

TRACKLIB®

MUSIC PRODUCERS & AI 2025

THE PRESTIGE SERIES
SR80
GRADO LABS

ABOUT THE RESPONDENTS

Music Producer market size: \$9.5bn

Producer annual spend on Sounds, Plugins & DAW: **\$477**

Producers who pay # (excluding free tools & schools): **20m**

Sounds

(Songs, Loops, Beats)

Yearly spend / Producer: **\$145**

TAM

\$2.9bn



Plugins

(FX, Reverb, Delay, EQ...)

Yearly spend / Producer: **\$183**

TAM

\$3.7bn



Native Instruments



Izotope

DAW

(Desktop Audio Workstation)

Yearly spend / Producer: **\$149**

TAM

\$3bn



Ableton



FL Studio



Apple Logic

Respondents

Surveyed online during October 2025
& recruited from our SoMe following...



1M



760k

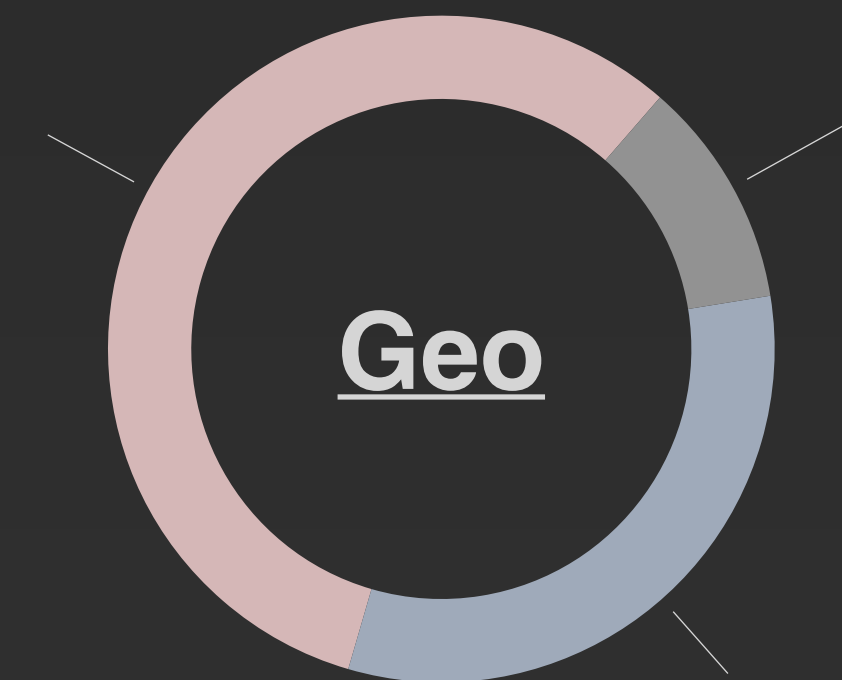
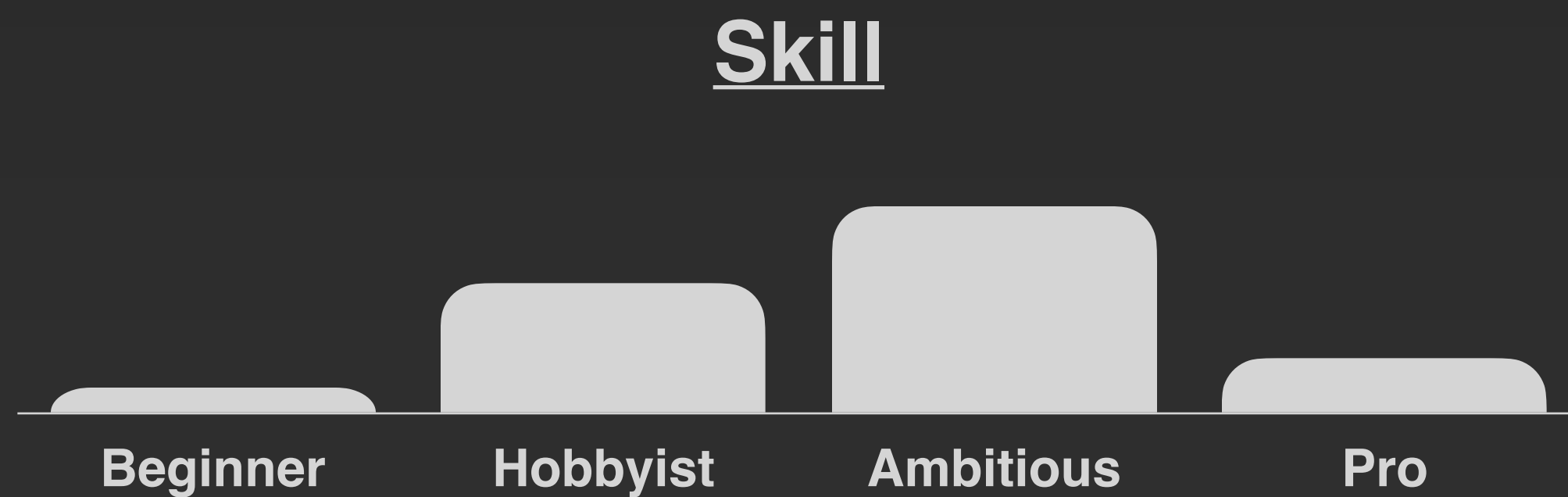
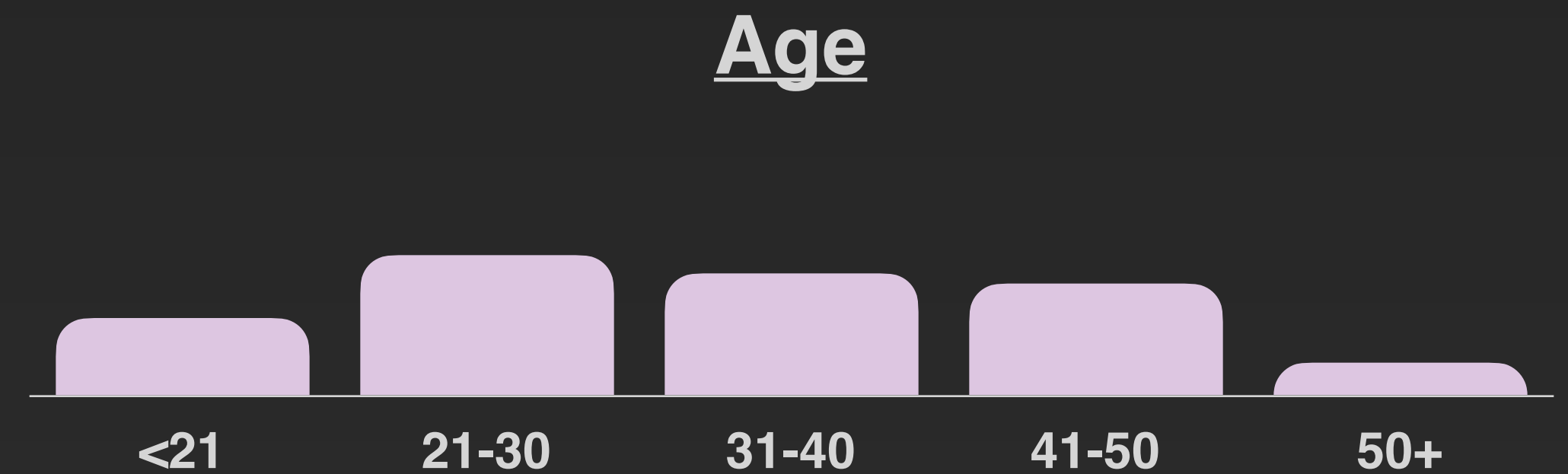
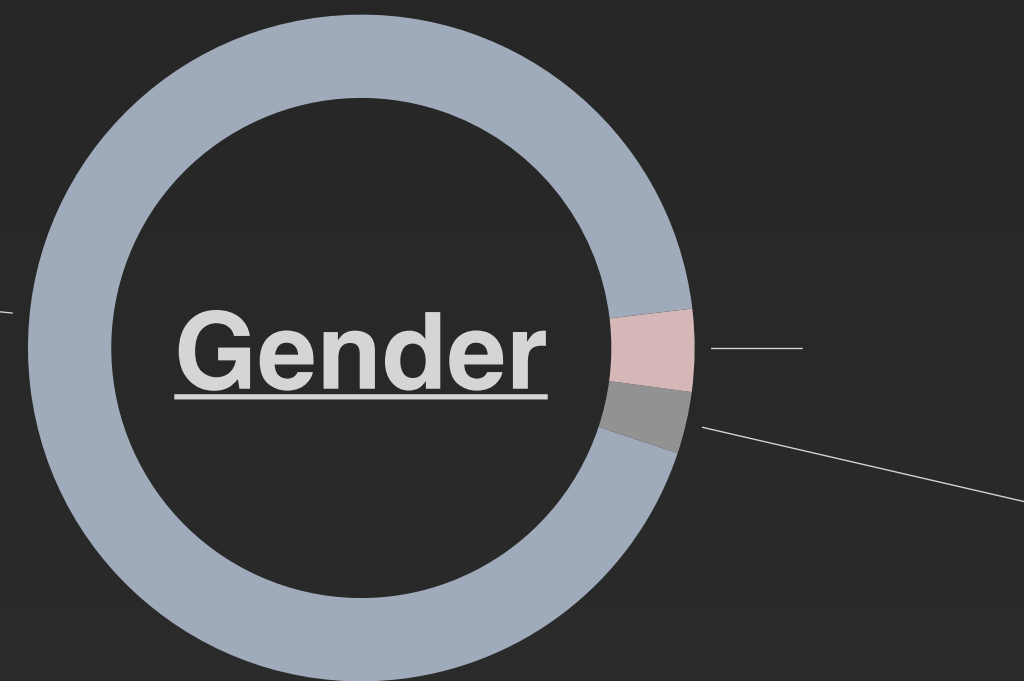


1.1M



Demographics

1734 respondents



230

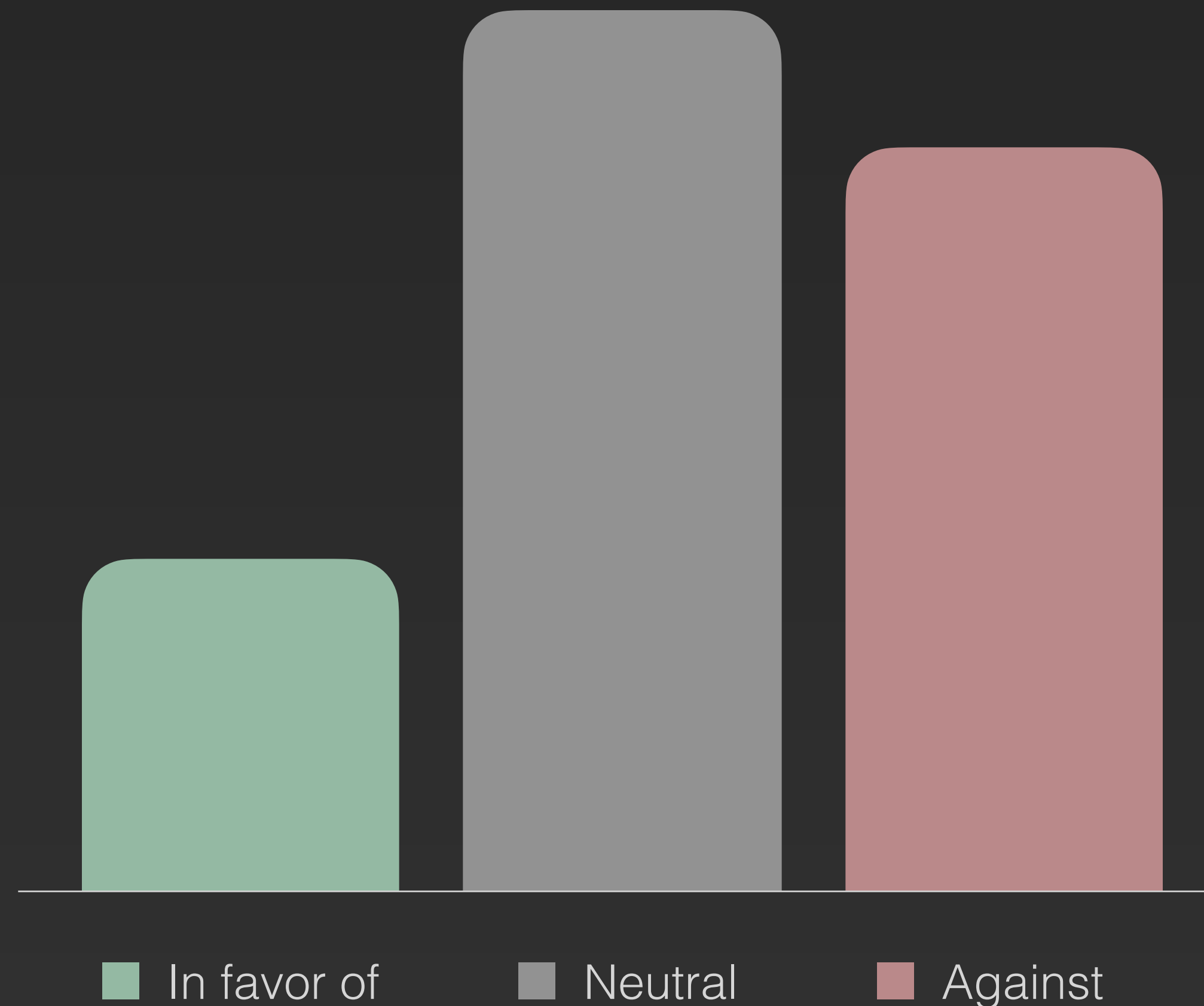
ATTITUDES TOWARDS AI IN MUSIC PRODUCTION

AI attitudes



In general, are you in favor of or against AI in music production?

"It will become a producer's most powerful tool in the creative process"
Male professional, 31-40 years old in North America



"I think it will create an ocean of slop"
Male professional, 31-40 years old in North America

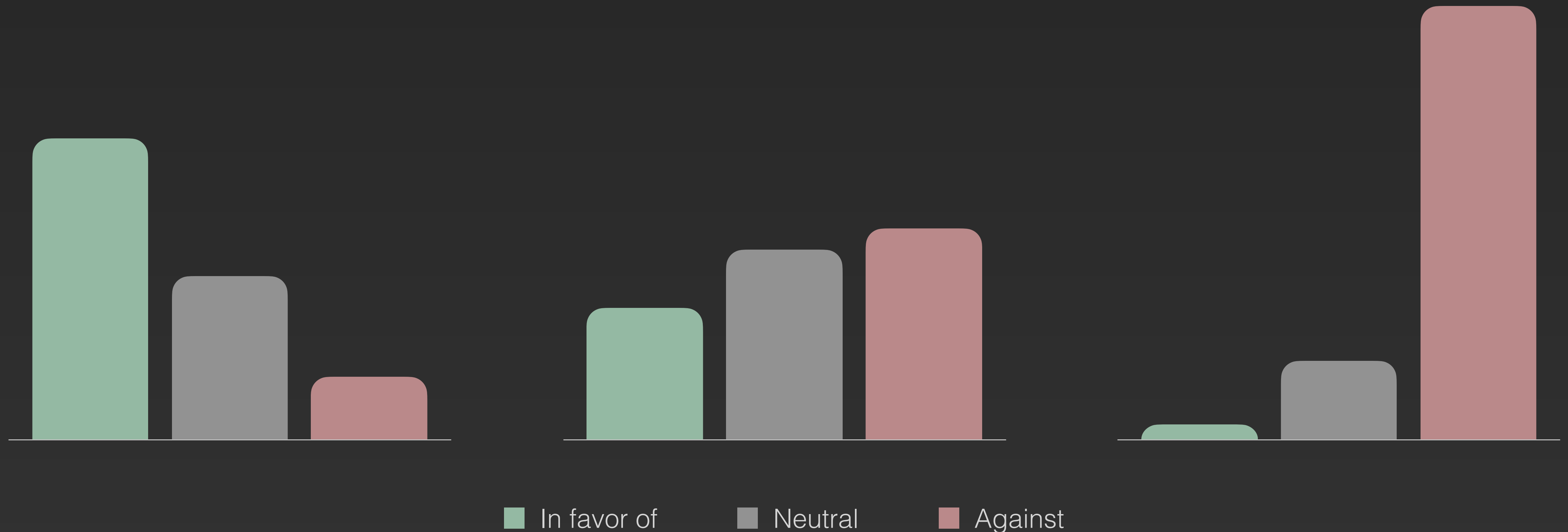
AI attitudes in more depth...



Assistive AI like
stem splitting, EQ
& Mastering

Partly Generative AI, like
lyrics, chord progressions
or melody lines

Full song
generation using
text prompts



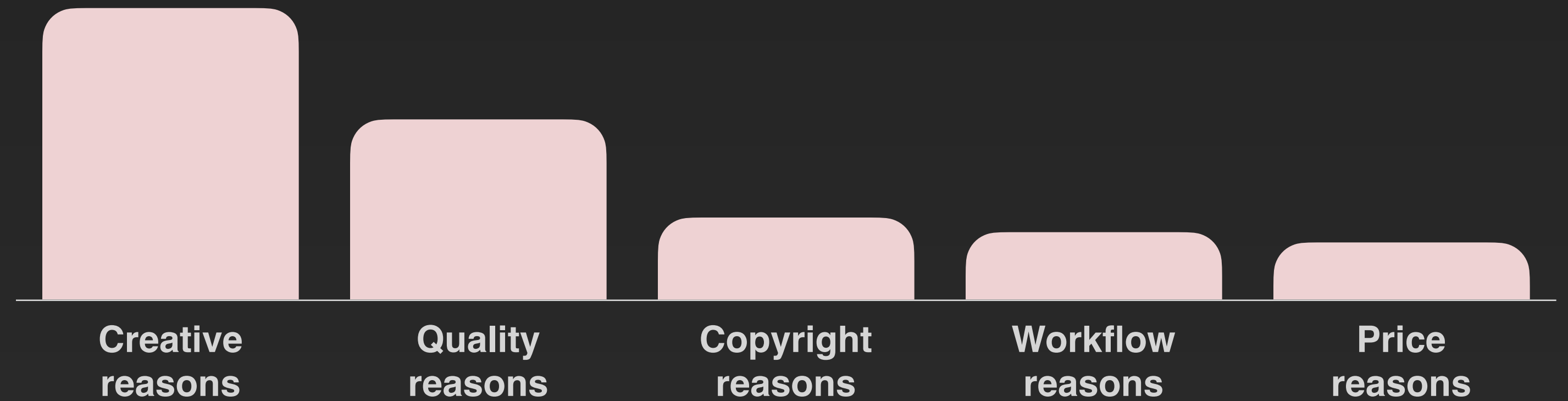
ADOPTION IN THE STUDIO

AI adoption

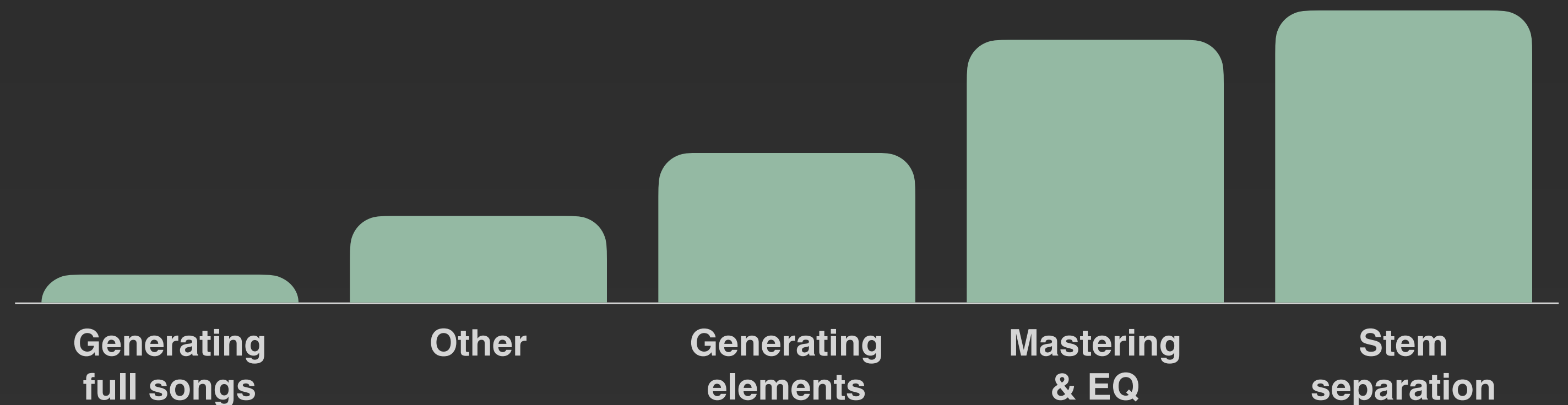
Do you currently use AI in your music production?



You said that you're not using AI tools.
Please tell us why? (Multiple choice)



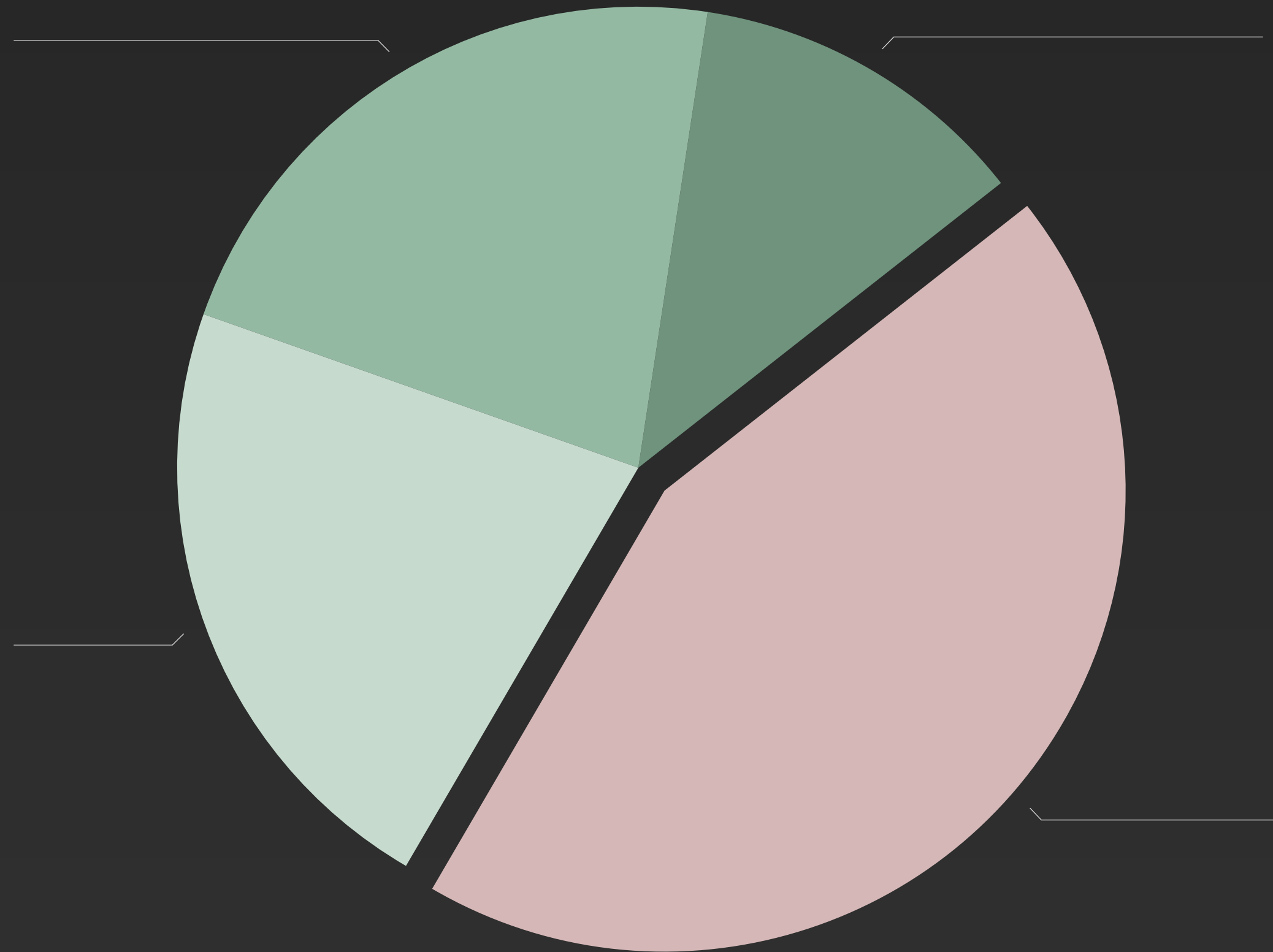
What do you currently use AI for?
(Multiple choice)



Willingness to pay



For the AI tools that you're using, how much do you pay per month?

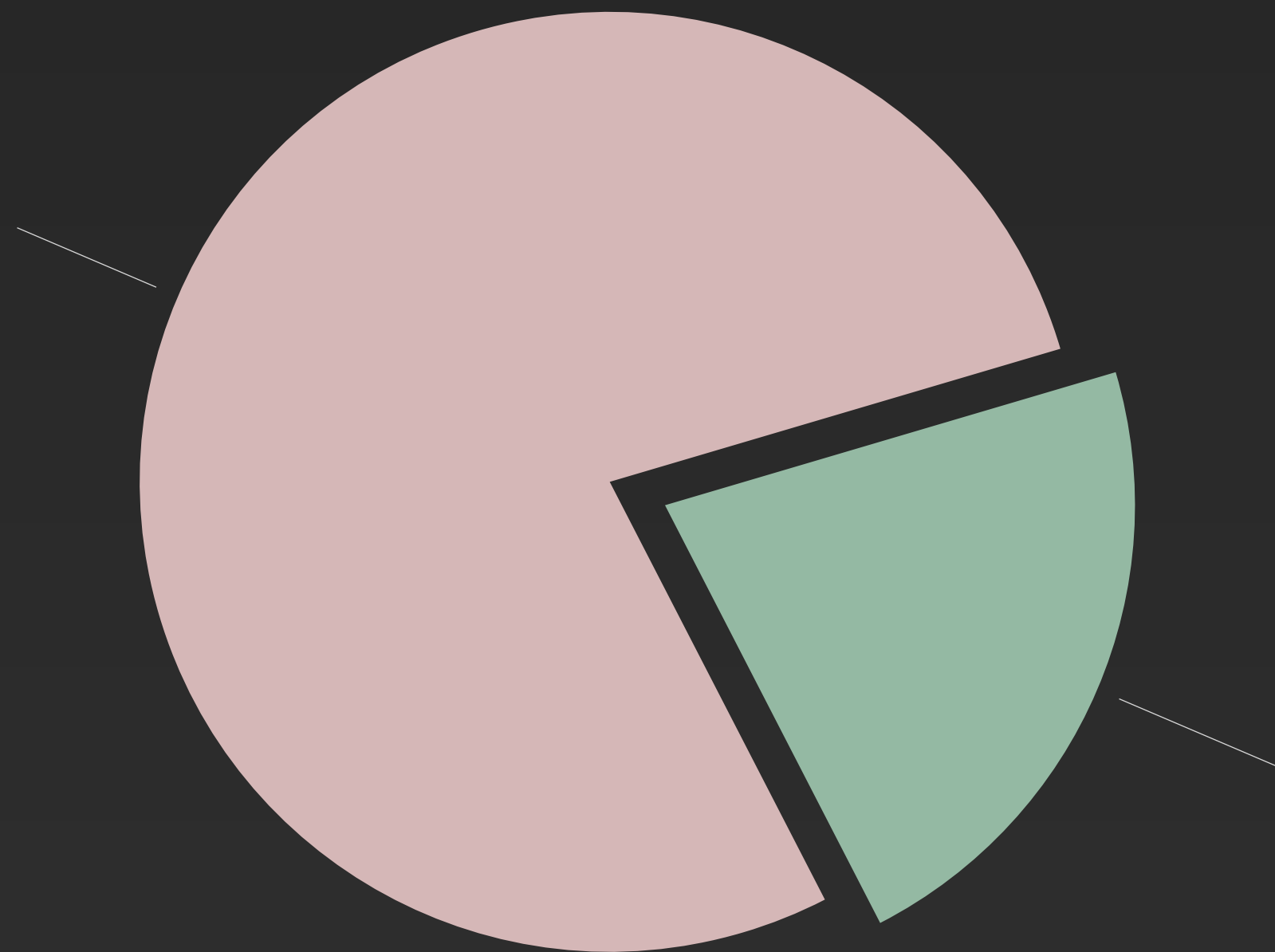


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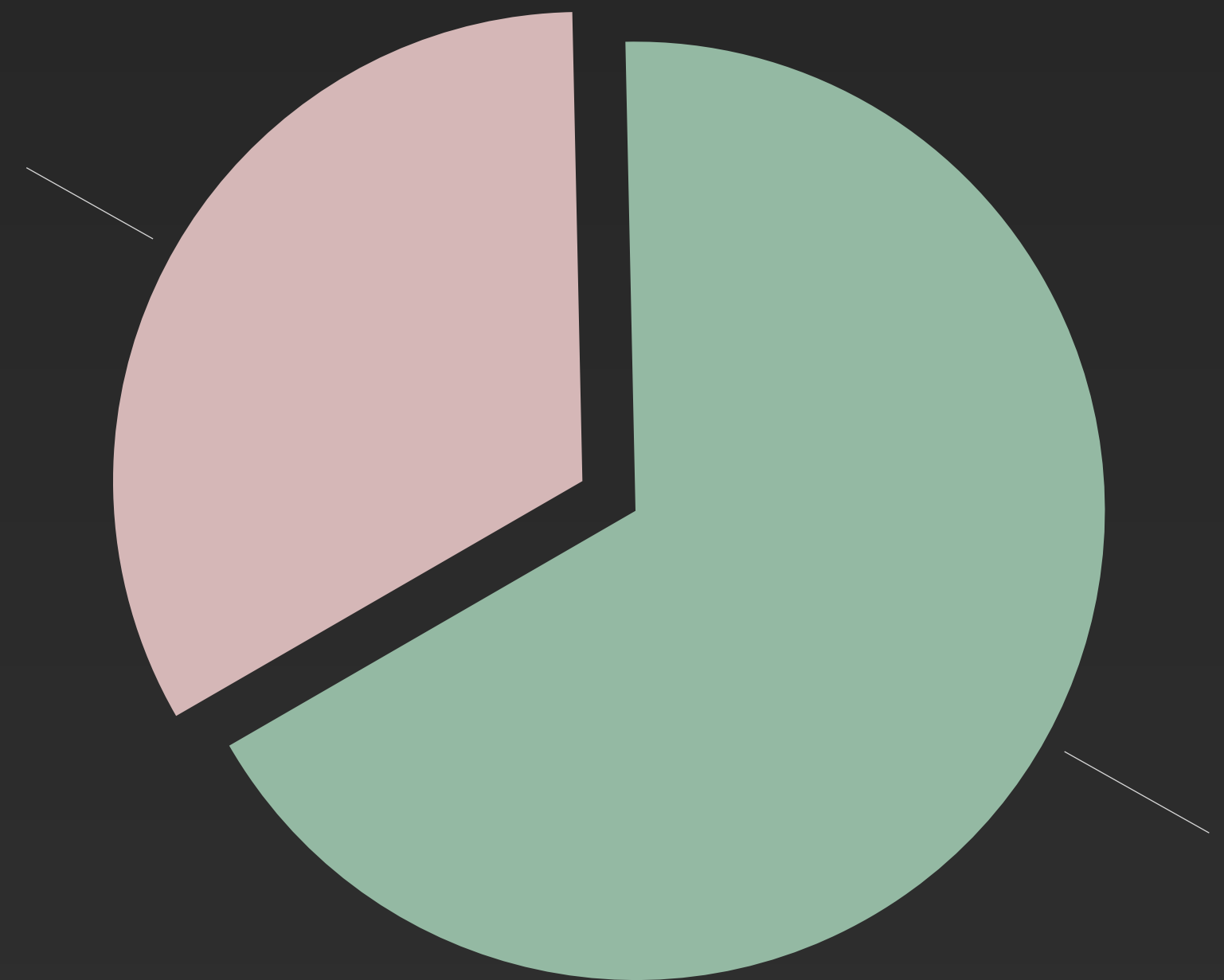
Do you think that songs using AI should be allowed on platforms like YouTube, Spotify & Apple Music?



Fully
AI generated



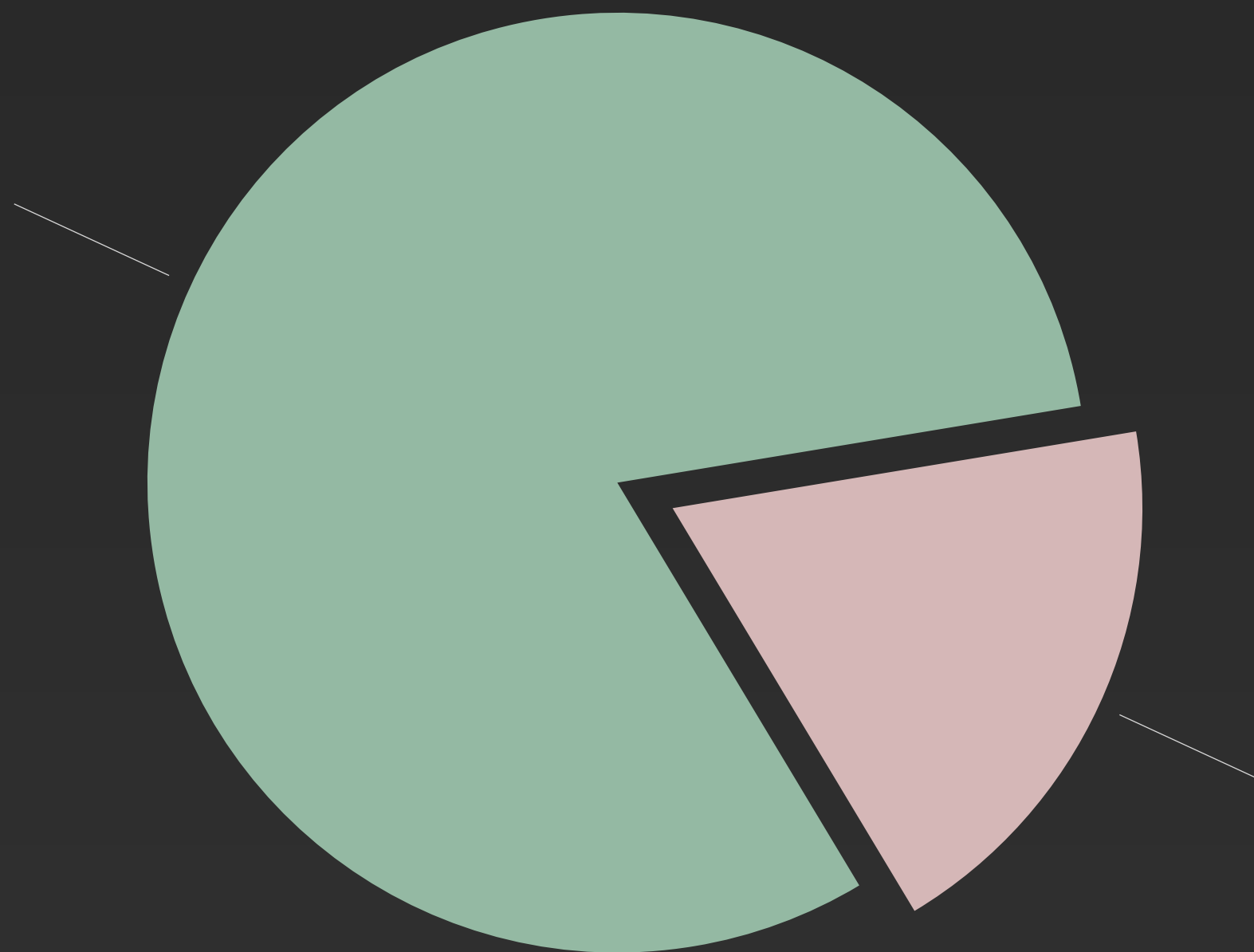
Partly
AI generated



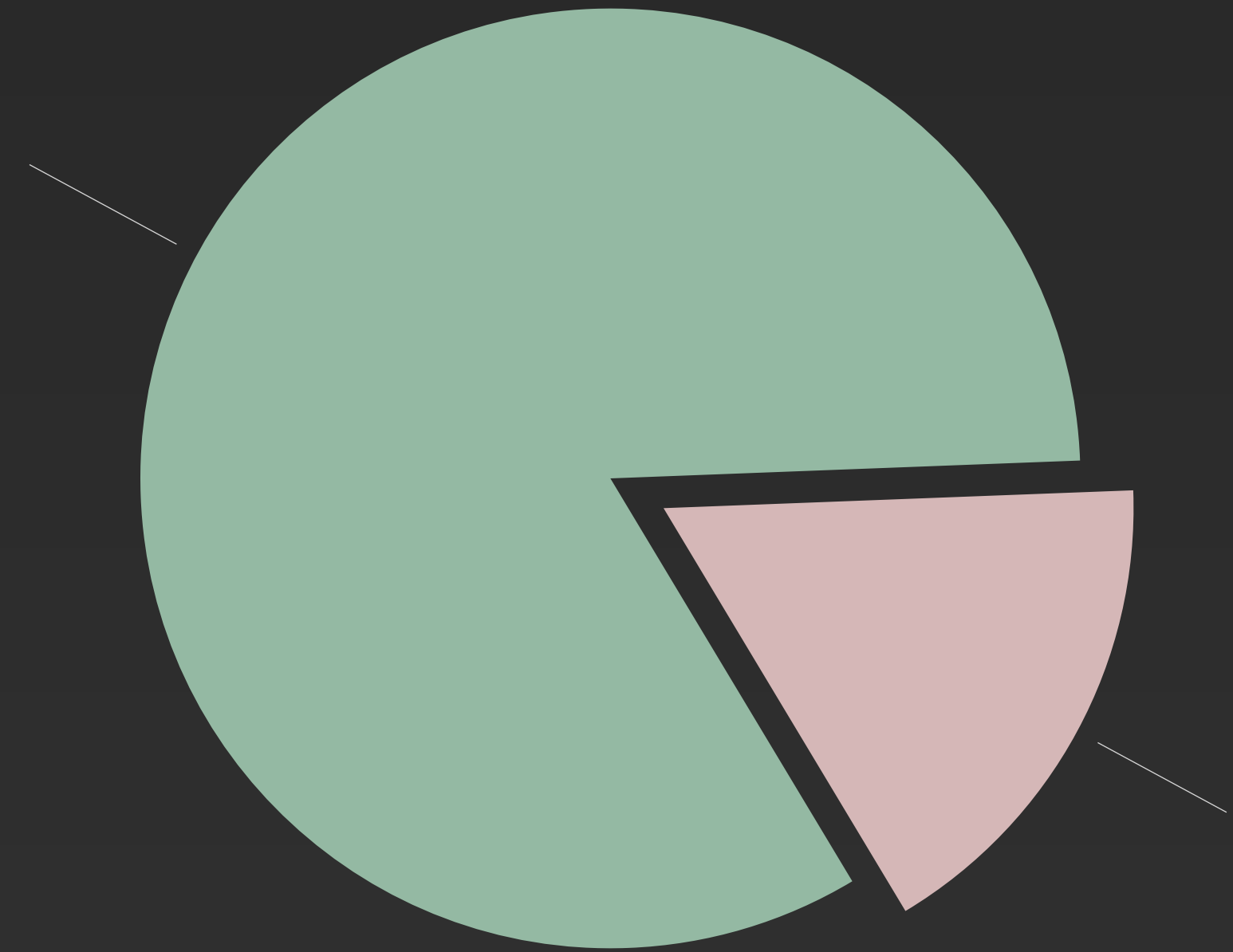
"It will lead to the generation of soulless music and steamroll over copyright. AI should be used for solving problems, not for art"

Male hobbyist, 31-40 years old in North America

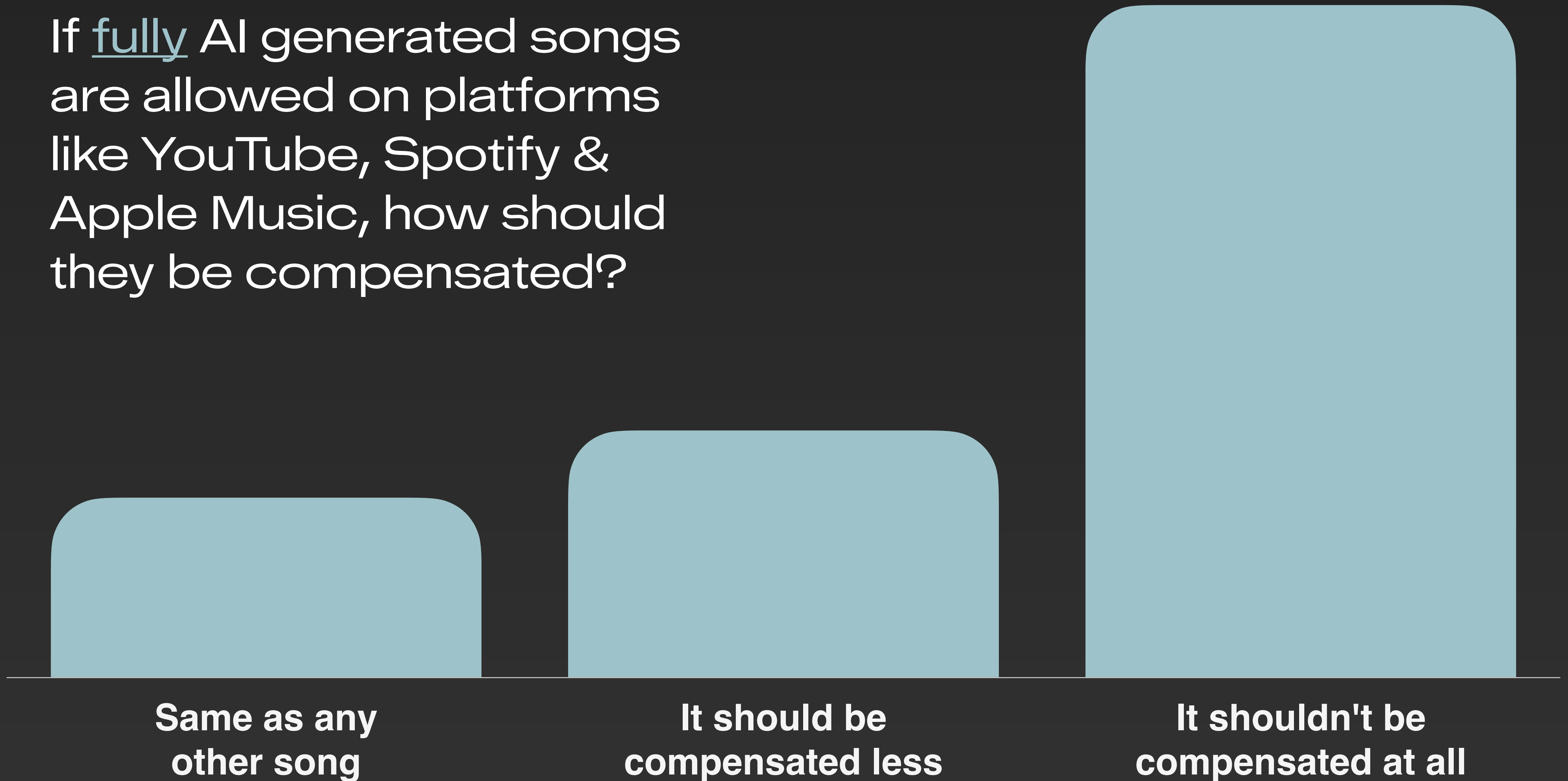
Should songs that are fully or partly generated using AI be labeled on platforms like YouTube, Spotify & Apple Music



Should producers/artists/composers be forced to disclose if AI was used when distributing to platforms like YouTube, Spotify & Apple Music

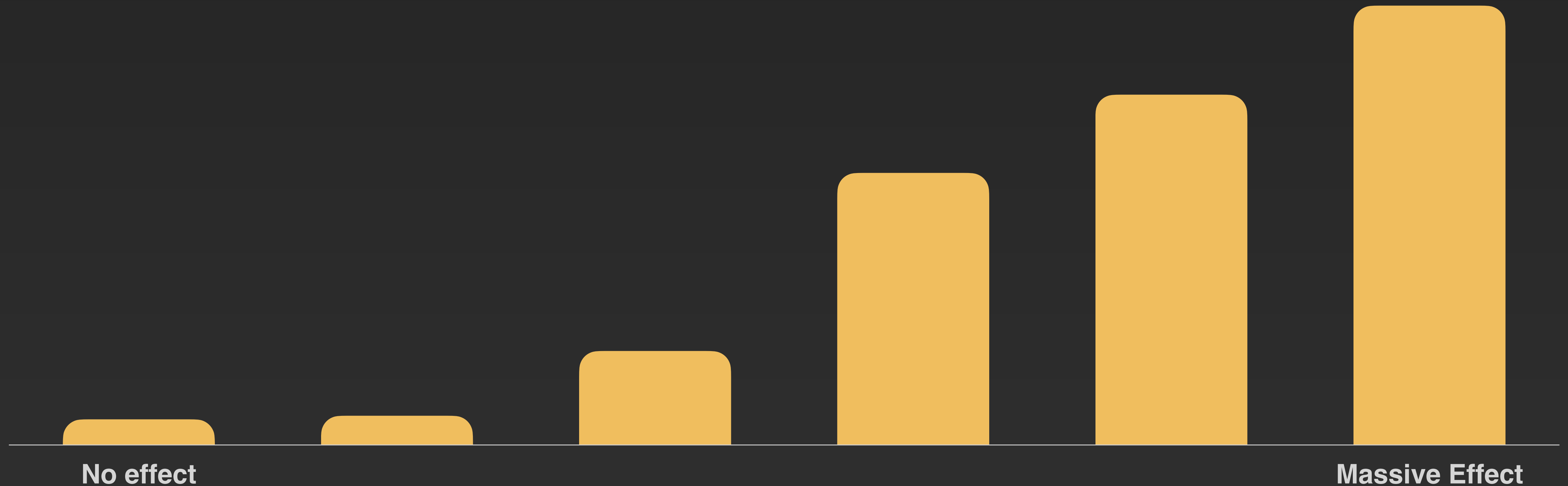


If fully AI generated songs are allowed on platforms like YouTube, Spotify & Apple Music, how should they be compensated?



MUSIC PRODUCERS & AI IN THE FUTURE

What effect will AI have on music production in the future?

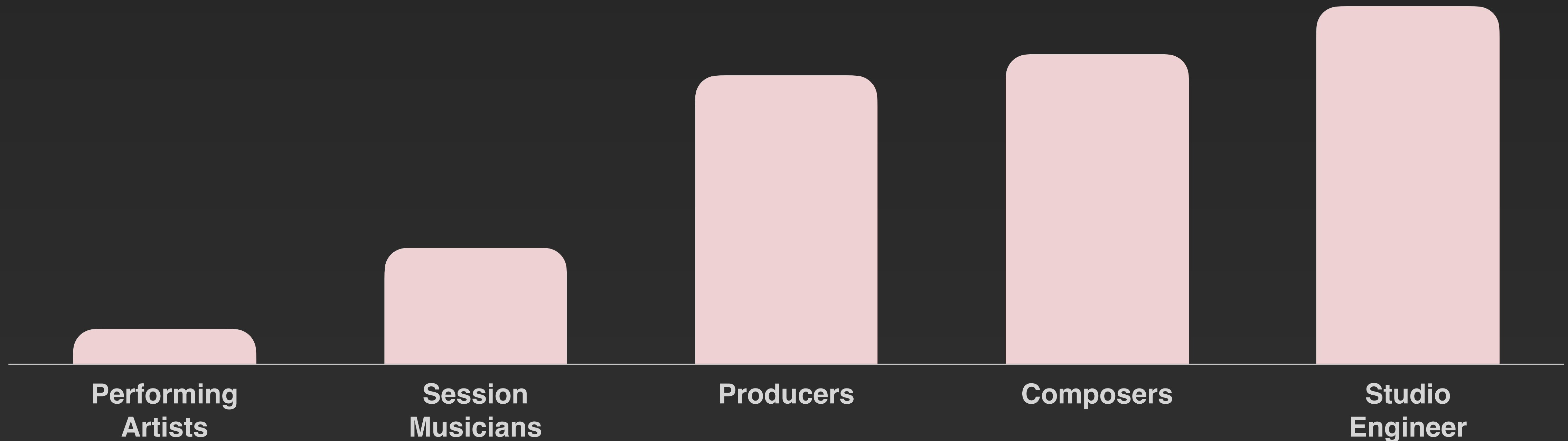


“I think it will have a positive effect on the music industry, in the sense that it will make the production process faster and more efficient”

Male, ambitious producer, 21-30 years old in Africa

Which professional roles do you think that AI will affect the most in the upcoming 2 years?

(Multiple choice)

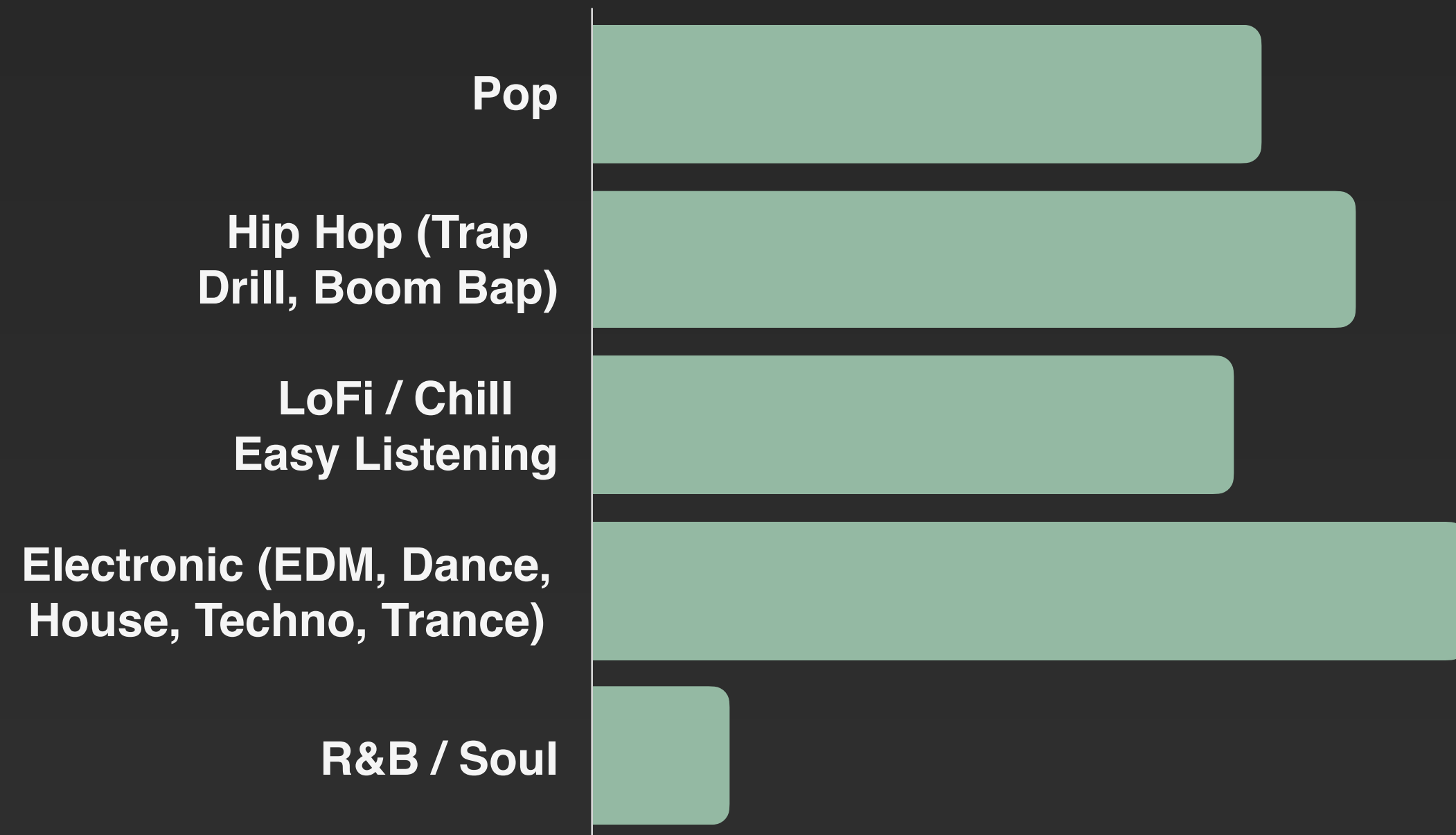


"Some jobs will be lost but new ones will be born from it"

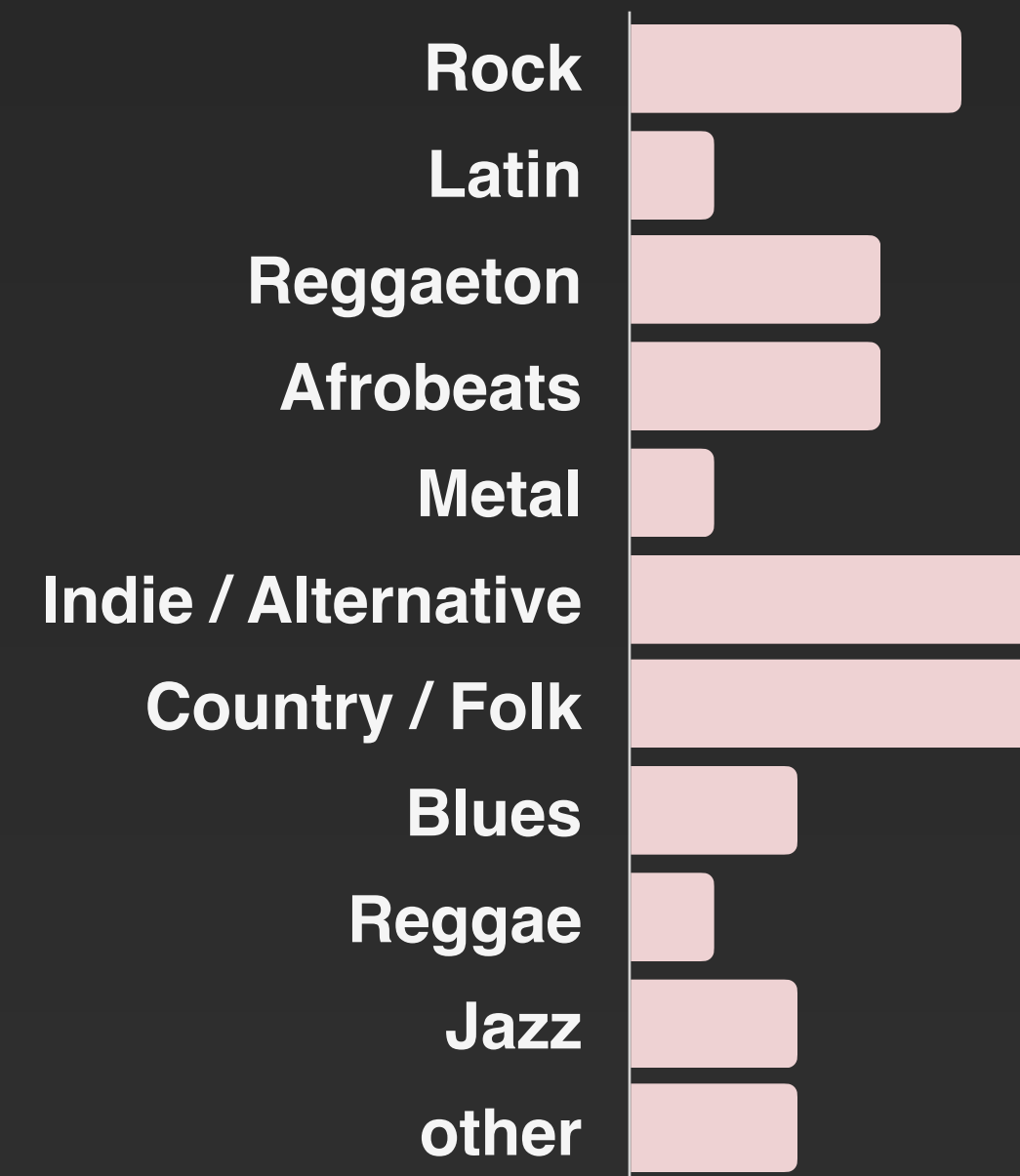
Male, ambitious producer, 41-50 years old in North America

Which music genres will AI affect the most in the upcoming 2 years?

Electronic genres



Acoustic genres



“AI is taking over all aspects of life, and music is no different. Adapt or get left behind”

Male professional, 51-60 years old in Europe

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