

PRESS RELEASE

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Can AI Be Ethical? SOUNDRAW Believes So, With a Human-Centered Approach to Music Creation

June 19, 2025 – Osaka, Japan – The music industry is once again debating the role of AI after producer Timbaland [used a producer's beat without consent to train an AI platform](#). The reaction has been swift and polarized. While some see it as innovation, others see it as a step too far.

SOUNDRAW, a company at the forefront of AI-generated music, believes the real question is not whether AI belongs in music, but how it is being used.

“We respect artists and do not believe AI should imitate human voices without consent or pull from copyrighted works without permission,” says SOUNDRAW CEO Daigo Kusunoki.

SOUNDRAW offers a different approach. All the music created with SOUNDRAW comes from a library built by professional composers working in-house. The AI is trained on original, ethically sourced music. This ensures that every track generated is safe to use, 100% royalty-free, and artist-friendly.

The company also reinvests into the artist community. SOUNDRAW hosts beat-making camps, collaborates with platforms like On The Radar for rap contests, and gives artists tools to create and monetize their music without legal risk.

“This isn’t just a tech platform,” says Head of Marketing Anita Baumgärtner. “We work with musicians to make better tools for musicians. Our goal is not to replace artists, but to empower them.”

SOUNDRAW is also a supporter of aiformusic, a global initiative dedicated to establishing ethical standards in the use of AI in music. Alongside Universal Music Group and Roland, SOUNDRAW is helping shape a future where technology uplifts creativity instead of replacing it.

As AI becomes more common in the studio, SOUNDRAW is proving that progress does not have to come at the cost of integrity.

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