



How Musicians Use AI

Perceptions, Preferences, and Appetite for the Future

Research report - November 2025

Foreword

AI has been part of LANDR's DNA from the very beginning. Twelve years ago, we launched the world's first AI mastering tool, opening the door for artists everywhere to achieve professional results on their own terms. Since then, we've seen both the opportunities and the challenges that come with using AI in music creation. Last year, we started the Fair Trade AI program, which prioritizes transparency, respect for creators, and fair treatment of artistic work. Since then, we've watched this next wave of innovation with curiosity, eager to see how AI will shape the way music is made and shared.

But that doesn't mean that we only need to sit back and observe. As a company built to support musicians, it's important to us that artists have as much agency as possible when it comes to AI. This is why we've launched this survey, which was developed to better understand how creators perceive, use, and plan to use AI in their workflows. Now we're sharing those insights openly so the entire industry can benefit, helping to build a music-making community that is open, informed, and inspired.

As always, we will continue to explore this evolving space with care and integrity, staying true to our purpose and our passion: empowering musicians to create their best work.



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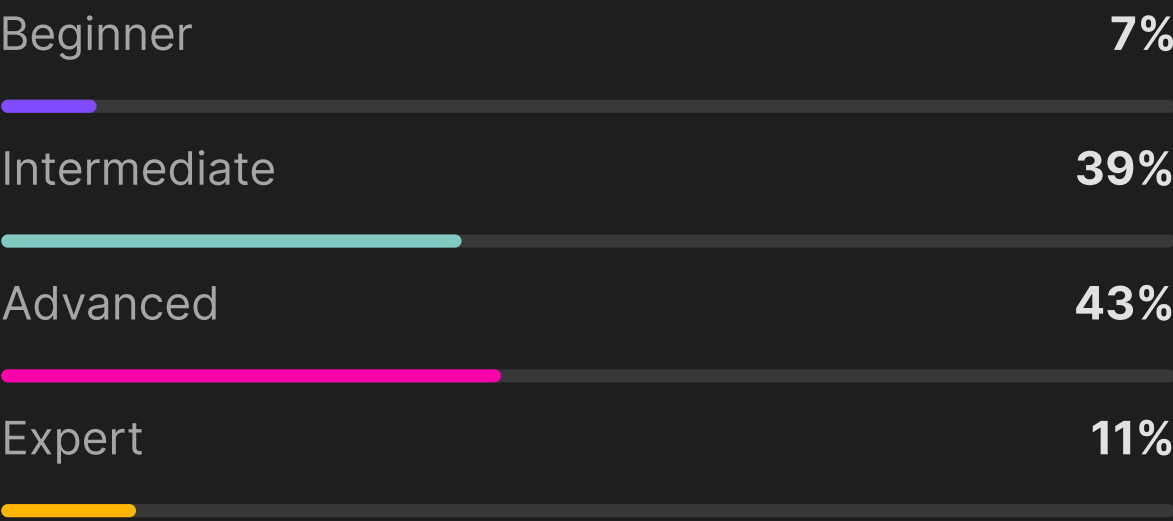
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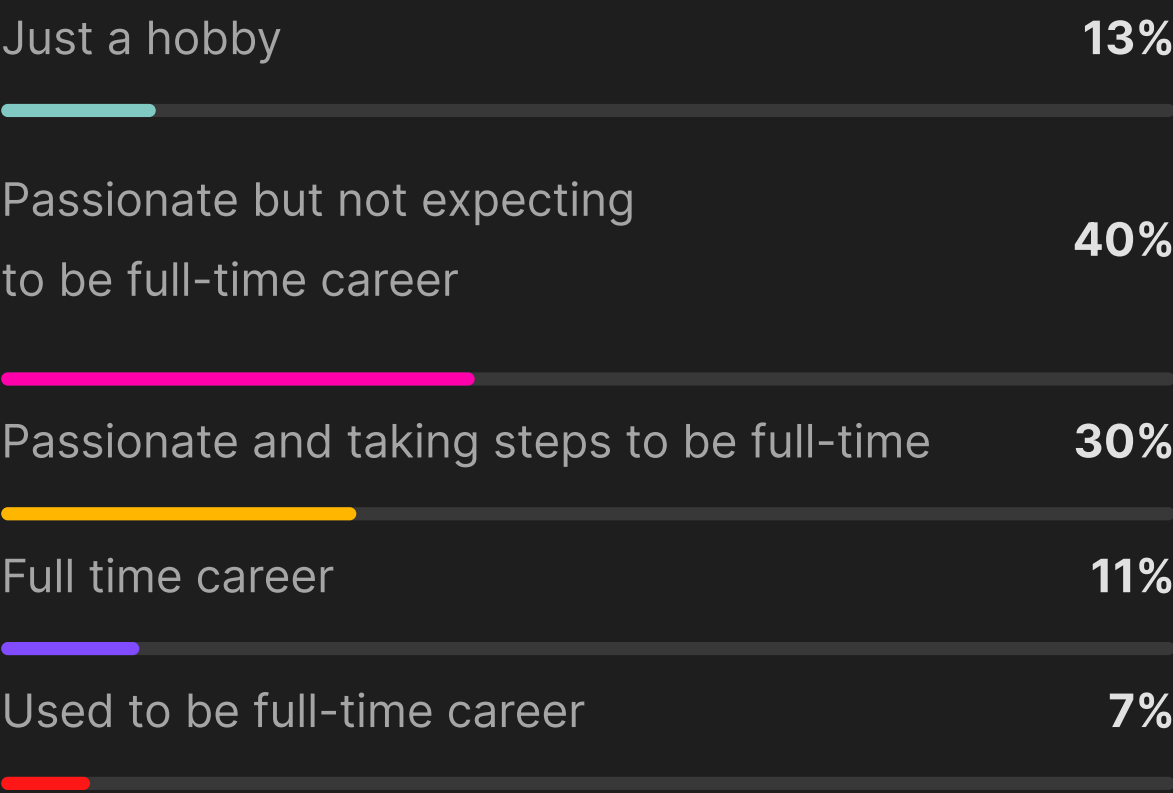
Methodology

This report is informed by a survey which took place from September 30th - October 6th 2025, among 1,241 music makers from LANDR’s global community aged 16 and older. The survey was conducted online and contained over 30 multiple-choice, single-choice and open-ended responses. Respondents had varying levels of music-making experience (including 43% self-reported as advanced), and employed diverse music production methods across a range of genres.

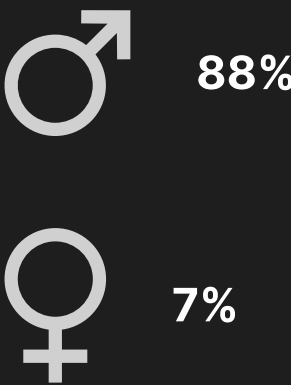
Experience



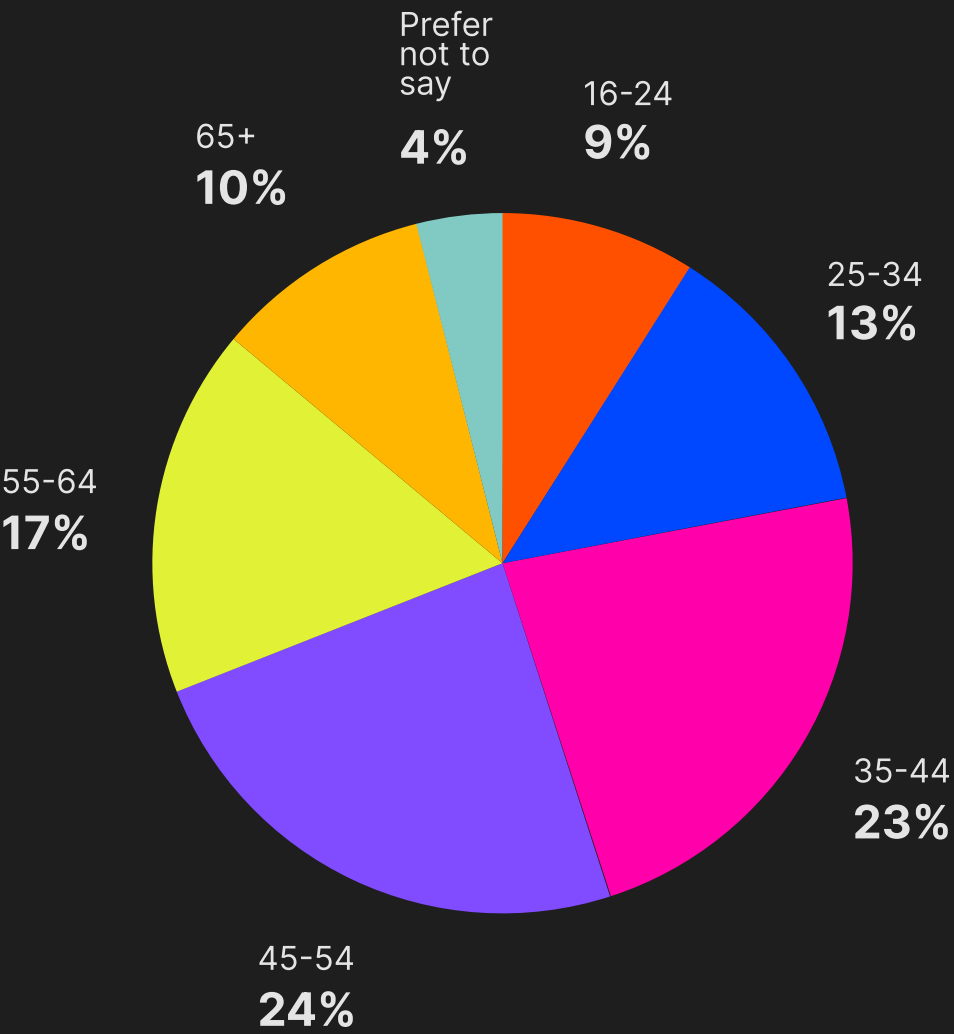
Music Career



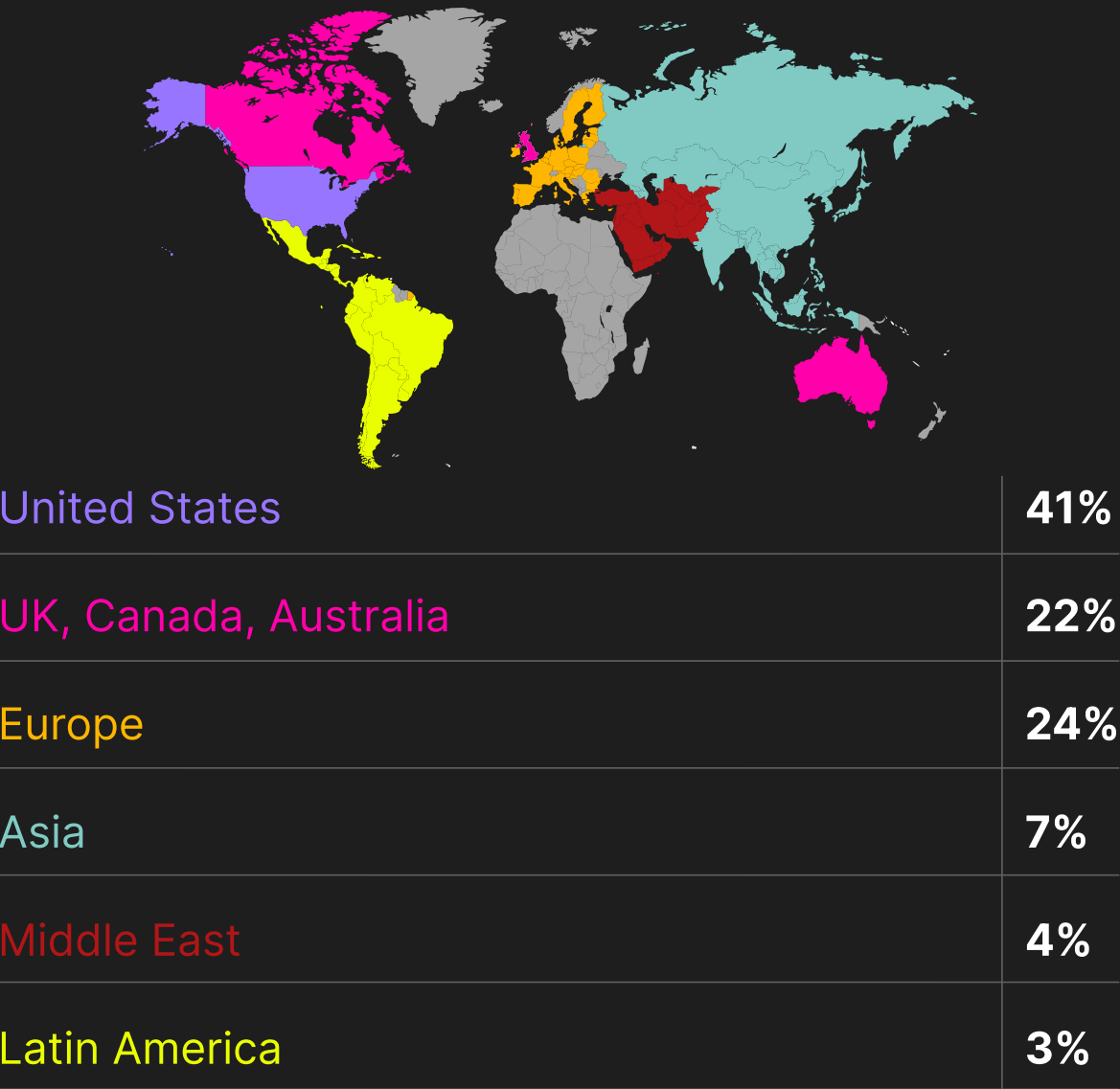
Gender



Age



World Region

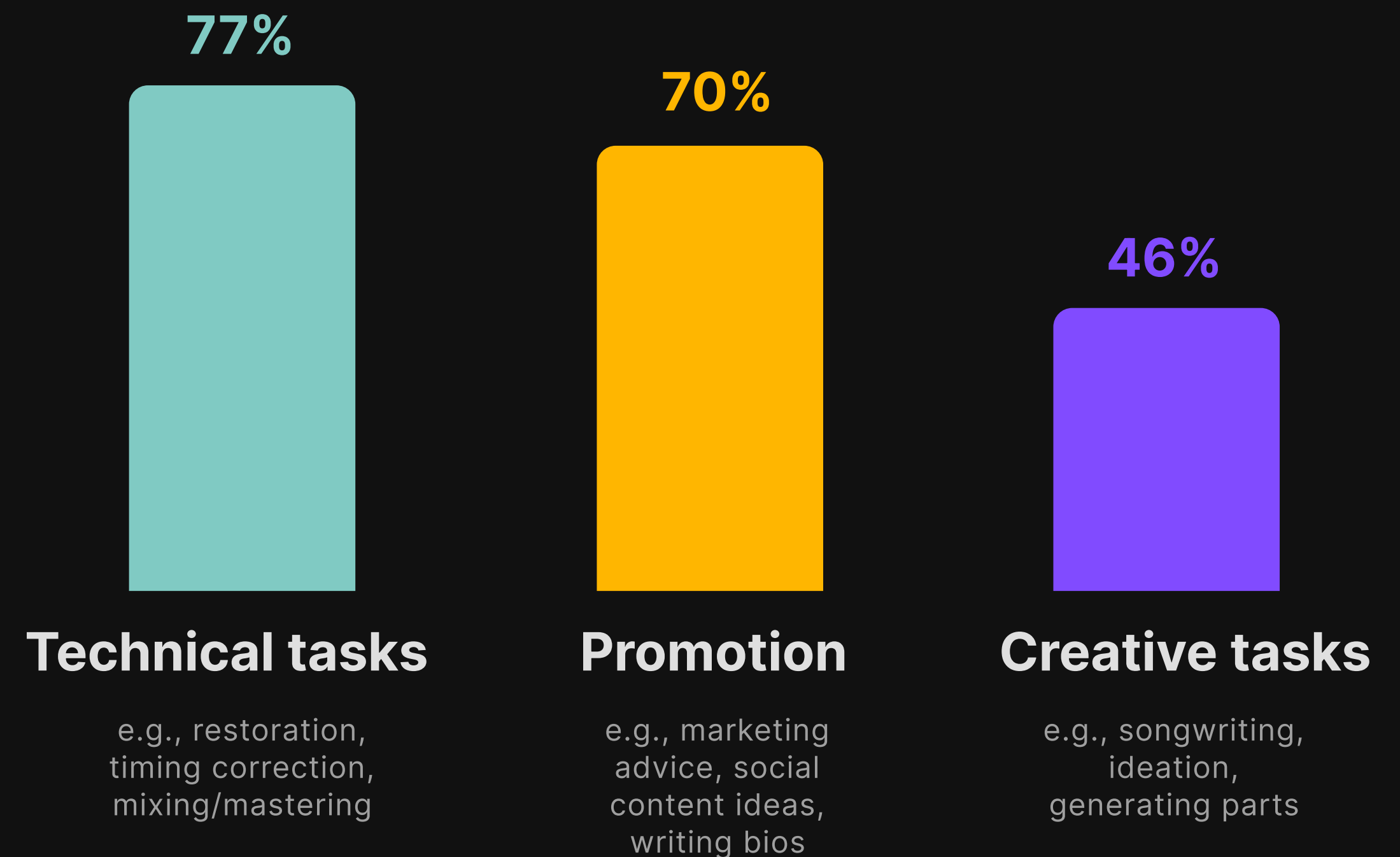


AI Perception



How do music creators feel about AI?

Over **70%** of respondents have a positive view of AI for technical or promotion tasks. Only 46% for creative ones.



% selected "very positive" or "somewhat positive" on a 5-point scale. Base: all respondents, n=1241. Q: How do you feel about the idea of using AI for technical tasks? e.g., restoration, timing correction, mixing/mastering. Q: How do you feel about the idea of using AI for creative tasks? e.g., songwriting, ideation, generating parts, etc. Q: How do you feel about the idea of using AI for promotion and marketing? e.g., marketing advice, social content ideas, writing bios.

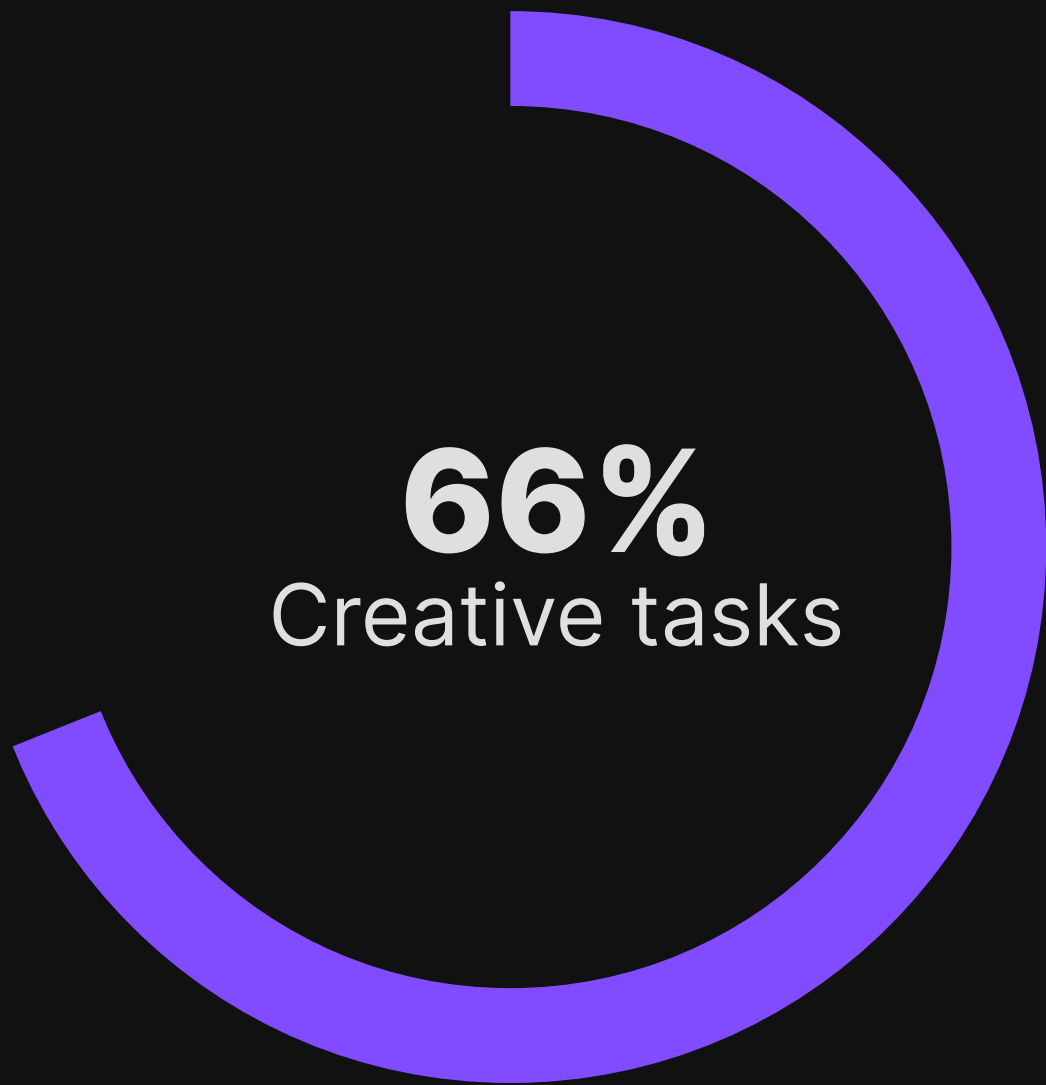


Usage of AI in Music



How do artists use AI in their workflow?

87% of respondents use AI tools in their music workflow

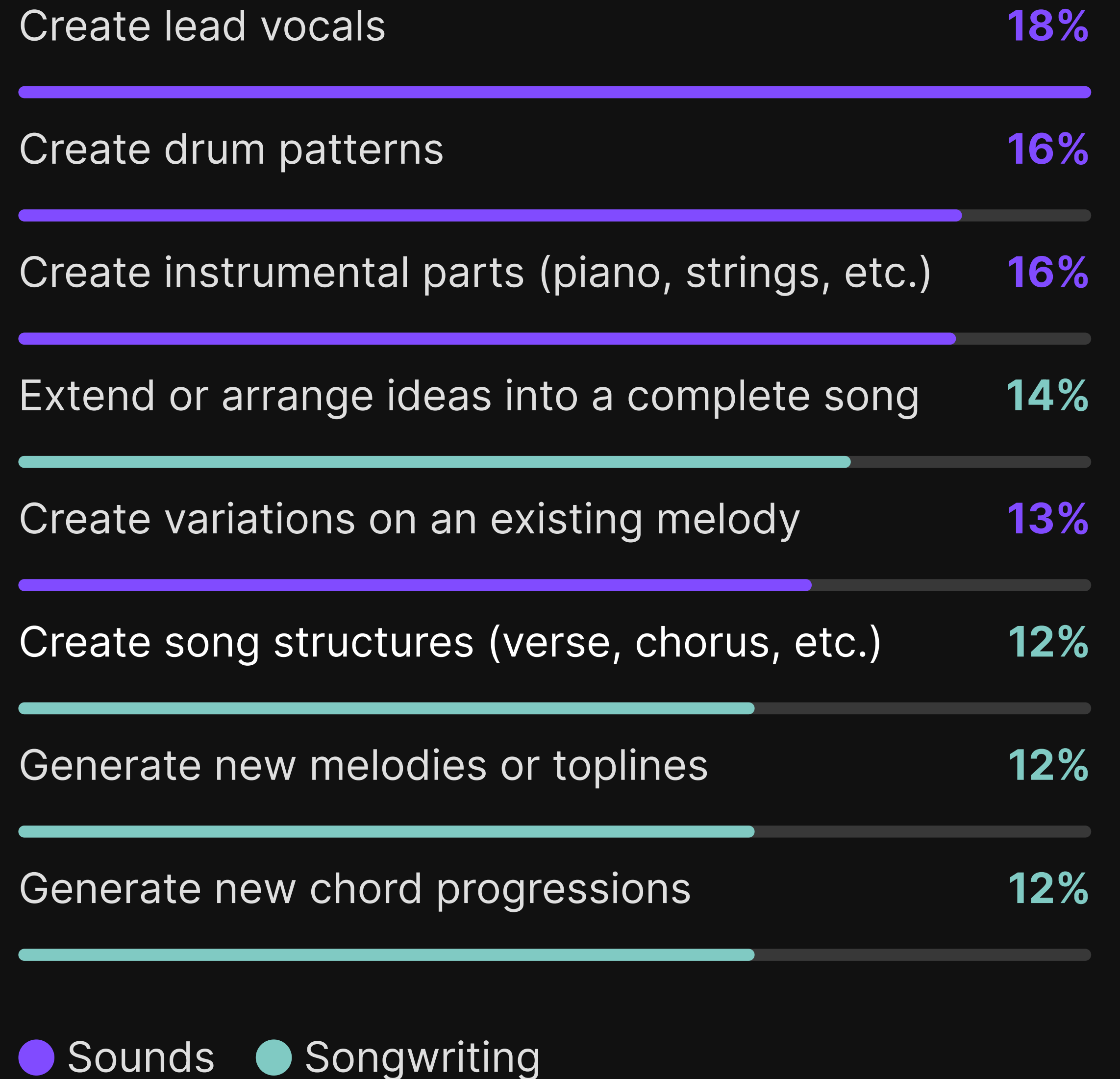


% selected at least 1 option among multiple choice options. Base: all respondents, n=1241. Q: Are you using AI for any of these production tasks? Q: Are you using AI for creating or editing song parts? Q: Lastly, are you using AI for any releasing and promotion tasks? Note: "Technical tasks" include AI for functions that LANDR offers (mastering, stem separation, etc.)



How is AI used most in creative workflows?

18% of respondents use AI to create lead vocals

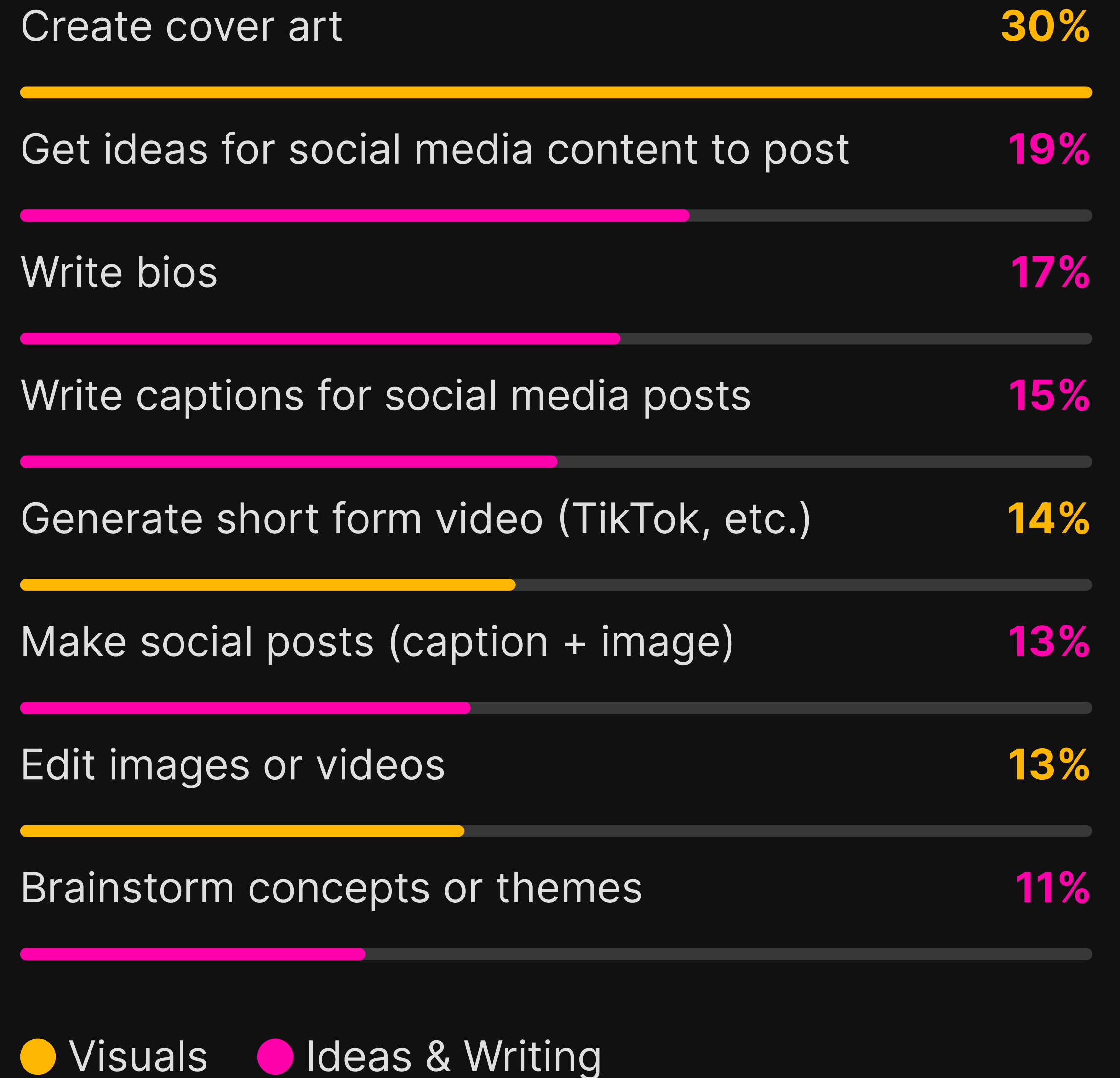


Most selected options among 37 multiple choice options. Base: all respondents, n=1241. Q: Which tasks do you use AI for when it comes to instruments, beats or drums? Q: Which AI tools do you use for vocals? Q: Which AI tools do you use for chord progressions, melodies, song structure, or arrangement? Note: all response options are not displayed in this slide, only the most selected



How is AI used most in music promotion?

30% of respondents use AI to create cover art

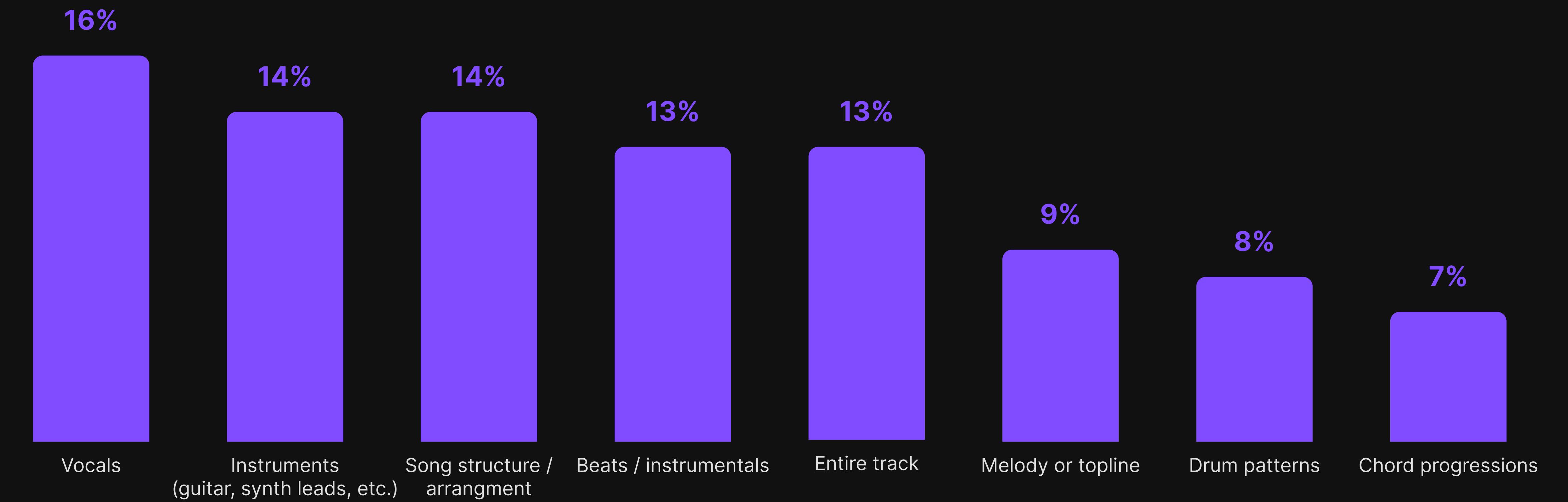


Most selected options among 15 multiple choice options. Base: all respondents, n=1241. Q: Which tasks do you use AI for when it comes to images or videos?
Q: Which tasks do you use AI for when it comes to release strategies, marketing advice or written marketing content? Note: all response options are not displayed in this slide, only the most selected



How much are song generators used?

29% of respondents use AI song generators at some stage in their workflow



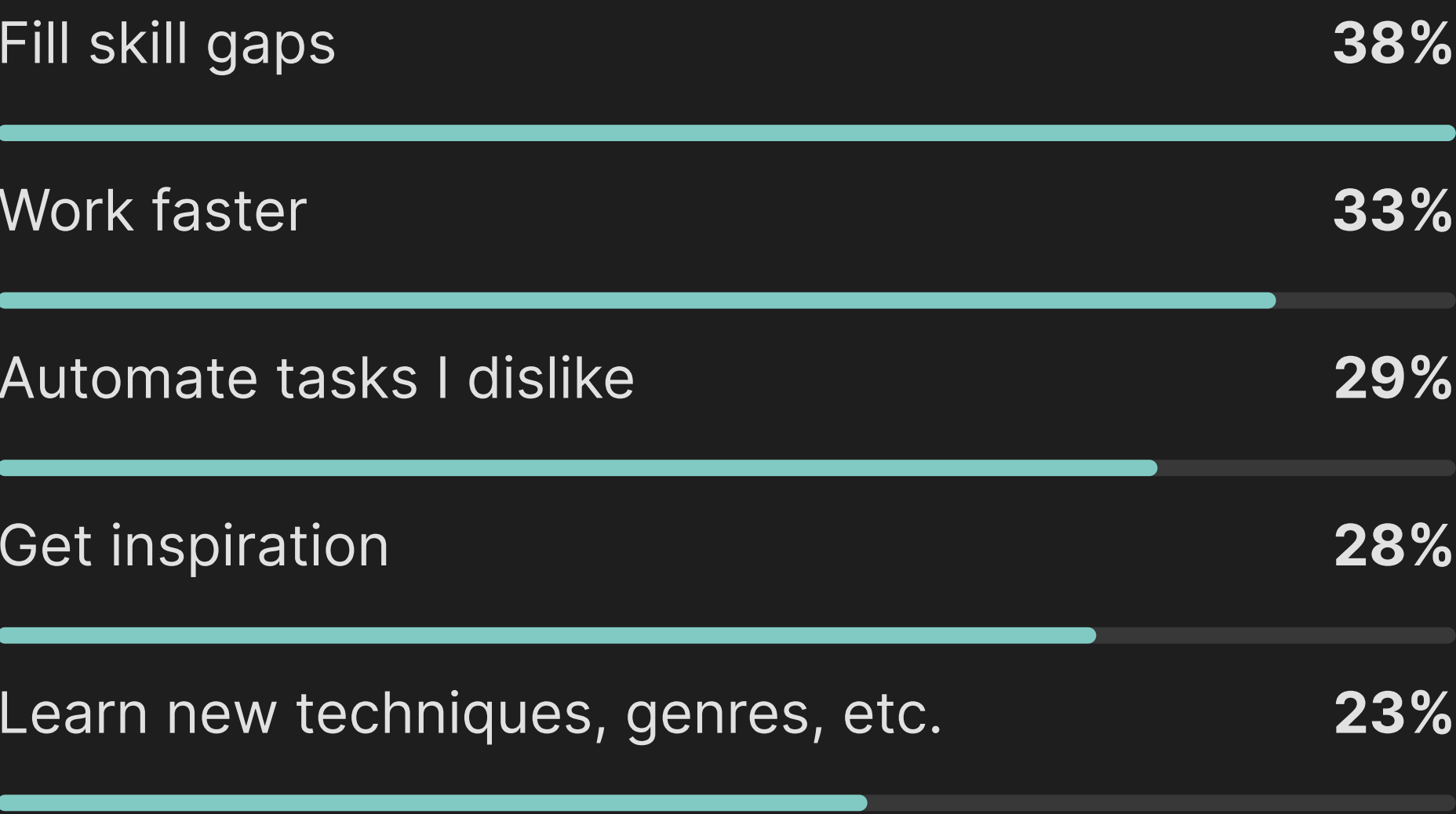
% selected "I already use song generators". Base: all respondents, n=1241. Q: How open are you to using a song generator at some stage in your workflow? (e.g.: Suno, Udio)
% selected option among multiple choice options. Base: all respondents, n=1241. Q: Which song parts do you use from song generators?



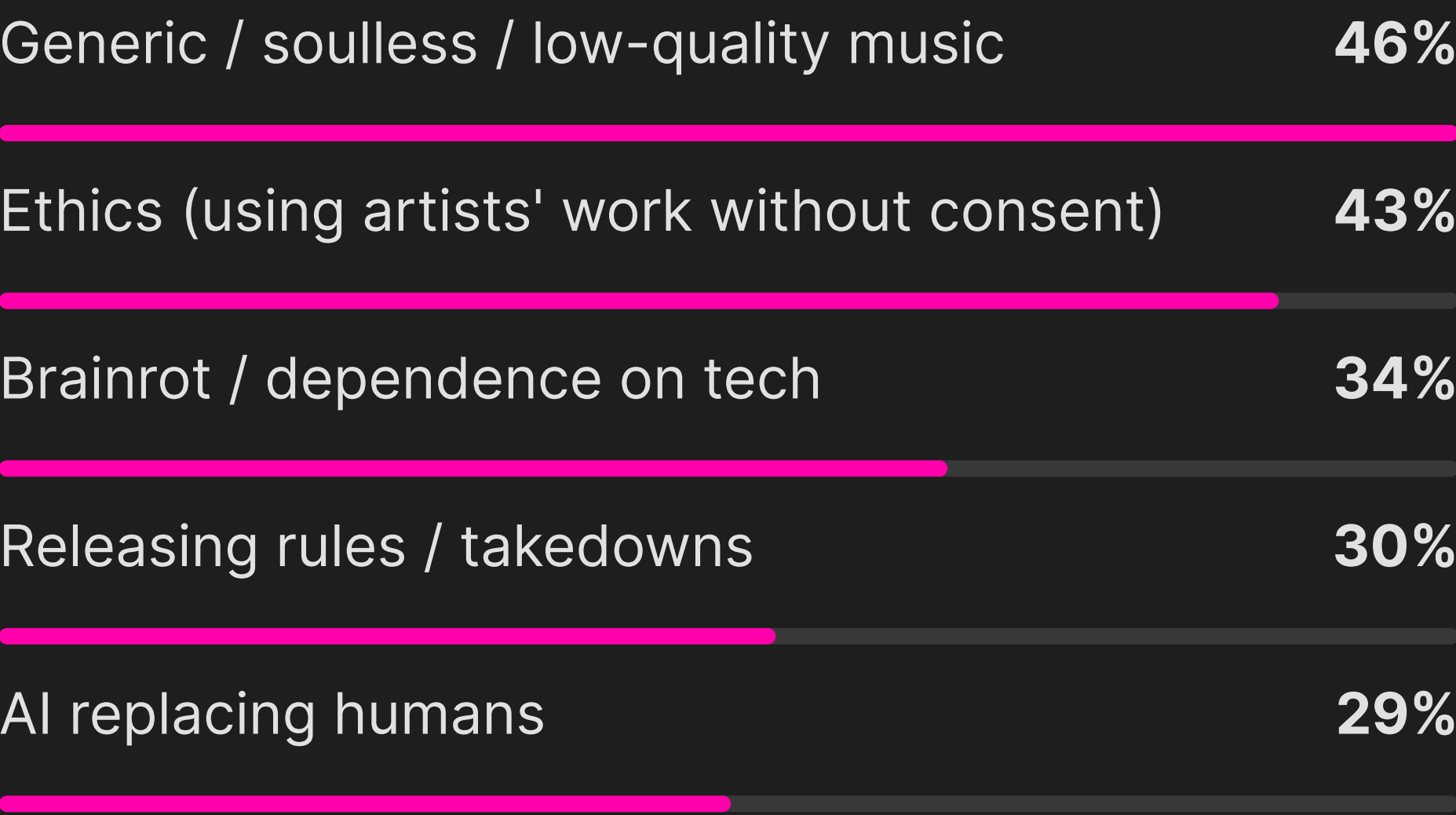
Advantages & Concerns

For artists, what are the biggest advantages of AI tools? What are their biggest concerns?

Artists cite the biggest benefits of AI as filling skill gaps and working faster



Artists are most concerned about AI's impact on music quality and ethics



% selected option among top 3 in multiple choice, Base: all respondents, n=1241. Q: What do you see as the biggest benefits of using AI in music, whether for technical, creative or promotion tasks?
Q: What are your biggest concerns about AI in music, whether for technical, creative or promotion tasks? Note: all response options are not displayed in this slide, only the most selected



Appetite for Future Usage

The survey tested 52 ways that AI could be used...

Sounds

- Create lead vocals
- Full instrumental parts (e.g. piano, strings, horns)
- Drum patterns
- Create variations on an existing melody
- Transform my voice into another style
- Apply harmonies or vocal doubling
- Riffs, licks, or motifs (e.g. guitar, bass, synth lines)
- Create new instruments from synth, sample, or text prompts
- Create vocal demos or placeholders
- Layering or replacement of instrument or drums
- Convert one instrument into another or alter its style
- Harmonize a melody or topline
- Apply vocal effects and textures (robotic, choral, etc.)
- Add transitions or dynamic changes between sections
- Create vocals to be chopped or sampled
- Inpainting (get instrument or sample versions that fit a track)
- Timing correction
- Extend a vocal phrase or generate more takes in the same style (outpainting)
- Outpainting (extend a phrase or generate similar takes)
- Complementary sample recommendation

Songwriting

- Extend or arrange ideas into complete songs
- Generate new chord progressions
- Generate new melodies or topline
- Suggest or build song structures (verse, chorus, bridge, etc.)
- Get melodic ideas / inspiration (hooks, motifs)
- Expand or finish partial melodies
- Edit or polish lyrics (flow, rhyme, word choice)
- Expand or finish partial lyrics
- Draft lyrics (verses, choruses)
- Create variations or reharmonizations of chords
- Create alternative lyric versions (e.g. clean edits, short hooks)
- Translate lyrics

Visuals

- Create cover art
- Generate short form video (TikTok, Reels, etc.)
- Edit images or videos (touch-ups, style changes)
- Make social posts
- Create visualizers
- Create lyric videos
- Produce full-length music videos
- Design ads
- Explore art concepts or build mood boards
- Create stage visuals

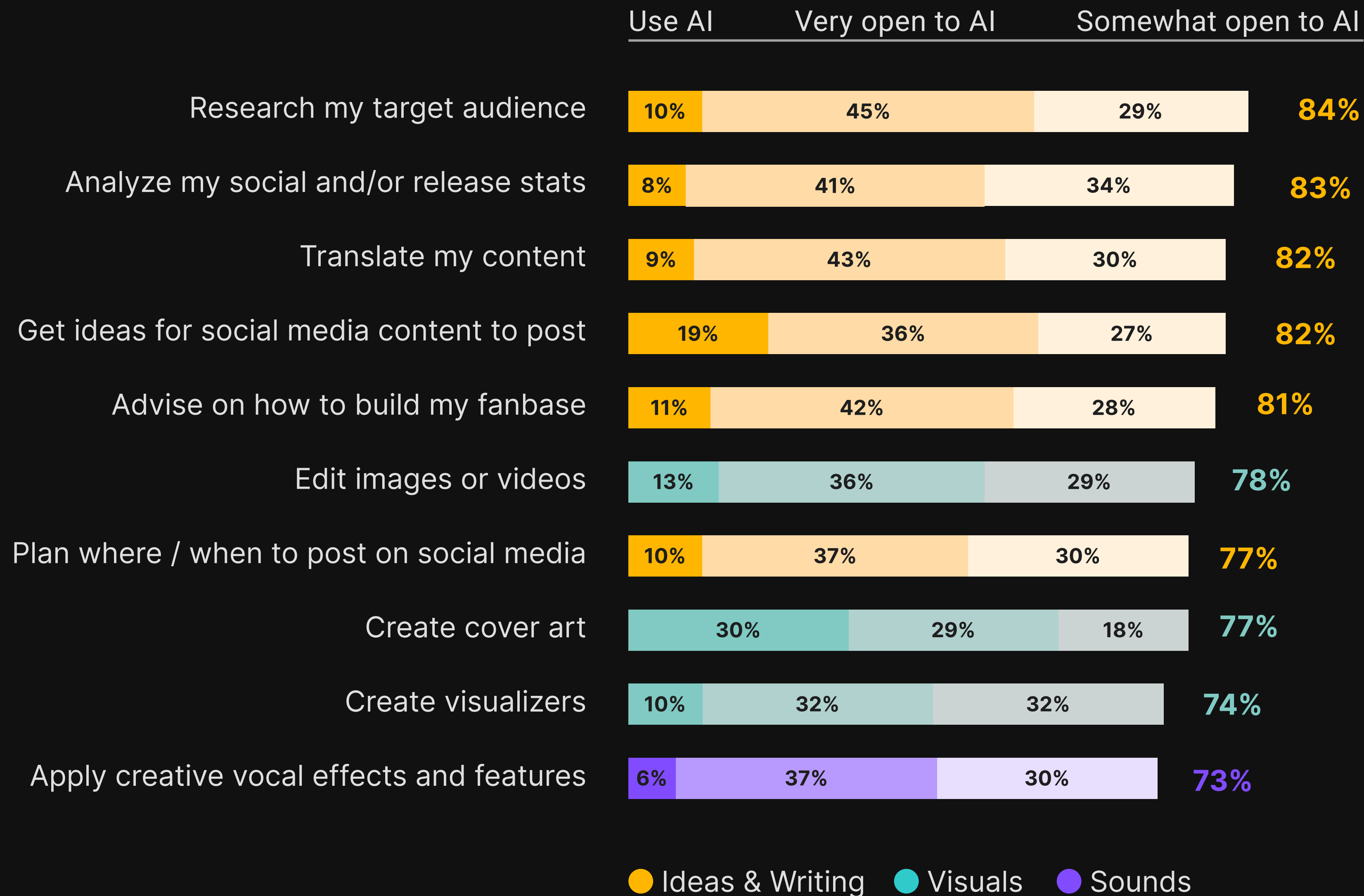
Promotion Ideas & Writing

- Get ideas for social media content to post
- Write captions for social media posts
- Brainstorm concepts or themes
- Advise on how to build my fanbase
- Plan where / when to post on social media
- Analyze my social and/or release stats
- Research my target audience
- Write bios
- Plan my release calendar
- Translate my content



How are artists most interested in trying AI tools?

84% use or want to use AI to research their audience

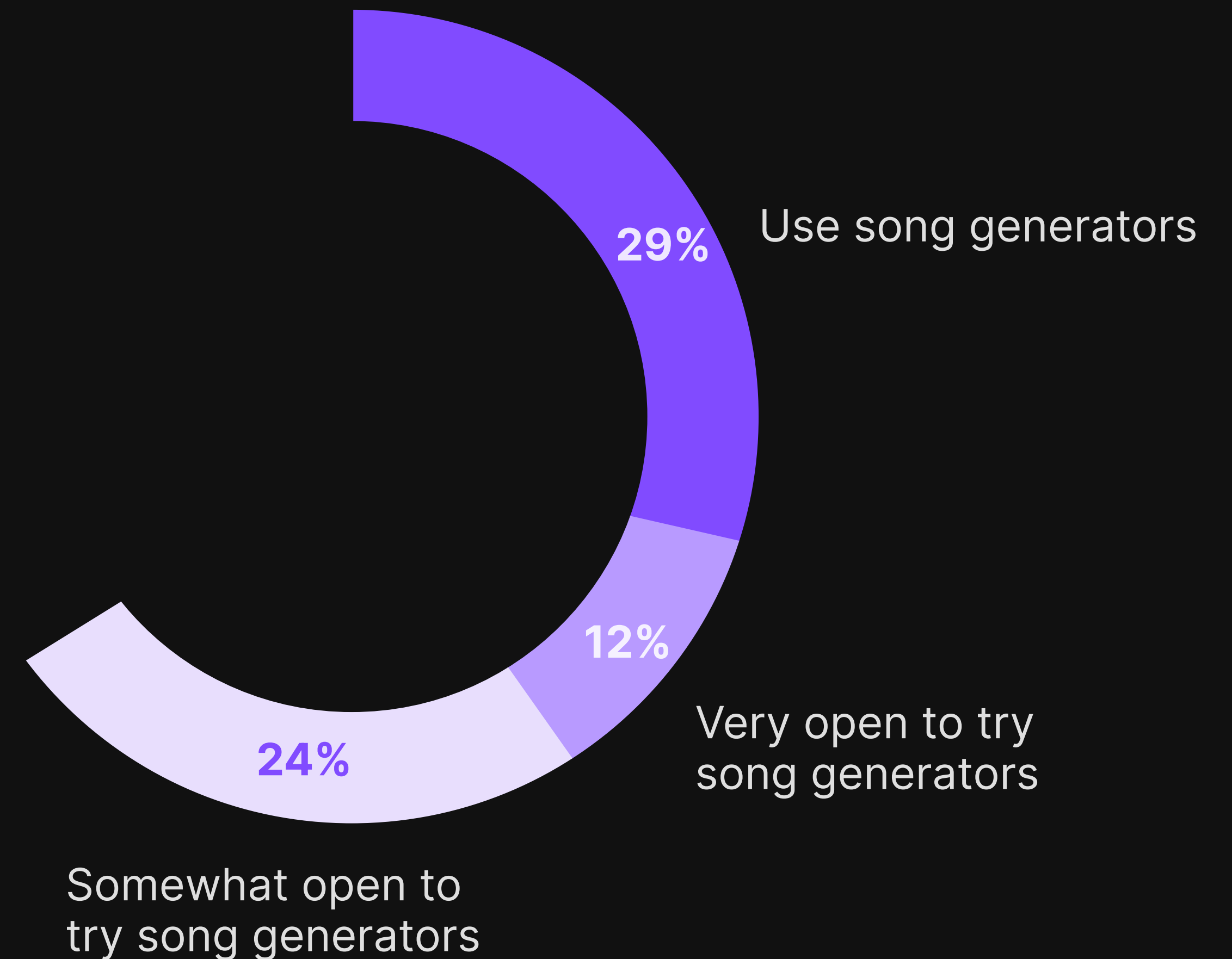


% selected "Yes", "maybe", or already use AI for each task among 52 tasks tested. Base: all respondents, n=1241. Q: Would you be open to using AI for these tasks when it comes to vocals? Would you be open to using AI for these tasks when it comes to lyrics? Would you be open to using AI for these tasks when it comes to images or videos? Would you be open to using AI for these tasks related to chord progressions, melodies, song structure or arrangement? Would you be open to using AI for these tasks when it comes to instruments, beats or drums? Would you be open to using AI for these tasks when it comes to release strategies or promotion? Note: To avoid survey fatigue respondents were randomly shown only 3 of the 6 questions; results have been rebased on the entire respondent sample.



How open are creators to using song generators?

65% are using or open to using song generators at some stage in their workflow (e.g. song parts, inspiration)



% selected "I already use song generators", "I'm very open to using one soon", "I might try one, but I'm unsure" Base: all respondents, n=1241. Q: How open are you to using a song generator at some stage in your workflow? (e.g.: Suno, Udio)

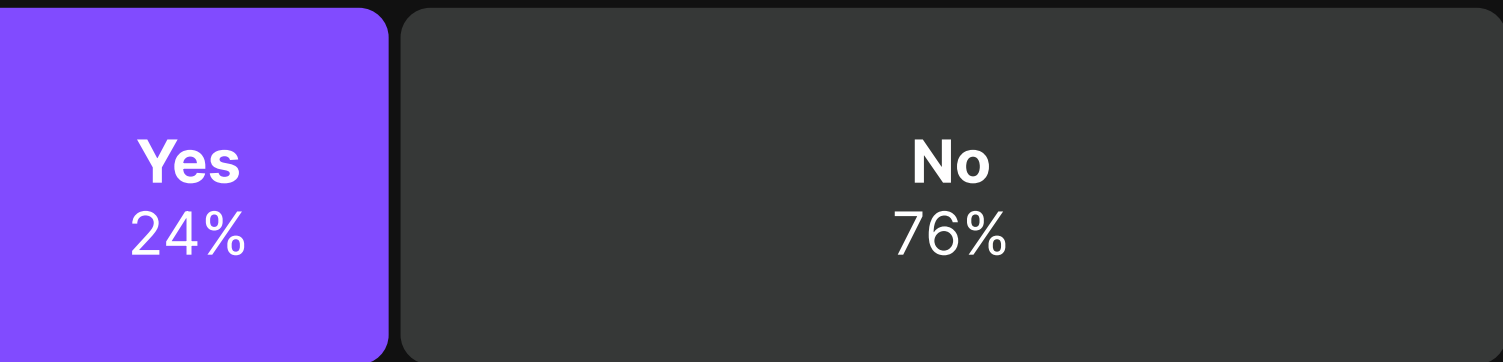


There is a growing divide between AI adopters and traditionalists

Using more AI tools than last year



Intend to use more AI tools next year



% selected “definitely” or “somewhat” Base: all respondents, n=1241. Q: To what extent do you agree with the following about AI in music? “I am using more AI tools than last year”, “I expect to use more AI tools in the next 12 months”.



Key takeaways

AI is enabling self-sufficiency for creators

87% of artists now use AI somewhere in their workflow, from technical production tasks to creative and promotion support. Artists cite that these tools are helping them do things they otherwise wouldn't be able to because of skill gaps or lack of time.

Growing acceptance of song generators

29% of respondents are using song generators at some stage in their workflow, especially to create song parts like vocals and instruments. 40% are interested in trying them out, particularly for song parts or ideas rather than complete tracks.

Strong interest for AI in promotion

Across the 52 tested ways that AI helps artists in creation or promotion, the most desired support was for cover art creation and researching target audiences, analyzing stats, and designing promotional strategies. Over 80% of respondents either use or want to use AI for these tasks.

AI adopters are deepening their use, while traditionalists risk being left behind

69% of artists are already using more AI tools than last year and 90% of these creators plan to use more next year. For the 30% who haven't increased adoption, just 1 in 4 want to do so, reinforcing a growing divide in production approaches in which traditionalists are a minority.

About LANDR

LANDR is a trusted leader in AI-powered music production, helping over 7 million musicians worldwide to create, distribute, and monetize their work. LANDR provides cutting-edge tools and services to enhance music production, distribution and monetization.

For media inquiries, please contact us at press@landr.com

