

## **IFPI Written Intervention for the WIPO Conversation on IP and Frontier Technologies**

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### **INTRODUCTION**

IFPI is the voice of the recording industry worldwide, representing over 8,000 record company members across the globe. We work to promote the value of recorded music, campaign for the rights of record producers and expand the commercial uses of recorded music around the world.

### **INTERVENTION**

The music industry today is at the cutting edge of technology. Our industry is embracing technological innovations across its operations and processes, from using new technologies in the creative processes to embracing new methods to deliver music to consumers.

This involves working with frontier technologies, such as artificial intelligence, in various ways: from using machine learning to better understand user preferences to using AI tools to assist in the creative process. The music industry has also developed a broad range of licensing solutions in the last decade and works continually with technology companies to facilitate licensed innovation, including in relation to frontier technologies.

What has not changed through this development, however, is that human creativity remains at the industry's core, and maintaining a high level of copyright and related rights protection is as vital as ever, for the music industry and for all creative industries.

This leads us to the following two observations.

First, progress in innovation and adequate copyright protection are not mutually exclusive. On the contrary, copyright enables much of the innovation in the music technology space as processes which depend upon the "input" of protected works or subject matter derive their purpose and value from the very existence of those works or subject matter. Supporting thriving creative sectors through adequate legal frameworks and ensuring that right holders retain their exclusive rights and a high-level of protection (in keeping with the WIPO Treaties) should be a central pillar of developments in frontier technologies.

Second, detecting infringements committed in the course of technological processes can be difficult. To seek to protect against unauthorised uses of intellectual property, it may be necessary to introduce record-keeping and transparency obligations on those using third party works or protected subject matter in a technological process, which also serves the public interest.