



I Feel the Earth Moving Under My Feet: Seismic Shifts in the Music Industry, From DIY Content to Artificial Intelligence

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Alvarez & Marsal | Management Consulting | Professional Services

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The music industry faces unprecedented disruption ... again. In past disruptive eras, legacy companies were forced to react to seismic shifts, foisted on them by new entrants.

This paper will outline trends impacting the economics of the music industry today and provide a view of key actions the major labels and publishers can take, from foundational readiness to implementing AI-enabled vision, strategy, and efficiency, in order to position them to benefit from these seismic industry trends.

Areas of Opportunities in Music

- Foundational Readiness
- Visionary Integrations
- Strategic Integrations
- Efficiency Integrations

Music is Rapidly Changing. Are You?

The music industry continues to change at what feels like accelerating speed. Consumers and artists alike are demanding new avenues for their musical journeys, in ways both challenging and opportunity-rich for the major players. While it might be more comfortable to take a “lean back” stance, at this inflection point the risks are simply too high.

A&M’s Media and Entertainment Results

From Foundational performance improvements to Visionary scenario-planning, the M&E practice



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at Alvarez & Marsal is expert at delivering results for the music industry. In fact, Forbes Magazine writes that A&M holds exemplary strengths in turnaround management and performance improvement, benefiting all companies facing endemic and widespread change.¹⁶ Across the music industry, A&M's Media & Entertainment practice has worked with major media companies, including music labels and publishers, to enable operational effectiveness, explore new revenue models, adapt to fast-evolving industry trends and optimize AI-led enterprise capabilities. With projects ranging from large scale transformation, cost optimization, content enablement and creation, and supply chain modernization, to rethinking the fan relationship, catalog management, and new sources of IP monetization, A&M brings its unique bottom-line and result-oriented solutions.

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