

AI-generated Drake and The Weeknd song goes viral

A song that uses Artificial Intelligence to clone the voices of Drake and The Weeknd has gone viral on social media

Called Heart On My Sleeve, the track simulates the two stars trading verses¹ about pop star and actress Selena Gomez, who previously² dated The Weeknd.

The creator, known as @ghostwriter, claims the song was created by software trained on the musician's voices.

"This is just the beginning," they wrote under the song's YouTube video.

"We really are in a new era," responded one listener in the comments. "Can't even tell what's legit³ or fake anymore."

"This is the 1st example of AI-generated music that really wowed me," added McKay Wrigley, an AI developer, on Twitter.

Since it was posted on Friday, the song has been viewed more than 8.5 million times on TikTok. The full version has also been played 254,000 times on Spotify. (...)

It's not perfect. The song has the scratchy⁴, low quality vibe of a bootlegged demo; and the vocals are sometimes slurred⁵ and glitchy – likely to be⁶ artefacts of the AI process.

Neither artist has responded to the song yet, but Drake recently expressed displeasure at his voice being cloned. (...)

It is thought companies have been using the music to "train" their software.

"We will not hesitate to take steps to protect our rights and those of our artists," UMG warned in the email, first obtained by the Financial Times.

Several websites already offer fans the ability to create new songs using soundalike⁷ voices of pop's biggest stars.

French DJ David Guetta recently used a site called uberduck.ai to mimic the voice of Eminem and add it to one of his instrumentals.

"I'm sure the future of music is in AI," he told the BBC.

However, he said the technology could only be useful "as a tool" - like the drum machine and the sampler before it.

"Nothing is going to replace taste," he said. "What defines an artist is, you have a certain taste, you have a certain type of emotion you want to express, and you're going to use all the modern instruments to do that." (...)

"There is so much potential with AI but it also presents risks to our creative community," said Recording Academy CEO Harvey Mason Jr, launching⁸ the initiative.

"It's crucial that we get this right early on so we don't risk losing the artistic magic that only humans can create.

By Mark Savage, bbc.com, 17 April 2024

¹ Echanger, dans le sens de se donner la réplique au sein de la chanson

² précédemment

³ authentique

⁴ Brouillon, « rugueux »

⁵ Mal articulé

⁶ Susceptible d'être

⁷ Qui sonne « comme »

⁸ lancer