

Standing Committee on Copyright and Related Rights

Forty-Fifth Session
Geneva, April 18, 2024

INFORMATION SESSION ON GENERATIVE AI AND COPYRIGHT

SPEAKER PROFILES FOR AI INFORMATION SESSION

Prepared by the Secretariat

Speaker Profiles

Panel 1 – Practical impact of the growing use of AI in content creation across different sectors. Challenges and opportunities ahead

Speakers:



Pablo VIerci

Journalist and writer; author of the book “Society of the Snow” and co-screenwriter of the Netflix movie, Uruguay

Pablo is the author of the book “Society of the Snow”, on which the same titled film was based, directed by Juan Antonio Bayona and produced by Netflix (2023), in which he also participates as “associate producer”. The book has already been translated into English, Italian, Portuguese and Catalan. He wrote “Los Tramoyistas”, “Pequeña Historia de una Mujer”, “Detrás de los Árboles”, “99% Asesinado”, “De Marx a Obama”, “Artigas-La Redota”, “El Desertor”, “Ellas 5”, “Tenía que Sobrevivir” (co-authored with Roberto Canessa), “El Fin de la Inocencia” y “La Redención de Pascasio Báez”. He wrote scripts for four feature films. He twice won the second National Prize for Literature of Uruguay and the Golden Book Prize from the Uruguayan Book Chamber. The film “Society of the Snow” won 12 Goya awards and had two nominations for the 2024 Oscars, including “Best International Film.”



Jack DEVNARAIN
Actor and Chair of the South African Guild of Actors, South Africa

Jack started his acting career in Durban, South Africa performing on the community theatre circuit while studying Law at the University of Kwa Zulu-Natal. After qualifying with an undergraduate degree in 1993, he joined the Durban Metropolitan Police Service (DMPS) and served for nine years, performing in film, TV and stage productions in the course of his work in law enforcement.

He obtained a Certificate in Development Management from the University of Kwa Zulu-Natal in 1996 and was a champion for black economic empowerment in the Emergency Services. In 2002, he left the public service to work as a professional actor. He has since performed in numerous TV and film productions that have earned him prestigious national awards and recognition on the African continent.

As Chairman of the South African Guild of Actors (SAGA), Jack is a leading voice for regulation of the Cultural and Creative Industries and continues to lobby for the recognition of creative workers' rights. As a civic leader Jack serves as a patron of the 'Anti-Racism Network of South Africa' (ARNSA), an ambassador for 'Nelson Mandela International Day', and for the 'Trauma First Responders Chaplaincy'.



Emi KUSANO
Multidisciplinary multimedia artist, Japan

Emi, born in Tokyo in 1990, began her artistic journey as a street photographer on the streets of Harajuku in her teens, leading to an exhibit at the V&A Museum. As a multidisciplinary artist, she explores the intersections of retro-futurism and modern technological acceleration. Her unique AI-infused art has graced the cover of WWD Japan and been featured in Christie's and Gucci auctions. Internationally recognized, her work has been exhibited at venues such as the Saatchi Gallery and the 21st Century Museum of Contemporary Art, Kanazawa, and has been collected in more than a dozen countries around the world.

In addition to her visual arts career, Emi is the lead singer and self-producer for Satellite Young, a band that creatively reinterprets 80s J-POP styles through a modern, technologically-driven, sci-fi lens. This innovative approach has garnered international recognition, including an appearance at SXSW 2017, and extends their creativity to installations.



Esther PIZARRO
Visual artist and Professor, European University of Madrid, Spain

Esther is visual artist, researcher and Professor at the Universidad Europea, has four six-year research periods recognized by ANECA. She has been a member of the Board of VEGAP since 2017. PhD in Fine Arts from the Complutense University of Madrid, her training is completed thanks to different grants, among which stand out: Pollock-Krasner Foundation Fellowship in New York, Fellowship of the Academy of Spain in Rome, Fellowship of the College of Spain in Paris and Fulbright Commission Fellowship.

Her artistic work has pivoted between personal work, installation and public art. Her latest projects explore the complexity of contemporary society. Mobility, connection between cities (physical and digital), polycentric urban systems, data visualization, climate change and environmental emergencies are some of the themes addressed. Data, light, sensors, arduinos and microcontrollers are part of the tools used to demonstrate environmental crisis situations in our environment; and where the use of new technologies allows the viewer to interact with the work.

Esther Pizarro's projects have been exhibited at the Shanghai World Expo (2010) and Expo Zaragoza 08, in museums and art centers in Spain and abroad: Diputación de Huesca; Fundación COAM Madrid; Euskalduna Bilbao; Centro Cultural Las Cigarreras, Alicante; LABoral Centro de Arte y Creación Industrial, Gijón; Tabacalera, Madrid; Matadero Madrid; Casa Asia, Barcelona; Museo de San Telmo, San Sebastián; among others. They have also been awarded numerous prizes and grants.



Giulia BOURGUIGNON MARINHO
Singer, songwriter, and actress, Brazil

Born in Rio de Janeiro, Giulia is a multi-instrumentalist with one of the most distinctive voices of Brazil's new musical generation. Fluent in three languages and a virtuoso on piano and guitar, she has made an indelible mark in just five years with over 2 billion streams across platforms and chart successes in South America, Africa, and Europe, particularly Portugal, where she twice reached the coveted top spot.

Her debut single, "menina solta," not only dominated the Brazilian charts but also soared to #1 in Portugal, earning triple platinum status. This success was echoed in her debut EP, "solta," which amassed over 700 million streams and garnered a platinum certification in Brazil. Her artistic prowess led to a Latin Grammy nomination as Best New Artist in 2021.

In 2022, GIULIA expanded her horizons by starring as the lead in the Netflix hit "Beyond the Universe," while also penning the movie's theme song in both English and Portuguese. Her debut album "DISCO VOADOR" released in the same year, marked a milestone in her career, being one of the decade's most streamed national pop albums. This was followed by a deluxe edition in 2023, as she launched her first tour.

Now globally represented by Roc Nation, her evolving artistry continues to garner acclaim, evidenced by her first Vogue magazine cover and her role as host at the 2023 Latin Grammys Premiere, where she was also a nominee for her solo composition, "aviso de amigo:" in the Best Urban Performance in Portuguese category. GIULIA's journey is not just a testament to her talent but also her dynamic evolution as a young artist at the forefront of the global music scene.



Marisa MONTE
Singer, producer, composer, and instrumentalist, Brazil

Marisa one of the greatest Brazilian singers of all time – and the greatest of her generation. Throughout a career spanning 30 years, the singer, songwriter, multi-instrumentalist and producer has blended samba and Música popular brasileira with pop, jazz and soul, all featuring her exquisite, operatically trained voice.

Marisa de Azevedo Monte grew up in a musical environment in Rio de Janeiro. Her father, Carlos Monte, was cultural director at the Portela samba school and immersed her in Rio's samba tradition. When she was 18, she moved to Rome in order to study opera. There, she met Nelson Motta, a journalist who had been a central figure in Brazil's groundbreaking MPB scene in the late 60s and early 70s. Halfway around the world, she discovered that her true love was contemporary Brazilian music.



Noam ROUBAH
Founder and producer, Darjeeling production company, France

Noam Roubah is a producer and co-founder of Darjeeling a production company based in Paris since 2009.

Darjeeling's productions are guided by a sense of independence and creativity in both content and style. This ethos runs counter to the idea of producing standardized format.

As a flexible structure, Darjeeling is producing a wide variety of programs: original documentaries, animated tv shows, video games, series and web-series.



Iman Magdy KHAMIS
Data scientist and Director of the Library, Qatar Northwestern University, Egypt

Iman Magdy is a data scientist and director of the library at Northwestern Qatar. Prior to joining Northwestern Qatar, she worked at Bibliotheca Alexandrina for ten years.

Iman's research interests include machine learning and artificial intelligence in libraries. She is the author of two chapters on the concepts used by data scientists to build chatbots and book recommender systems in the Handbook of Research on Advancements of Contactless Technology and Service Innovation in Library and Information Science.

She is currently enrolled in EdD at Johns Hopkins University.



Peter SCHOPPERT
Director of NUS Press Pte Ltd, Singapore

Peter is a publisher and former management consultant and technology entrepreneur who has made his career in Singapore. He is currently the Director of the NUS Press, the scholarly publishing arm of the National University of Singapore. He is past President of the Singapore Book Publishers Association and serves on number of creative industry groups in Singapore and internationally. He writes on generative AI at <https://aicopyright.substack.com>.



Charlotte HEYLLIARD
Co-founder and COO of Alien, Alias Studio, France

Charlotte is a certified CIPP/E IT & AI Lawyer at the Paris Bar. She practiced both in IT-specialized law firms (ex-Baker&McKenzie and ex-Alain Bensoussan), and in-house (ex-Salesforce and ex-Google). She is now the co-founder of Alien, a Paris-based product studio. Founded by experts in AI, blockchain, law and business, Alien's mission is to instil trust in GenAI. Alien's first product - Alias.studio - is a place where artists are empowered by GenAI by turning their artistic expression into unique, certified generative AI models.

Panel 2 – Enabling factors for sustainable, fair and beneficial use of AI in content creation for all stakeholders

Speakers:



Roberto FREJAT
Musician, composer, and singer, Brazil

Roberto is a musician, composer, singer and co-founder of the band Barao Vermelho. Frejat, who was born in Rio de Janeiro, is considered one of the most important people in the Brazilian Rock scene. He co-founded the band Barao Vermelho in 1981 playing the guitar and writing songs, then four years later he replaced Cazuza as lead vocalist in the band. He was in Barao Vermelho for 20 years starting a solo career.



Duncan CRABTREE-IRELAND

National Executive Director, Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA), United States of America

Duncan is the National Executive Director and Chief Negotiator of SAG-AFTRA. In this capacity, he oversees the world's most influential union of actors and media artists, representing over 160,000 members worldwide who work in film, television, broadcast news, commercials, music, radio, video games, and more.

Crabtree-Ireland has played a critical role in SAG-AFTRA's signature achievements over the past two decades. He was a key leader of the successful merger between SAG and AFTRA in 2012, was the principal architect of SAG-AFTRA's landmark pandemic safety response and return-to-work initiatives, and led the union's historic 2023 TV/Theatrical Contract negotiations and strike. Crabtree-Ireland is a strategic and creative chief negotiator who has personally led or overseen contract negotiations for SAG-AFTRA's Television/Film/Streaming, Video Games, Commercials, Music, Network Television, and Telemundo Spanish-language contracts, among others.

Crabtree-Ireland also leads the union's technology and innovation team, with a particular focus on artificial intelligence and its impact on SAG-AFTRA members and the media and entertainment industry generally and has presented on A.I. and worker topics in forums as varied as CES, the International Labor Organization, the World Economic Forum, the Council of Institutional Investors, and the U.S. Senate, among many others. He is a dedicated advocate for equity and inclusion in the entertainment industry and was honored with the AFL-CIO's "At the River I Stand" award for his work in the intersection of labor and civil rights, as well as being named one of Out magazine's 100 most influential LGBTQ+ individuals in 2023. He hosts SAG-AFTRA's biweekly video streaming series, leading more than 100 episodes, and is the co-host of the SAG-AFTRA Podcast and the SAG-AFTRA Podcast en Español. He previously served as SAG-AFTRA's longtime Chief Operating Officer and General Counsel.



Kai WELP
General Counsel, GEMA, Germany

Kai Welp is a lawyer for copyright and media law and the General Counsel of GEMA. He has been working for GEMA as an in-house lawyer since 2010. Before joining GEMA, Kai worked as a research assistant at a chair for media law and as a consultant to the German Research Network on technological issues. Most recently, he worked as an in-house lawyer for a national radio station.



Martín ETCHEVERS

Journalist and Institutional Relations and Communications Manager, Grupo Clarín, Argentina

Martin was born in Santa Rosa (La Pampa, Argentina) in 1969. In 1992 he graduated from the Faculty of Law of the University of Buenos Aires with an honors degree. He then obtained a Master's Degree in Business Management from UCEMA and completed postgraduate programs in institutional communication and communications law.

In parallel to his profession as a lawyer, in 1993 he obtained the UCA-Clarín scholarship for which he began to work at the newspaper as an editor in the Politics section. Upon completion, he joined the Institutional Relations area of Grupo Clarín as a member. In 2000 he became Manager of External Communications and is currently Manager of Institutional Relations and Communications. He is responsible for institutional strategy; external relations with the public, private and intermediate sectors; corporate communication; representation in national and international industry institutions; and sustainability and CSR programs.

He has spoken in Argentina and abroad on the communications sector, the role of the media, the right to information, freedom of the press, the sustainability of the journalism industry, its intellectual property and the relationship with digital platforms. , as well as with artificial intelligence.

In 2018 and 2023 he was elected president of the Association of Argentine Journalistic Entities (ADEPA), which is the nucleus of the news media throughout the country, of which he was previously vice president and head of the Press Freedom commission. He is also a member of the Executive Committee and the Board of Directors of the Inter-American Press Association (SIP), as well as president of its Legal Commission. Likewise, he is a member of the Academic Council of the Master's Degree in Journalism at the University of San Andrés y Clarín.

He has been pro-secretary of the Argentine Advertising Council and advisor to different NGOs in Argentina such as Escuelas del Bicentenario, Help and Fundación Ambiente y Recursos Naturales.

He is a member of the Board of Directors of the global organization Freedom House, based in Washington, and of the Fundación Poder Ciudadano, based in Buenos Aires. In 2013 he received the Eikon Award for Communicator of the Year.



Geoff TAYLOR
Executive VP of AI, Sony Music, United Kingdom

Geoff is the Executive VP of AI, Sony Music, United Kingdom. He was the CEO of the British Phonographic Industry trade organization for 15 years and is a Member of the Order of the British Empire (MBE). From 2007 to 2022 Geoff was the Chief Executive of the BPI, our UK Trade Body for recorded music, where he led the fight against piracy and fraud and advocated for the strategic importance of recorded music to jobs, investment and maintaining the UK's global competitiveness. Prior to joining the BPI, Geoff was General Counsel and Executive Vice-President at our global recorded music trade body, the IFPI from 2005-2007.



Ana DA MOTTA
Senior Manager Digital Affairs & AI, Amazon, Germany

Ana da Motta joined Amazon Web Services (AWS) in 2018, after working as a lawyer and consultant in the area of intellectual property for organizations in Barcelona, Brussels, Geneva and São Paulo. Ana is a Senior Manager Digital Affairs and AI leading copyright discussions in Europe, Middle East, and Africa. In previous roles with AWS, she served as the head of healthcare and life sciences policy and was the head of the company's policy work in Brazil. An alumna of the World Trade Organization's (WTO), Ana has a degree in Intellectual Property and Competition Law from the Munich Intellectual Property Law Center, a cooperation between the Max Planck Institute with academic organizations, including the George Washington University. Ana holds a bachelor's degree from the Faculty of Law of São Bernardo do Campo and is a lawyer licensed by the Brazilian Bar Association in São Paulo, Brazil.



Yunyun DIAO
Vice President, Legal Department, Tencent Beijing Branch, China

Diao Yunyun, Vice President of Legal Affairs at Tencent Group, is a doctoral candidate in competition law at Shanghai University of Finance and Economics. She serves as a part-time mentor at the China University of Political Science and Law's Graduate School of Law, a researcher at the Center for Intellectual Property Innovation and Competition Research at the same university, and a researcher at the Zhongguancun Intellectual Property Strategy Research Institute. Diao is also the director of the Internet Platform Professional Committee of the Beijing Intellectual Property Judicial Protection Research Association and the deputy director of the Performance and Brokerage Law Professional Committee of the Beijing Film and Television Entertainment Law Society. Additionally, she is an arbitrator at the Hainan International Arbitration Tribunal.

Diao has worked at the Haidian District Court of Beijing, the Intellectual Property Division of the First Intermediate People's Court of Beijing, and Baidu Company, accumulating 17 years of experience in intellectual property legal practice. She has published numerous academic articles in journals such as the "Journal of Law," "China Publishing," and "Intellectual Property".



Jordan GIMBEL

Associate general counsel managing the Open Innovation Team, Microsoft, United States of America

Jordan Gimbel manages the Open Innovation Team at Microsoft. Prior to joining Microsoft in March 2024, Jordan served as the Deputy General Counsel at Twitch managing teams responsible for global litigation, enforcement and compliance initiatives, government inquiries, product advice, trust & safety initiatives, advertising matters, and the privacy program. Before that, Jordan served as the Head of Global Brand Protection, Domains, and Copyright at Yahoo!. After law studies, Jordan worked at Jones Day as a member of its intellectual property group focusing on litigation matters ranging from copyright (served as a member of the trial team in the Shepard Fairey v. AP case) to patent. He would also moonlight on the IP transactional team assisting the corporate team on a deal or negotiating a research and development agreement. As part of Jordan's post-law studies Jordan participated in two LLM programs at Stockholm University on IT and European IP law as a Fulbright Scholar in Sweden.



Andres GUADAMUZ GONZALEZ
Reader in Intellectual Property Law at the University of Sussex and Editor in Chief of the Journal of World Intellectual Property, Costa Rica

Andres is a Reader in Intellectual Property Law at the University of Sussex and the Editor in Chief of the Journal of World Intellectual Property. His main research areas are on artificial intelligence and copyright, open licensing, and smart contracts. He has written two books and over 40 articles and book chapters, and also blogs regularly about different technology regulation topics.