



# Synthetic Media, Copyright, and Public Trust

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# The Missing Link in the Synthetic Media Debate

- Current discourse treats synthetic media as a **copyright issue**.
- Synthetic media = **societal infrastructure issue**.
- Real gap : balancing innovation incentives **vs.** safeguarding **trust in public information ecosystems**

# What Happens If Policy Fails to Keep Up?

- **Chilling innovation:** due to uncertainty and litigation risks in creative industries.
- **Erosion of public trust:** misinformation and media manipulation undermine democracies and markets.

# A Soft-Law Pathway: “The Geneva Guidelines”

WIPO could lead a **soft-law initiative** that:

- Encourages **transparent labeling and watermarking** standards;
- Clarifies **ownership and licensing** models across jurisdictions;
- Fosters **open innovation pathways** for SMEs and startups;

# Beyond Copyright: Building a Healthy Digital Commons

- Synthetic media governance must ensure empowerment, not destabilization;
- A globally harmonized framework will **sustain trust, foster innovation, and strengthen democracies**

# Thank you

*“Synthetic media is not just about copyright. It’s about sustaining a healthy digital commons.”* - Dr. Seemantani Sharma.

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