

Addenda #42

Re: Ch. 4 The Fourth Industrial Revolution

➤ *Artificial Intelligence (A.I.)*

Billboard, a weekly magazine that covers the music and entertainment industry, also has a number of music charts that rank the most popular singles and albums in different genres. The rankings are based on the number of sales, streaming and radio airplay for each song and album. On November 13, the song “Walk My Walk” by Breaking Rust landed at No. 1 on Billboard's Country Digital Song Sales Chart as the most downloaded track in the U.S., with just over 3.5 million streams on Spotify. The artist, *Breaking Rust*, has other top streaming songs including “Livin' On Borrowed Time” and “Whiskey Don't Talk Back,” and an audience of more than 2.2 million listeners each month. Rust, whose image is that of a cowboy complete with long leather coat, hat and bandanna around his neck, is described as having “a husky, soulful voice à la Marcus King or Chris Stapleton.” His Instagram bio says he makes “music for the fighters and the dreamers.” But Rust is not a real person. He's a computer-generated outlaw blues-country singer.

AI country artist Breaking Rust reaches the top of a Billboard chart

As AI-driven music personas find commercial success, they are also facing intense criticism from within the entertainment industry.

USA Today, November 13, 2025

Breaking Rust is the creation of Aubierre Rivaldo Taylor, who also is responsible for AI generated country artist *Defbeatsai*, who currently has 59 AI generated songs listed on YouTube Music. Thousands of AI-generated songs are uploaded to streaming platforms every day and a November Ipsos survey revealed that 97% of listeners can't tell the difference between fully AI-generated and human made music. “Walk My Walk” has the same phrasing and melody style shown by Grammy-nominated country artist Blanco Brown in songs he's written for Britney Spears and Rihanna among other artists. But Brown won't be receiving any credits or royalties from this digital song or receive any Grammy nomination for “Walk My Walk.” Brown and other musicians will lose revenue from listeners that spend their time streaming and downloading “fake songs” instead of the real thing. They'll also be “targeted” by AI song generators who will take their unique music style and turn it into money making AI-generated songs, potentially violating copyright laws for “usage without payment.”

Taylor created a chart topping song, in the comfort of his own home, without having to “pay his dues” the way artists normally do. But he has a chart topping song for his efforts, beating out an actual country artist. AI artists won't have contract or recording demands that real human artists do, and at some point, this “bottom line” factor may determine whether a new artist receives a recording contract or not. “... *it is critical to re-evaluate the way in which AI is both designed and deployed to ensure that all affected stakeholders and communities reap the benefits of the technology.*”

A Blueprint for Equity and Inclusion in Artificial Intelligence; World Economic Forum, June 29, 2022