AI Tools for Dealing with Copyright Piracy:

Technical, Legal & Policy Dimensions

Scott Martin
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Prologue:

The Hard Goods Era

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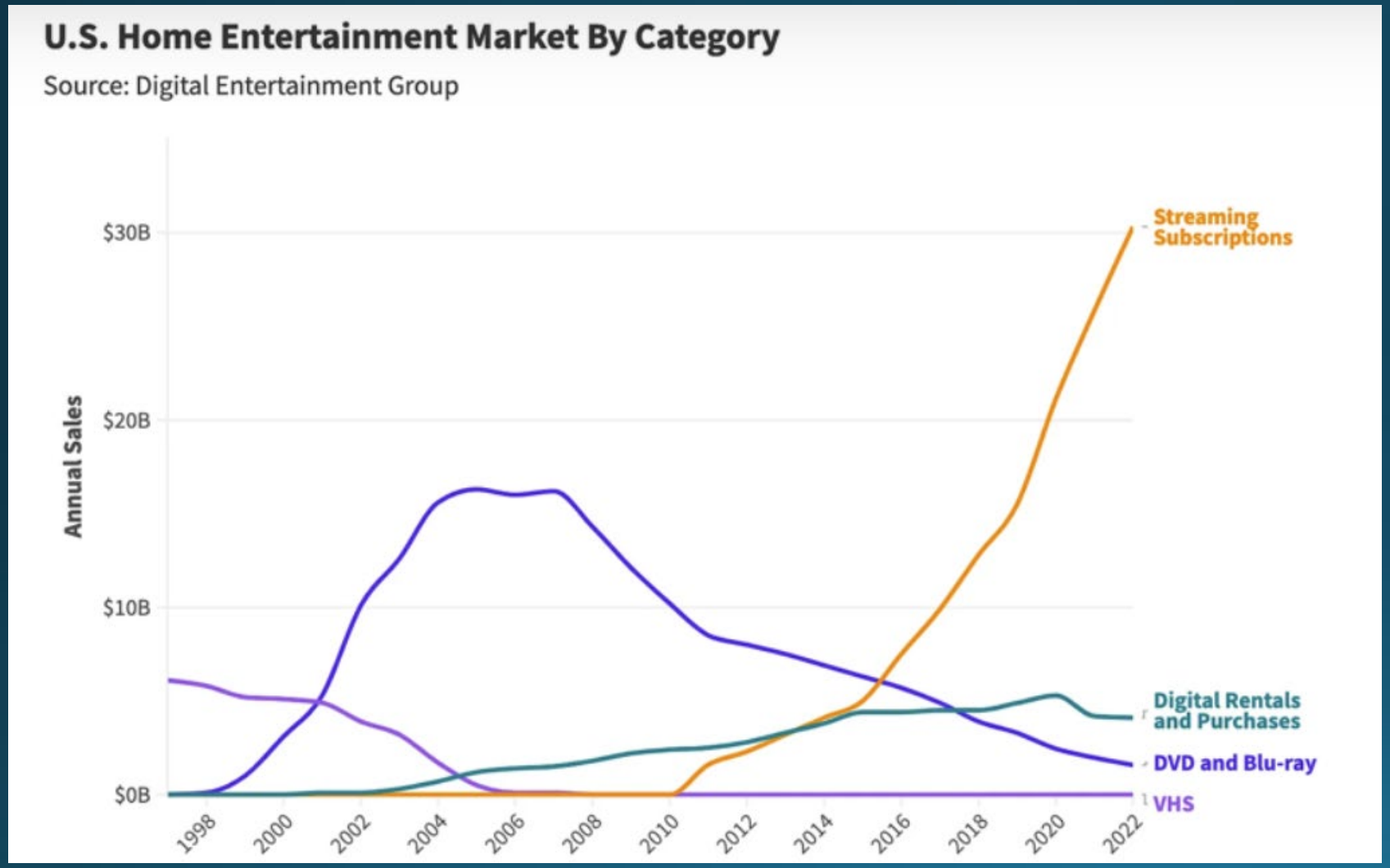
The advent of the digital era



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Themes for today's discussion

1) Current tactics for anti-piracy efforts
2) Need for new enforcement tools
3) Role for AI in content protection
4) Benefits of AI in combatting content piracy
5) Challenges inherent in the use of AI-enhanced tools

https://www.wipo.int/meetings/en/details.jsp?meeting_id=90608

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Current tactics for anti-piracy efforts

- Embedded protections
- Monitoring & Detection tools
  - *Watermarking*
  - *Fingerprinting*
- Responsive tactics
  - *Graduated response*
  - *Notice & takedown*
  - *Site blocking*
  - *Copyright infringement litigation*

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Need for new enforcement tools

The transition of consumer demand from physical media to online content has made it easier for pirates to create and distribute unauthorized copies of works, resulting in a explosive growth of pirated copies of content.

Unique impact on various content sectors:

- ✓ audio-visual works
- ✓ live sports
- ✓ print
- ✓ journalism
- ✓ music
- ✓ games
- ✓ risks to consumers

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Role for AI in content protection

- ✓ machine learning
- ✓ computer vision
- ✓ natural language processing
- ✓ watermarking & fingerprinting
- ✓ automated AI monitoring
- ✓ automated AI take-downs
- ✓ AI data processing
- ✓ AI tools for platforms

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Benefits of AI in combatting content piracy

- ✓ Scalability and efficiency
- ✓ Reduced false positives
- ✓ Proactive protection
- ✓ Enhancement of enforcement efforts
- ✓ Tools for platforms

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Challenges inherent in the use of AI-enhanced tools

- ✓ **Technological Challenges**
  - Efficacy of AI tools
  - False positives
  - Fair Use determinations
  - Crowd sourcing
- ✓ **Legal & Policy Challenges**

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Recommendations & Good Practices

- ✓ Know your vendor
- ✓ Rely on tools with demonstrated accuracy & reliability
- ✓ Consider the risks of mistakes by the AI tool
- ✓ Do not overlook the necessity of human review

Conclusions

Thank you

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