

AI, COPYRIGHT AND THE FUTURE OF NEW ZEALAND MUSIC

AS GENERATIVE AI DEVELOPS, RECORDED MUSIC NEW ZEALAND IS CALLING FOR A SIMPLE APPROACH THAT MUST: **PROTECT HUMAN ARTISTRY. UPHOLD CREATORS' RIGHTS THROUGH ROBUST COPYRIGHT LAW. ENABLE INNOVATION BY ALLOWING THE MARKET TO DEVELOP.**

Artists, musicians and record labels invest time, talent and resources into creating the music that enriches our culture, connects communities and contributes to our economy.

The New Zealand music industry contributes nearly \$1 billion to GDP each year, supports jobs and helps tell our stories to audiences here and overseas.

The economic and cultural contribution of our music is enabled by copyright law. Copyright provides the framework that enables artists and rights holders to decide whether and on what terms their work is used.

Some AI companies are not respecting copyright law and have taken music without permission to train their models. Other AI companies are engaging in licence discussions and agreements are being reached with creators, on the basis of existing copyright law.

Around the world, the threat we're now facing is AI companies seeking to weaken copyright protection or push for government to impose frameworks that would take the choice away from rights holders and artists.

The market for AI and music is developing rapidly. Copyright law is already enabling licensing, giving creators choice and control while supporting innovation. Enforcement action will be needed for those who don't follow the law – but there is no need to weaken our copyright law to suit AI companies.

New Zealand has an opportunity to take a clear and coordinated approach to AI that supports innovation, protects artists and strengthens the contribution music makes to our economy, culture and identity.

WE ARE CALLING ON POLITICAL PARTIES TO COMMIT TO THREE PRACTICAL MEASURES:



HOLD THE LINE ON COPYRIGHT LAW

Copyright law is already fit for purpose in the age of AI. New Zealand's existing copyright protection should be maintained with no new exceptions for AI training. If AI companies want to use music, they should seek permission, agree terms and pay.



REQUIRE MEANINGFUL TRANSPARENCY

Require AI companies to keep records of the copyright-protected material used to train their models and provide relevant information to rights holders on request. Transparency is essential to support licensing, accountability and informed decision-making.



TAKE A PROACTIVE AND COORDINATED APPROACH TO AI

Develop a proactive, all-of-government approach to AI regulation and ensure the music and creative industries have a seat at the table when decisions are made.

WHAT'S AT STAKE:

Creators should not be sidelined by the rise of AI.

Artists, musicians and rights holders are entitled to choose if and how their work is used, and have the opportunity to share in the value it creates.

A responsible approach to AI will mean the people behind New Zealand's music will remain part of its future.

New Zealand does not need to choose between upholding creators' rights and enabling AI innovation. With the right settings, we can achieve both.