



AI in the Music Industry

£1 million Collaborative Innovation Projects



Innovate
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Creative Catalyst

The **Creative Catalyst** is Innovate UK's flagship funding programme for the creative industries.

The **Creative Catalyst** is a £30 million programme, providing end-to-end innovation support for projects by high-potential micro and small companies in the creative industries sector.

It is **different** from all our previous funding programmes, in **3** fundamental ways:

- It is a **holistic package** of support, **not** just grant funding
- The grant funding is **specifically tailored** for the creative sector.
- It covers **all innovation themes** across the whole creative industries



AIM

To advance the development of Artificial Intelligence products and services within the global music supply chain which benefits the UK Music Sector.



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SCOPE

- You must collaborate with industry stakeholders to unlock the full potential of AI applications across the value chain supporting and uplifting the music industry and driving long term creative and commercial success.
- Collaborators can be international but organisations outside of the UK cannot be funded. Industry stakeholders can also be from within the music industry or from an industry that will benefit the UK Music Sector

SCOPE

- We are interested in proposals across the whole music industry including live, recorded and publishing.
- In applying to this competition, you are entering into a competitive process.
- This competition closes at 11am UK time on the deadline 22nd November 2023

Your project MUST:

- support the growth of the UK music industry
- utilise artificial intelligence or enable the use of AI
- demonstrate a clearly innovative and ambitious idea
- respond to the changing market conditions and challenges in the global music industry
- be market ready within 12 months of receiving support
- demonstrate value for money

SCOPE

- We encourage applications which partner with organisations within the traditional music industry supply chain, for example, music labels and music venues.
- **Portfolio approach**
We want to fund a variety of projects across our specific themes, technology and technological readiness. We call this a [portfolio approach](#).

Your project can focus on one or more of the following:

- assistive generative AI as a collaborative creator tool to benefit the value chain
- opportunities to improve meta data for discovery, for example deep learning, enabling collaborations across rightsholders, music publishers
- data integrity for machine learning where data is robust, reliable, and accessible to benefit and address the needs across the ecosystem
- transparent AI algorithm development with a focus on bias reduction, ethical approaches to content generation and fairness
- harnessing AI for artist-first creativity and new forms of licensing and artist or fan creativity
- meaningful fan engagement and new channels of artist or fan communication and monetisation, incorporating AI with other technologies, such as Web3, Gaming, and Metaverse
- [This is not an exhaustive list. Other innovations utilising AI which can address the fundamental issues the industry needs resolving are welcome](#)

We are not funding projects that:

- are not collaborative
- do not utilise or enable AI
- do not economically benefit the UK's music industry
- focus on sectors and challenges outside of the music industry

We cannot fund projects that are:

- dependent on export performance, for example giving a subsidy to a baker on the condition that it exports a certain quantity of bread to another country
- dependent on domestic inputs usage, for example giving a subsidy to a baker on the condition that it uses 50% UK flour in their product