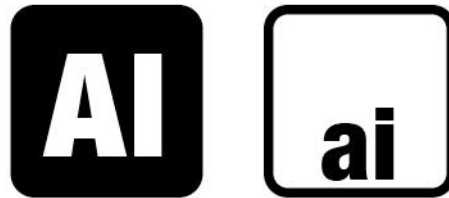


# MUSIC COMMUNITY INTRODUCES NEW LABELING PROGRAM TO DISTINGUISH GENERATIVE AI IN SOUND RECORDINGS

*Broad Support from IFPI, RIAA, A2IM, WIN, IMPALA, The Grammys, SAG-AFTRA & Human Artistry Campaign*

*Track-Level Labels to Provide Transparency for Fans Across Digital Music Services and Partners*



**NOTE: Suggested Icons for “AI-Generated” and “AI-Assisted” Labels**

**WASHINGTON / NEW YORK / LONDON** – Today, **IFPI, RIAA, A2IM, WIN, IMPALA, The Grammys, SAG-AFTRA & Human Artistry Campaign**, representing a broad spectrum of recorded music creators and companies around the world, announced a unified approach to voluntary track labeling to give fans clearer information about the use of generative AI (GenAI) in sound recordings. Distinguishing between “AI-Generated” and “AI-Assisted,” the labels are conceived with broad, global adoption in mind, across digital music services and other partners. The labeling is designed to evolve as technology and requirements change.

*“Fans want to know whether and how generative AI has been used in the music to which they listen. Given how important human artistry and authenticity is to music lovers all over the world, these labels will provide an immediately understandable and easily scalable approach to transparency. We acknowledge the many ways AI is being used creatively, so we expect to offer fans additional information as adoption of generative AI labeling grows and technology evolves,”* said **Vikki Oakley, IFPI CEO** and **Mitch Glazier, RIAA Chairman & CEO** in a joint statement.

In April, the music streaming service Deezer [reported](#) that AI-generated tracks comprised 44% of all new music delivered to its platform while Apple Music has [said](#) that more than one-third of the tracks uploaded to its platform are “100% AI.” Simultaneously, more artists are exploring ways to use AI to support and enhance, but not replace, their ideation and creativity. These new labels will help listeners distinguish between wholly AI recordings and those where AI was used by human artists in limited ways.

The GenAI labels announced today build on the important work of other partners to provide a harmonized and fan-friendly approach designed to support broad adoption of an industry standard across the music ecosystem.

*“The independent community knows the magic of music lives in an authentic connection between artists and fans. Technology will keep offering new ways to make and enjoy music, but that bond still runs on trust. As questions of integrity, authenticity, and provenance grow, that trust depends on people knowing what’s real. That’s why A2IM supports the whole industry coming together behind a clear, shared standard for labeling AI,”* said **Ian Harrison, CEO of A2IM (American Association of Independent Music)**.

*“For artists and fans around the world, true connections and trust are everything. Clear labeling of AI-generated content is central to this: it gives fans the transparency they deserve and supports the human-centered, safety-first approach that the global independent community has championed through the [WIN Principles for Generative AI](#). Implementing the shared standards that the music industry is collectively developing is key to navigating AI responsibly and keeping creativity at the heart of it,”* said **Noemi Planas, CEO of WIN (Worldwide Independent Network)**.

"As set out in IMPALA's [Digital Music Plan](#), establishing an industry wide framework with standard definitions regarding AI generated material and labelling is crucial and urgent for the independent sector. We welcome this as an important initial step towards a provenance system that the whole industry can embrace with pride as a quality mark. More than a labelling exercise, it is a foundational opportunity for the whole sector," said **Helen Smith, Executive Chair of IMPALA, the European independents association.**

"As AI continues to be integrated into the creative process, artists and fans alike deserve a clear way to communicate how and when it's being used," said **Harvey Mason jr., The Grammys CEO.** "This initiative ensures that creativity, authorship, and artistic intent remain at the center of every song. Giving artists the ability to tell that story strengthens trust and supports a more sustainable future for music."

"Transparency is essential, but it is only the beginning. Fans deserve to know when the music they hear is AI-generated or AI-assisted, and performers deserve a marketplace that recognizes, values, and protects human creativity. This framework is an important step toward giving listeners clear information. SAG-AFTRA continues to reinforce the principle that AI should not be used to replace, imitate, or exploit artists without consent and fair compensation," said **Duncan Crabtree-Ireland, SAG-AFTRA National Executive Director & Chief Negotiator.**

**Dr. Moiya McTier, Human Artistry Campaign Senior Advisor** said, "Transparency is a core Human Artistry principle, and this proposal delivers on that promise. Honesty has always been the best policy, and fans deserve to know if and how AI has been used in recordings they hear. The Human Artistry Campaign appreciates the collaboration, work and commitment to transparency made by organizations who have pulled together this landmark proposal. We look forward to broad adoption of this pro-human, pro-artist approach across the music ecosystem."

The labels use visual icons to give fans quick insight into whether and how AI was used in a sound recording – supported by metadata and related delivery systems. This reflects the music community's need for clarity in labeling and supports compliance with evolving requirements across jurisdictions. The organizations will work with digital music services, distributors, aggregators and standard-setting bodies on industry-wide implementation.

Track-level labeling across digital music services will help fans distinguish between "AI-Generated" and "AI-Assisted" recordings using the following high-level guidelines and suggested icons:



**AI-Generated (track-level label)**

*Generative AI was used to generate the entirety or the primary portion of the creative elements of the recording. This would include, for example:*

- *Lead vocal performance generated by AI, or*
- *Key instrumental performance generated by AI, or*
- *Entirely prompt-generated AI music.*



**AI-Assisted (track-level label)**

*The recording was created substantially by humans and expresses human creativity; however, generative AI was used for some expressive elements. Humans performed the lead vocal and primary instruments.*

These labels apply to the use of generative AI in sound recordings and will be available for use in the near future. The system does not cover the use of generative AI in lyrics, composition, music videos or cover art at this point.

###

**ABOUT [IFPI](#):** IFPI is the voice of the recording industry worldwide, representing more than 8,000 record companies across the globe. Its mission is to promote the value of recorded music, campaign for the rights of record producers, and expand the commercial uses of recorded music around the world.

**ABOUT [RIAA](#):** RIAA is the trade organization that supports and promotes the creative and commercial vitality of music labels in the United States, the most vibrant recorded music community in the world. Our membership – which includes several hundred companies, ranging from small-to-medium-sized enterprises to global businesses – creates, manufactures and/or distributes sound recordings. In support of its mission, the RIAA works to protect the intellectual property and First Amendment rights of artists and music labels; conducts consumer, industry, and technical research; and monitors and reviews state and federal laws, regulations, and policies. RIAA also certifies Gold®, Platinum®, Multi-Platinum™, Diamond and Los Premios De Oro y Platino™ sales and streaming awards.

**ABOUT [A2IM](#):** The American Association of Independent Music (A2IM) is the trade organization that serves as a central voice for a diverse community of over 600 independently owned record labels operating within the United States. A2IM represents their interests in the marketplace, in the media, on Capitol Hill, and as part of the global music community. As an organization, A2IM is committed to protecting the value of independent musical contributions and influence on a policy level.

**ABOUT [WIN](#):** The Worldwide Independent Network (WIN) is the international organization that brings together the global independent music community. We connect and develop trade associations representing thousands of independent music businesses around the world, promoting a fair, transparent, and diverse music ecosystem with full market access and opportunities for all.

**ABOUT [IMPALA](#):** IMPALA is the European independent music companies association. Its mission is to grow the independent music sector sustainably, return more value to artists, promote diversity and entrepreneurship, improve political access, inspire change, and increase access to finance. This year IMPALA celebrates its 25th anniversary with a series of interviews *Faces of the Independent Sector* and other features, see more [here](#).

**ABOUT [SAG-AFTRA](#):** SAG-AFTRA represents approximately 160,000 actors, announcers, broadcast journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists and other media professionals. SAG-AFTRA members are the faces and voices that entertain and inform America and the world. With national offices in Los Angeles and New York, and local offices nationwide, SAG-AFTRA members work together to secure the strongest protections for media artists into the 21st century and beyond.

**ABOUT [The Grammys](#):** The Grammys are a movement powered by 30,000 active songwriters, performers, producers, engineers and industry professionals who serve the music community by lifting their voices on a global stage, protecting their rights, creating opportunities for advancement, and providing direct assistance when it is needed most. And through the Grammy Award, we honor the very best of what music gives us each year.

**ABOUT THE [HUMAN ARTISTRY CAMPAIGN](#):** The Human Artistry Campaign is the global initiative for the advancement of responsible AI – working to ensure it develops in ways that strengthen the creative ecosystem, while also respecting and furthering the indispensable value of human artistry to culture. Across 34 countries, more than 180 organizations have united to protect every form of human expression and creative endeavor they represent – journalists, recording artists, photographers, actors, songwriters, composers, publishers, independent record labels, athletes and more. The growing coalition champions seven core principles for keeping human creativity at the center of technological innovation.

**MEDIA CONTACTS:**

Erin D.D. Burr, RIAA  
[eburr@riaa.com](mailto:eburr@riaa.com)

John Blewett, IFPI  
[John.Blewett@ifpi.org](mailto:John.Blewett@ifpi.org)

Brendan Bourke, A2IM  
[brendan@thesyn.com](mailto:brendan@thesyn.com)

Nerea Serrano, WIN  
[nerea@winformusic.org](mailto:nerea@winformusic.org)

Rory Brown, IMPALA  
[rbrown@impalamusic.org](mailto:rbrown@impalamusic.org)

Andie Cox Gibson, The Grammys  
[andie.cox@grammy.com](mailto:andie.cox@grammy.com)

Jorge Aguirre, SAG-AFTRA  
[Jorge.Aguirre@sagaftra.org](mailto:Jorge.Aguirre@sagaftra.org)

Human Artistry Campaign  
[contact@humanartistrycampaign.com](mailto:contact@humanartistrycampaign.com)