

# Humanable: The New Industry Standard to Distinguish Human-Made Art

HUMANABLE® is a patent-pending, artist-driven platform that has built the world's first industry-wide standard distinguishing human artists' creations from generative artificial intelligence ("GenAI") works. Humanable certifies human-created art (including music, podcasts, short form videos, audiobooks, movies, television shows, and photography) made without using GenAI, which can be identified by Humanable's certification marks. Certification provides a material benefit to record companies, publishers, streaming platforms, performing rights organizations, artists, and fans by establishing that a work of art was created by humans and is protectable, allowing them to rely on fraud-free royalty streams.

## GenAI is an Existential Threat to the Arts and Entertainment Industry

Music, movies, books, photos, podcasts, and other works manufactured by GenAI pose an existential threat to the entire arts and entertainment industry.

### Bad Actors are Using GenAI to Cheat

Scammers used GenAI videos of Taylor Swift offering free kitchenware to steal credit card information. GenAI ghostwriters misled consumers and made headlines by impersonating famous musical artists like Drake, The Weeknd, Bad Bunny, and Rihanna. Identifying and fighting such fakes with lawsuits can take years and hundreds of thousands of dollars, and it distracts musical artist from their goal—making music.

Misuse of GenAI also facilitates fraud. In 2024, the Attorney General from the Southern District of New York charged a North Carolina man with streaming fraud for uploading hundreds of thousands of GenAI songs to Spotify, creating thousands of "bot accounts" to continuously stream them, and fraudulently taking more than \$10 million in streaming royalties out of the pool of money created for human artists.

### GenAI is a Threat to Copyrights and Royalties

Copyrights require human authorship and originality. In January 2025, the United States Copyright Office issued a report determining that copyright "does not extend to purely AI-generated material, or material where there is insufficient human control over the expressive elements" (p. iii). Importantly, the Copyright Office also found that writing a GenAI prompt does not satisfy the human control requirement.

Only the human portion of a work of art is protectable and can therefore demand royalties. Any work that is not 100% human created is subject to claims that it should not bear royalties or that the royalties should be reduced by the percentage of the work that was manufactured by GenAI. Parsing out such percentages is certain to be an artistic, mathematical, and legal quagmire. To protect royalties in this new GenAI era, artists must be prepared and able to prove that their works are 100% human made.

Publishers, labels, and platforms need a clean, protectable, royalty-bearing supply chain to prevent accusations that they have obtained or paid fraudulent royalties. The safest way for royalty payers (and their shareholders) to know they are not defrauding or being defrauded is to identify and pay for 100% human-created art.

## GenAI is a Threat to Human-Made art

A *Forbes* analysis states that “without intervention, 2025 could mark the beginning of the end for independent artistry. AI-generated content will saturate the market, leaving most artists unable to compete for either visibility or income” (Berger, 2024).

GenAI’s threat to the music industry serves as a warning for all artists. Recently, a fully generative AI song made the Tik Tok Viral 50 Chart (Robinson, 2025), evidencing that humans can be retrained to accept fake art and that intervention is critical. GenAI music is already flooding the marketplace. A report by the International Confederation of Societies of Authors and Composers (“CISAC”) predicts that by 2028 GenAI could devour 24% of music creators’ revenue, an annual loss of more than \$5 billion.

The number of arts consumers and the pool of royalties in the market are finite—the more royalties that works generated with tools like Freepik, Firefly or Suno siphon off, the less human creators receive. Minimizing market erosion is beneficial not only to creators, but to all the downstream businesses such as publishers and distributors that rely on creator content.

## Technological, Legislative, and Litigation Responses to GenAI are Inadequate

GenAI technologies are developing at a breakneck pace. Therefore, technological efforts to identify GenAI works are modestly successful, at best. It is a constant algorithmic battle of whack-a-mole between rights holders and pretenders, and the battle will continue forever as technology improves on both sides. Additionally, detection software that is trained on human artists’ works without those artists’ permission poses ethical, and perhaps copyright infringement, problems.

Legislative responses to address issues caused by GenAI, like Tennessee’s ELVIS Act or California’s AI bill, are a good start, but they may face court challenges and could be subject to a potential federal moratorium on state AI laws (Brown & O’Brien, 2025). Litigation against infringing works or fraudulent royalty collection is only available after the infringement or fraud has occurred and is unlikely to provide victims of GenAI infringement and fraud complete relief. Even then, very few human artists can afford to bring such lawsuits, which means that litigation is not a real option for the majority of artists.

## Humanable Protects Artists and the Industry

Humanable offers a simple, elegant solution to the complex problems caused by GenAI. HUMANABLE® is the first market solution that attacks the problems at their roots, allowing artists to certify a song, master, image, video, book, recording, or other creation (“Work”) before it is released to the marketplace. Humanable has already certified more than 5 million songs and has recently expanded their human-created art certification to all other art forms.



By certifying that a Work is created by a human being, there is no question about the eligibility for full copyright protection and royalties.

For fans, it’s like **certified organic**, but for art. For industry, it is like **Underwriters Laboratories**—if you plug this work into your ecosystem, it won’t burn your house down.

## Humanable Certification Begins with Physical Human Verification

Any human otherwise qualified to do business with a U.S.-based entity can become a Humanable Artist. The first step is to create an account at [www.humanable.com](http://www.humanable.com), pay a modest annual membership fee, and complete the human verification process. The Humanable Artist must verify that they are a physical human. Humanable uses a trusted third party provider to confirm that the user is a human and is the specific human that they say they are. Humanable does not retain verification information once the human has been verified, just account information for customer service, user enhancement, and audit purposes. Each verified human is assigned a unique ID number.

Once this is complete, the human is then a Humanable Artist and is allowed to certify Works. The Work is uploaded into our system and the Humanable Artist declares under oath that the Work is 100% fully human created. After a Work is certified, the Humanable Artist will then be granted a license to apply one of our Certification Marks to the Work

and to the marketing materials associated with the Work. We then conduct audits to ensure accuracy of the declaration.

## Humanable Artists Sign a Declaration Under Oath to Certify Works as 100% Human

Only artists who have gone through the verification process and have become Humanable Artists can apply to certify their Works. Once a Work is certified, the Humanable Artist may apply the relevant Humanable certification mark to the certified Work and to materials used to promote the certified Work. These certification marks appear below (“Certification Marks”).

Humanable Artists can certify any Work (e.g., song, master, text, video, image, or audio file) as part of their annual membership fees. The artist uploads the Work to Humanable’s website, provides some information about the work, and then signs a declaration certifying **under oath** that the Work was created without using GenAI.

Certifiable Works can be new or previously written/recorded, partial or complete, uncut or cut, unpublished or published. As long as a Work is created by a human and is recorded and performed by humans and free from generative AI, Humanable can certify it. For example, songs, books, and scripts must be fully human written; song masters must include only human performers; photographs must be taken by a human; for movies, TV episodes, and other video or audio Works, scripts must be fully human created, and all actors must be human. Non-generative AI tools are OK, so Works aren’t disqualified for things like thesaurus, pitch-correction, or special effects tools—we know that analog special effects aren’t always great for the environment.

Each certified Work is assigned a unique Humanable number, which will be part of the metadata and will follow the work like ISRC and ISWC numbers, and a license for the member to use the relevant Certification Mark. Humanable Artists can use the relevant Humanable Certification Mark on social media, recordings, publications, websites, DSP sites, and other locations to promote and sell certified Works.

The Humanable Certification Marks signal to the marketplace that the Work is capable of full copyright protection and can bear full



royalties. The Humanable Certification Marks signal to fans that the Work is 100% human created.

## Humanable Audits Certified Works

The Humanable certification process involves both technological and human analysis. For example, in music, Humanable's audit system uses the IRCAM AI detection software to flag suspicious Works. IRCAM does not retain Works or use them for its own training. Because of the potential challenges inherent in any AI detection software, Works flagged by IRCAM are then examined by a musicologist and/or music technologist.

If a Work is determined to include GenAI, the Work's Humanable certification will be revoked, and the owner's Humanable membership may be terminated. Because memberships are tied to actual humans, the terminated member will be unable to create another Humanable membership. Humanable will determine the consequences for a member seeking to certify a non-100% human Work on a case-by-case basis. If an artist makes an innocent mistake, Humanable might offer a second chance along with mandatory education. However, if the false certification is malicious or cavalier, Humanable will consider taking legal action against the former member.

Because Humanable Artists certify **under oath** that a song or master is free from GenAI, a false certification is an act of perjury, and Humanable may report the act to the appropriate authorities and directly litigate against the bad actor with a lawsuit involving trademark infringement, fraud, and breach of contract. Because Humanable will be defending its own certification marks, publishers, labels, aggregators, and platforms derisk their own processes and preserve their legal budgets and reputations.

## Humanable Certification Empowers Stakeholders Throughout the Arts and Entertainment Industry

**Artists.** The certification process establishes that the creator of a Work is human and that the Work is 100% human made and capable of receiving full royalties. Certification is the obvious solution to deep fakes.

**Consumers.** Humanable certification allows consumers who care about human-created art to filter out GenAI slop and to provide a feedback loop (and royalty support) to the humans creating art. Since GenAI also consumes significant energy resources (Zewe, 2025), choosing Humanable certified Works also allows fans to take action to preserve the environment and send the message that GenAI should be focused on solving problems like cancer instead of destroying human art. Consumers will also be able to identify authentic videos in which their favorite celebrities appear, since Humanable will not certify deep fakes. The same is true for news articles and other informational writing. Humanable will help restore trust in the news industry.

**Celebrities.** Deep fakes are a plague on celebrities and their fans. Since a deep fake is inherently created using GenAI, Humanable certification evidences the authenticity of real videos. Should someone attempt to certify a deep fake through a false declaration during the certification process, we will likely refer that person to law enforcement for perjury. Should someone misapply our certification mark to a deep fake in which one of our Humanable member celebrities appears, they will be committing trademark infringement, and we will pursue take down measures as well as federal court litigation against any such bad actors.

**Labels, Publishers, Aggregators, Performing Rights Organizations.** For labels, Publishers, Aggregators, and Performing Rights Organizations that have relationships with Humanable, our certifications derisk content acquisitions by ensuring Works are capable of full copyright protection and can produce full royalties. This guarantees a clean revenue stream, providing content purchasers confidence that they are not being defrauded or defrauding others and enhancing their ability to safely release Works from authentic artists.

**Digital Streaming Platforms.** Humanable certifications help DSPs who have a relationship with Humanable identify royalty-bearing streams, ensuring that those payments go only to the humans who created the art. Adopting the relevant Humanable Certification Mark next to Humanable-certified Works and a “Humanable toggle” to allow users to filter in only Humanable-certified art increases consumer choice and signals a DSPs’ commitment to human artists. It also protects those DSPs that work directly with us from claims by rightsholders and shareholders that they knowingly paid, or turned a blind eye while paying, royalties for Works that deserved no royalties (fully GenAI) or arguably reduced royalties (hybrid, part-human/part GenAI).

**Humanable launched in September of 2024 and can be accessed at [www.humanable.com](http://www.humanable.com).**

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