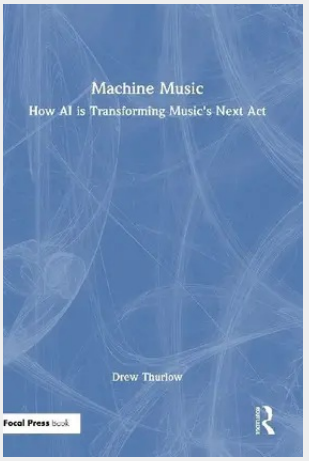
Thurlow

Machine Music

How AI is Transforming Music's Next Act



Machine Music: How AI is Transforming Music's Next Act explores the seismic impact of AI on the music industry – offering a sweeping yet grounded analysis of how AI and generative tools are reshaping what it means to make, monetize, and experience music. Written by a music executive and professional musician, this book blends insider insight, cutting-edge research, and compelling case studies to unpack the technological, legal, and ethical challenges facing artists, rightsholders, and fans. From AI-generated songs and synthetic voices, to AI-assisted music marketing campaigns, to new licensing models and live performance technology, it examines the forces disrupting the industry while offering a clear-eyed vision for a more creative and equitable future. Readers will come away with a comprehensive understanding of AI's influence on every aspect of the music ecosystem, plus practical frameworks for navigating these changes. Each chapter combines history, analysis, and forward-looking predictions, making the book both intellectually rich and highly accessible. Machine Music will be of interest to music professionals, educators, policymakers, tech innovators, and readers curious about the future of creative work. Whether you're an artist, executive, student, or simply a music fan, this book will change the way you think about music in the age of AI.

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