

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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