

CloudMonk™

Assurance, Attribution, and Responsible Growth in the AI Music Era

A Publishing, Performing Rights, and Industry Governance Perspective

Executive Summary

AI systems increasingly implicate **melody, lyrics, and compositional structure** — the core of publishing and songwriter rights administered globally by music publishers and performing rights organizations such as **ASCAP, BMI, SESAC, GMR, GEMA, and KODA**, and supported by publishing associations including **NMPA, MPA, ICMP, and IMPF**, alongside their international counterparts.

As generative technologies become embedded in music creation, distribution, and discovery, questions of attribution, ownership, and compensation arise at machine scale and across jurisdictions. These questions are not theoretical, nor are they confined to any single market.

The long-term health of the music industry depends on **clear role definition and shared assurance infrastructure**. Songwriters, publishers, performing rights organizations, and publishing associations each serve distinct and non-substitutable functions. While record labels and technology platforms are essential commercial partners, composition rights require independent attribution, administration, and collection frameworks.

This paper outlines how **assurance-led attribution** can enable responsible growth in the AI era — expanding lawful monetization, protecting human authorship, and preserving institutional trust — without constraining creativity or innovation.

1. Attribution as a Precondition for Industry Scale

The expansion of AI-generated music is not limited by creativity or demand. It is limited by **confidence**.

Traditional copyright systems were designed to adjudicate discrete disputes between individual works. AI systems, by contrast, generate music continuously, fractionally, and at unprecedented volume. Without scalable attribution mechanisms, uncertainty propagates downstream:

- licensing slows
- collections become conservative
- platforms limit participation
- value that could otherwise be realized remains unclaimed

Attribution, therefore, is not merely a legal concern. It is a **foundational requirement for continued industry expansion**.

2. CloudMonk's Role: Neutral Assurance Infrastructure

No single stakeholder can credibly self-certify attribution at machine scale.

Platforms require independent validation. Publishers require defensible measurement aligned with catalog administration. Performing rights organizations require attribution they can stand behind across audits and jurisdictions. Publishing associations require consistent, evidence-based frameworks to coordinate standards, policy engagement, and cross-border alignment.

What is required is **neutral assurance infrastructure** — systems that establish confidence without asserting ownership, policy control, or licensing authority.

CloudMonk was designed to operate in this role. It does not replace publishers, PROs, publishing associations, or existing licensing regimes. It provides a shared, forensic foundation that enables these institutions to continue administering rights responsibly as creation scales.

By separating **measurement from decision-making**, CloudMonk allows each stakeholder to retain authority while operating from a common factual baseline.

3. Measuring Composition with Legal Relevance

The Substantial Similarity Index (SSI)

At the core of CloudMonk's publishing-focused capabilities is the **Substantial Similarity Index (SSI)** — a deterministic, reproducible framework for evaluating overlap in legally protected compositional elements.

SSI analyzes creative works across domains directly relevant to publishing and songwriter rights, including:

- **Melody**
pitch contour, interval movement, motifs, phrase structure
- **Lyrics** (*where applicable*)
textual similarity and structural reuse
- **Composition**
harmonic movement, chord function, structural form, and time-localized organization

Each domain is evaluated independently and then combined into a unified index aligned with the copyright principle of **amount and substantiality**, without collapsing distinct forms of authorship into a single opaque score.

SSI produces:

- per-domain similarity measurements
- time-localized attribution showing where overlap occurs
- visual and numerical outputs suitable for expert review, licensing discussions, and evidentiary use

SSI does not adjudicate outcomes. It enables **confidence at scale** — transforming subjective interpretation into structured facts that support lawful participation and monetization.

4. Shared Musical Language, Influence, and Infringement

Music evolves through shared vocabulary. Copyright law does not seek to prohibit influence, but to distinguish it from unlawful copying.

AI complicates this distinction by introducing continuous, opaque influence across millions of outputs. Without measurement, stakeholders are forced into binary outcomes that neither reflect musical reality nor scale economically.

CloudMonk distinguishes among:

- shared musical vocabulary
- proportional influence
- substantial copying

This enables proportional responses — attribution or licensing where appropriate, enforcement where necessary — without collapsing the system into constant dispute.

5. Protecting Human Authorship in Human–AI Co-Creation

Across jurisdictions, performing rights organizations share a core mandate: to represent **human authorship**.

As AI tools enter the creative process, attribution boundaries must remain legible over time — not only at release, but years later when catalogs are administered, royalties are audited, or ownership is challenged.

Many AI systems are owned by well-capitalized corporations with evolving commercial incentives. This reality does not require opposition, but it does require **clarity**.

CloudMonk supports this clarity by providing reviewable records of contribution that help distinguish:

- human-authored melody, lyrics, and structure
- statistically attributable generative patterns introduced by AI systems

The objective is not to assign ownership automatically, but to preserve **creator agency**, reduce long-tail risk, and support publisher administration and PRO collections with defensible attribution.

6. Assurance as the Enabler of Responsible Growth

Universal, real-time analysis of every song in circulation and every AI-generated output is not currently feasible at industry scale. Attempting comprehensive monitoring prematurely would increase costs, suppress participation, and create false confidence.

Mature industries scale through **assurance**, not surveillance.

Assurance systems validate:

- representative behavior
- high-value works
- disputed or sensitive uses
- compliance with agreed standards

By making compositional contribution measurable and auditable where it matters most, CloudMonk enables stakeholders to operate with confidence rather than fear.

In this way, the industry does not grow despite assurance.
It grows **because of it**.

7. Revenue Expansion Through Attribution

Attribution clarity enables monetization. Monetization enables participation. Participation enables growth.

When stakeholders can see *what* is being used and *how much*, new categories of lawful use become possible. Platforms license more predictably. Publishers and PROs administer with confidence. Publishing associations can coordinate standards and engagement without speculation. Creators participate without unknowingly compromising their rights.

Attribution is not a cost center.

It is **revenue-enabling infrastructure**.

8. Fractional Influence Licensing (FLX™)

Fractional Influence Licensing (FLX™) represents one possible operationalization of assurance-led monetization.

FLX translates measured influence across melody, lyrics, and compositional structure into:

- fractional attribution
- transparent licensing calculations
- auditable records compatible with publisher, PRO, and association workflows

FLX is:

- voluntary
- policy-neutral
- complementary to existing performance, mechanical, synchronization, and master royalties

It does not mandate outcomes. It makes **responsible leadership possible** where assurance already exists.

9. A Path Forward

AI is already reshaping music creation. The question is not whether norms will emerge, but **who will define them**.

By embracing assurance-led attribution and proportional monetization, publishers, performing rights organizations, and publishing associations — including **NMPA, MPA, ICMP, and IMPF** — can:

- protect human authorship
- expand lawful revenue
- preserve institutional trust
- lead the transition into a new music era responsibly

CloudMonk exists to support that leadership — not by dictating outcomes, but by providing the infrastructure required to make them possible.

About CloudMonk www.Cloudmonk.ai

CloudMonk is an AI assurance company focused on forensic attribution, copyright integrity, and next-generation licensing infrastructure across both **white-box and black-box AI environments**. CloudMonk operates as a neutral technical steward, enabling creators, publishers, performing rights organizations, publishing associations, and platforms to participate in the AI era with confidence, clarity, and trust.