

SHOULD AI STAY OR SHOULD AI GO

What is AI and what will it mean for the Audio industry?

CLIFF FLUET

THROUGHOUT HISTORY, DATA HAS BEEN REVOLUTIONIZED SEVERAL TIMES



6000 BC
WRITING

Data
Sharing
Affixation



1436 AC
PRINTING
PRESS

Data
Copying
Automation



1987 AC
INTERNET

Data
Distribution
Automation



2014 AC
GEN AI

Data
Generating
Automation

- Artificial intelligence (AI) is one of the most profound, consequential technologies in the world today.
- It will significantly change the way we do business.
- It is likely to be one of the last 'human-only' innovations
- It is to be compared with steam and electricity for its impact
- For the first time ever, it is in the hands of 85% of people on the planet.





“

I believe there is no deep difference between what can be achieved by a biological brain and what can be achieved by a computer. It, therefore, follows that computers can, in theory, emulate human intelligence – and exceed it.”

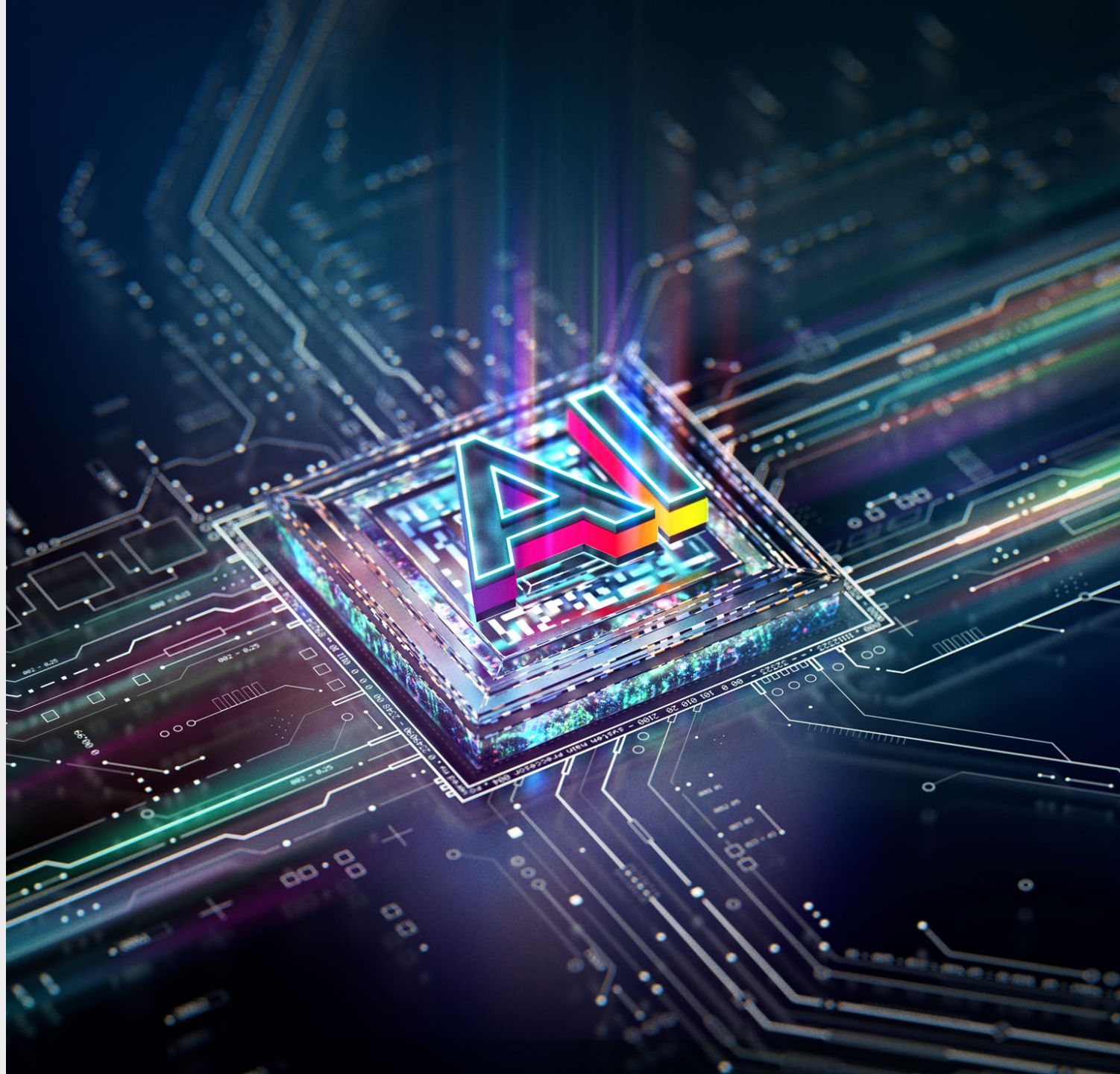
STEPHEN HAWKING

“

By far, the greatest danger of Artificial Intelligence is that people conclude too early that they understand it.”

ELIEZER YUDKOWSKY

SO, WHAT IS AI?



1950

Alan Turing, wrote a paper imagined a machine that could communicate - via an exchange of typed messages - so capably that people conversing with it could not tell whether they were interacting with a machine or another person.

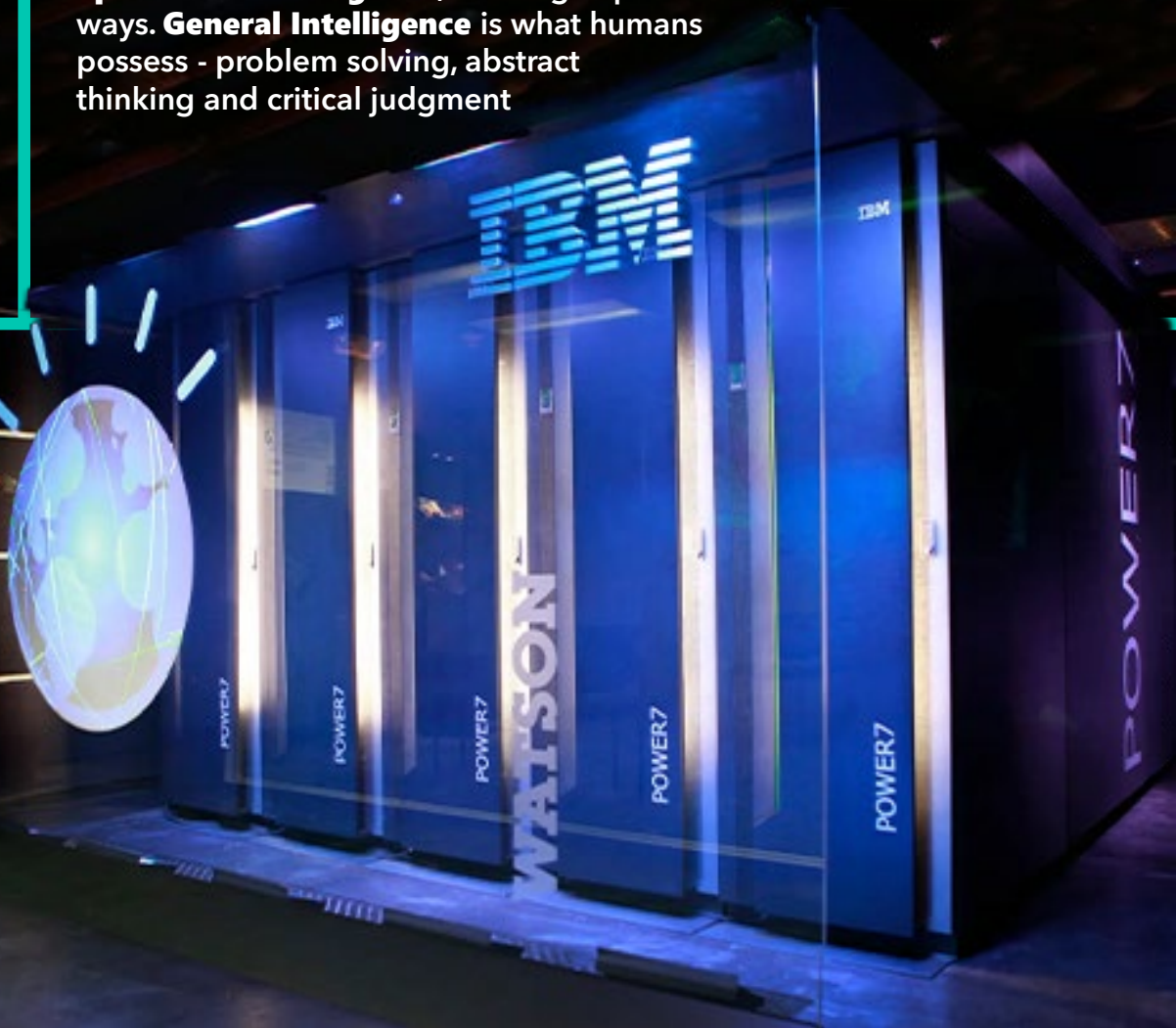


1955

The term **Artificial Intelligence** was coined by a group of computer scientists, "*to find how to make machines use language, form abstractions and concepts, solve kinds of problems now reserved for humans, and improve themselves*"-skills like reasoning, problem-solving, learning new tasks and communicating using natural language.

2011

IBM's **Watson** program beat the best human players of the TV game show Jeopardy. Narrow AI starts to get traction and plays Chess and Go better than human champions. **Narrow AI** is a form of **Specialised Intelligence**, working in pre-defined ways. **General Intelligence** is what humans possess - problem solving, abstract thinking and critical judgment



2012

A single idea shifts the entire field - a **Neural Network**. Not a brain, but a mathematical system that learns skills by finding statistical patterns in enormous amounts of data. Neural networks enable Siri and Alexa to understand what you're saying, identify people and objects in Photos and instantly translate dozens of languages.



2017


Large Language Models built on Machine Learning.

Around 2017, companies like Google, Microsoft and Open AI began building neural networks that were trained on vast amounts of text from the internet, including Wikipedia articles, digital books and academic papers. The most difficult work in computing is telling the machines, in painstaking detail, exactly what they need to do. With machine learning, human programmers don't need to write detailed instructions for solving every different kind of problem. Somewhat to the experts' surprise, these systems learned to write unique prose and computer code and carry-on sophisticated conversations. This is called Generative A.I.



2020

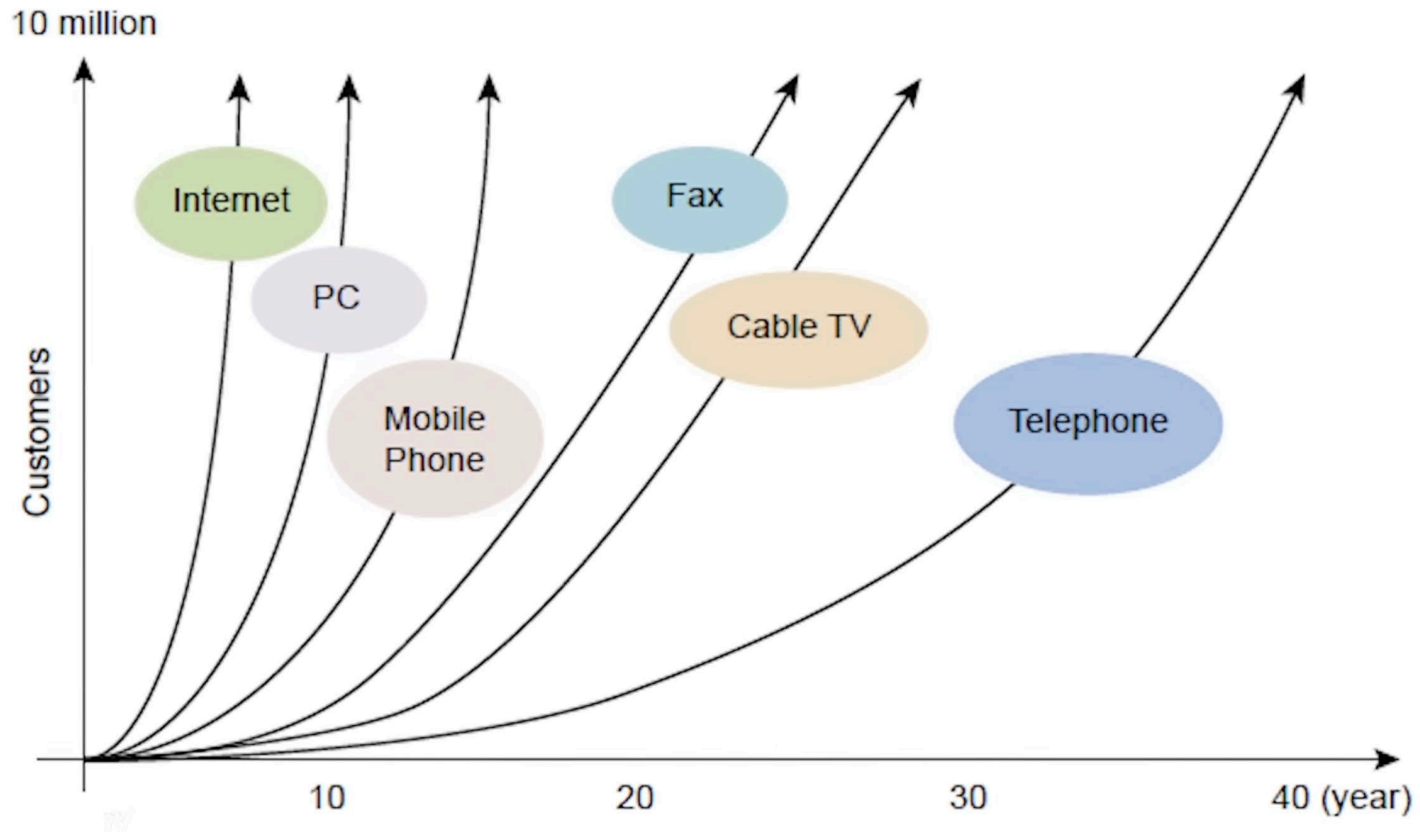
Open AI introduces the Generative **Pre-trained Transformer (GPT-3)**. A long-term objective of the AI field is to develop systems that can **exhibit Artificial General Intelligence (AGI, also called Strong AI)**.



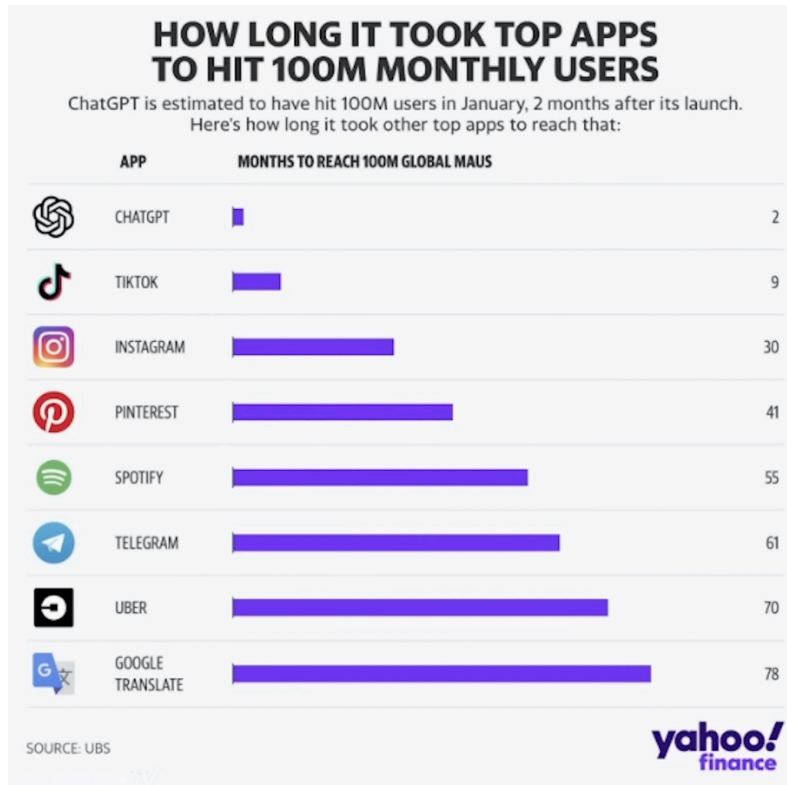
ChatGPT

A blurred image of a smartphone screen is shown in the background. The screen displays the URL "chat.openai.com" in the address bar and the text "ChatGPT" in a large, bold, black font.

HOW LONG UNTIL IT'S A 'THING'?



A COMPARISON ...



INSTAGRAM = 30 MONTHS

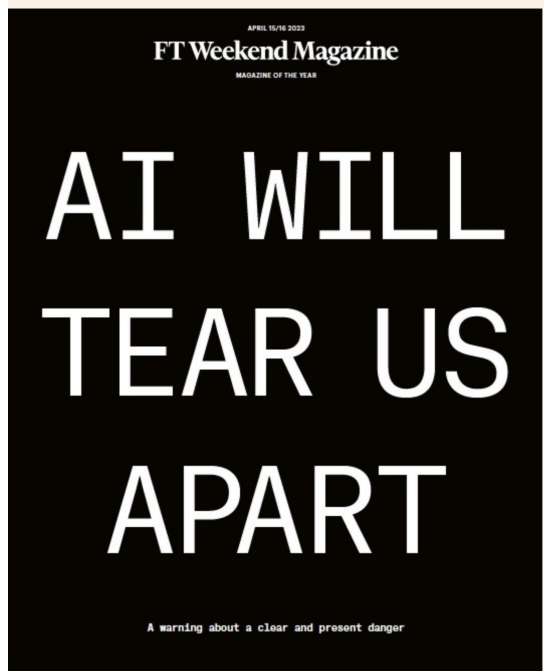
TIKTOK = 9 MONTHS

CHATGPT = 2 MONTHS

THIS IS NOT UNCONTROVERSIAL

Europe seeks to limit use of AI in society

© 14 April 2021



Elon Musk and Others Call for Pause on A.I., Citing 'Profound Risks to Society'

More than 1,000 tech leaders, researchers and others signed an open letter urging a moratorium on the development of the most powerful artificial intelligence systems.

Give this article 283





The diagram features a dark blue background with two upward-sloping arrows. The lower arrow is light green and labeled 'External rate of change'. The upper arrow is white and labeled 'Speed of adaptation and response'. The vertical distance between these two arrows is highlighted by a white rounded rectangle labeled 'Darwinian gap'.

Speed of adaptation
and response

External rate of change

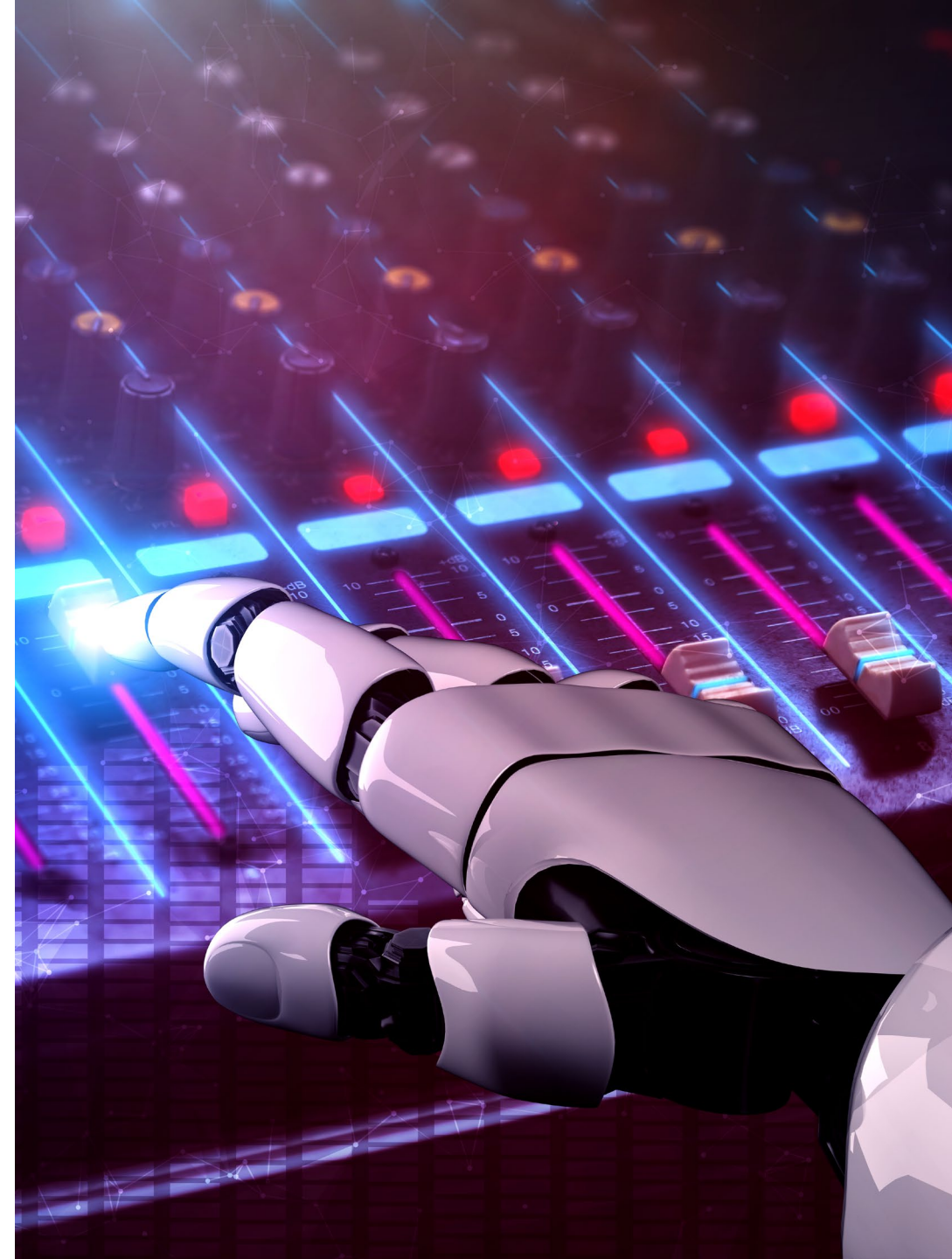
Darwinian
gap

AI AND THE MUSIC INDUSTRY







AI HAS THE POTENTIAL TO BE THE SINGLE GREATEST TOOL THE INDUSTRY HAS SEEN







- Personalisation & adaptation
- Discovery & recommendation
- Democratisation
- Music detection / matching licensing at scale
- Music education & virtual instruments
- Production costs



THE MUSIC INDUSTRY IS ALREADY USING AI SOLVE PROBLEMS

- Canvas, motion cover, TikTok and lyrics  rotor
- Music search and categorisation  feedforward
- Adaptive for sync and social  MXX
- Compositive AI for social, games and sync  DAACI

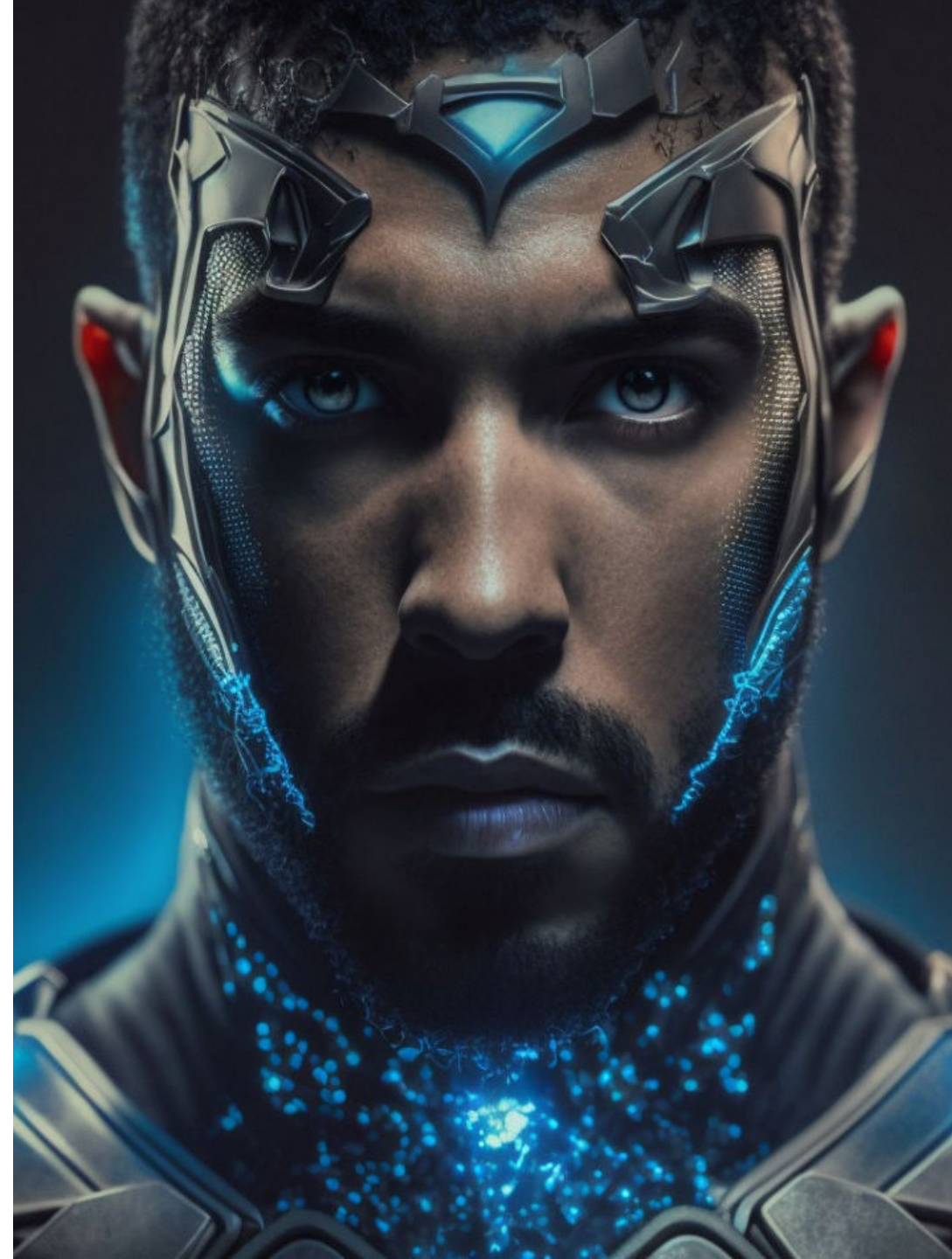
THE MUSIC INDUSTRY IS ALREADY USING AI SOLVE PROBLEMS

- Lyrics and sentiment for sync, placement and writing  
- TikTok viral campaigns and discovery  
- Fixing royalties chain  

BUT LIKE THE ARRIVAL OF THE INTERNET, WE HAVE ISSUES TO DEAL WITH

- Training data / copyright infringement
- Adaptive AI
- Deepfake / misinformation
- Passing off / image rights / trade marks
- Voice v music
- Licensing models / remuneration
- User terms and conditions

There is a simple and straightforward answer to all of these questions.







ELEVEN