

## Interview Guide: GenAI in the Music Industry

**Duration:** 30–60 minutes

**Objective:** To identify time-consuming and manually executed processes within music industry companies in order to derive suitable Generative AI solutions and present them.

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### 1. Introduction (5 minutes)

**Objective of the interview:**

“We would like to understand which tasks in your daily work consume significant time and where you see potential for the use of Generative AI. Generative AI is a form of artificial intelligence that, based on its training data, can generate text, images, and various other types of content.

**Confidentiality:**

“All information will be anonymized and used exclusively for this survey.”

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### 2. Company Context (5–10 minutes)

1. “Could you briefly describe what your company does?”
  2. “How many employees do you have, and are there specialized teams for specific tasks?”
  3. “Are you already using AI-powered tools? If so, which ones, and how satisfied are you with them?”
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### 3. Challenges & Time-Intensive Tasks (10–15 minutes)

1. “Which recurring tasks consume the most time or are particularly labor-intensive?”  
Alternative: “Which tasks take up most of your working week?”
2. “Are there tasks you currently handle manually or without specialized tools?”
3. “Are there workflows that are particularly error-prone and require manual revision?”
4. “Approximately how much time per week do you spend on these time-intensive tasks?”
5. “How do you manage large volumes of content (e.g., metadata, catalog management, social media, contracts, accounting)?”
6. “Do you face communication challenges - internally or externally? (e.g., mailings, social media, translations)”
7. “Which creative processes do you believe could benefit from AI support?”
8. “Are there recurring content creation tasks?”
9. “Which data analysis tasks are you currently performing manually that could potentially be automated?”

**Department-specific follow-ups (if applicable):**

1. **A&R:** “How could AI support talent scouting and catalog evaluation?”
2. **Marketing:** “Which processes in marketing content creation are the most time-consuming?”

3. **Legal:** “Are there tasks in contract analysis or rights management that could be simplified?”
  4. **Distribution:** “What challenges do you face when preparing content for different platforms?”
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#### 4. Potential for GenAI (10–15 minutes)

1. “Are there specific tasks where you would like AI-supported assistance?”
  2. “If you had a tool that could completely take over or significantly simplify one task—what would that be?”
  3. “Would you prefer AI to provide suggestions only, or would automated decision-making also be acceptable?”
  4. “Do you see value in AI tools that analyze market trends and listener preferences?”
  5. “Are there specific areas where you need to process large amounts of audio data?”
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#### 5. Willingness to Pay & Barriers (10 minutes)

1. “Would you be willing to pay for such solutions? If so, within what price range?”
  2. “Are there concerns or obstacles that prevent you from adopting AI tools?”
  3. “Would a free trial period be an important factor in testing an AI tool?”
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#### 6. Closing & Next Steps (5 minutes)

##### Summary:

“I will briefly summarize the key takeaways from our conversation...”

##### Contact & Follow-up:

“If you have additional ideas later on, feel free to contact us at any time.”