

Artificial Intelligence, Creativity, and Compromise - What the Tertiary Education sector Can Learn from UMG and Udio

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The emergence of Artificial Intelligence in the commercial music space has created a strange paradigm of theft from copyright and intellectual property owners. AI companies have been accused of utilising the original works of creators, musicians, and artists as learning materials for their learning models. One recent example is the now settled case between Universal Music Group (UMG) and Udio.

Theft or Computer aided Creativity?

Both Udio and Suno are platforms designed to create music with the power of Artificial Intelligence. The premise for both companies is the assertion that human creators and producers can be replaced. The issue at hand is that the three major US record labels (Universal Music Group, Warner Records, and Sony Music Entertainment) successfully reached a settlement with UDIO. Downloads have been disabled on UDIO effective immediately.

The settlement reached with UDIO and UMG successfully asserts that UDIO breached IP of Artists and the record labels. The consequences of this may see either the reversal or slowing of the trend towards computer generated music (AI) that blatantly rips off the original copyright holder. This in essence is a win for original creators as it upholds their rights in the face of blatant theft. There are potentially consequences in other creative industries such as AI generated Art and Writing.

Real connection

The increasing stream of AI slop as it has been coined across the internet has seen an increase in the sales of physical media. Human beings are ultimately seeking a sense of real connection with other human beings. Art that is conceived, created, and implemented (performance and other methods of dissemination) by humans ultimately have minor imperfections that create a “soul” within the art. We are moved by Barber’s Adagio for Strings not because it is art, but because it was written by a man with flaws and emotions, flesh, and blood.

Implications for the Tertiary Sector

So, what are the implications for the Tertiary Sector and our students? The answer is not simple nor is it cut and dry. AI still represents a powerful tool that we can utilise for creation of ideas. The dangers come with lack of knowledge of our chosen professions and specialisations and how to implement AI. The use of certain plugins within a Digital Music Environment creates a use case for AI driven tools. The true answer is that Pandora’s box is already open. AI is now a factor in the world we live in. To ignore it is to ignore its potential as a tool.

For more information on the UMG vs UDIO case head here:

<https://musically.com/2025/10/30/umg-settles-udio-lawsuit-companies-plan-new-ai-music-service-together/>

To listen to Barber's Adagio for Strings head here:

<https://youtu.be/WAoLJ8GbA4Y?si=sWINaK778YcXfrm>

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