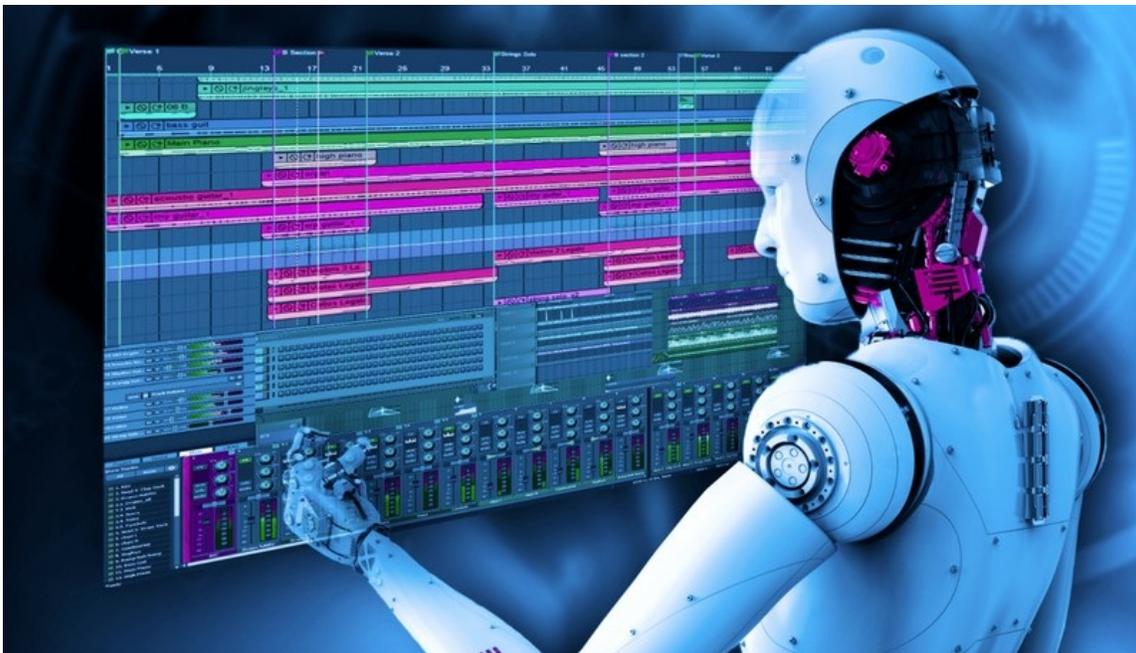


*Welcome to Morgan Creek Digital's digital asset update. It is comprised of a thought piece from our team. We hope you find this content interesting. Please let us know if you have any comments or questions or if you would like to speak to a member of the [Morgan Creek Digital team](#).*

### **AI-Generated Content and Blockchain's Solution to Data Authenticity**



In April 2023, an anonymous artist known as Ghostwriter977 released the song “Heart on my Sleeve” featuring artificial intelligence (AI)-generated imitations of popular artists Drake and The Weeknd. The song quickly went viral, with more than 3.5 million streams in a weekend across major streaming platforms before being taken down.

"Heart on My Sleeve" is not the first AI-generated song, but it is notable for using Drake's voice, which was trained on a large dataset of his existing songs. The song was created using a generative adversarial network (GAN) technique, which involves two neural networks competing against each other to generate new content. The first network, called the generator, creates new audio samples that sound like they could have come from Drake's voice. The second network, the discriminator, evaluates the generated audio and determines whether it sounds like Drake. Through this iterative process, the generator learns to create increasingly realistic audio samples while the discriminator becomes better at detecting fakes. The result is a song that sounds like it could have been created by Drake himself, with a catchy chorus and lyrics that touch on themes of love and vulnerability synonymous with the superstar rapper.

While the technology behind "Heart on My Sleeve" is impressive, it also raises important questions

about the role of AI in music and creative industries. Some critics have argued that the use of AI-generated content threatens human creativity and originality and could lead to a homogenization of artistic expression. Others have pointed out that AI-generated content can be a powerful tool for artists and creators, allowing them to explore new sounds and styles they may not have achieved otherwise. AI-generated content can also potentially help democratize the music industry by allowing independent artists and musicians to create high-quality recordings without expensive equipment or studio time.

One of the biggest challenges facing the use of AI in music is the issue of ownership and control. As AI-generated content becomes more prevalent, it will be important to establish clear guidelines for who owns the rights to the content and how it can be used. There are also ethical concerns around the use of celebrity voices, as it raises questions about consent and privacy.

As "Heart on My Sleeve" has shown, it is becoming increasingly difficult to differentiate between what's real and what's not on the internet and social media. Deepfakes, which refer to compelling fake videos, images, or audio manipulated to appear as if they are real, have the potential for malicious use. Deepfakes can be used to spread false information or manipulate public opinion, and they have already been used to create fake news articles and political propaganda. Furthermore, deepfakes can also be used to impersonate individuals, seriously threatening their privacy and reputation. For example, a deepfake video could be created that makes it appear as if a celebrity is saying or doing something that her or she did not actually do, potentially harming the celebrity's public image.

The rise of deepfake technology also highlights the need for digital literacy and critical thinking skills. As deepfakes become more convincing, it will be increasingly important for individuals to recognize and evaluate the authenticity of digital content.

Blockchain technology can potentially address concerns related to AI-generated content and help prove authenticity in several ways. One way is through the use of blockchain-based digital signatures, which use cryptographic algorithms to verify digital content's authenticity and integrity. Digitally signed AI-generated content can help establish the authenticity of the content and increase trust in its source.

Another way blockchain can help address concerns related to AI-generated content is by providing a transparent and decentralized way to track the origin of the content. By recording the creation and modification of content on a blockchain, the content can be traced back to its original source, and any subsequent modifications can be tracked. This tracking can help to prevent the spread of false information or manipulated content, and also help to protect the intellectual property rights of content creators. By leveraging the security and transparency of blockchain, it may be possible to create a more trustworthy and reliable ecosystem for human-generated and AI-generated content.

[Click Here to listen to the latest episode of Digital Currents](#)



# DIGITAL CURRENTS

PRESENTED BY

MORGAN CREEK  
DIGITAL  
ALTERNATIVE THINKING ABOUT INVESTMENTS

---

## **Important Disclosures**

The above information reflects the opinions of Morgan Creek Digital as of the time this is written and all such opinions are subject to change. No representation or warranty, express or implied, is given by Morgan Creek Digital as to the accuracy of such opinions, and no liability is accepted by such persons for the accuracy or completeness of any such opinions.

## **No Warranty**

Neither Morgan Creek Capital Management, LLC nor Morgan Creek Digital warrants the accuracy, adequacy, completeness, timeliness, or availability of any information provided by non-Morgan Creek sources.

This information is neither an offer to sell nor a solicitation of an offer to buy interests in any investment fund managed by Morgan Creek Capital Management, LLC or its affiliates, nor shall there be any sale of securities in any state or jurisdiction in which such offer or solicitation or sale would be unlawful prior to registration or qualification under the laws of such state or jurisdiction. Alternative investments involve specific risks that may be greater than those associated with traditional investments.

## **Forward-Looking Statements**

This presentation contains certain statements that may include "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements, other than statements of historical fact, included herein are "forward-looking statements." Included among "forward-looking statements" are, among other things, statements about our future outlook on opportunities based upon current market conditions. Although the company believes that the expectations reflected in these forward-looking statements are reasonable, they do reflect all assumptions, risks and uncertainties, and these expectations may prove to be incorrect. Actual results could differ materially from those anticipated in these forward-looking statements as a result of a variety of factors. One should not place undue reliance on these forward-looking statements, which speak only as of the date of this discussion. Other than as required by law, the company does not assume a duty to update these forward-looking statements. Past performance is no guarantee of future results. The illustrations are not intended to predict the performance of any specific investment or security.