

How AI is changing piracy

'COPYRIGHT IN THE SPOTLIGHT:
30 YEARS HELLENIC COPYRIGHT ORGANIZATION'

7 March 2025



Overview

1. Introduction

2. AI models

3. AI outputs

4. AI principles to safeguard copyright

Introduction



About IFPI



IFPI is the voice of the recording industry worldwide, representing over 8,000 record company members across the globe.

We work 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.

IFPI is a not-for-profit international organisation registered in Switzerland. We have offices in London, Brussels, Singapore, Miami, Nairobi and Abu Dhabi plus a representative office in Beijing.

70 IFPI has more than 70 offices, National Groups and Affiliated MLCs

70 Our members operate in more than 70 countries worldwide

The music industry embraces technology – AI is no different



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It's time to break the sound barrier.

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Personalized soundscapes to help you focus, relax, and sleep. Backed by neuroscience.

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WARNER MUSIC GROUP

PRESS RELEASE

WARNER MUSIC PARTNERS WITH EDITH PIAF'S ESTATE ON GROUNDBREAKING AI TECHNOLOGY

November 14, 2023

THE ORB AND DAVID GILMOUR

JOIN A GLOBAL REMIX EXPERIENCE

Collaborate with AI & other fans to create unique album art and remix tracks based on *Metallic Spheres in Colour* from The Orb & David Gilmour, with original artwork by Simon Ghahary.

Album art generated may be included in our upcoming music video.

[Create Album Cover Art](#)

or

[Remix a Track](#)

POWERED BY VERMILLIO AUTHENTICATED AI

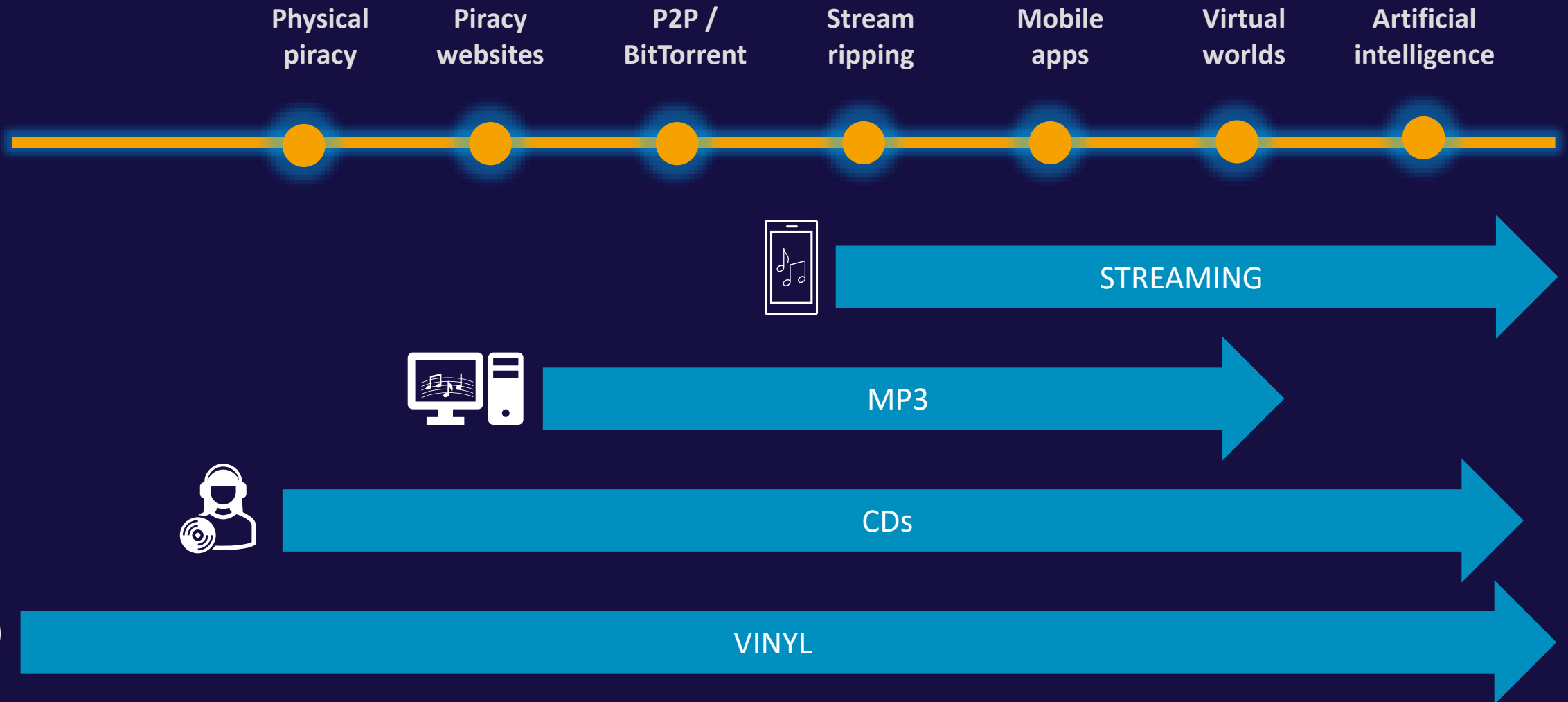
NEWS

UNIVERSAL

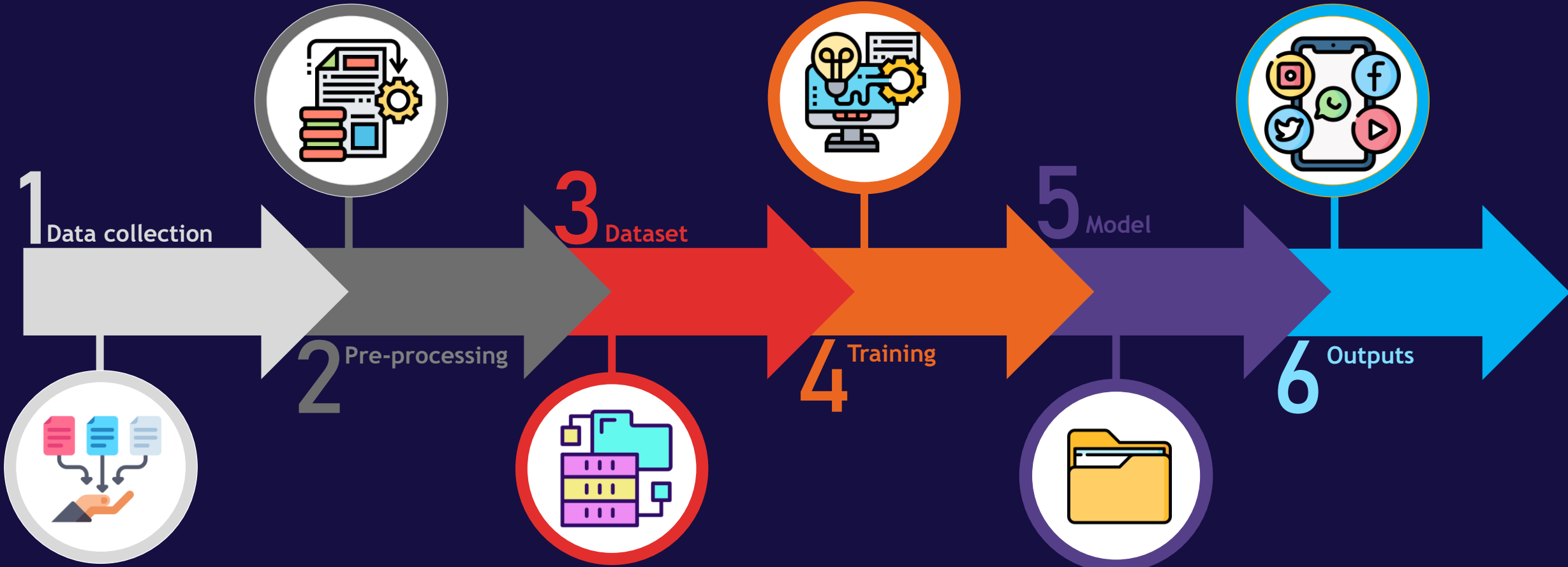
UNIVERSAL MUSIC GROUP

YOUTUBE ANNOUNCES AI MUSIC PRINCIPLES AND LAUNCHES YOUTUBE MUSIC AI INCUBATOR WITH ARTISTS, SONGWRITERS AND PRODUCERS FROM UNIVERSAL MUSIC GROUP

Music and technology



AI model lifecycle



02

AI models



AI models - relevant categories

Potential infringement of copyright / related rights and artist's personality rights

1. GENERATIVE AI

Content outputted by a machine learning model that was trained on existing material.



GENERATIVE AUDIO



GENERATIVE VIDEO



GENERATIVE IMAGE



LARGE LANGUAGE MODELS

2. VOCAL CLONING

A digital replica of a person's voice outputted by a vocal model.



VOCAL COVERS



DEEP FAKES

Training data

Data is mined / ripped to create datasets, which can be made available online

The image shows a GitHub repository for `yt-dlp` and a Hugging Face dataset card for `DISCOX/where-is-disco`. A blue circle with the text "Stream ripping" is overlaid on the GitHub code view.

GitHub Repository: yt-dlp / yt-dlp

- Public repository with 6.7k forks and 86.3k stars.
- Code view for the `scraper` file.
- Code snippet showing imports and parameters for a scraper:

```
# @title scraper
import os
import json
import random
import librosa
from pydub import AudioSegment
import wave
import yt_dlp
import re
import shutil
import numpy as np

# params
# dataset_folder_link = "/content/drive/MyDrive/musicge
youtube_playlist_link = "https://www.youtube.com/playli

dataset_folder = "/content/drive/MyDrive/braindead_tune
os.makedirs(dataset_folder, exist_ok=True)

custom_keywords = "ai_gen, lyraaaa" # @param {type:"st
custom_autolabeler_tags = "hyperpop, vocal warmup, deat

temp_output_dir = "/content/temp_dataset"
os.makedirs(temp_output_dir, exist_ok=True)

# @markdown `custom_keywords` will be added to all prom
# @markdown this cell will take a really long time.

from functools import partial
```

Hugging Face Dataset Card: DISCOX/where-is-disco

- Dataset size: 10M < n < 100M
- Tags: music
- Dataset card description: "The dataset is currently empty. Upload or create new data files. Then, you will be able to explore them in the Dataset Viewer."
- Text: "Dear followers of open-source and democratized music research, DISCO-10M and its subsets had to be temporarily taken offline while we work through some legal questions."

Stream
ripping

AI models – generative audio

Consumer-facing platform

Start Your Masterpiece

Prompt **Compose**

A rock song about turtles flying

Instrumental Fancy Mode

Generate

Style

Add reference audio to control style

Paste Youtube link or drag audio file here

Library Used Mine

Genre Mood

- from the user LavishLifestyle · 00:30
- TEXAS HOLD 'EM** Country Relaxed from the user ZenZephyr · 00:30
- If You Killed Somebody** Country Relaxed from the user YummyYogini · 00:30
- I Can Do It With a Broken Heart** Pop Energetic from the user ClassyCouture · 00:30
- Too Sweet** Pop Relaxed from the user YummyYogini · 00:30

- Home
- Search
- Feedback
- Radio
- Make Music**

Your Library

All

Liked Songs

Start Your Masterpiece

Prompt **Compose**

Sound Prompt with AI

Search for styles

2020s pop rock electronic rap classical folk country jazz blues hip hop male vocalist female vocalist

Lyrics Auto Lyrics Custom Lyrics No Lyrics

Fancy Mode Advanced

Generate

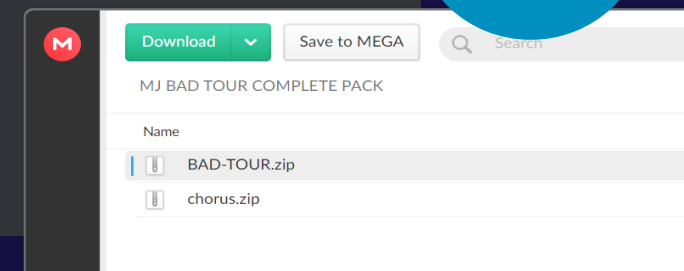
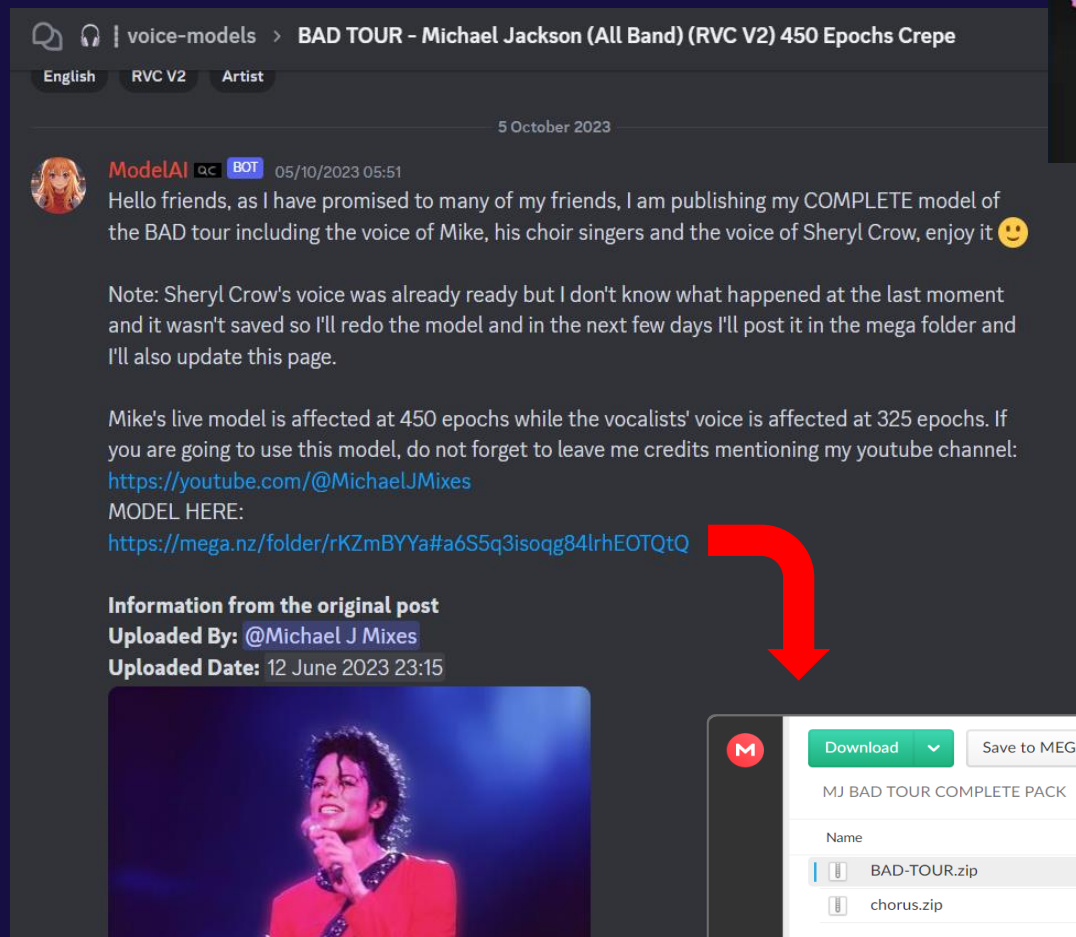
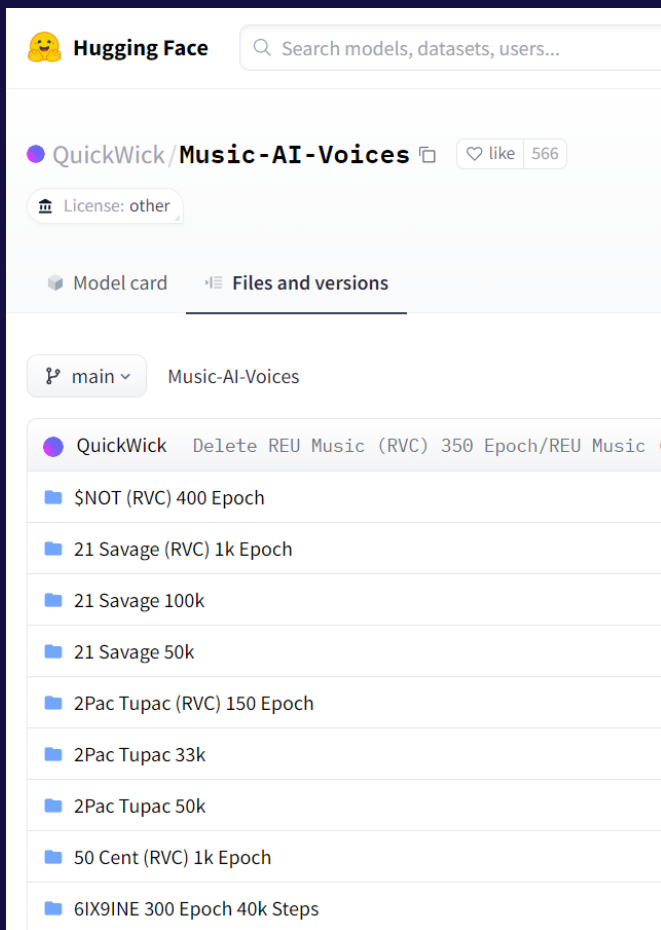
AI models – vocal cloning

Consumer-facing services – websites, mobile apps, bots

Stream ripping

AI models – vocal cloning

Standalone models are shared on AI platforms, social communities and cyberlockers



Unauthorised use of copyright content

Training of generative AI models is the subject of litigation around the world

Getty Images sues AI art generator Stable Diffusion in the US for copyright infringement

'Biggest act of copyright theft in history': thousands of Australian books allegedly used to train AI model

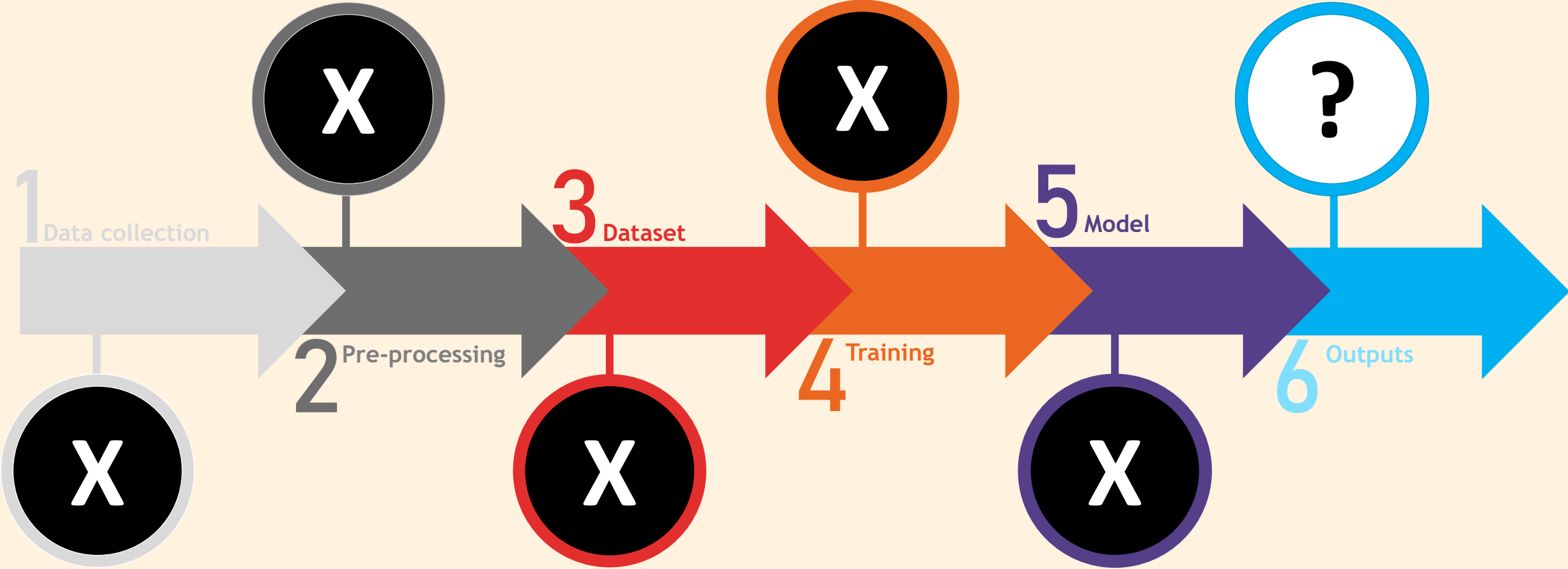
Booker prize winner Richard Flanagan among authors whose work has potentially been pirated by US-based Books3 dataset to train generative AI

June 24, 2024 | Press Statements

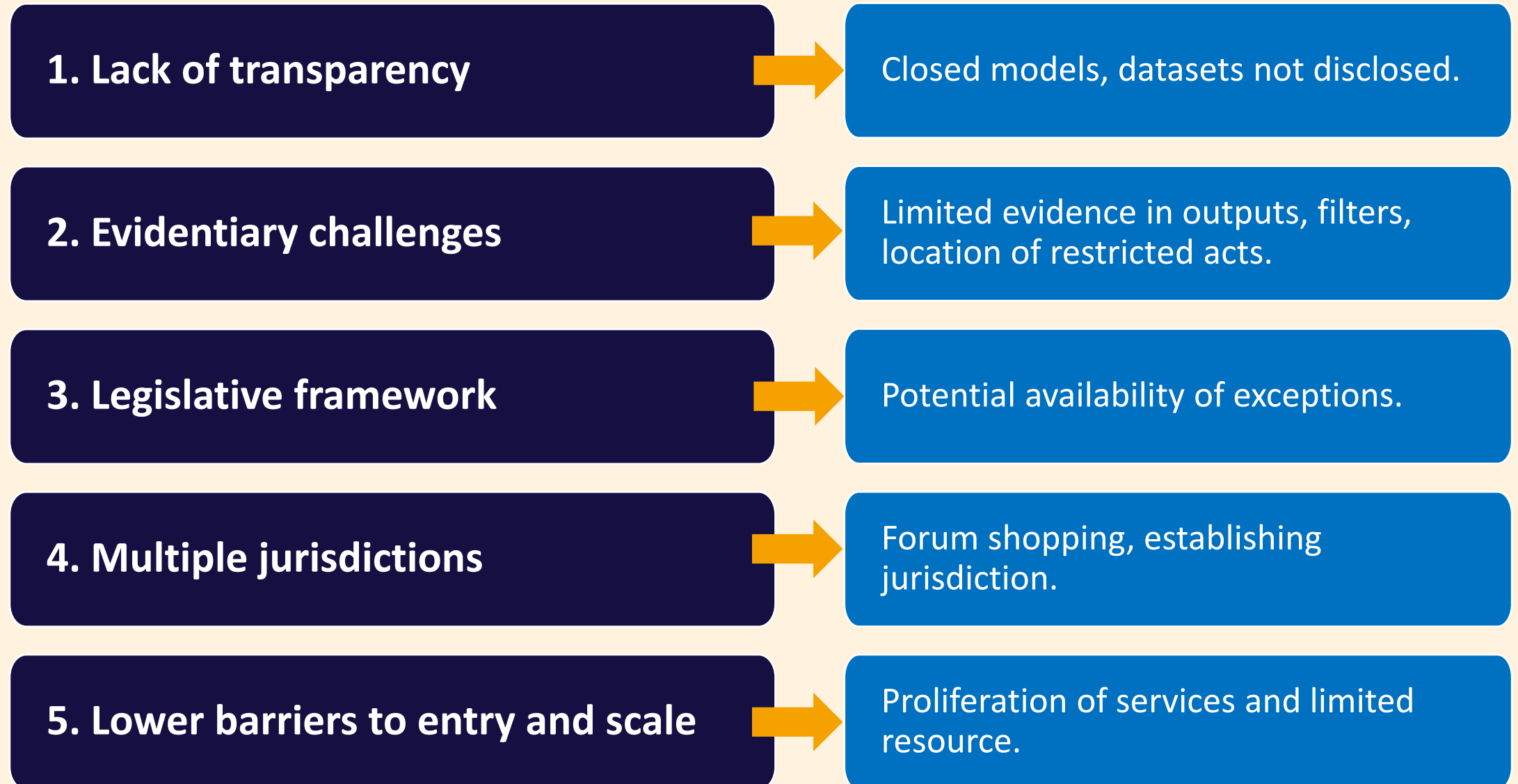
Record Companies Bring Landmark Cases for Responsible AI Against Suno and Udio in Boston and New York Federal Courts, Respectively

Copyright Infringement Cases Against AI Music Services Seek to Stop Unlicensed Use of Copyrighted Sound Recordings to "Train" Generative AI Models

AI models – key enforcement challenges

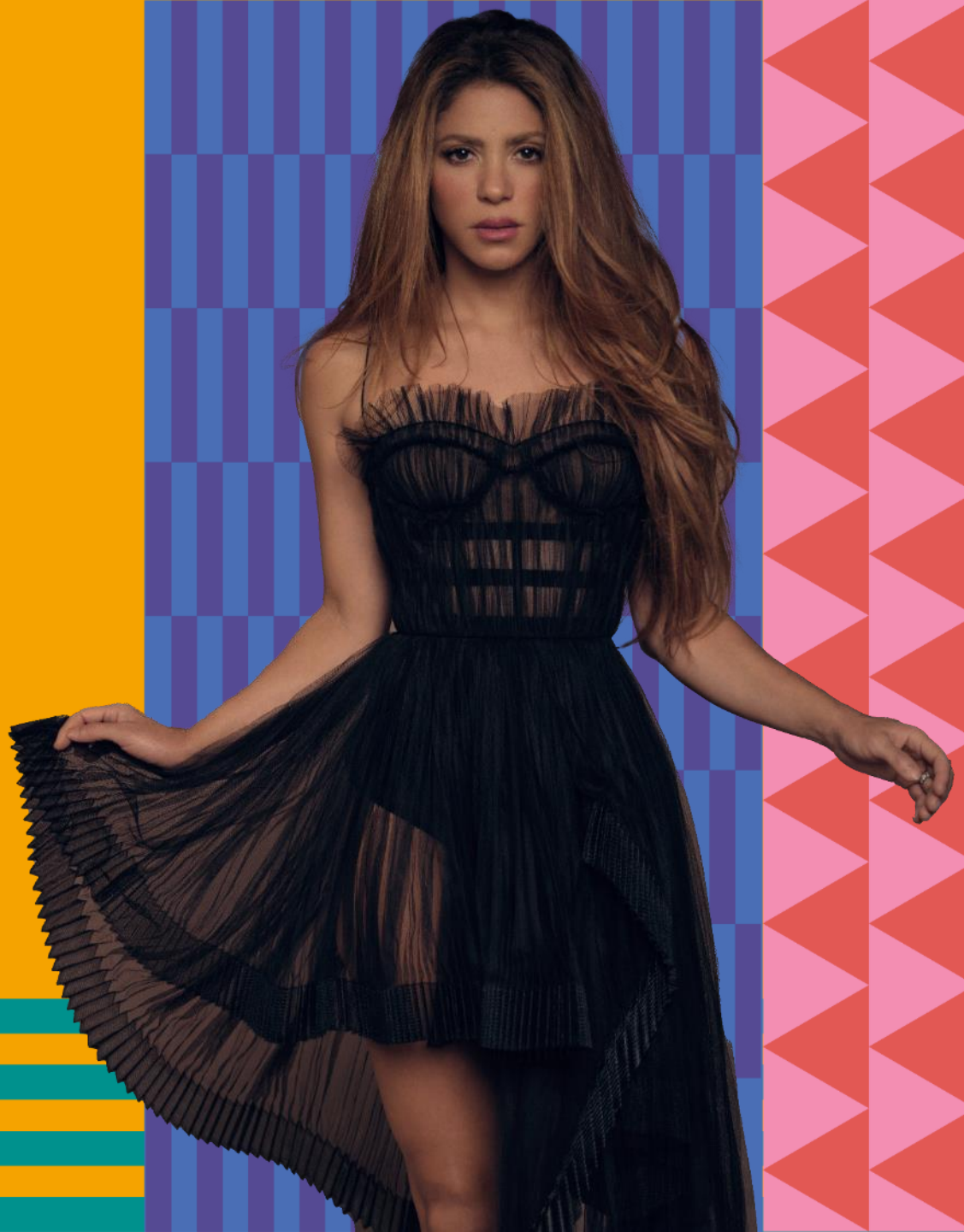


AI models – key enforcement challenges



03

AI outputs



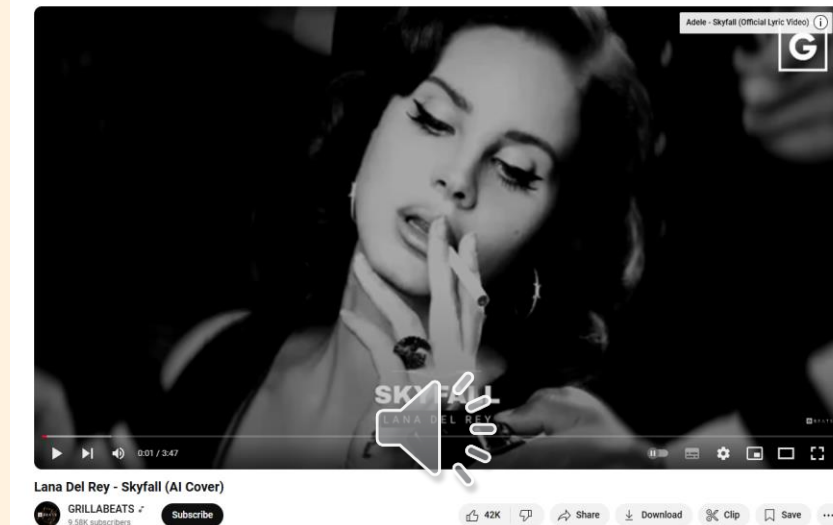
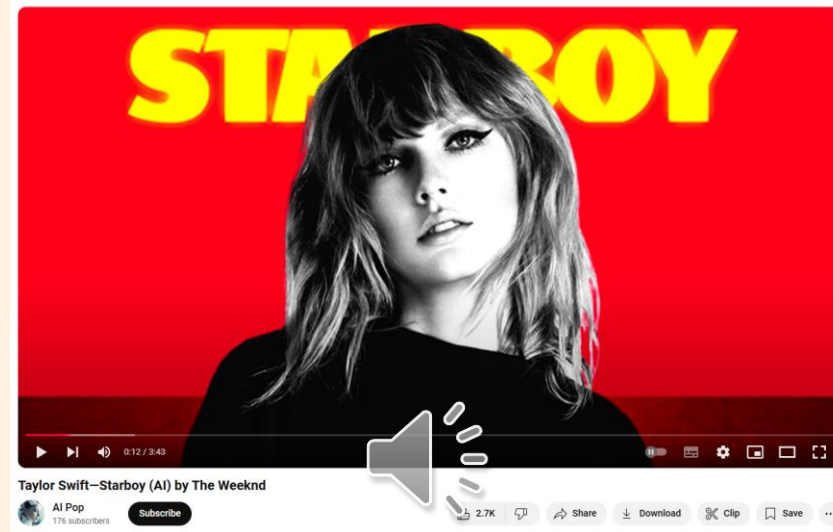
AI outputs – generative video

Artist likeness and resemblance to album art



AI outputs – vocal clone ‘covers’

Appropriates an artist voice and combines with existing sound recording



AI outputs - vocal clone 'deepfake'

Appropriates the value of an artist's brand and diverts attention / revenues



winters cold

8K views



Lvcci - Topic



Drake AI - Winter's Cold (By Lvcci)

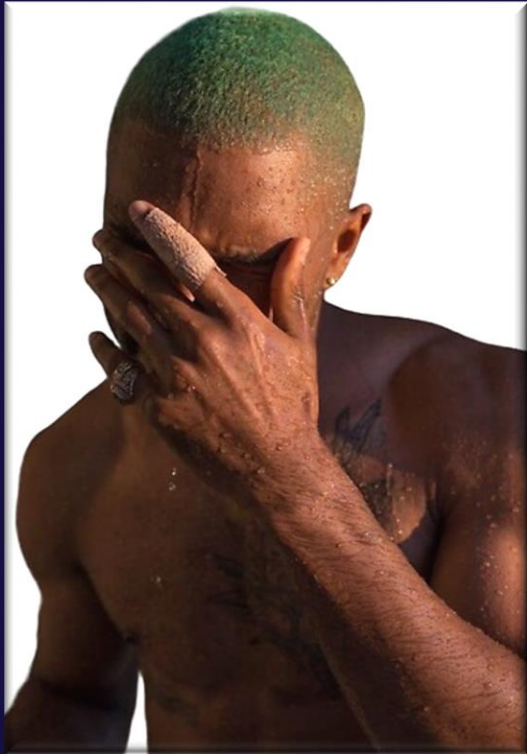
1.6M views • 2 weeks ago



Best AI Songs

Pre-release piracy and deepfakes

Illicit market for deepfake pre-release content



Scammer Made Thousands Selling 'Leaked' Frank Ocean Tracks That Were Fake, AI-Generated

Frank Ocean fans, starved for new music, allegedly paid money for so-called leaked tracks. Turns out they were AI-generated

“MourningAssasin” secured c. \$10,00 from the sale of two items of deepfake content within the “group buy” channel.

Generative AI and streaming fraud

Generative AI is supercharging streaming fraud

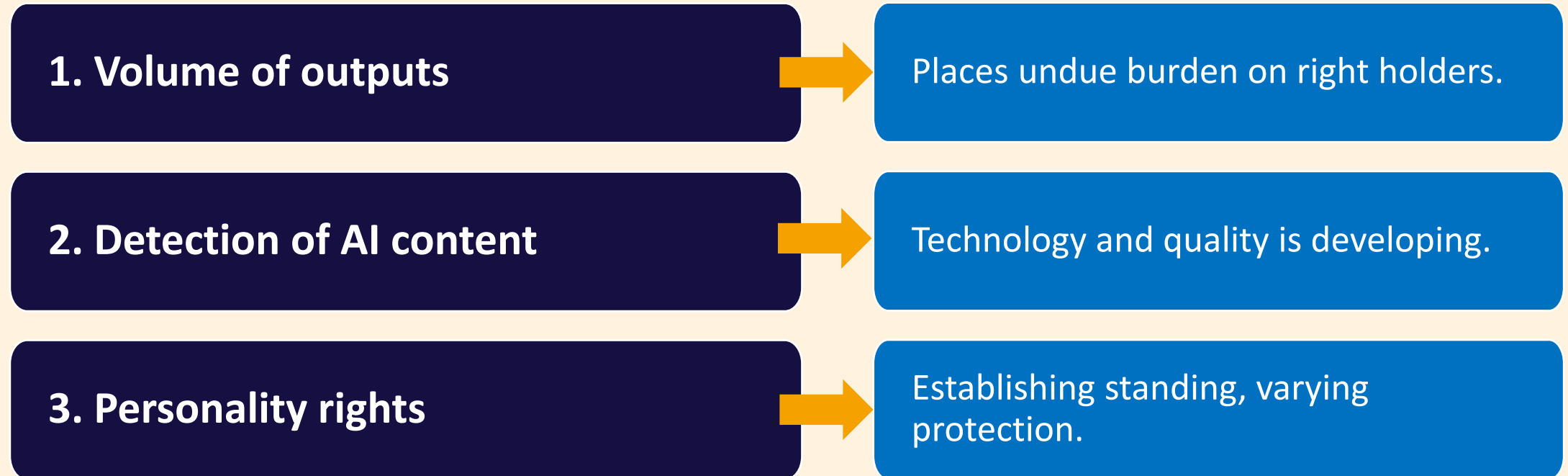
1. Generative AI is used to produce vast amounts of content.
2. Generated content is uploaded to DSPs by distributor.
3. Fraudsters generate artificial 'plays' at scale, spread out across AI content. Thereby diverting royalties from legitimate artists.



PRESS RELEASE

North Carolina Musician Charged With Music Streaming Fraud Aided By Artificial Intelligence

AI outputs – key enforcement challenges



04

Principles for respecting copyright



Global guidelines on AI to ensure respect for intellectual property rights

1. Use of copyright content to develop AI models must not happen without right holder authorisation.
 - Any exceptions must respect existing copyright norms (including the 3-step test).
2. Transparency - key entities in the AI development and deployment chain must keep and disclose full records on content they have used for training.
3. Protections must be in place to prevent an artist's voice, image, name and likeness being used without authorisation.
4. Content solely generated by AI, with no human creativity, should not be rewarded with copyright protection, and should be labelled appropriately.
5. "AI laundering" through training in third countries with inadequate or unclear protections must be prevented.

In line with the Human Artistry Campaign Principles on AI



THANK YOU

Melissa Morgia
Director of Global Content Protection and Enforcement
Melissa.Morgia@ifpi.org