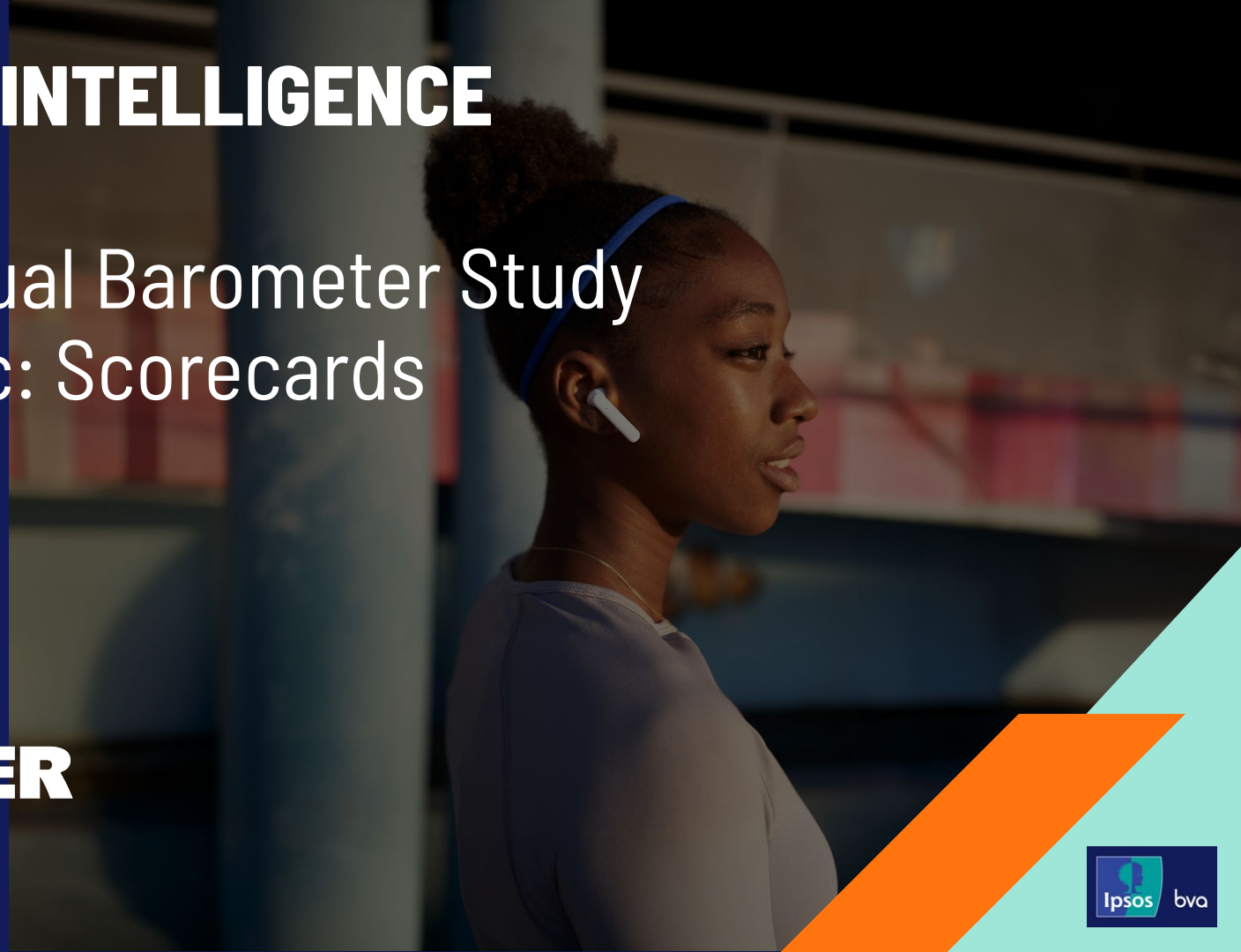
ARTIFICIAL INTELLIGENCE AND MUSIC

Second Annual Barometer Study on AI x Music: Scorecards

November 2026

Caroline DOUGHERTY
Thibaud BOURY

DEEZER



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Ipsos bva

Methodology



Deezer commissioned an online survey managed by Ipsos.Digital which fielded in 8 markets between October 9th and October 14th, 2026.

9,000 respondents in total for the main sample: n=1,000 nationals in France, Brazil, United Kingdom, Netherlands, Japan, Germany, and Canada and n=2000 in the United States; general population, aged 18+

Quotas:

- Gender, age, region and education: Canada and Netherlands.
- Gender, age and region: Germany and Japan
- Gender, age, region, and social grade: UK, France and Brazil
- Gender, age, region, income and ethnicity: US

1,500 (500 each) additional respondents for boosts in NYC (US), LA (US) and Paris Region Île de France (France).

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FRANCE

01

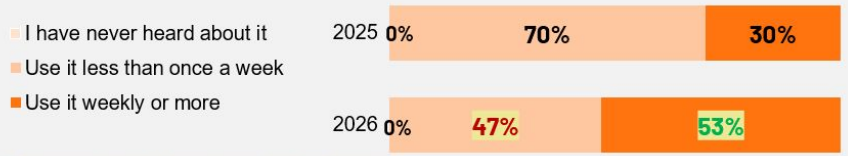
All respondents : 1000

- French consumers are increasingly exposed to AI and AI-generated music, with weekly AI usage rising sharply versus 2025.
- Reported exposure to AI music is growing strongly versus last year.
- Curiosity remains dominant, but concerns about the impact on creativity are still high.
- Respondents strongly support clear labeling and safeguards, and are more accepting when AI assists artists than when it replaces them.

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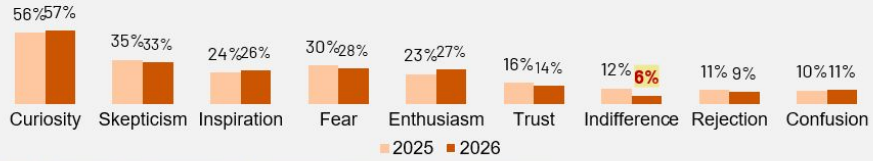
AI at large

AI knowledge baseline



Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
France

Baseline sentiment towards AI



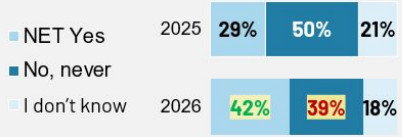
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (in 2025, n=997; in 2026, n=996)
France

AI x music knowledge baseline



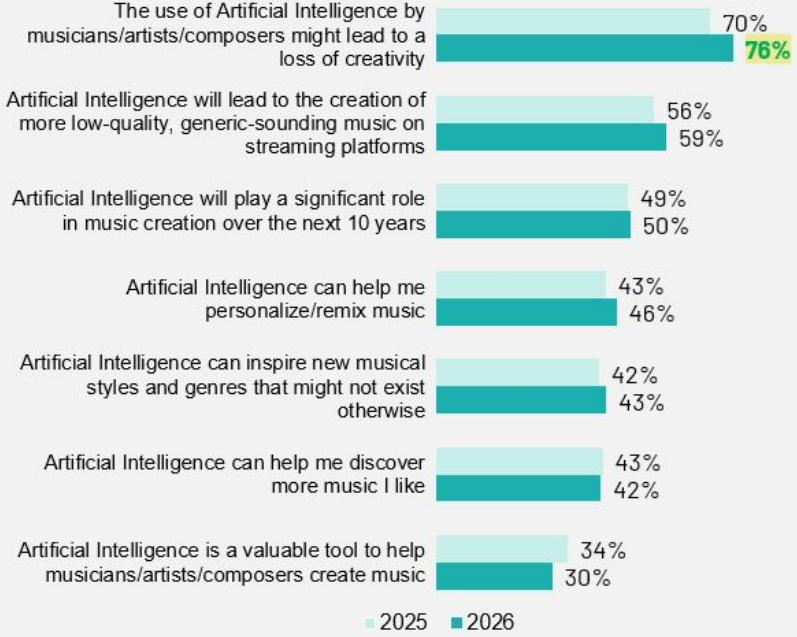
Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
France

AI x Music listening



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
France

General AI attitudes x music (% Agree)

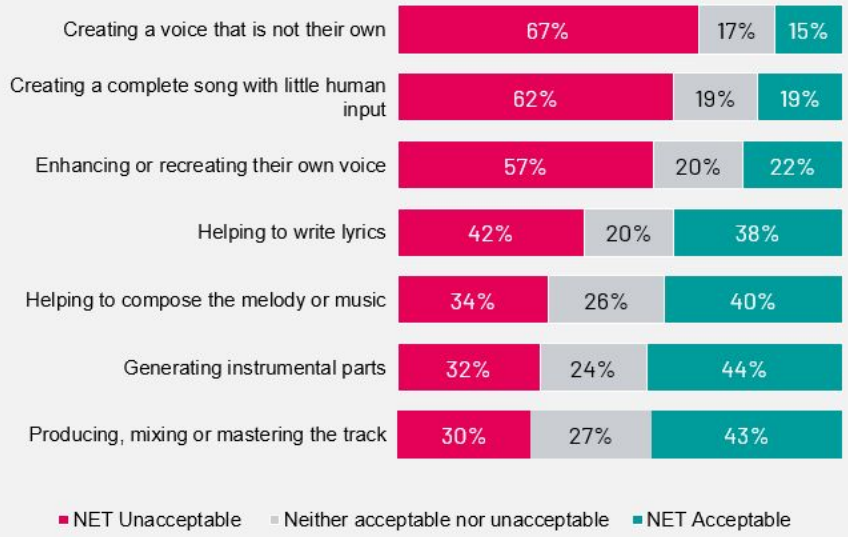


Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
France

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

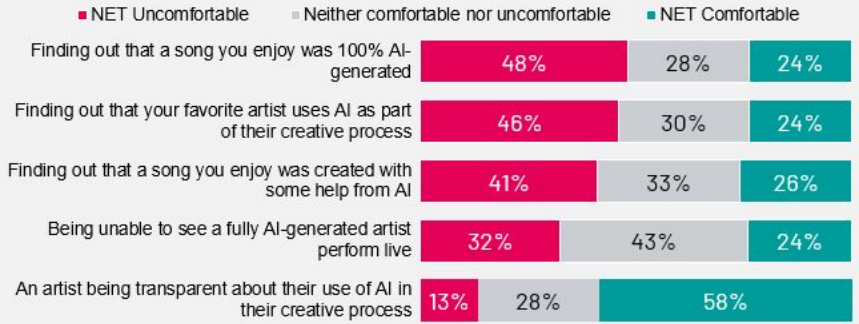
AI music and artist perception

New question **Acceptability of AI for artists**



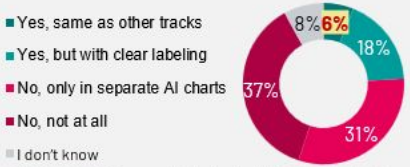
Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=1000)
France

New question **Impact of AI music on the artist/song perception**

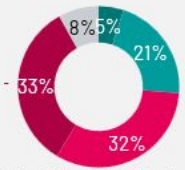


Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=1000)
France

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
France



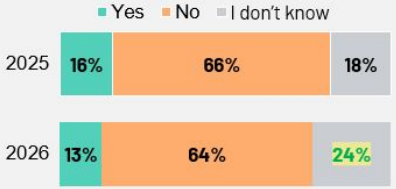
Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
France

New question

Expectations and considerations – AI generated music

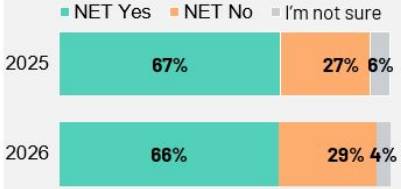
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



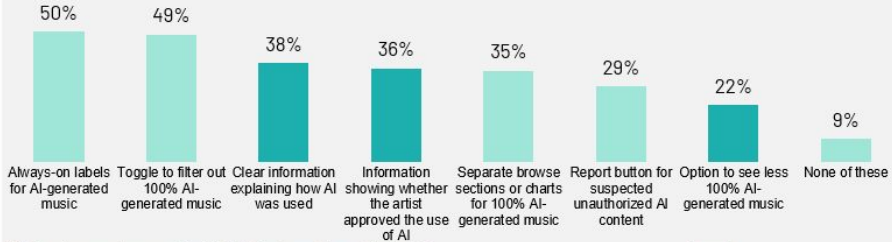
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=683 ; in 2026, n=692)
France

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=683 ; in 2026, n=692)
France

Desired AI features for DSPs*

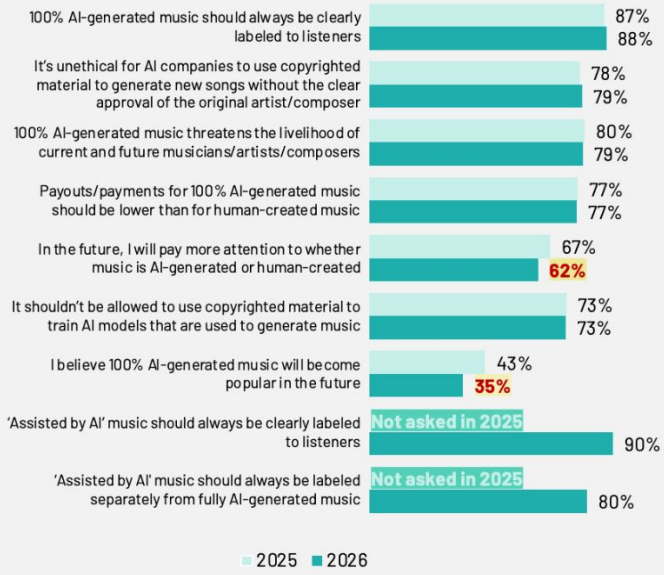


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (n=692)
France

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
France

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

BRAZIL

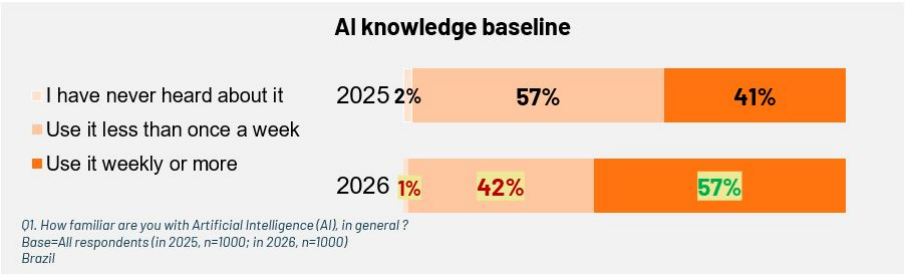
02

All respondents : 1000

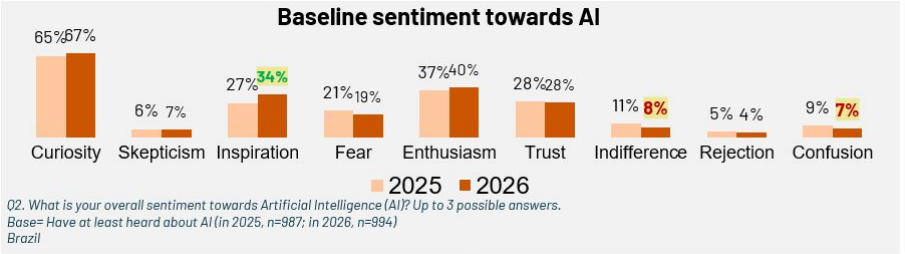
- Brazilians are the most enthusiastic market toward AI, with high levels of familiarity, usage, and exposure to AI-generated music.
- Respondents are more likely to see AI as a source of inspiration than a threat, and are more accepting of its role in music creation.
- Despite this optimism, transparency and clear labeling remain important expectations.

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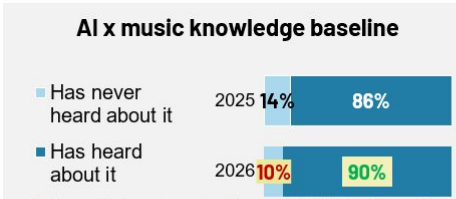
AI at large



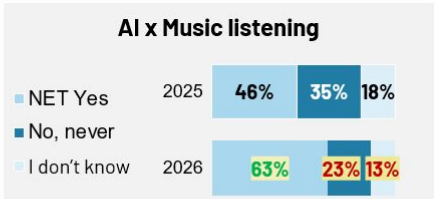
Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Brazil



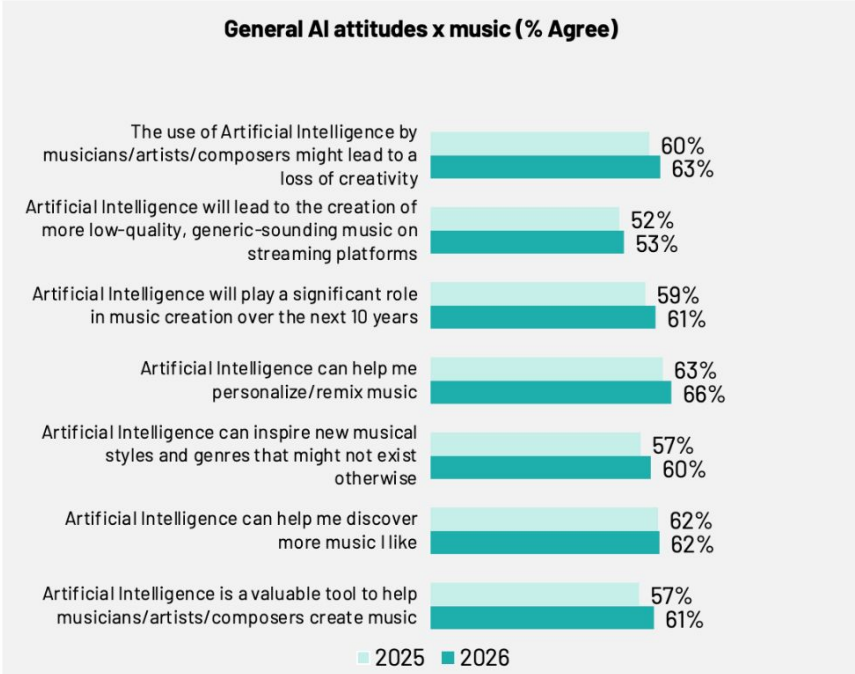
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (in 2025, n=987; in 2026, n=994)
Brazil



Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Brazil



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Brazil



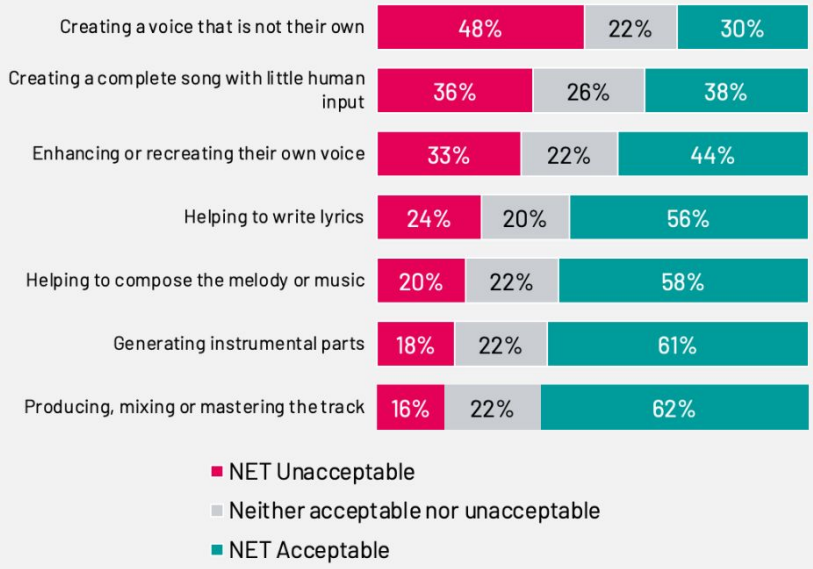
Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Brazil

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

AI music and artist perception

New question

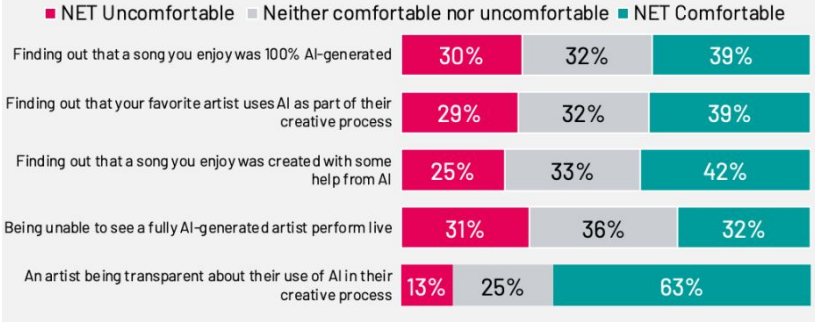
Acceptability of AI for artists



Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=1000)
Brazil

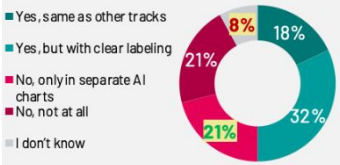
New question

Impact of AI music on the artist/song perception

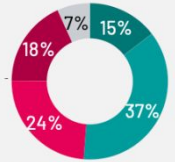


Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=1000)
Brazil

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Brazil



Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Brazil

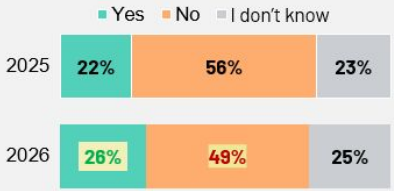
New question

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

Expectations and considerations – AI generated music

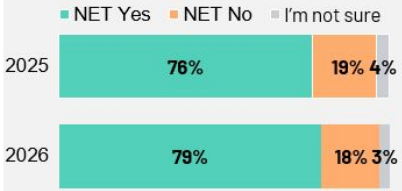
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



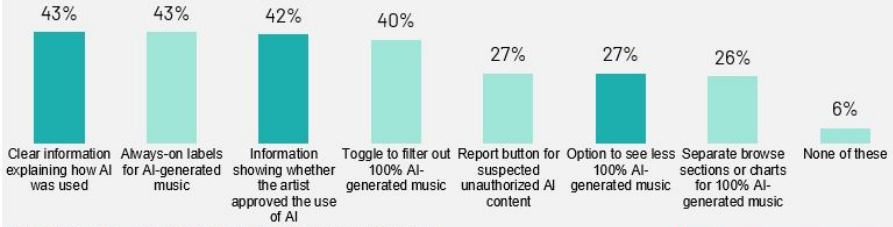
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=836 ; in 2026, n=843)
Brazil

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=836 ; in 2026, n=843)
Brazil

Desired AI features for DSPs*

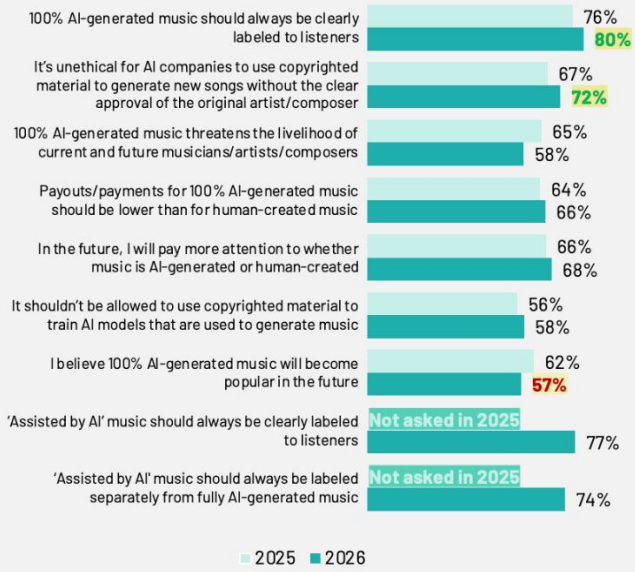


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (n=843)
Brazil

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Brazil

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

JAPAN

03

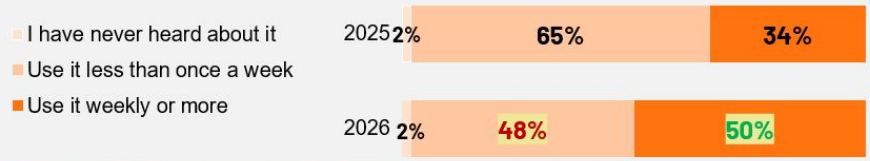
All respondents : 1000

- Japanese consumers show growing awareness and usage of AI, though their relationship with the technology remains nuanced. Between 2025 and 2026, feelings of curiosity and indifference are decreasing, while feelings of fear are increasing.
- Japan continues to have the highest reported non-exposure to AI music, although this has decreased versus last year.
- Respondents are relatively open to AI-assisted creation, but demand less transparency around fully AI-generated recommendations than other markets.
- Japan’s position is nuanced rather than simply negative: respondents appear to draw different boundaries between AI assistance and full AI generation.

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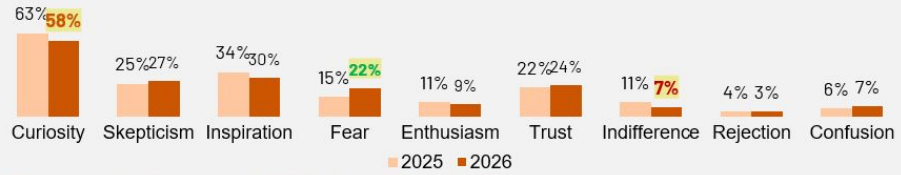
AI at large

AI knowledge baseline



Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Japan

Baseline sentiment towards AI



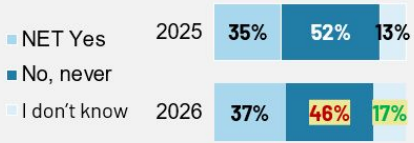
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (in 2025, n=982; in 2026, n=981)
Japan

AI x music knowledge baseline



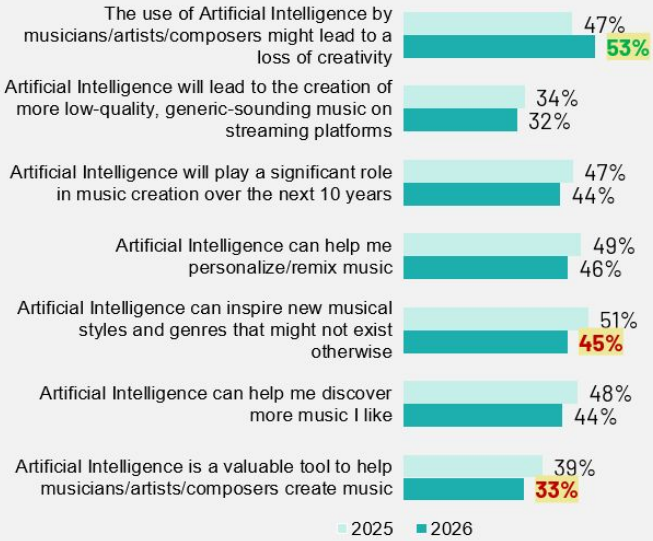
Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Japan

AI x Music listening



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Japan

General AI attitudes x music (% Agree)

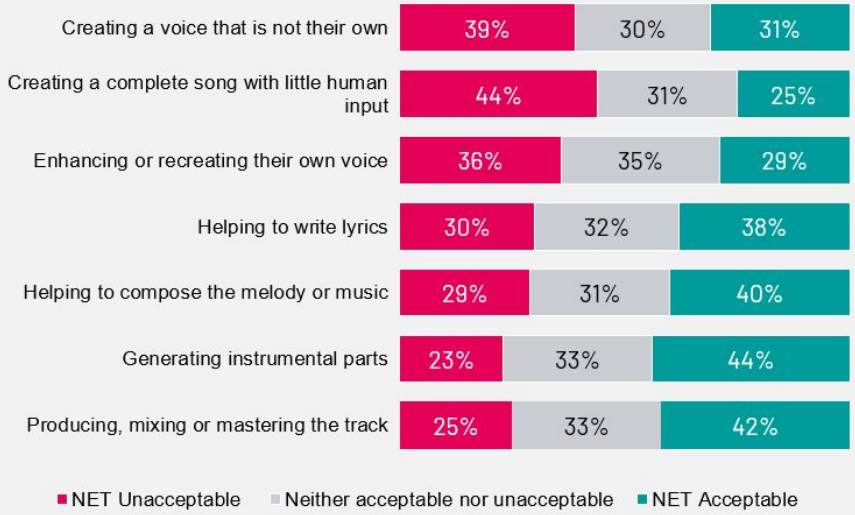


Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Japan

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

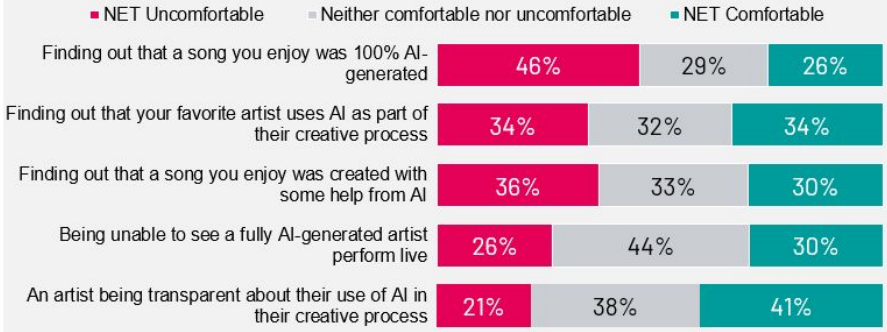
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New question **Acceptability of AI for artists**



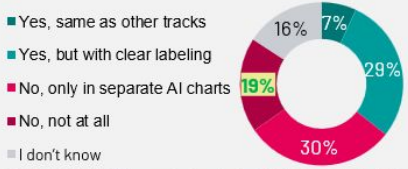
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Base=All respondents (in 2026, n=1000)
Japan

New question **Impact of AI music on the artist/song perception**

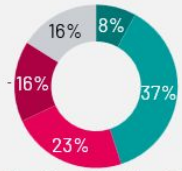


Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=1000)
Japan

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Japan



Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Japan

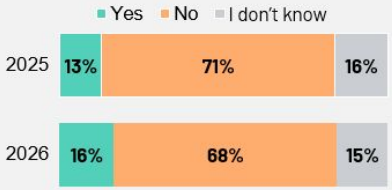
New question

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

Expectations and considerations – AI generated music

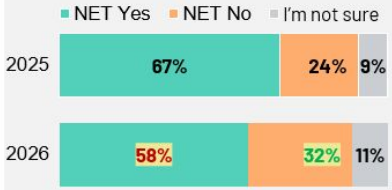
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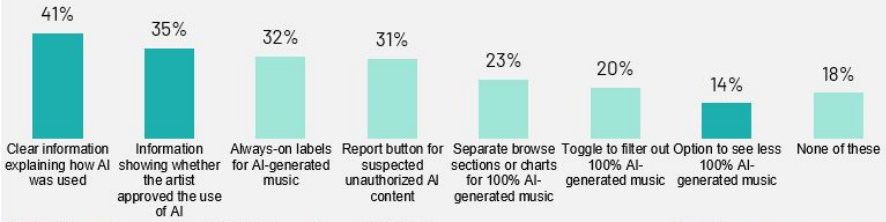
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=581 ; in 2026, n=591)
Japan

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=581 ; in 2026, n=591)
Japan

Desired AI features for DSPs*

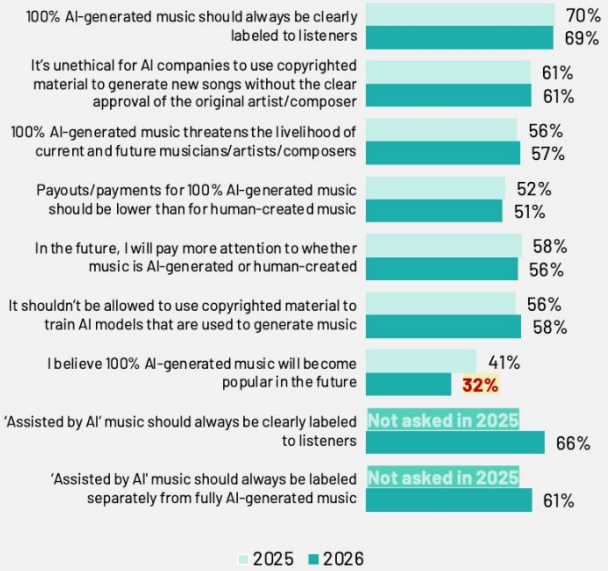


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music ?
Base=DSP USERS (n=591)
Japan

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Japan

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

NETHERLANDS

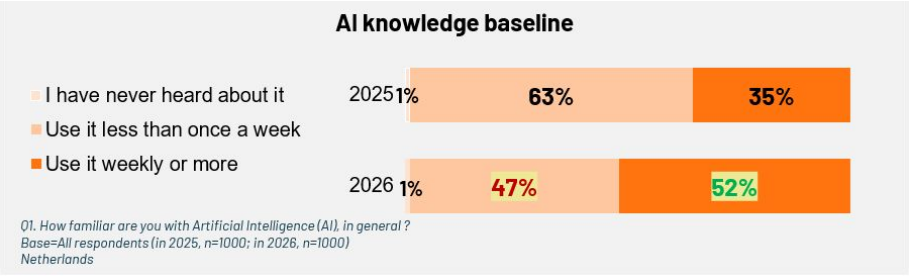
04

All respondents : 1000

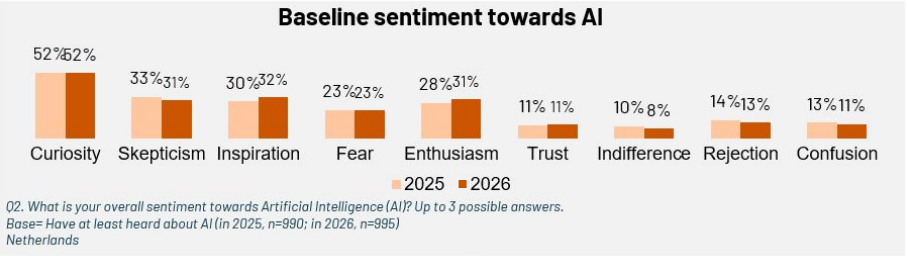
- Dutch consumers are more familiar about AI and AI-generated music in general.
- Reported exposure to AI music is increasing versus last year, but greater exposure has not translated into greater enthusiasm.
- Concerns about lower-quality music are growing, while fear remains relatively stable.
- Respondents favour practical controls such as labeling and transparency, and are more accepting when AI supports artists than when it replaces them.

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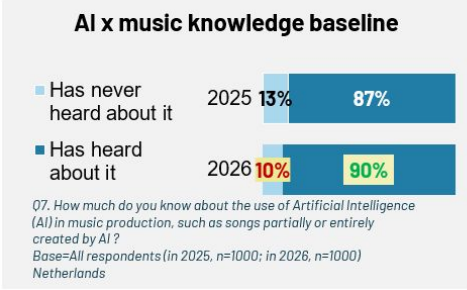
AI at large



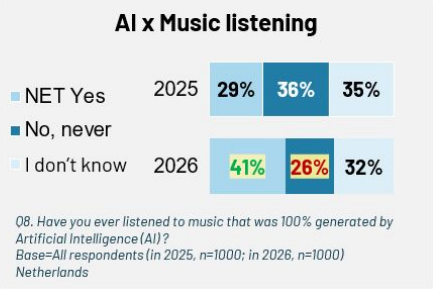
Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Netherlands



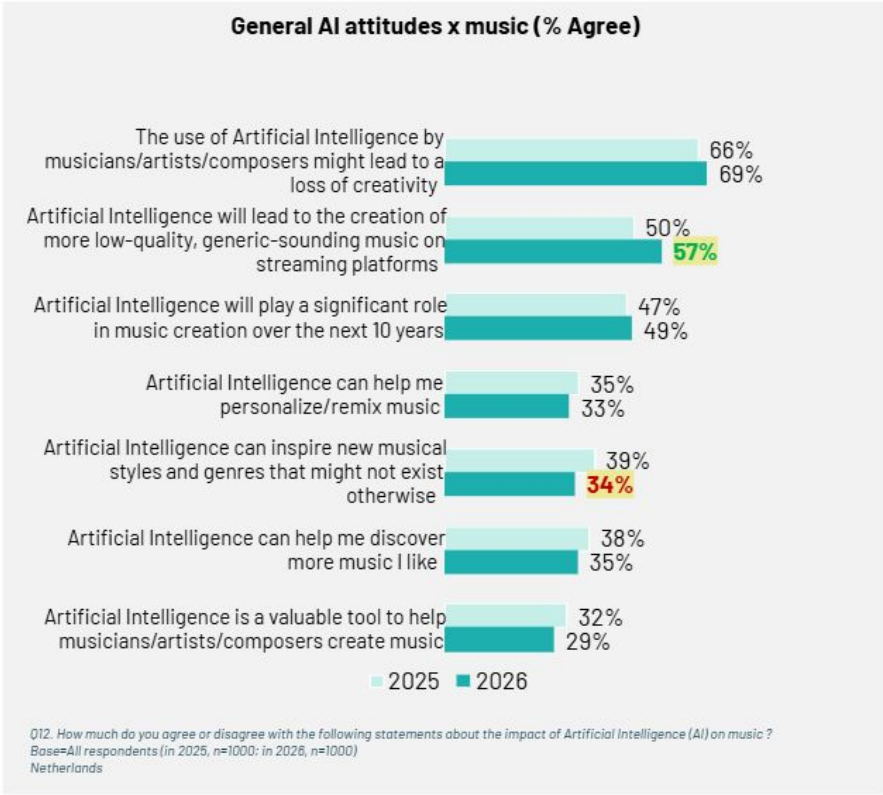
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (in 2025, n=990; in 2026, n=995)
Netherlands



Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Netherlands



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Netherlands



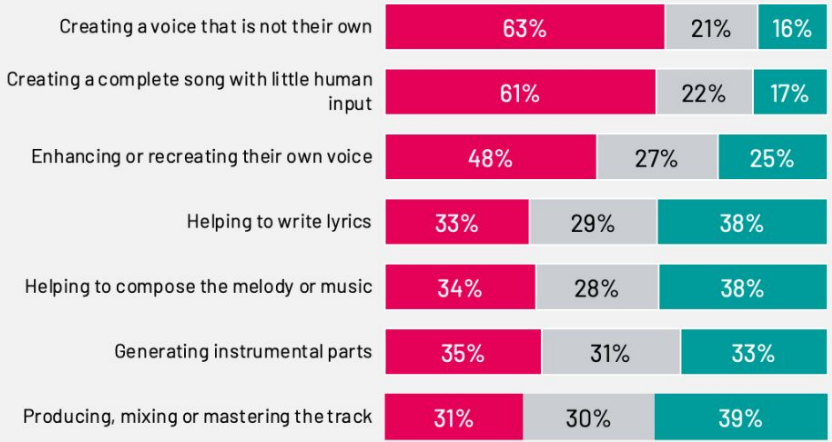
Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Netherlands

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

AI music and artist perception

New question

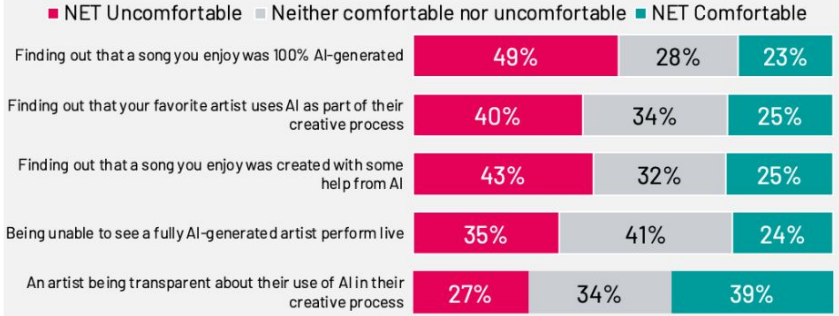
Acceptability of AI for artists



Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=1000)
Netherlands

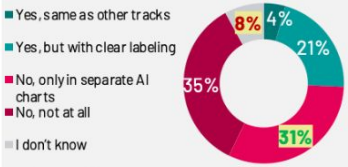
New question

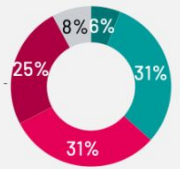
Impact of AI music on the artist/song perception



Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=1000)
Netherlands

Eligibility for main charts





New question

Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Netherlands

Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Netherlands

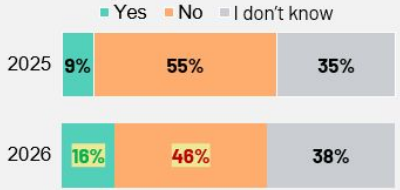
XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

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Expectations and considerations – AI generated music

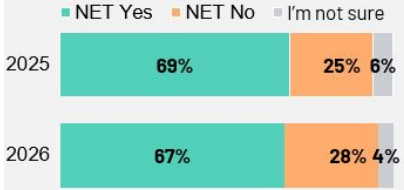
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



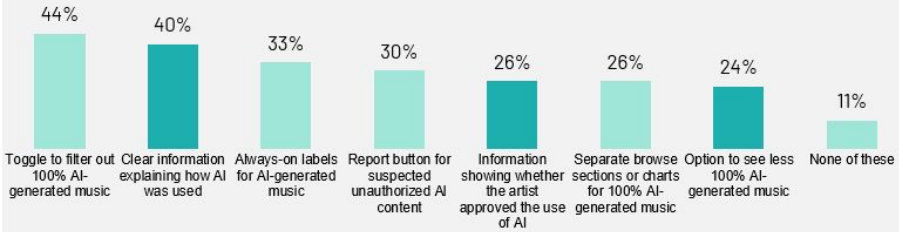
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=735 ; in 2026, n=746)
Netherlands

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=735 ; in 2026, n=746)
Netherlands

Desired AI features for DSPs*

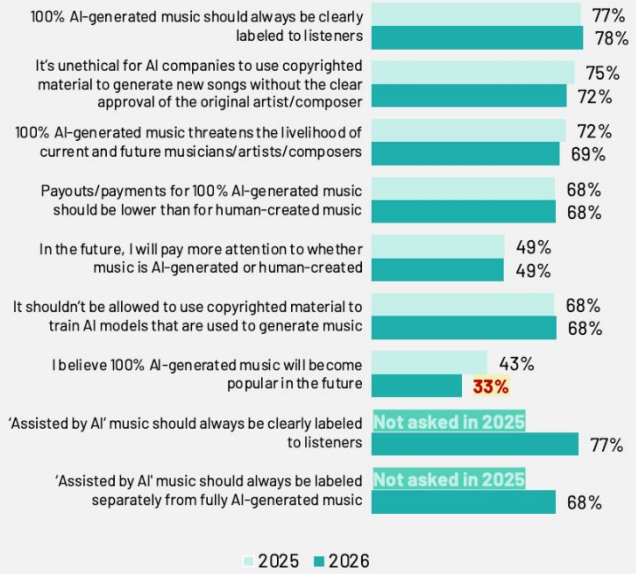


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (n=746)
Netherlands

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Netherlands

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*



UNITED STATES

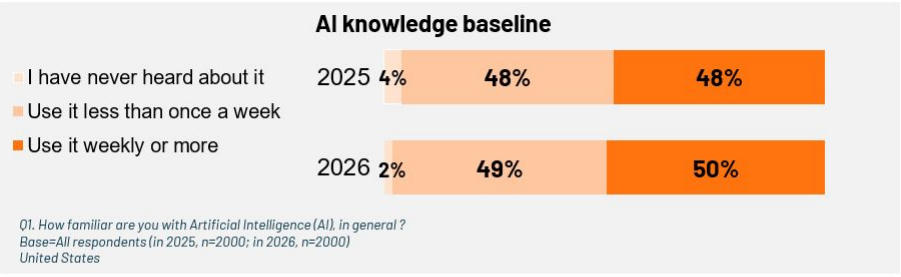
05

All respondents : 2000

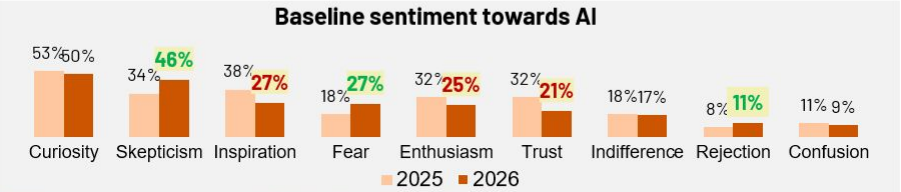
- Respondents from the USA are very familiar with and exposed to AI. In 2026, they express more negative feelings towards AI than they did in 2025.
- AI music exposure remains high, but perceptions have shifted from enthusiasm to caution versus last year.
- Respondents are less convinced of AI's benefits for music discovery and new genres, and more concerned about creativity and generic content.
- AI is more accepted as a support tool than as a replacement for human creativity, while transparency and labeling remain expected.

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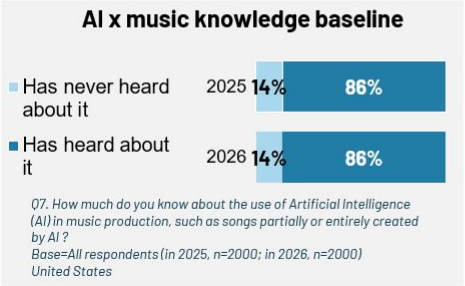
AI at large



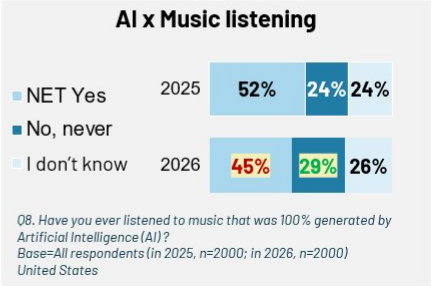
Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=2000; in 2026, n=2000)
United States



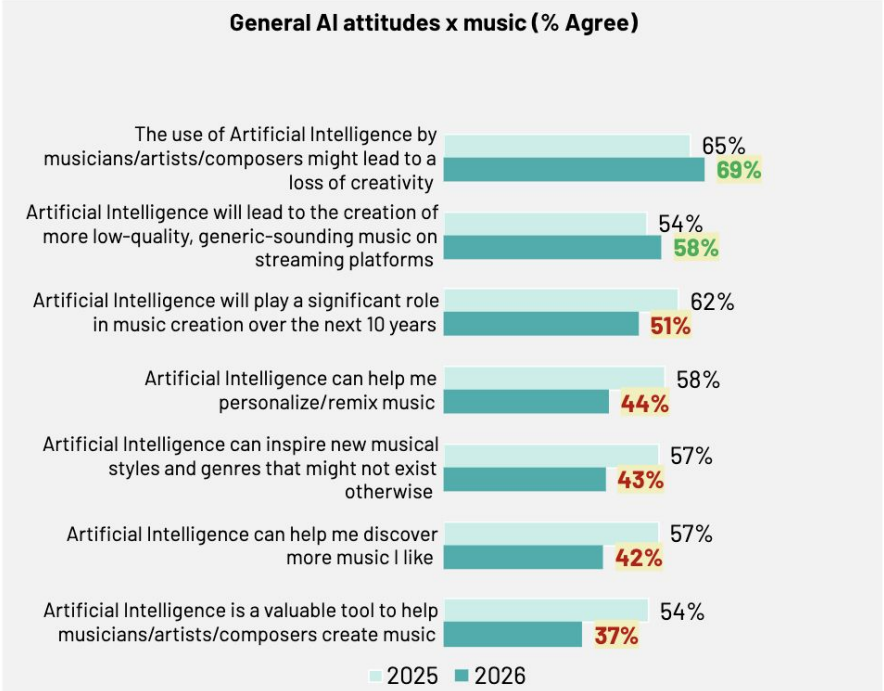
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base=Have at least heard about AI (in 2025, n=1923; in 2026, n=1968)
United States



Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=2000; in 2026, n=2000)
United States



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=2000; in 2026, n=2000)
United States

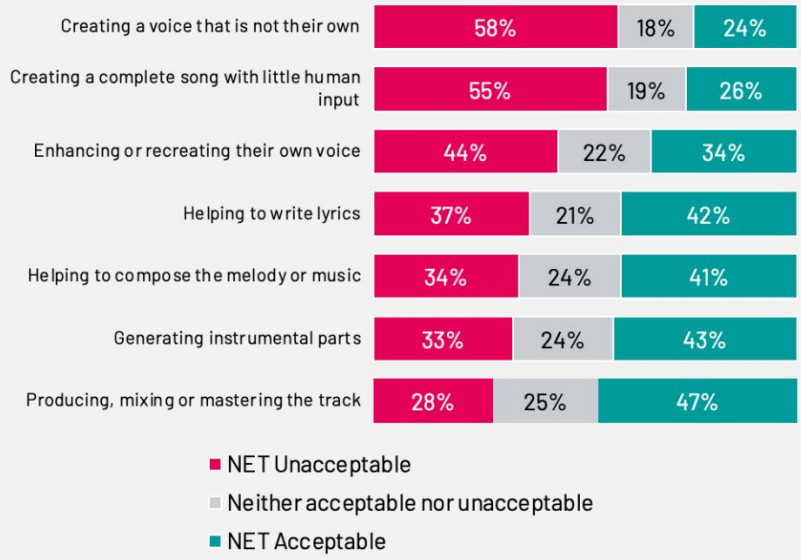


Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=2000; in 2026, n=2000)
United States

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

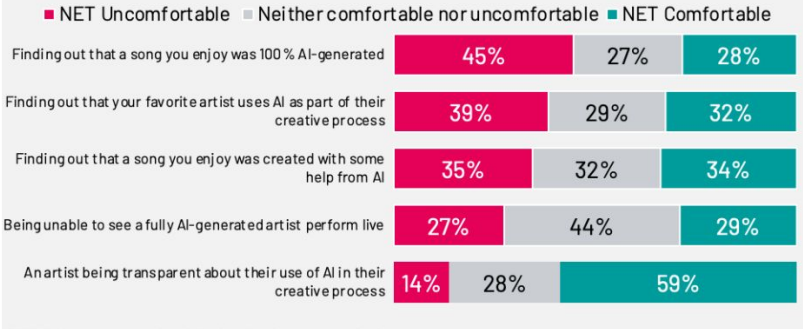
AI music and artist perception

New question **Acceptability of AI for artists**



Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=2000)
United States

New question **Impact of AI music on the artist/song perception**

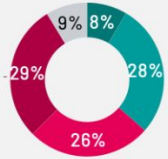


Q16NEW How would each of the following situations make you feel?
Base=All respondents (in 2026, n=2000)
United States

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
United States



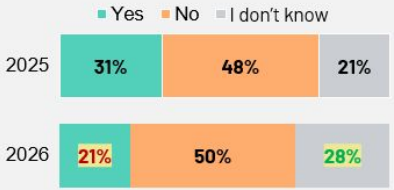
New question

Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=2000)
United States

Expectations and considerations – AI generated music

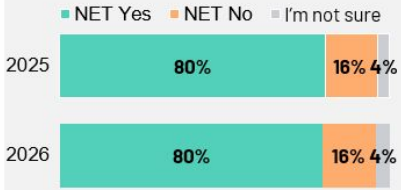
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



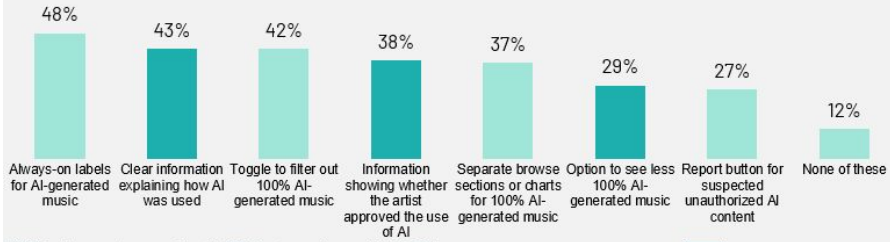
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=1757 ; in 2026, n=1604)
United States

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=1757 ; in 2026, n=1604)
United States

Desired AI features for DSPs*

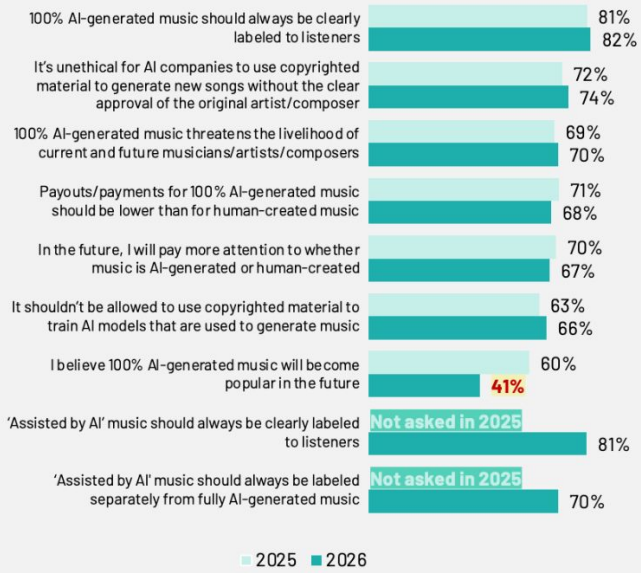


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (n=1604)
United States

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in 2025, n=2000; in 2026, n=2000)
United States

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

CANADA

06

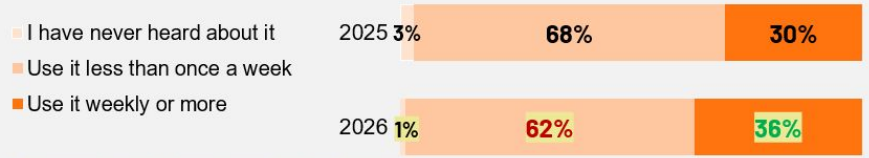
All respondents : 1000

- Reported exposure to AI music is growing versus last year, but this is accompanied by strong concerns about its impact.
- Respondents are particularly concerned about creativity and music quality.
- Canada strongly supports labeling and disclosure, while showing the strongest resistance to AI music competing in the main charts.

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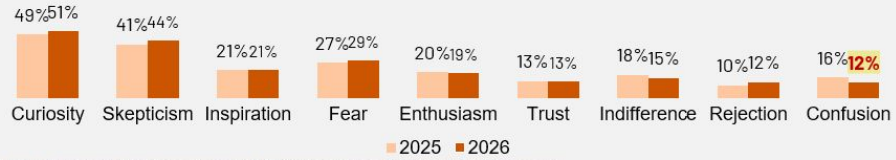
AI at large

AI knowledge baseline



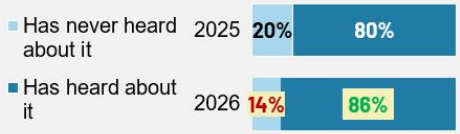
Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Canada

Baseline sentiment towards AI



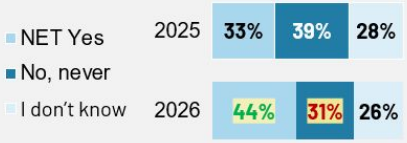
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (in 2025, n=975; in 2026, n=987)
Canada

AI x music knowledge baseline



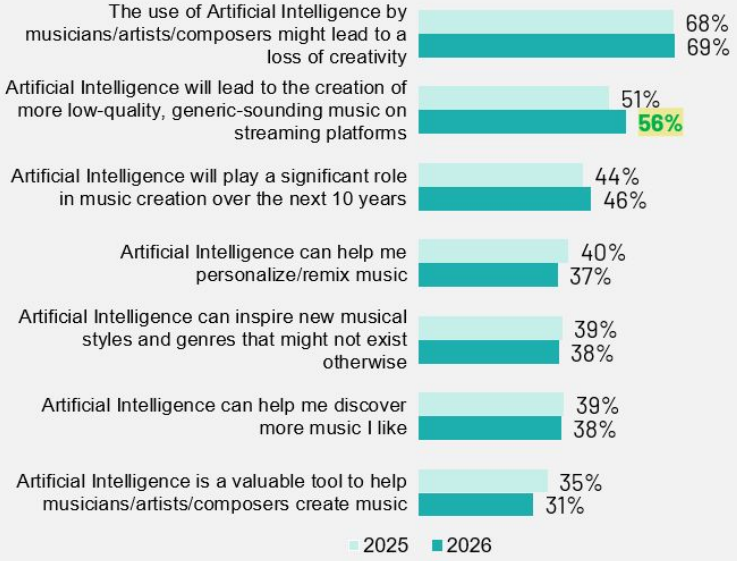
Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Canada

AI x Music listening



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Canada

General AI attitudes x music (% Agree)



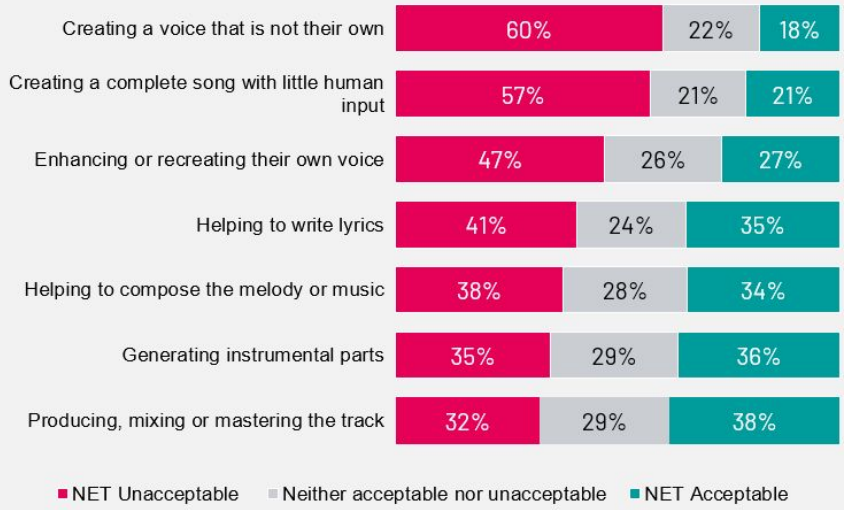
Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Canada

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

AI music and artist perception

New question

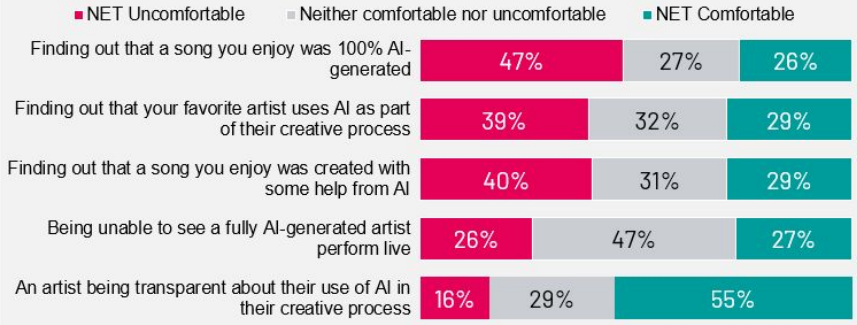
Acceptability of AI for artists



Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=1000)
Canada

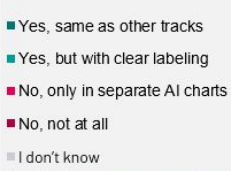
New question

Impact of AI music on the artist/song perception

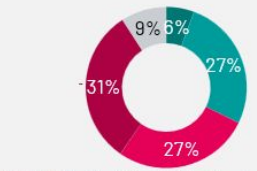


Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=1000)
Canada

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Canada



Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Canada

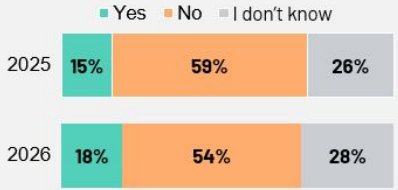
New question

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

Expectations and considerations – AI generated music

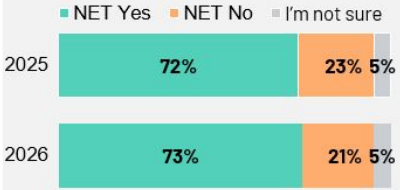
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



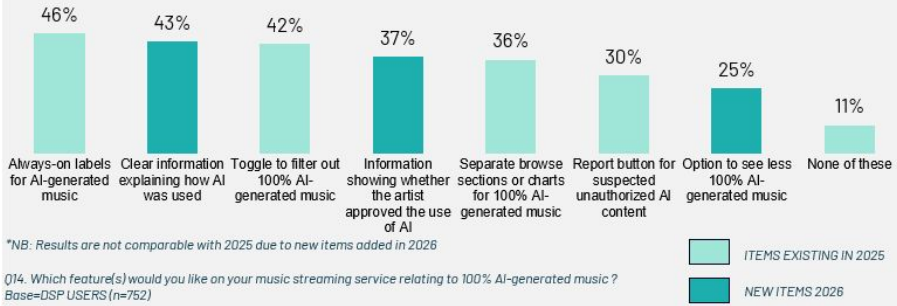
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=760 ; in 2026, n=752)
Canada

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=760 ; in 2026, n=752)
Canada

Desired AI features for DSPs*

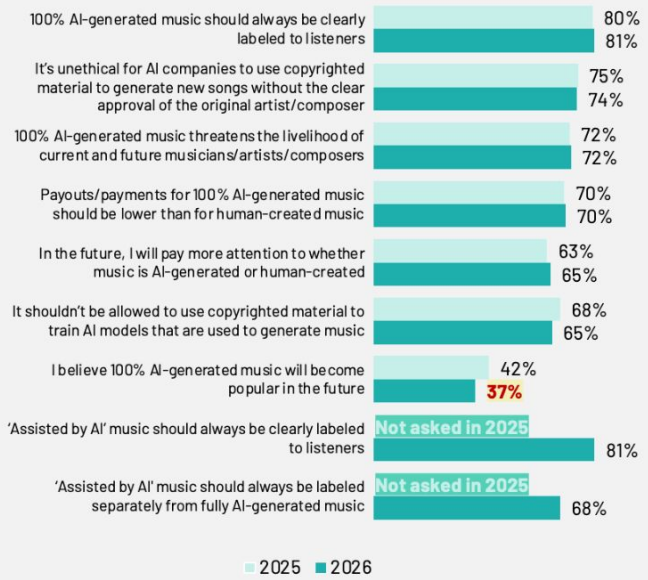


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (n=752)
Canada

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Canada

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

UNITED KINGDOM

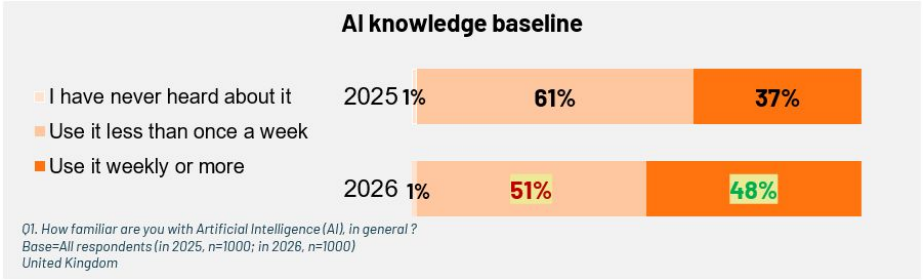
07

All respondents : 1000

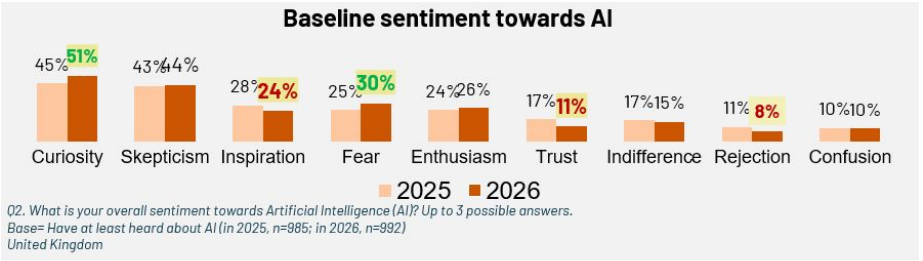
- Familiarity with and exposure to AI music are growing versus last year, but attitudes are becoming more cautious.
- Curiosity and concern are both rising, while trust is declining and worries about creativity and music quality remain strong.
- The UK remains one of the most demanding markets for transparency and labeling, with increasing resistance to AI music in the main charts.

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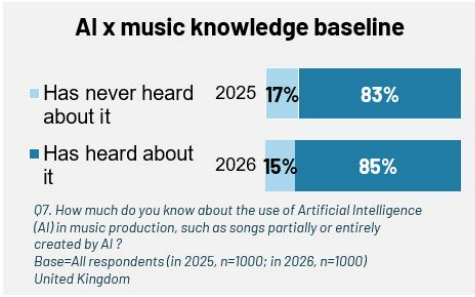
AI at large



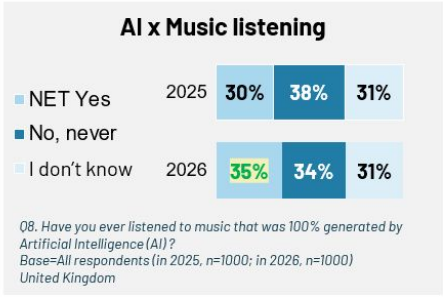
Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
United Kingdom



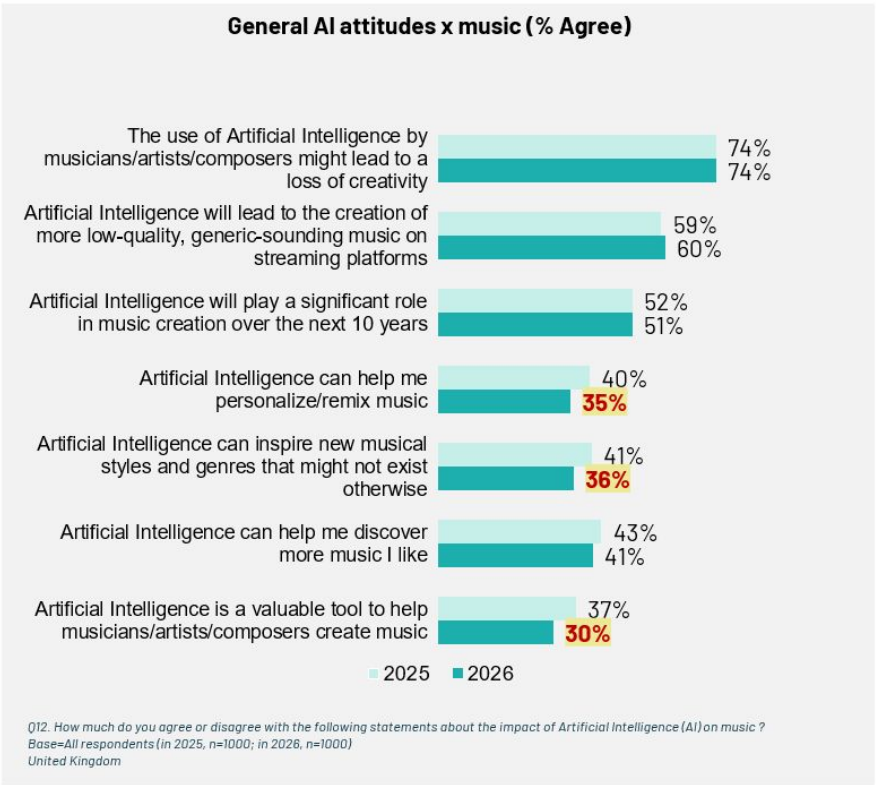
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (in 2025, n=985; in 2026, n=992)
United Kingdom



Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
United Kingdom



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
United Kingdom

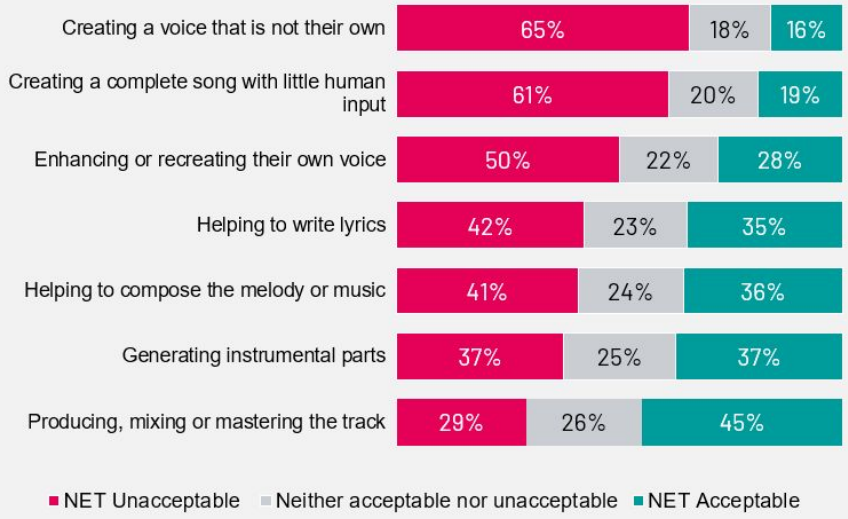


Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
United Kingdom

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

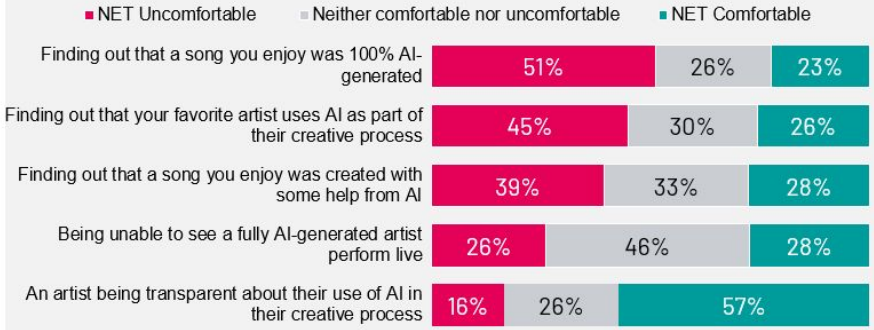
AI music and artist perception

New question **Acceptability of AI for artists**



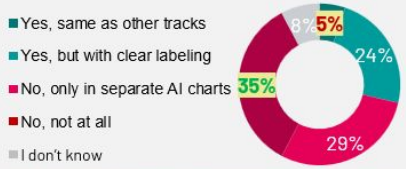
Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=1000)
United Kingdom

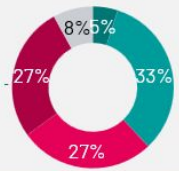
New question **Impact of AI music on the artist/song perception**



Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=1000)
United Kingdom

Eligibility for main charts





New question

Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
United Kingdom

Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
United Kingdom

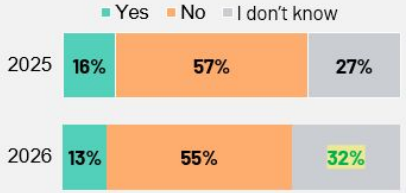
XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

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Expectations and considerations – AI generated music

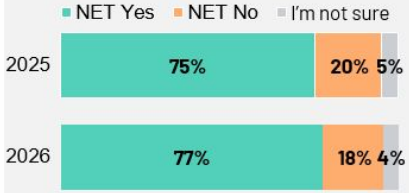
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



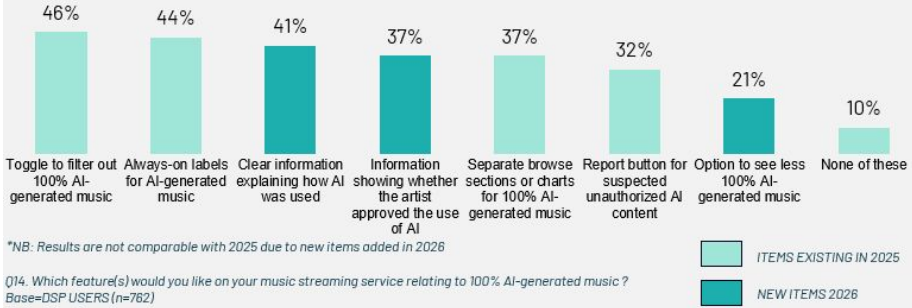
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=770 ; in 2026, n=762)
United Kingdom

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=770 ; in 2026, n=762)
United Kingdom

Desired AI features for DSPs*

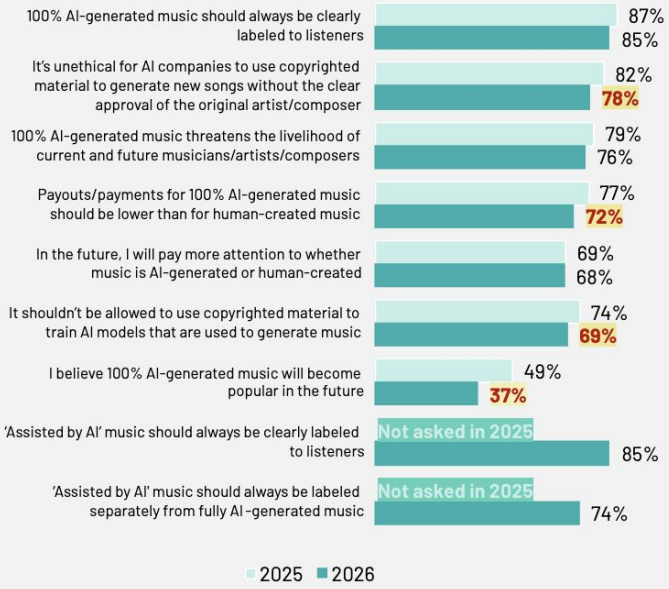


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (n=762)
United Kingdom

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
United Kingdom

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

GERMANY

08

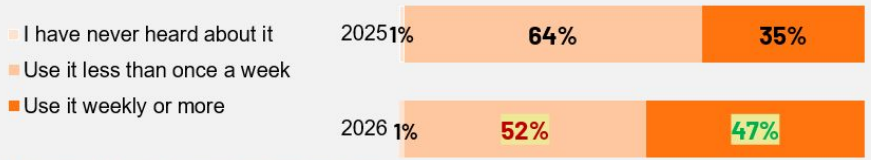
All respondents : 1000

- Germans demonstrate strong familiarity with AI. However, they continue to express concerns about creativity, authenticity and music quality.
- Reported exposure to AI music is growing versus last year, but acceptance is not increasing at the same pace.
- AI is more accepted as a production tool than as a creative substitute, with transparency and a clear distinction between human-made and AI-generated music remaining important.

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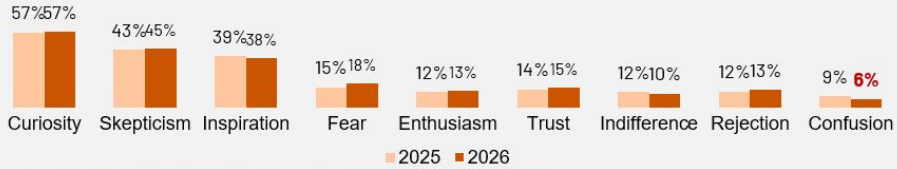
AI at large

AI knowledge baseline



Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Germany

Baseline sentiment towards AI



Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (in 2025, n=991; in 2026, n=989)
Germany

AI x music knowledge baseline



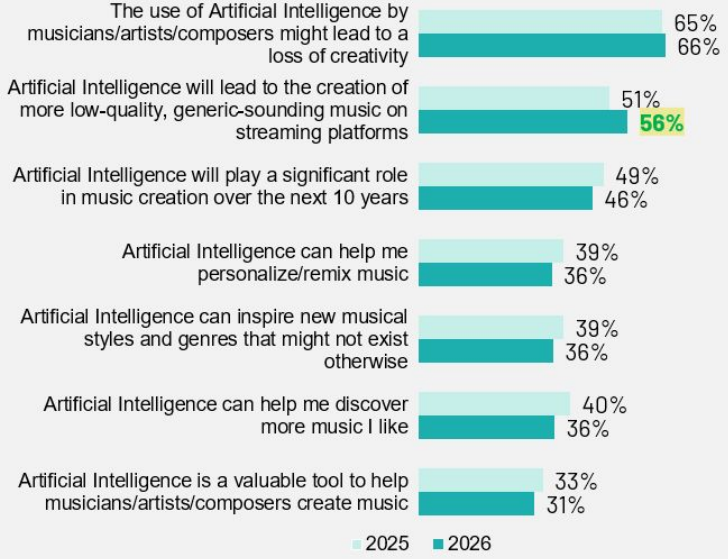
Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Germany

AI x Music listening



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Germany

General AI attitudes x music (% Agree)

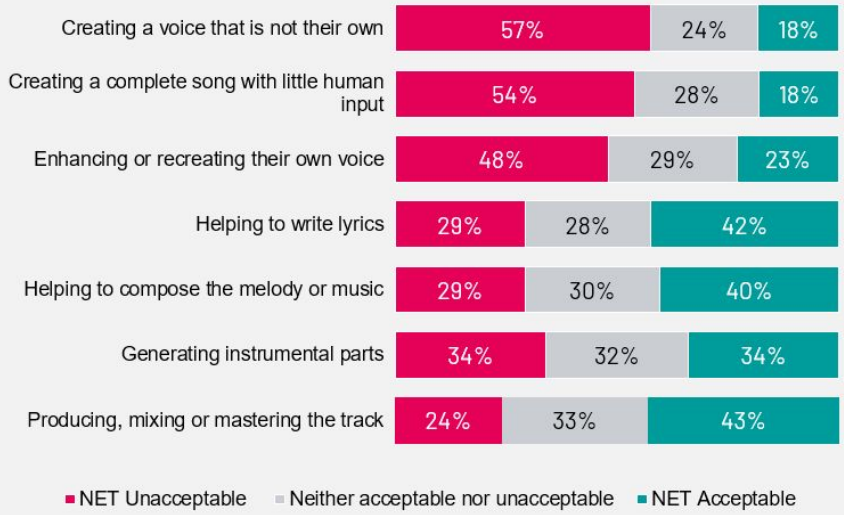


Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Germany

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

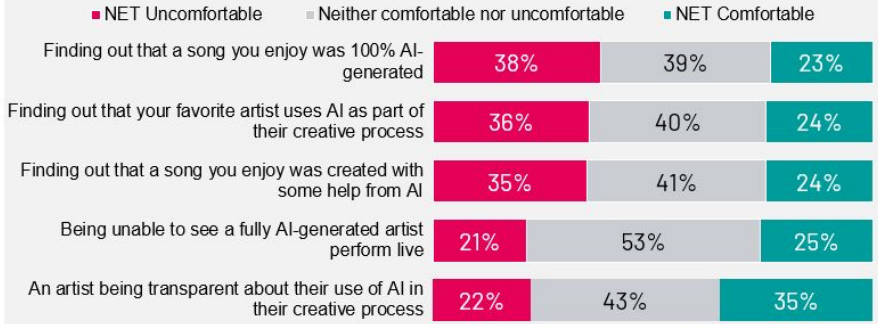
AI music and artist perception

New question **Acceptability of AI for artists**



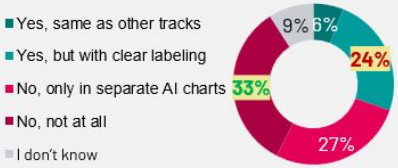
Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=1000)
Germany

New question **Impact of AI music on the artist/song perception**

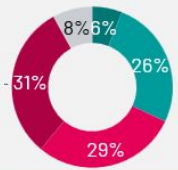


Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=1000)
Germany

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Germany



Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=1000)
Germany

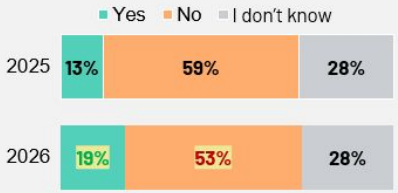
New question

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

Expectations and considerations – AI generated music

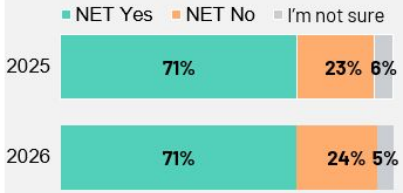
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



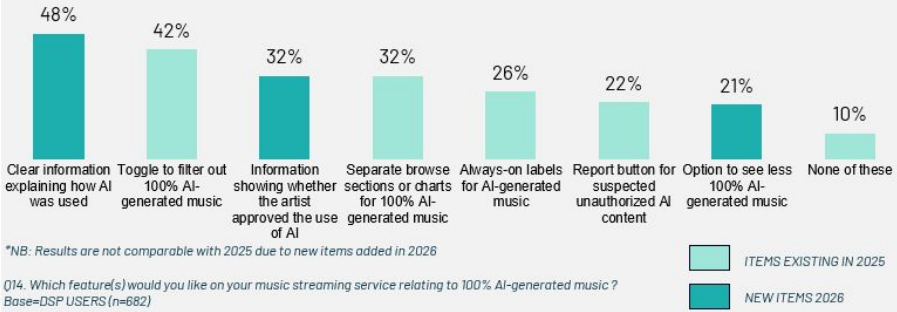
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in 2025, n=669 ; in 2026, n=682)
Germany

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in 2025, n=669 ; in 2026, n=682)
Germany

Desired AI features for DSPs*

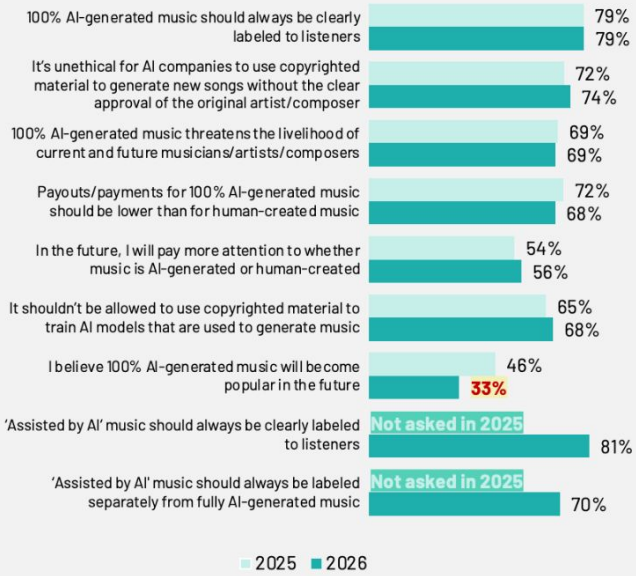


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (n=682)
Germany

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in 2025, n=1000; in 2026, n=1000)
Germany

XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

Île-de-France

09

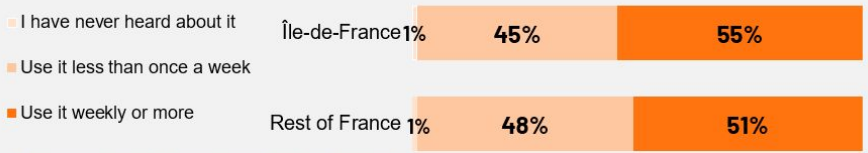
All respondents : 500

- Residents of Île-de-France report slightly higher exposure to AI music than residents elsewhere in France.
- Their perceptions broadly mirror the national picture, although trust in AI is somewhat higher.
- They are also more likely to report encountering AI-generated music through streaming platforms, while transparency and labeling remain important.

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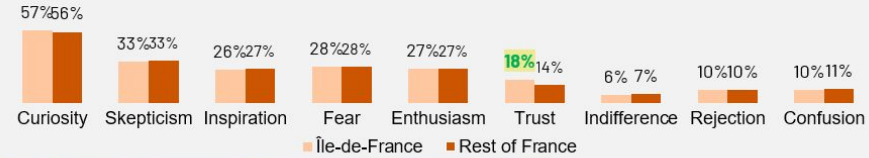
AI at large

AI knowledge baseline



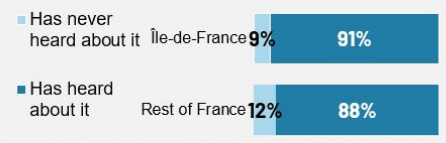
Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (In Rest of France, n=828; In Île-de-France, n=672)
France

Baseline sentiment towards AI



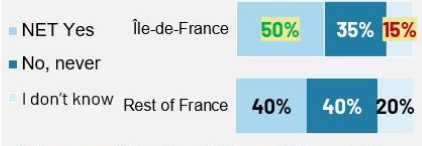
Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (In Rest of France, n=824; In Île-de-France, n=667)
France

AI x music knowledge baseline



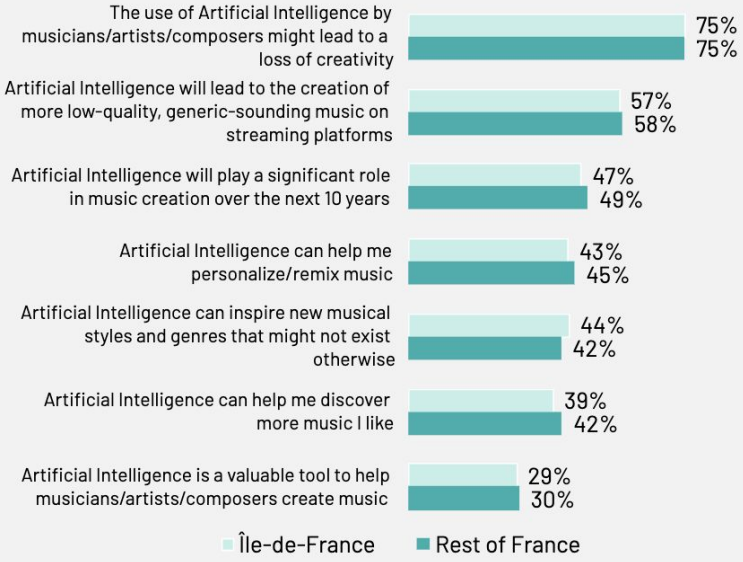
Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (In Rest of France, n=828; In Île-de-France, n=672)
France

AI x Music listening



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (In Rest of France, n=828; In Île-de-France, n=672)
France

General AI attitudes x music (% Agree)



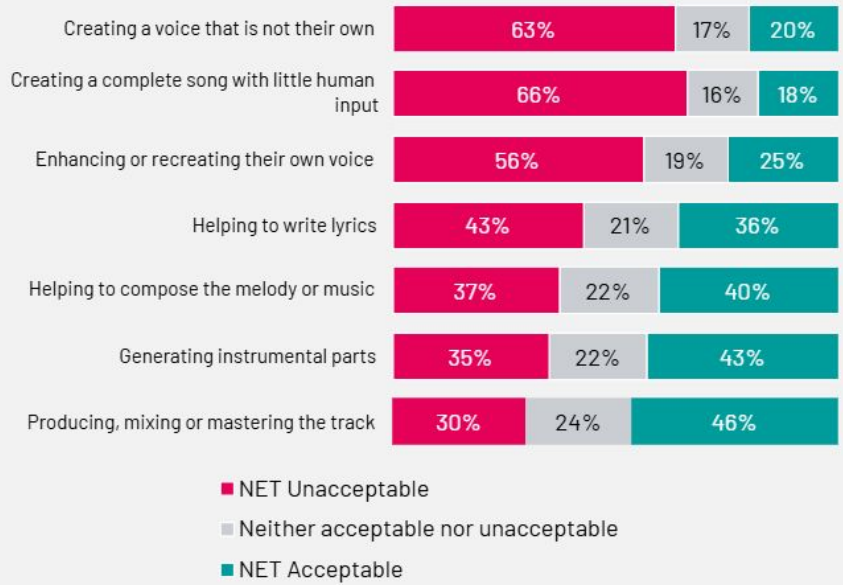
Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (In Rest of France, n=828; In Île-de-France, n=672)
France

XX *Significantly higher than Non Île-de-France*
XX *Significantly lower than Non Île-de-France*

AI music and artist perception

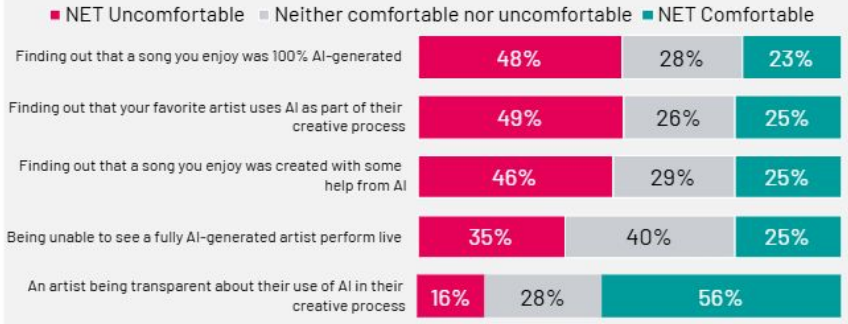
Île-de-France

New question **Acceptability of AI for artists**



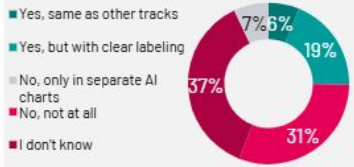
Q17NEW: How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base= Île-de-France (n=672)
Île-de-France

New question **Impact of AI music on the artist/song perception**

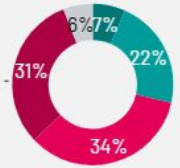


Q16NEW: How would each of the following situations make you feel?
Base= Île-de-France (n=672)
Île-de-France

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base= Île-de-France (n=672)
Île-de-France



Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base= Île-de-France (n=672)
Île-de-France

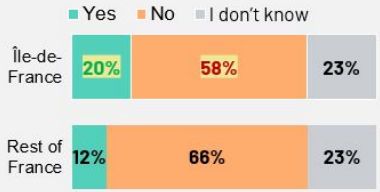
New question

Expectations and considerations – AI generated music

Île-de-France

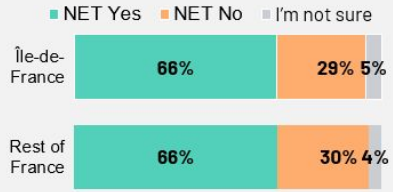
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



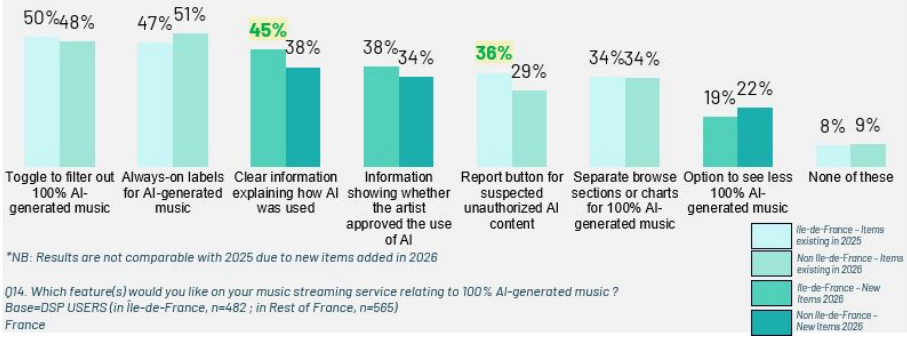
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in Île-de-France, n=482 ; in Rest of France, n=565)
France

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in Île-de-France, n=482 ; in Rest of France, n=565)
France

Desired AI features for DSPs*

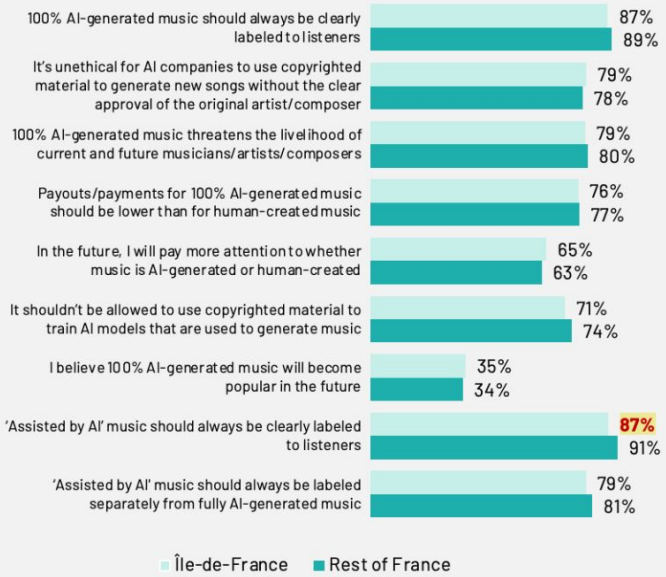


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music ?
Base=DSP USERS (in Île-de-France, n=482 ; in Rest of France, n=565)
France

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation ?
Base=All respondents (in Île-de-France, n=672; in Rest of France, n=828)
France

XX *Significantly higher than Non Île-de-France*
XX *Significantly lower than Non Île-de-France*

New York City

10

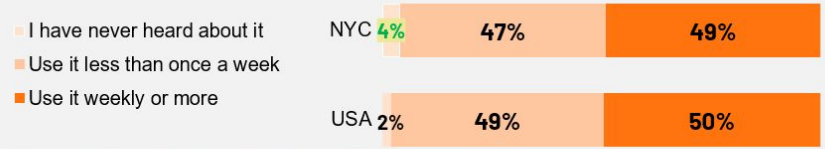
All respondents : 500

- New Yorkers report higher exposure to AI-generated music and recommendations than the US average.
- They are more receptive to AI's role in music creation and less concerned about its creative impact.
- They are relatively open to AI as part of the future music ecosystem, provided artists remain involved.

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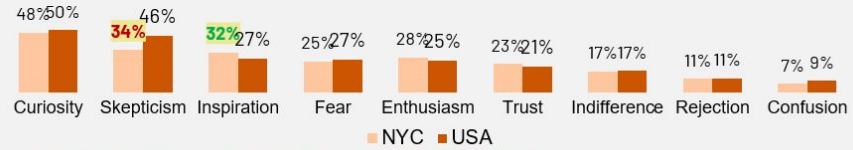
AI at large

AI knowledge baseline



01. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (In USA, n=2000; In NYC, n=500)
United States

Baseline sentiment towards AI



02. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (In USA, n=1968; In NYC, n=478)
United States

AI x music knowledge baseline



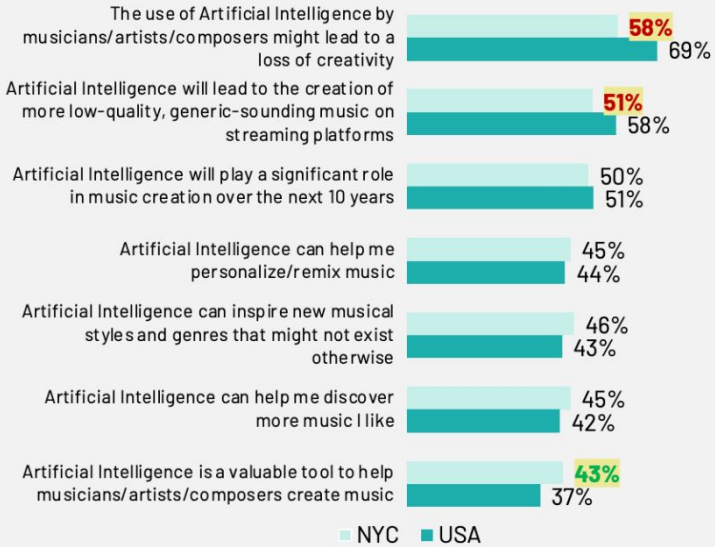
07. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (In USA, n=2000; In NYC, n=500)
United States

AI x Music listening



08. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (In USA, n=2000; In NYC, n=500)
United States

General AI attitudes x music (% Agree)



012. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (In USA, n=2000; In NYC, n=500)
United States

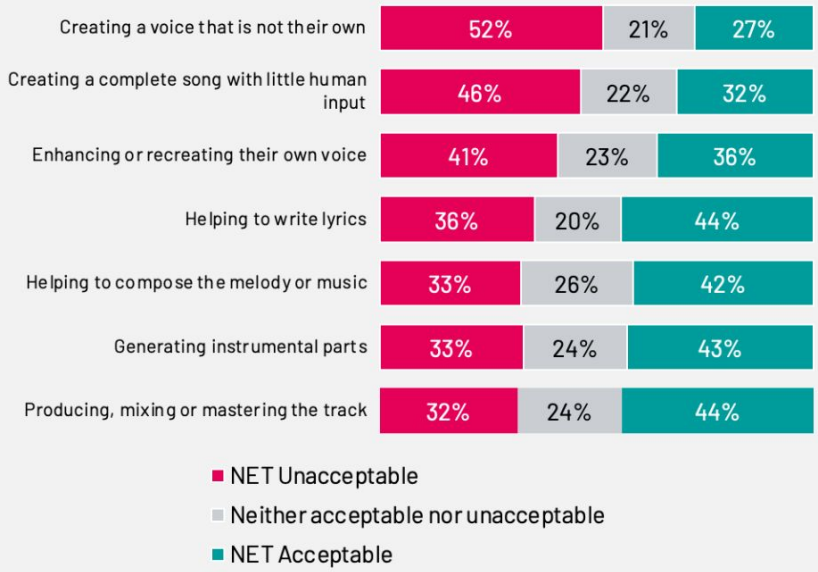
XX *Significantly higher than USA*
XX *Significantly lower than USA*

AI music and artist perception

New York City

New question

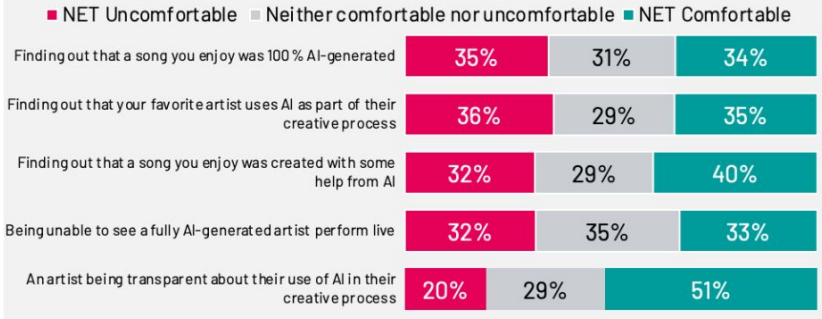
Acceptability of AI for artists



Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=500)
NYC

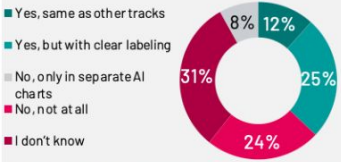
New question

Impact of AI music on the artist/song perception

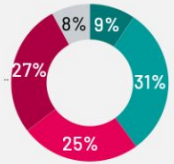


Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=500)
NYC

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=500)
NYC



Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=500)
NYC

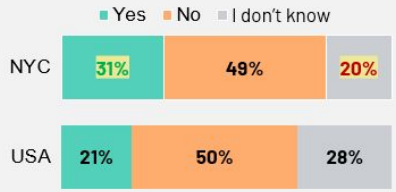
New question

Expectations and considerations – AI generated music

New York City

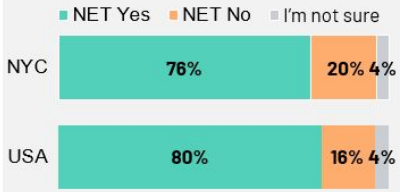
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



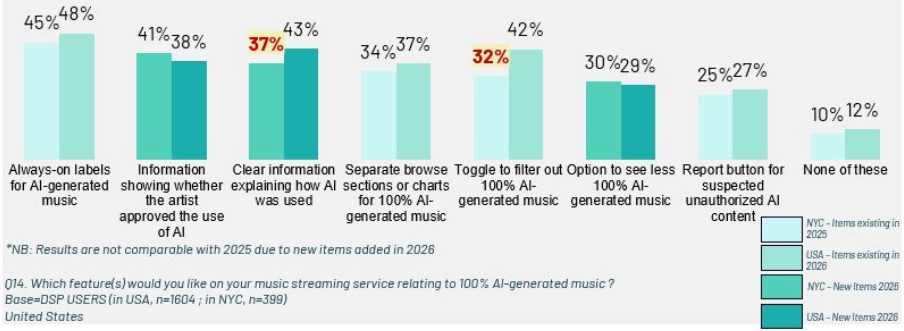
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in USA, n=1604 ; in NYC, n=399)
United States

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in USA, n=1604 ; in NYC, n=399)
United States

Desired AI features for DSPs*

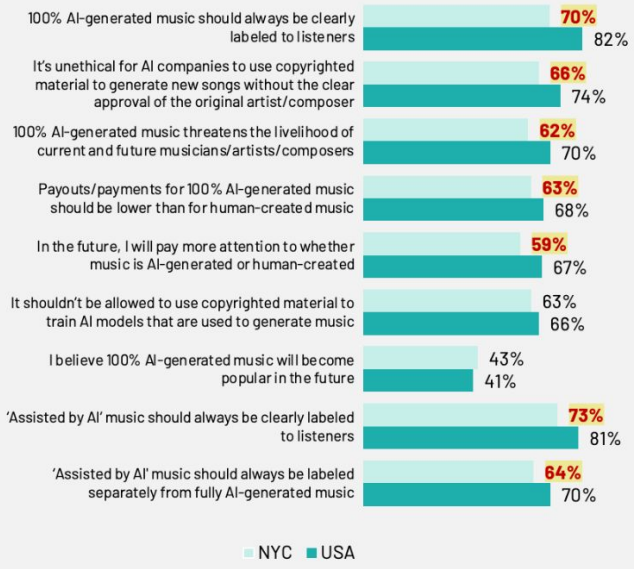


**NB: Results are not comparable with 2025 due to new items added in 2026*

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (in USA, n=1604 ; in NYC, n=399)
United States

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in USA, n=2000; in NYC, n=500)
United States

XX *Significantly higher than USA*
XX *Significantly lower than USA*

Los Angeles

11

All respondents : 500

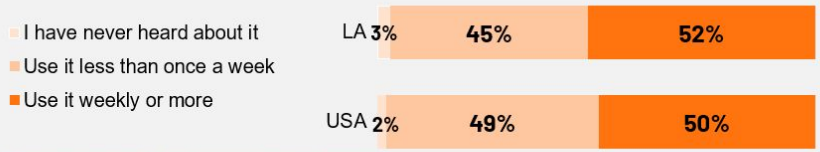
- Los Angeles residents are among the most familiar with AI-generated music and are more accepting of its integration into music production than the US average.
- They are relatively open to AI as part of the future music ecosystem, particularly when artists remain involved.
- Compared with the US population overall, transparency and concern about AI's impact on music are less prominent.

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AI at large

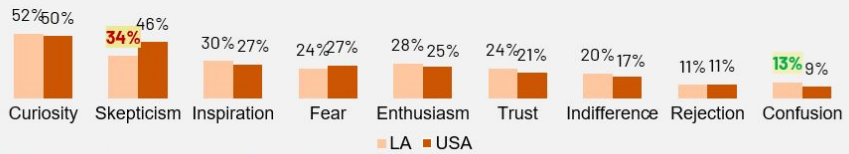
Los Angeles

AI knowledge baseline



Q1. How familiar are you with Artificial Intelligence (AI), in general ?
Base=All respondents (In USA, n=2000; In LA, n=500)
United States

Baseline sentiment towards AI



Q2. What is your overall sentiment towards Artificial Intelligence (AI)? Up to 3 possible answers.
Base= Have at least heard about AI (In USA, n=1988; In LA, n=487)
United States

AI x music knowledge baseline



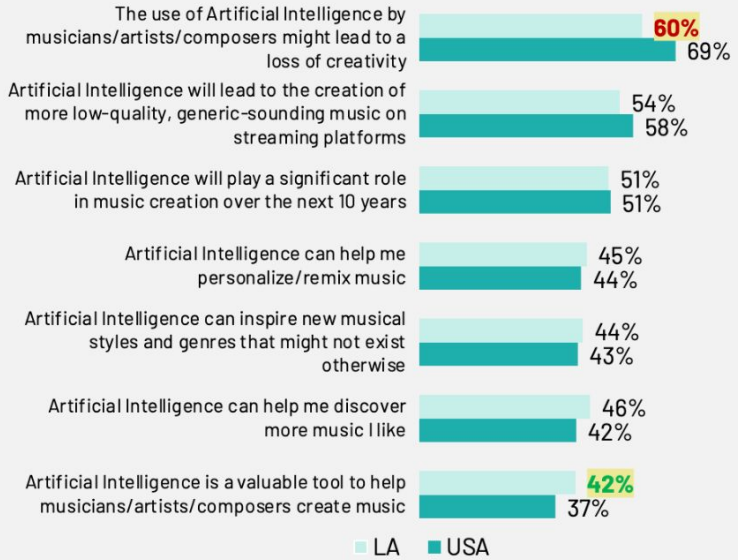
Q7. How much do you know about the use of Artificial Intelligence (AI) in music production, such as songs partially or entirely created by AI ?
Base=All respondents (In USA, n=2000; In LA, n=500)
United States

AI x Music listening



Q8. Have you ever listened to music that was 100% generated by Artificial Intelligence (AI) ?
Base=All respondents (In USA, n=2000; In LA, n=500)
United States

General AI attitudes x music (% Agree)



Q12. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on music ?
Base=All respondents (In USA, n=2000; In LA, n=500)
United States

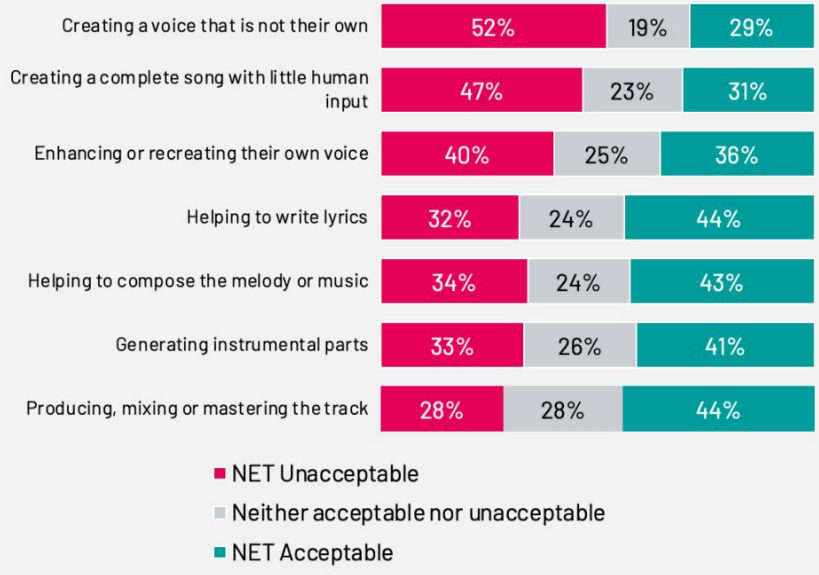
XX *Significantly higher than 2025*
XX *Significantly lower than 2025*

AI music and artist perception

Los Angeles

New question

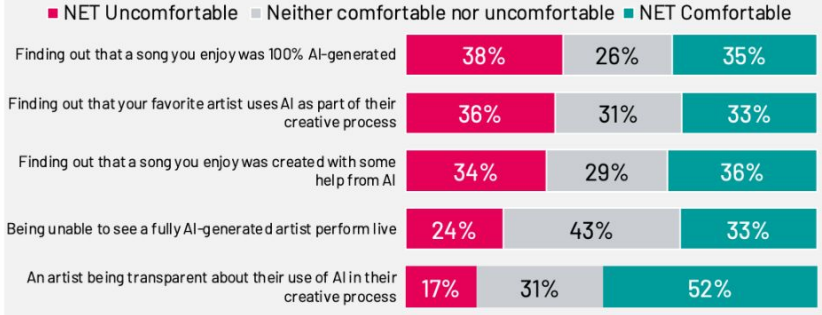
Acceptability of AI for artists



Q17NEW. How acceptable would it be for your favorite artist to use AI in each of the following ways?
Base=All respondents (in 2026, n=500)
LA

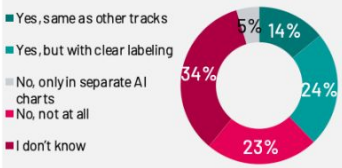
New question

Impact of AI music on the artist/song perception

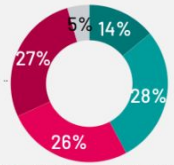


Q16NEW. How would each of the following situations make you feel?
Base=All respondents (in 2026, n=500)
LA

Eligibility for main charts



Q19. Should 100% AI-generated tracks be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=500)
LA



Q20NEW. And should 'assisted by AI' music be eligible for main charts? (eg: Billboard, Official single charts, Top50/Top100...)?
Base=All respondents (in 2026, n=500)
LA

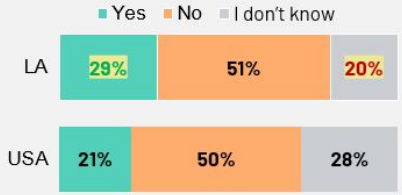
New question

Expectations and considerations – AI generated music

Los Angeles

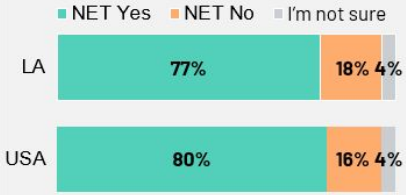
DSP Users only

Has ever been recommended 100% AI-generated music by DSP



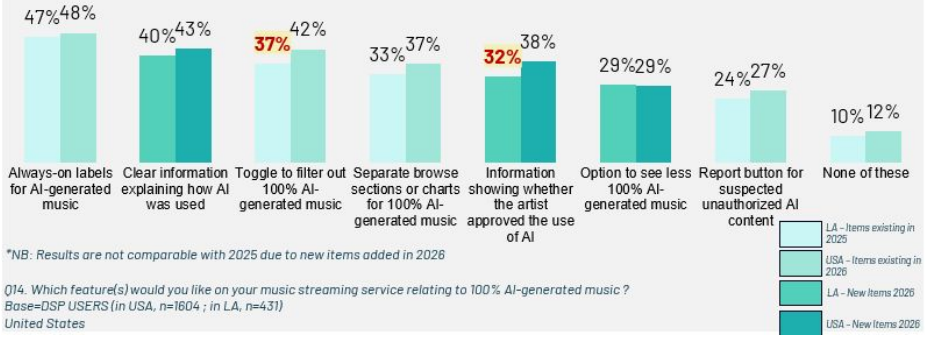
Q9. Has a music streaming service ever recommended music that was 100% generated by Artificial Intelligence (AI) to you?
Base=DSP USERS (in USA, n=1604 ; in LA, n=431)
United States

Want AI recommendation transparency



Q13. Would you like to know if a music streaming service is recommending 100% AI-generated music to you (e.g. in playlists, homepage, notifications...)?
Base=DSP USERS (in USA, n=1604 ; in LA, n=431)
United States

Desired AI features for DSPs*

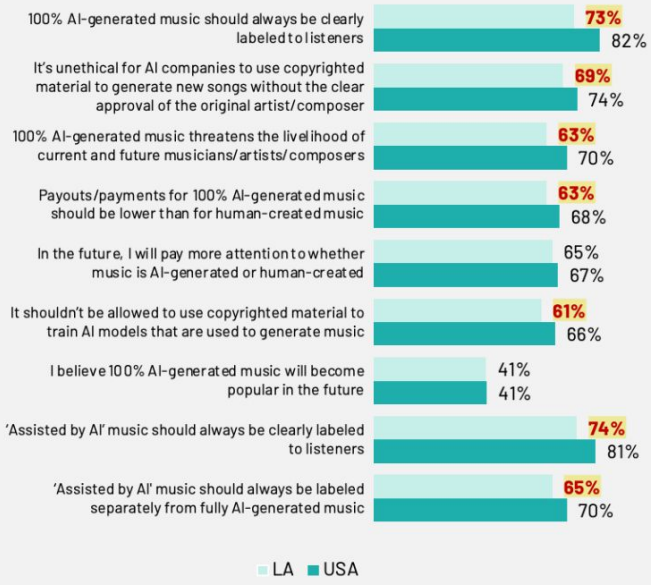


NB: Results are not comparable with 2025 due to new items added in 2026

Q14. Which feature(s) would you like on your music streaming service relating to 100% AI-generated music?
Base=DSP USERS (in USA, n=1604 ; in LA, n=431)
United States

All respondents

Attitudes on impact of AI x music (% AGREE)



Q15. How much do you agree or disagree with the following statements about the impact of Artificial Intelligence (AI) on musical creation?
Base=All respondents (in USA, n=2000; in LA, n=500)
United States

XX *Significantly higher than USA*
XX *Significantly lower than USA*