
SCCR/45/8
ORIGINAL: ENGLISH
DATE: APRIL 9, 2024

Standing Committee on Copyright and Related Rights

Forty-Fifth Session
Geneva, April 18, 2024

INFORMATION SESSION ON GENERATIVE AI AND COPYRIGHT

PROGRAM

prepared by the Secretariat

14.30 – 14.50

Opening of the Information Session

Welcome address: Sylvie Forbin, Deputy Director General,
Copyright and Creative Industries Sector, WIPO

Live art performance on the theme of Artificial Intelligence, by a
Collective of four artists:

Ms. Violet FOREST, Colombia

Mr. Andrés CAMELO, Colombia

Ms. Adriana URREA VANEGAS, Colombia

Mr. Christian Alejandro LOAIZA PÉREZ, Colombia

14.50 – 16.25

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

Moderator: Paolo Lanteri, Legal Counsellor, Copyright Law
Division, WIPO

Speakers:

Mr. Pablo VIERCI, journalist and writer; author of the book “Society
of the Snow” and co-screenwriter of the Netflix movie, Uruguay

Mr. Jack DEVNARAIN, actor and Chair of the South African Guild
of Actors, South Africa

Ms. Emi KUSANO, multidisciplinary multimedia artist, Japan

Ms. Giulia BOURGUIGNON MARINHO, singer, songwriter and
actress, Brazil

Ms. Esther PIZARRO, visual artist and Professor, European
University of Madrid, Spain

Ms. Marisa MONTE, singer, producer, composer and
instrumentalist, Brazil

Mr. Noam ROUBAH, founder and producer, Darjeeling production
company, France

Additional speaker(s) to be confirmed

16.25 – 18.00

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

Moderator: Paolo Lanteri, Legal Counsellor, Copyright Law Division, WIPO

Speakers:

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

Ms. Iman Magdy KHAMIS, data scientist and Director of the Library, Qatar Northwestern University, Egypt

Mr. 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

Mr. Duncan CRABTREE-IRELAND, National Executive Director, Screen Actors Guild-American Federation of Television and Radio Artists, United States of America

Mr. Martín ETCHEVERS, journalist and Institutional Relations and Communications Manager, Grupo Clarin, Argentina

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

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

Mr. Roberto FREJAT, musician, composer and singer, Brazil

Additional speaker(s) to be confirmed

18.00 – 18.30

Q&A and Open Discussion

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