

Mureka Unveils 'Smarter Ears' Models: Addressing Global Music Business Needs with AI Innovation

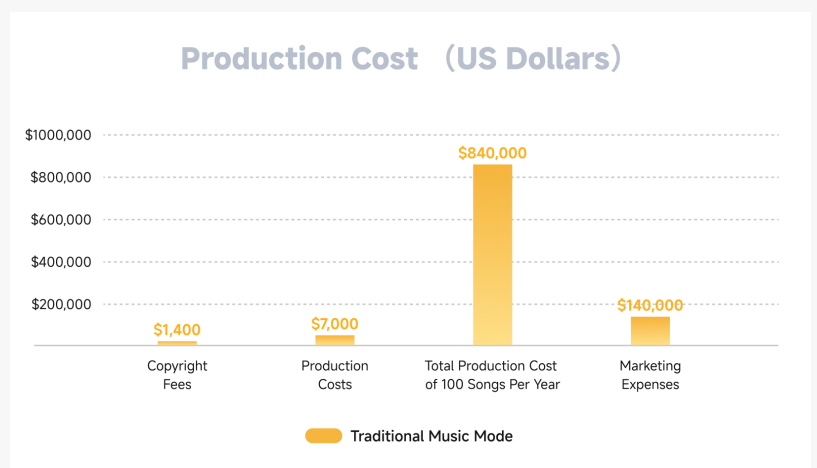
UNITED STATES, CA, UNITED STATES,
November 28, 2025 /

EINPresswire.com/ -- Since the launch of its O1 and V6 models in late March, Mureka has entered a new phase in AI music generation, reportedly attracting nearly 7 million registered users. With creators from over 100 countries and regions now active on the platform, Mureka is advancing its technology further. Mureka has officially announced the release of Mureka V7.6 and Mureka O2.

This release represents a fundamental shift in the creative economy, extending beyond a mere technology upgrade. The platform is transitioning from "AI that can generate music" to "AI that empowers creation, collaboration, and real-time interaction". To demonstrate the impact of this update, an analysis follows regarding how the technology is transforming costs, risks, and workflows for businesses and creators.



Mureka Models Upgrade



Traditional Music Mode Production Cost

Part 1: The Efficiency Revolution – Three Stories of "Scale Freedom"

The company posits that technology should serve not just as a benchmark tool, but as a force to solve real-world constraints. Data from Mureka's "Commercial Co-creation Plan" indicates how the rules of music production are being rewritten.

I.

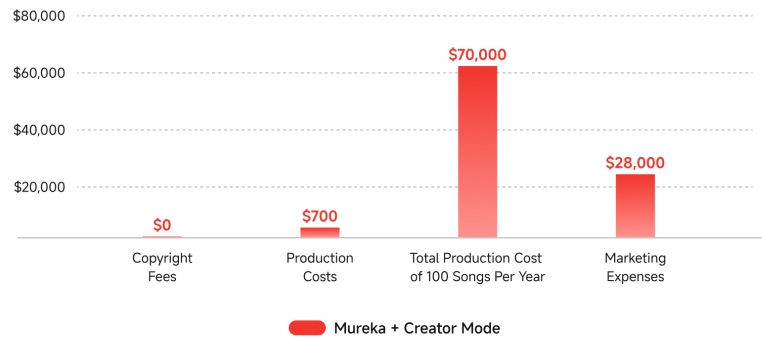
For Music Production Companies: Mitigating Risk for Higher Success

The Challenge: Mid-sized production companies issuing hundreds of songs annually face a strict cost structure. Traditionally, selecting a demo, acquiring rights (\$420–\$1,400), and producing the final track costs \$4,200–\$7,000 per song, in addition to substantial marketing fees (\$70,000–\$140,000). This model carries high risk, involving significant investment with uncertain market feedback.

The Mureka Solution: By adopting a "Human + AI" workflow, companies utilize Mureka to generate massive volumes of chorus hooks. Senior producers then curate the direction, refine the AI drafts, and test them on social media before committing to full production.

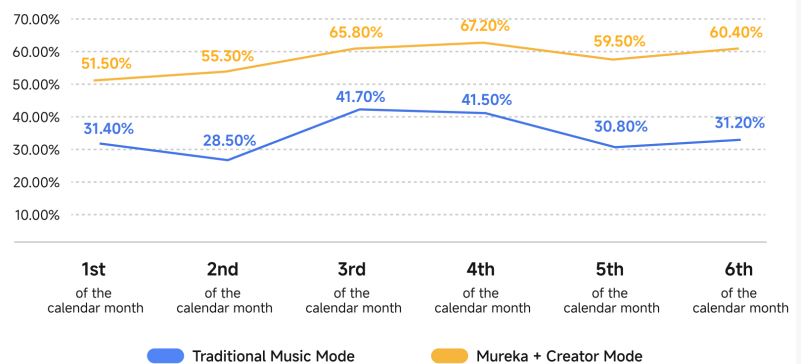
The Result: Production costs have decreased significantly. Instead of an annual production spend nearing one million dollars, the cost for 100 songs has dropped to roughly \$42,000–\$70,000, with demo costs becoming negligible. Furthermore, hit rates have improved as releases are pre-validated by market feedback.

Production Cost (US Dollars)



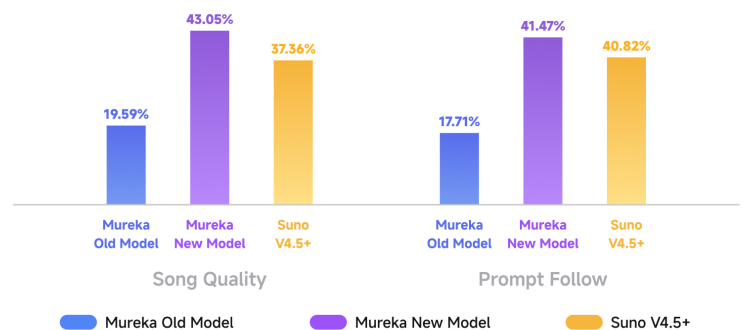
Mureka + Creator Mode Production Cost

Success Rate Of Hit Song Release



Success Rate Of Hit Song Release

Subjective evaluation of English songs



Subjective evaluation of English songs

II.

For App Developers: Budget Optimization

The Challenge: "Burning Fitness" (pseudonym), a fitness app, required 500 high-quality tracks annually to match varied workout intensities.

The Traditional Cost: At \$140–\$280 per song, the annual music budget was approximately \$140,000. This expenditure consumed resources intended for R&D.

The Mureka Solution: By integrating the Mureka API, the developer now generates copyright-clear music tailored to specific rhythms and scenes instantly.

The Result:

Traditional Cost: \$140,000 / year.

Mureka API Cost: Approx. \$18 / year (\$0.036/song). This significant reduction in costs allowed the reinvestment of \$140,000 into product innovation while eliminating copyright legal risks.

III.

For Individual Creators: Accelerating Inspiration to Reality

The Challenge: For professional musicians like "Teacher Gao," the barrier is often the execution process rather than a lack of ideas. Turning a melody into a finished song traditionally takes at least 100 hours and costs \$1,500–\$6,000 (studio time, musicians, mixing). Many concepts are abandoned due to the expense or effort required.

The Mureka Solution: Using Mureka, creators can describe a concept and receive high-quality fragments in seconds. These can be refined and expanded into full works in 1–2 days instead of weeks.

The Result: Production costs are reduced to the price of a cup of coffee. This allows for the sharing of mature demos with fans for early feedback, enabling a focus on artistry rather than technical processes.

Part 2: The Engine Behind the Change – Mureka V7.6 & O2

To power these commercial breakthroughs, the technological foundation has been rebuilt. The newly released Mureka V7.6 and Mureka O2 models are designed for speed, stability, and professional-grade quality.

"Studio-Quality" Sound and Intelligence

The technology has advanced beyond simple generation to deep musical understanding. The new models feature:

Smarter "Ears": A significant upgrade in understanding text prompts. Whether the requirement is a specific "festive atmosphere" or a complex "epic cinematic feel," the model grasps nuances

instantly.

Professional Polish: The AI's sound handling capabilities have been overhauled. Users can expect clearer instrument separation, professional-grade mixing, and spatial depth comparable to studio recordings.

Global Voice: Vocal performance in non-English languages has been significantly improved, offering better pronunciation and emotional delivery.

Built for Speed and Scale

Performance is prioritized alongside creativity.

Lightning Fast: The core engine has been optimized for speed and stability, suitable for real-time interactive applications.

Commercial Ready: The new infrastructure supports high-concurrency requests, handling millions of users simultaneously—ideal for platforms like "Burning Fitness".

Vision: Unleashing Creativity

Music creation has historically been challenging, often limited to those who could afford equipment and studio time. Countless inspirations have vanished due to high barriers to entry.

Mureka's objective is not merely to win benchmark tests, but to empower users. Whether for a garage band, a student coder, or a parent humming a tune, the platform believes every inspiration deserves to be heard. The company aims to dismantle barriers of cost and complexity, leaving imagination as the only limit.

Experience the future of music today:

Try Mureka: <https://www.mureka.ai/>

API Access for Developers: <https://platform.mureka.ai/>

Business Partnerships: bd@mureka.ai

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