



FAQ for Supporters v1.0

Q: Who wrote The Principles for Music Creation with AI (The Principles)?

Representatives from Roland and Universal Music Group co-authored The Principles, taking inspiration from such sources as the Human Artistry Campaign.

Q: What is the relationship of Roland and UMG to this initiative?

Roland and UMG are the founding supporters. We created The Principles for Music Creation with AI, manage the website, and field inquiries from Supporters, Artists, and Media.

Q: Why didn't Roland and UMG simply support the Human Artistry Campaign?

While we agree with the spirit of the HAC principles, we felt something that was more plain language and specific to music would be beneficial.

Q: Will/could The Principles ever change?

While Roland and UMG reserve the right to adjust or expand wording to improve clarity or relevance, The Principles were written as high level fundamentals and their spirit of intent will never change.

Q: What are the long-term objectives?

The longer-term vision is for this effort to play an ongoing role in protecting human creativity and IP rights, maintaining equity and transparency in the application of AI, and encouraging responsible innovation to create fantastic AI-powered experiences that augment, not supplant, human artistic expression. Practically speaking, we may reach out to supporters to see if they are willing to join press releases or lend their voices to support public policies or technical standards that align with and support the principles. However, none of this is required.



Q: What is the governance/enforcement model?

We have opted for a self-accountability model. By declaring support for The Principles, your brand becomes accountable to its stakeholders (employees, customers, investors etc.) and to the overall community of peer Supporters. If your actions are clearly in violation of the letter or spirit of the principles, then you should expect to be called out!

Q: What must I do to become a Supporter? Is there an agreement to sign?

There is no agreement to sign. Simply confirm by email that you want to join as a Supporter. From here we will list you and a preferred web link on the site as a Supporter and send a logo pack which you are free to use in your marketing.

Q: Is there a cost to becoming a Supporter?

There is no financial cost for being a Supporter.

Q: As a Supporter, what am I required to do?

We expect that you will take reasonable steps to ensure your business practices adhere with the stated principles, but there are no formal commitments now, and nothing envisioned for the future at this time. We would hope that you would spread the word and encourage other brands within our industry with whom you have an association to join, and we would appreciate giving AI for Music a presence somewhere in your customer-facing ecosystem, but that is it, really.

Q: Is there a term? What if I want to end my Support?

There is no term- you will be recognized as a Supporter for as long as the initiative continues, or until such time as you choose to withdraw your support. While we hope that will never happen, if you want to discontinue your support, simply use the contact form on the website to send us a message indicating this. We will follow up with you to confirm, and then remove all references from the site and any other communications materials.



Q: Who maintains the website?

Roland hosts and maintains the website as a contribution to the community.

Q: Are there plans to add more content to the website?

As of Q1 2024 our plans are to add a section for Supporters (showing company/organization names and links) and another for Community (to include endorsements from a diverse collection of influential artists).

Q: If I have more questions, what should I do?

The best way to get in touch with the AI for Music team is to [visit the website](#) and send a message through the Join Us form on the very bottom of the homepage.