

# Benefits of and challenges with AI driven technologies for copyright

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# Key takeaways

- DATA ECONOMY is the term now
- Artificial intelligence is an opportunity more than a threat
- Finnish Data Policy Declaration
- AI should be harnessed for the benefit of the functioning of the copyright system
- AI creations not initially an object of copyright protection themselves – AI developers and RH needs



1996  
Internet

2001  
Information  
Society  
Rec 55

2009  
Knowledge  
Economy

Business model?



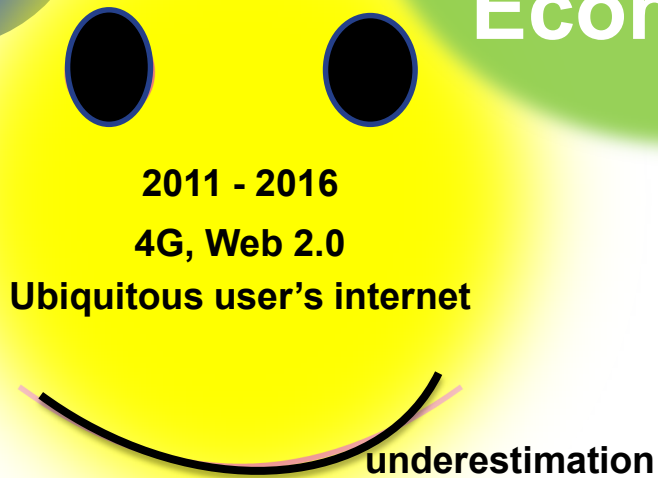
AI enabled  
techniques  
for  
identification

Trusted partner

Artificial  
Intelligence  
2019 - Data  
Economy?

Markets  
Territories  
Products to Services  
Piracy  
TPMs  
Enforcement  
Income  
Siloes  
A2K  
IP clearance  
Orphan works

**Lack of's**



2011 - 2016

4G, Web 2.0

Ubiquitous user's internet

underestimation

**LEGAL OFFERS**

*"Blockchain and  
AI enabled  
open access  
repositories of  
data on works  
and authors"*



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# Developing the Copyright Infrastructure

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Improved and verified metadata on works and rightholders

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# AI should be harnessed for the benefit of copyright

- AI can help with numerous routine tasks in companies – **copyright clearance is a routine**
- Over 20 years since WIPO internet treaties (1996)
- Challenge: IP clearance eats growth potential of the content industry itself
- Benefit: AI applications could substantially improve licensing and crediting of works and add the level of revenue from the use of works to authors **throughout the whole lifecycle of the work**
- Balance will lead to **sustainable businesses** in the Fourth Industrial

## Revolution

- “You need a *strong venture capital ecosystem* to drive the technologies to the right application areas and relentlessly focus on *user needs and use that to push* the scientists to improve the technologies”
- ***Ministry of Education and Culture has invested since 2015 in projects in this field (material available in English)***
  - ***APPLICATION OPENED TODAY***
- EU Horizon funding, WIPO lead projects?

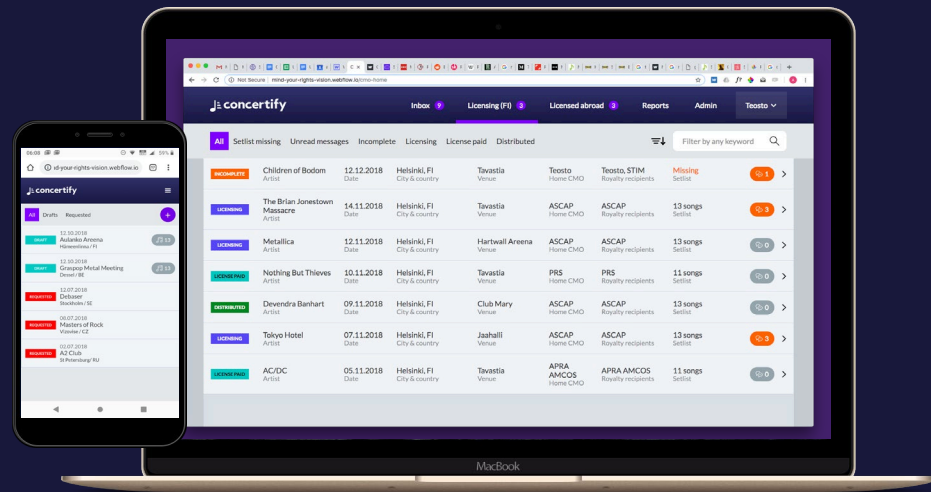
# concertify Case Study

Live music copyright licensing is currently a complicated and costly business, particularly in an international setting.

The goal is to fundamentally change how it's done with **one common platform** for communication and financial transactions.

Key benefits are

- Elimination of unnecessary work
- Reduction of overhead cost
- Increased total share for rights owners
- Much faster and more transparent processes



The concertify platform initiative is run by Mind Your Rights Ltd which is a fully owned subsidiary of Finnish Composers' Copyright Society Teosto



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*Seize the benefits of the opportunity provided by AI*

THANK YOU!

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