



**Google Statement for the WIPO Conversation on Intellectual Property and Frontier  
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We would like to thank WIPO for the opportunity to join and contribute to this discussion.

At Google, we are excited about the promise and applications of artificial intelligence (AI). AI is a foundational and transformative technology that has the potential to solve complex challenges in healthcare, in addressing climate change, in mitigating risks from natural disasters, and more.

For example, in 2022, Google Deepmind's AI system AlphaFold uncovered the 3D structures of 200 million proteins - a significant breakthrough in structural biology. Since then, this single initiative has been accelerating progress on important real-world problems, including finding new drugs to treat liver cancer, developing fully effective malaria vaccines, and breaking down single-use plastics.

In 2023, Google collaborated with 4 humanitarian organizations across parts of Africa and India to scale the impact of our AI-based flood forecasting technology. For instance, we provided The International Committee of the Red Cross (ICRC) with inundation risk maps and daily flood forecasts for 20 locations of interest in Somalia - a country recently affected by devastating river flooding. ICRC used this information to prioritize humanitarian operations, alerting populations and authorities, floodproofing health centers and more.

Aside from helping us tackle such key societal challenges, AI also has exciting and promising applications in the creative and media industries that are more commonly associated with copyright law. We are already seeing creators explore new approaches to the creative writing process, to music and visual art productions, textile design development, and more. Newsrooms and journalists are also integrating AI into their work processes. We built Pinpoint, a research tool which helps journalists and academics analyze and explore large collections of documents and this tool is already being put to use in award-winning investigative reporting. A recent report by JournalismAI, the journalism think tank at the London School of Economics and Political Science, reveals that survey respondents, including journalists and managers at news organizations, expect AI to free up their capacity for more creative work by helping with time-intensive tasks, such as interview transcriptions. And indeed, nearly three quarters of those surveyed believed generative AI applications present new opportunities for journalism.

The examples that I have just outlined have two important things in common.

First, the underlying tools across all these use cases are all powered by AI. AI describes a wide-ranging and diverse set of technologies, much broader than certain user-facing generative AI applications that have in recent times captured the public's attention and to a great extent shaped the broader public discourse around AI. When considering issues around the

development of AI, it is therefore important to recognize and grasp the sheer breadth of possible AI applications. A wide range of sectors, from healthcare, media and entertainment, to retail, e-commerce, logistics, banking, finance, and IT are already using and integrating AI-based solutions into their products and services.

Second, innovation in AI, regardless of industry or purpose, fundamentally depends on the ability of AI models to learn in the computational sense from large amounts of data. And it is the quantity of data, as a whole, that allows the models to identify features, relationships and patterns between data points and assign corresponding weights and functions to them. These technical processes enable new knowledge and the identification of trends that can lead to breakthrough novel applications. Many legislators in the world have therefore adopted fair use and text and data mining exceptions under copyright law to support such innovation by ensuring that developers are able to assemble the building blocks needed for the development of AI. Crucially, such copyright flexibilities further the very purpose of copyright law by carefully and appropriately balancing protections for creators with the need for, and public interest in, innovation and cumulative creativity.

Bringing the first and second observations together, let us be mindful that the copyright frameworks we adopt will not only affect and shape the creative industries, but virtually every sector of economic and scientific activity that relies on innovations in AI - including both generative and non-generative AI capabilities.

To be clear, we want to work in partnership with industry, including the creative industries, and continuously engage with businesses in our effort to drive a multifaceted conversation on responsible AI. As part of this, we heard from web publishers that they want greater choice and control over how their content is used for emerging generative AI use cases and we therefore launched Google-Extended, a new control, to meet this need. We believe in the importance of collaboratively developing such simple and scalable tools that work for all parties.

Fundamentally, if we as a society want to fully harness AI's transformative potential, we must focus our attention on what we want to achieve and enable. Global copyright laws should be balanced. They should provide exclusive rights that allow rightholders to protect and exploit certain uses of their works but they should also support, and not hinder, the scientific discoveries and societal breakthroughs that AI enables and which we all stand to benefit from.

Thank you for your attention.