

News Update Bulletin Michael Infante, CEO & Founder of One Media iP

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AI, CREATIVITY AND THE ROLE OF HUMANS

With the recent flood of press coverage asking whether we'll all be replaced by bots and AI overlords, the debate continues across every creative industry. Not since electronic drums first appeared in music have we heard so much talk of "disruption".

Of course, there are threats just as there were when calculators replaced the abacus, or when Jethro Tull's seed drill replaced the man with a hoe and a bag of seeds. Music evolves. It always has.



Ironically, one of the biggest threats to AI itself is the sheer volume of poor-quality output it produces when left entirely on its own. That isn't creativity any more than me being asked to conduct an orchestra. As Eric Morecambe once put it: "*I'm playing all the right notes—just not necessarily in the right order.*" And that is precisely the point. Humans provide the order, the taste, and the judgement.

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FROM AUDIO TO VISUAL: TAKING YOUR CATALOGUE TO ANOTHER DIMENSION

Our AI team and its specialist associates, led by our Creative and General Managers, are now in a position to review your audio catalogue in detail and offer expert guidance on how best to create video and visual imagery that can take your content into another dimension.

This is not automation for automation's sake. It is a curated, human-led creative process, using advanced tools to extend the life and reach of original recordings never to alter them.

We are already applying this approach extensively across our Motorcity catalogue. Under careful creative direction, we are now marketing hundreds of newly created videos, using period references, archive photography and historic visual material to re-imagine performances and moments from the past. These visuals are designed to feel authentic to the era while being compelling to modern audiences.

Crucially, we only ever use the original, unmolested recordings, no matter how old they are. The music remains untouched. The enhancement happens around it.

VIDEO MATTERS MORE THAN EVER

From our archive of over 400,000 tracks, we are actively creating visual companions for deployment across YouTube, Spotify and Apple, all of which now favour richer visual experiences. Video does not just support discovery—it drives it.

Today's consumer is digitally musically literate. Playlists are carefully curated, often deeply personal, and frequently set in stone. Getting new tracks or newly revitalised heritage tracks into those playlists is one of the biggest challenges facing rights-holders.



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Video changes that dynamic.

It increases engagement, dwell time and shareability. It gives algorithms more signals to work with. And, perhaps most importantly, it gives listeners a reason to notice a track again.

We have all heard the phrase: “*Great video, shame about the song*”—but the video got it played. Sometimes, irritatingly, it even became a hit. Visibility matters.

A RE-LAUNCH, NOT A REWRITE

If you have owned your music for decades and watched it travel from vinyl to cassette, CD, download and now streaming, often without further creative investment, now is the time to redecorate. Think of this as:

- a new album sleeve
- a re-launch for the streaming era
- a fresh invitation for audiences to rediscover your work

There is nothing radical in this. Album artwork once did exactly the same job in record stores it shouted from the racks: “Buy me.” The more striking or imaginative the artwork, the more likely it was to be picked up.

I vividly remember being blown away by Jeff Wayne’s War of the Worlds in the 1970s. Had that been nothing more than a silent digital file, I doubt I would still be listening to it 50 years later or attending the immersive live show in London today.

COMMERCIALLY SENSIBLE, CREATIVELY LED

Costs for this work are discussed transparently and proportionately, but the benefits are clear. Video can:

- lift recordings to a new level
- unlock new platforms and audiences
- improve playlist infiltration
- reposition heritage content for modern consumption

If you want your catalogue liberated from the archive and repositioned at the top of the pile and, ideally, at the top of the heritage charts talk to us.

AI has a role. Creativity still has a human hand on the tiller. And that makes all the difference.

AI has a boss. And it's all of us.

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