Harnessing the Power of AI

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Does the word 'artificial' sound just a little bit scary? How can something artificial actually be innovative or in fact 'intelligent'? We have become masters of the robot, with all our intelligence oozing from our perfectly sized homo sapiens' brain and our cleverly adapted chemical make-up - are we creating monsters in a new world?

Is A.I. good or bad, and who is in control? Is all this this JUST a new fad? The fact of the matter is 'NO', it is not new.

Historically the term A.I. was created back in the mid-1950 where early forms of this technology explored topics such as problem solving and symbolic methodology. Then just about a decade later the US Department of Defence took interest in this type of work and began training computers to mimic basic human reasoning. The Defence Advanced Research Projects Agency (DARPA) completed street mapping projects in the 1970s. Then in 2003, DARPA produced intelligent personal assistants long before we had anything such as Siri, Alexa or 'hey Google'.

The initial goals of this research dealt with reasoning, knowledge representation, planning, learning, natural language processing, perception, and support for 'robotics', simulating human intelligence and knowledge through data input and progressive learning from what we feed into it.

The early work in the 50s paved the way for the automation and formal reasoning that we see in computers today, including decision support systems and smart search engines that can be designed to complement and augment human-like abilities.

If we respect and are transparent with the use of A.I. and give credit where credit is due, we will stay on an ethical and safe flight path.

SAS Institute (2024) argues - 'Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. Most AI examples that you hear about today – from chess-playing computers to self-driving cars – rely heavily on deep learning and natural language processing. Using these technologies, computers can be trained to accomplish specific tasks by processing large amounts of data and recognising patterns in the data'.

There are a variety of considerations on the topic of AI – and there are both the negatives and the positives as well as the due diligence required by all type of industries and organizations to ensure a safe, non-infringing creative environment for the future.

In my business, the *creative arts and music publishing*, there are certainly numerous concerns. Many of which are being attended to by a multitude of overseas organizations, such as the ICMP - the International Confederation of Music Publishers - the global voice for music publishing.

Legrand (2024) quotes John Phelan, Director General of The International Confederation of Music Publishers (ICMP) states, 'Ensuring AI companies have clear respect for copyright and exclusive rights (is essential).

For the music industry, the headline here is that the Belgian government's Presidency of the EU will be tasked with corralling governments, coordinating texts, and chalking off the technical details of December's political deal on the future EU AI Act. That will not be just semantics though, there's substance to be secured there.

We want to ensure the Presidency ensures the EU AI laws are fit for purpose by ensuring AI companies have clear respect for copyright and exclusive rights, that our sector can access details on dataset and Large Language Model training, irrespective of where it was carried out and to ensure these companies have reporting and documentation retention requirements.

It's clear there is considerable pressure coming in from some heavyweight governments on the final scope and details of the AI Act. We will work with the Presidency and other decision makers to try and resist and efforts to dilute'.

The focus here is to monitor how digital partners are engaging with the law, and to maintain a clear focus on trade policy and copyright respect around the planet.

Using AI in a music business

I have embraced AI and use it wisely in my business, 101 Music Pty Ltd®, a music production library licensing company servicing the world with music to accompany the visual and audio story. In a recent expansion of my company (from May 2003) I now service the Australasian territories as a production music distributor, where I represent and sub-publish over 60 music production libraries, some 220,000+ tracks (pieces of music).

On my website, www.101.audio, the client *search site* for music licensing, https://search.101.audio,

I have employed an AI function from *Harvest Evoke* (an AI application) where clients can type or drop a YouTube URL link or drop a music mp3 audio file in the 'search bar' to find music tracks in my list of music libraries that sound and feel alike.
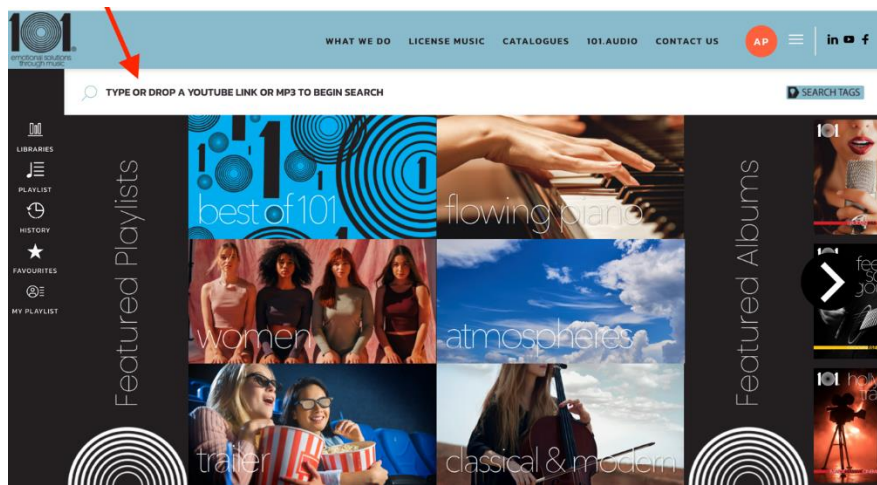
This saves valuable time for clients - and our staff - who are creating curated music playlists for the clients, as *Evoke* sorts through the multitude of tracks, some 220,000+, to find ones that represent the same feel, with the same emotion and identical style of music production virtually instantaneously. The fact is, accomplishing this task outside of the use of AI can take hours, and further, a human will probably miss many tracks that are quite suitable to a creative brief. AI has impacted *positively* for my company, as my clients absolutely love this function, as do my staff of music supervisors and curators.

In addition to the intelligent search bar function, if you find a track already represented by 101 Music in my list of libraries, all the client needs to do is to move to the right of the track to find the 'light bulb' and click, see below image and red arrow.
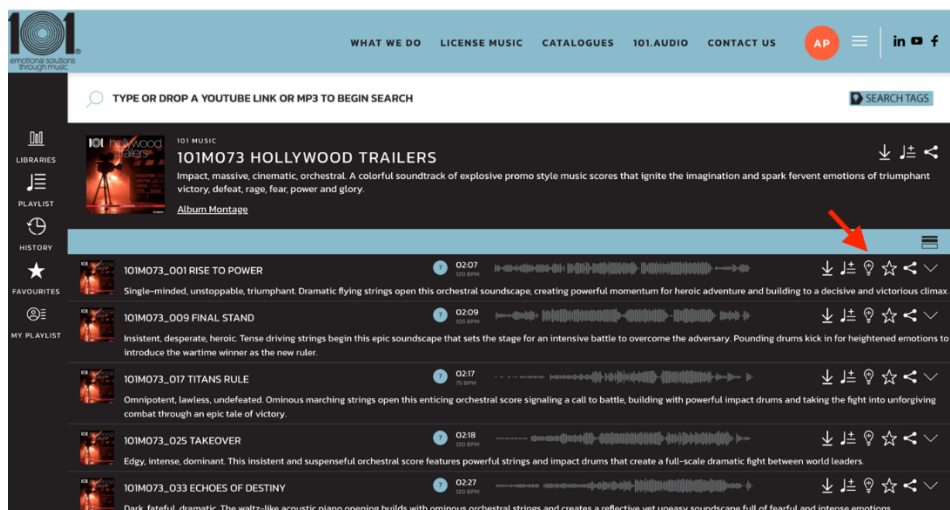
When clicking the 'light bulb', AI (*Evoke*) finds all other tracks that 101 Music represents and creates a playlist list for the client to audition from the list of choices in order to find something that works for them.

Music searching has now become super intelligent and easy to accomplish in a matter of seconds.

Legal Matters, and avoiding the lawsuit

Another very important *benefit* of using AI in my business is to help avoid copyright infringements, by providing the ability to find and identify copyright 'sound-a-likes' that have accidentally snuck under the net.

Just a few weeks ago our staff and I were searching for a track that we were given by a client to find something similar from what they gave us as an example audio file. I would like to note, in this case we were not looking for a piece that is an exact cloned sound-a-like, as that would be a legal issue with respect to intellectual property and copyright infringement. We were not looking, nor was the client wanting, to find a rip-off anyone's intellectual property, yet with the power of *Evoke* AI what this intelligent search function was able to find from my list of 60 music libraries that I represent were three tracks that were in fact a perfect sound-a-like, and with no doubt to myself and other musicologists that I employ, was a direct copyright infringement.

I immediately pulled the music tracks off my server search website and informed the owner of that music library that those particular tracks are much too close for comfort to continue to represent the track, and that I had to delete the audio file title from my representation. I also advised that it would be in their best interests to do the same across the globe with all their other representative sub-publishers.

Harvest, creators of *Evoke*, advertise the product saying, '**Evoke** helps you find tracks that are sonically similar. You can also use an mp3 to seed a search and get intuitive advice on track selections, and you can also drop a YouTube URL in the same manner and get advice and recommendations. Call it sonic search if you prefer. Like a track? Want more like it'?

Evoke will find what you are looking for, and I am grateful there is such a product.

AI is here to stay

There is no doubt AI is here to stay. Businesses across every sector have found benefits from utilizing AI, and people around the globe use it in their everyday lives. When using AI effectively it is a positive. When using it to create new content and not sharing the rights with the original creators and those intellectual property owners is wrong.

When using AI to generate a robotic creation in any type of content, AI seems to lack the human emotion. Most humans are able to make sensitive decisions, and we can generally take into account the ramifications of what we do. AI does not have that ability, as it can only make choices and creations based on the parameters that has been feed. In fact, AI which has been programmed to understand human emotion falls short.

The lack of creativity means AI cannot create new solutions to problems or excel in any overly artistic field. Machines do need to be serviced and repaired from time to time, so unless the AI has a self-repairing function, it will eventually break down and require replacement parts.

AI needs to be continually trained with fresh data or it will become stale and outdated. It cannot learn on its own.

As Tableau from Salesforce says, 'AI can't naturally learn from its own experience and mistakes. Humans do this by nature, trying not to repeat the same mistakes over, and over again. However, creating an AI that can learn on its own is both extremely difficult and quite expensive. There are Ais that can learn, of course. Perhaps the most notable example of this would be the program AlphaGo, developed by Google, which taught itself to play Go, and within three days started inventing new strategies that humans hadn't yet thought of.

But without the programming to learn on its own, AI will need human intervention to help it improve over time'.

If AI is harnessed correctly, and used for the right purposes, our planet and mankind will benefit tremendously.

References

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