Panel 6
IP Strategies for Innovators and Creators in the Age of Generative AI

Copyright & Generative AI
Practical Strategies

A Getty Images Perspective
Visual Work Licensing Ecosystem

- **Content Consumers**
  - Agencies
  - Corporates
  - Media
  - Platforms

- **Creative Content**
- **Editorial Content**

- **Content Contributors**
  - GI Staff
  - Content partners
  - Individual contributors

- **Global Sales and Marketing**
- **Enterprise submissions and royalties platform**

- **Scaled source of demand**
- **Continuous source of up-to-date content**

- **Brands:**
  - gettyimages
  - iStock
  - Unsplash
VISUAL DATA & MACHINE LEARNING

• High volume

• High quality
  • Visual content
  • Meta-data
  • Continuously updated

• Likely to be protected by copyright

• Best practices
ISSUES NEEDING ATTENTION

• Copyright Issues
  • Input - Infringement
  • Output - Copyrightability
• Misinformation & Fraud
• Privacy, Property and other 3rd Party Rights
• Scope of AI Regulation
THE WAY FORWARD

- Licensing not TDM
- Transparency regulations
  - Inputs
  - Output
- Industry standards
- Cooperation of digital services providers
THANK YOU
Benefits:

- Access to the best datasets
- Avoid legal risk
- Support creative ecosystem

Best practice:

- Obtain explicit authorization
- Embrace transparency
- Maintain auditable records