professionals in the music industry and investment not only in initial training but also in ongoing education.

### **Potential changes in companies' competitive positioning and business models**

As recorded music production volumes increase - raising concerns about remuneration for rights holders, as well as the environmental and economic costs of storage and distribution - online music platforms may seek to differentiate themselves by prioritizing "human content" in editorial choices, recommendation algorithms and monetization strategies. New ways of exploiting music catalogues could also emerge. As self-service platforms become more efficient and artists more independent in the creation and distribution of their work, traditional players will need to stand out from the crowd with improved service offerings and personalized support. Collaboration between the various professions in the music industry will be crucial in all these areas.

### **Conclusion: The gradual, regulated integration of AI into music offers promising opportunities.**

**A forward-looking industry** that combines AI with human expertise can create creative and sustainable business models, making innovation a driver of growth and attractiveness.

**Sectoral coordination** is essential to foster the adoption of AI across the value chain and unlock cross-cutting opportunities. Education and training, both initial and continuing, will be an essential lever for successful implementation.

**Ethical and legal challenges** need to be addressed with clear standards to protect creativity, ensure transparency of algorithms, and manage the impact of AI on the environment.

The full study is available [here](#).

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