

Standing Committee on Copyright and Related Rights

Forty-Fifth Session
Geneva, April 15 to 19, 2024

PROPOSED OUTLINE – INFORMATION SESSION ON GENERATIVE AI AND COPYRIGHT

prepared by the Secretariat

PROPOSED OUTLINE

SCCR 45: INFORMATION SESSION ON GENERATIVE AI AND COPYRIGHT

The Information Session will take place on Thursday, April 18, in the afternoon, during the 45th Session of the SCCR (April 15-19, 2024)

Duration: Half day, from 14.30 to 18.30

Format: Hybrid, with interpretation in six languages

Objectives: Address the request of the Committee by enabling exchange of experiences and views between creators and other players directly involved in the use and/or development of generative artificial intelligence (GenAI) tools, such as: (1) the growing impact of GenAI on the creative industries and the challenges and opportunities it represents for creators and other stakeholders; (2) key legal and policy issues, including considerations related to transparency, fairness and sustainability, related to how the copyright and related rights system interacts with GenAI; (3) different interests at stake in the development and use of GenAI. Issues under analysis will be addressed taking into account perspectives of multiple stakeholders as well as differences across geographical regions.

Structure: Opening and introduction to the program; two substantive panels moderated by WIPO Secretariat; Q&As after each panel and final open discussion.

OPENING

Duration: approximately 20 min

Introduction to the program and quick live art performance on the theme of Artificial Intelligence.

1ST PANEL: PRACTICAL IMPACT OF THE GROWING USE OF AI IN CONTENT CREATION (ACROSS DIFFERENT SECTORS): CHALLENGES AND OPPORTUNITIES

Duration: approximately 90 min

Panelists: Creators and professionals selected to encompass different sectors and reflect the perspectives of numerous categories of stakeholders.

Explanatory note: Panelists will participate in an interactive discussion addressing a broad range of practical and business-related topics, such as:

- Impact of GenAI on creators, business, and users in the creative industries;
- Opportunities and challenges that GenAI can bring to the creative process of different sectors;
- The protection of creators in the context of GenAI considering several factors, such as the consequences of the competition between GenAI outputs and content created by humans.

OPEN DISCUSSION AND Q&A

Duration: approximately 20 min

Participants: Member States, observers, and experts

2ND PANEL: ENABLING FACTORS FOR SUSTAINABLE, FAIR AND BENEFICIAL USE OF AI IN CONTENT CREATION FOR ALL STAKEHOLDERS

Duration: approximately 90 min

Panelists: Experts selected from a range of different sectors and different stakeholders.

Explanatory note: Panelists will participate in an interactive discussion addressing a broad range of legal, policy and business-related issues/questions, such as:

- Inputs: How to deal with Machine Learning based on protected content?;
- Outputs: Legal treatment of GenAI content and its impact on the core principles of the copyright system;
- Emerging trends in business initiatives and partnerships among stakeholders, from creators to tech companies. Insights on the role of technical standards and viable licensing modalities;
- Opportunities for new revenue sources for creators and other rightholders enabled by GenAI.

OPEN DISCUSSION AND Q&A

Duration: approximately 20 min

Participants: Member States, observers, and experts

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