



the global trade body for independent music publishers



IMPEL and IMPF To Launch Sandbox Project with Sureel AI

Independent publishers will examine how attribution technology can help them ensure fair value allocation in the AI era.

Brussels/London – July 29 2026: Independent music publishing organisations IMPEL and IMPF today announced a joint sandbox project with Sureel AI to learn how its attribution technology traces musical works in generative AI models and outputs.

Participating publishers will get to test Sureel's capabilities using select repertoire in a secure, closed environment, evaluating how they can detect when their work has been used to train AI models, how that use is measured, and how this attribution data can support fair compensation for songwriters and publishers.

This practical research exercise will help the independent publishing community negotiate equitable licensing deals with AI companies and other platforms that may distribute AI-generated music. No musical works will be made available for AI training or any use beyond the defined scope of the trial.

Sarah Williams, IMPEL CEO said: "We are excited to be working with Sureel on this sandbox. Handled correctly, AI can be a value creation opportunity for the music industry. This is why we are engaging so constructively. However, we are in uncharted territory and must do everything in our power to ensure that music, and more particularly the song, receives its due. AI content has its place as long as the diverse forms of human artistry and musical culture that inform it are respected and remunerated. Now is the time to set precedents that are fair and scalable, and to embed within the accepted licensing architecture, mechanisms that can be trusted to attribute value on an empirical basis.

Annette Barrett, IMPF President said: "Songwriters pour their hearts into their work, and it's only right that independent publishers and the songwriters they represent see a fair return when that work helps generative AI systems create something new. This sandbox is a real opportunity

and a chance to test attribution technology together, in a safe and controlled way, and to genuinely understand what it can and can't do.

"We believe that only with the use of a vetted attribution engine will generative AI licensing support fair, transparent and evidence-based licensing. We want independent music publishers and their songwriters to approach AI licensing with confidence and clarity, not guesswork, and to know that the value their creativity generates is recognised and fairly shared. We're happy to do this work alongside IMPEL, and we look forward to what we'll learn together."

Dr. Tamay Aykut, Founder & CEO, Sureel AI said: "There's no more important step right now than songwriter and publisher organisations testing attribution technology for themselves. Independent publishers and their writers shouldn't have to take anyone's word for it - they should be able to see and verify the evidence directly. That's why we're working in a trusted partnership with IMPEL, IMPF and their members to put that transparency in their hands, so they can make informed licensing decisions on their own terms. Our role is to provide a neutral, trusted calculation layer that supports any choice, including opt out. Attribution only works if rightsholders can trust it."

About IMPEL

IMPEL is the international collective of independent music publishers representing digital music rights. It is 100% owned and controlled by its members, which include respected independent publishers such as Bucks Music Group, Beggars Music, Reservoir Music, Kassner Music, CTM, ABKCO, Truelove Music, Faber Music, Mute Song, Budde UK, Median Müzik, TRO Essex, Phrased Differently, Red Brick Songs, Warp Music and many more.

The IMPEL membership represents a diverse collection of works recorded by many of the world's biggest artists, past and present, including Ed Sheeran, Stormzy, Dua Lipa, David Bowie, Ray Charles, Rihanna, Beyonce, Calvin Harris, Elvis Presley, Joni Mitchell and Miles Davis.

About IMPF

IMPF is the global trade body exclusively representing independent music publishers, advocating for 300+ companies worldwide. Our members account for 26% of global market share and our mission is to help stimulate a more favourable business environment for music publishers and the songwriters and composers they represent. www.impforum.org

About Sureel AI

Sureel AI is the attribution and provenance infrastructure for the AI economy. Its patented "AI DNA" technology measures how AI models use recordings, compositions, and artist NIL during training and generation — enabling rightsholders, AI companies, publishers, PROs, and distributors to track, control, and monetize their intellectual property across every layer of the AI stack. With millions of assets registered and a growing partner network spanning majors, indies,

collective management organizations, AI platforms, and trade bodies, Sureel is building the shared measurement standard for the attribution share economy. Learn more at sureel.ai.