

GA1:C20enerative AI for marketing content creation MUSIC CHECK LIST

Music/Singing	Attention Point	Guidance
MUSIC SOURCING & PRODUCTION	Sources	The growing demand for AI-generated music has led to a proliferation of tools and platforms offering generative AI capabilities - from open source models to commercial services. While this diversity offers flexibility and creative potential, it also brings risks in terms of licensing, the origin of the data and its use, so organizations like ours need to consider very carefully which tool to use. Plagiarism and "copies" of existing songs, their instruments or vocals must be avoided. • Was the model trained on licensed, royalty-free, or public domain music? > Lack of transparency about the training data increases legal risk. • Does the output closely resemble any existing copyrighted songs? Compare generated melodies or chord progressions to known songs. > You can use music similarity tools (e.g., Audible Magic, ACRCloud) to detect overlaps.
	Verify Dataset Transparency	• Run a Content ID or Music Fingerprinting Check Use services like TuneSat or Soundmouse to detect automatic copyright claims before public release. • Ensure no unauthorized samples, vocal stems, or licensed loops are embedded. • If AI was trained on artist vocals (e.g., cloning), verify you have full rights or consent. • Confirm that any third-party plugins, loops, or libraries used (even within the AI tool) allow for commercial distribution. > Royalty-free does not always mean risk-free. • Confirm whether you own the generated music or merely have a license.
	Approved vendors	As AI tools become more integrated into post-production workflows, it's important that we stay aligned on when and how they're being used — and ensure we're maintaining full transparency throughout the review process. AI Usage Must Be Declared If a vendor or agency uses AI in any part of the creation or post process (e.g., generating tunes, riffs, hooks, transforming voices to "sound-alikes"), they are required to disclose that use clearly. This includes what tool was used and what it was used for. Documentation is Key Helps prove originality and intent if your rights are ever challenged! All AI-related edits should be supported by notes (prompts) or metadata from the vendor. If this information is missing, please request clarification before sign-off.
	This is a summary of generally applicable aspects. However, make sure that the look & feel complies with the respective brand's sonic branding guidelines.	
REALISM/MUSIC QUALITY	Unnatural Sounds	Avoid any extreme and unnatural sounds. The more natural, the better. • Is there unwanted quantization or robotic feel?
	Melody Quality	• Are harmonies musically coherent and pleasing? • Does it avoid sounding random or overly repetitive? • Does the music have dynamics, phrasing, and emotion typical of a human performer?
	Product Support	• Does the generated tune support the visual and the product/message?
	Representation	• Does the track authentically represent the intended brand? I. e. does it comply with the sonic branding guidelines?
	Variation	• Is there variation in velocity, timing, and articulation?
	Uniqueness	• Can you clearly distinguish it from other AI or human-made tracks?
DEEPPAKE	Deepfake in music refers to the use of artificial intelligence (AI) to generate or mimic a person's voice or musical style. This technology can create songs that sound like they were performed or produced by specific artists—even if they never recorded them—by analyzing and replicating vocal patterns, tone, and musical nuances. While it opens creative possibilities, it also raises ethical and legal concerns around copyright, consent, and identity misuse.	
	Deepfake music often lacks metadata or has suspicious editing history in production files. Check if they are available When it comes to detect music and voices, some of these point may indicate a deepfake:	
	Detection	• Breaths may be missing, misplaced, or sound artificial. • The rhythm or flow of phrases might feel off compared to the artist's usual delivery. • There can be audio glitches, strange intonations, or inconsistent pronunciation. • VO sounds very identical to existing VO-artists/actors (e. g. Sir Richard Attenborough, Jamie Oliver, Ellen deGeneres, etc.)
REGULATIONS & JURISDICTIONAL RISK	Data Protection Laws (GDPR, CCPA, etc.)	Ensure no real personal data is included in generated images (e.g., biometric resemblance)
	AI-Specific Laws (EU AI Act, China AI Guidelines, etc.)	Some regions require labeling or disclaimers for synthetic content. Anticipate upcoming compliance obligations around transparency and traceability.
PROTECTING CONFIDENTIALITY	Production files (Work in progress)	It is against company policy to share sensitive production material (e. g. not release assets like Movies, Audio files). The partnership of our marketing teams and their partnered creative agencies are approved relationships with signed contracts and NDA's. Sharing confidential files of unreleased product in a public generator violates company policy. Any display of asset that is incorrect increases the risk of poor brand image, distrust in our brand or our product, reliability is questioned, all negative aspects that are counter intuitive to our brand image and company success.