

Benefits of and challenges with AI driven technologies for copyright

IP Rights as Key Success Factors for AI Driven Business

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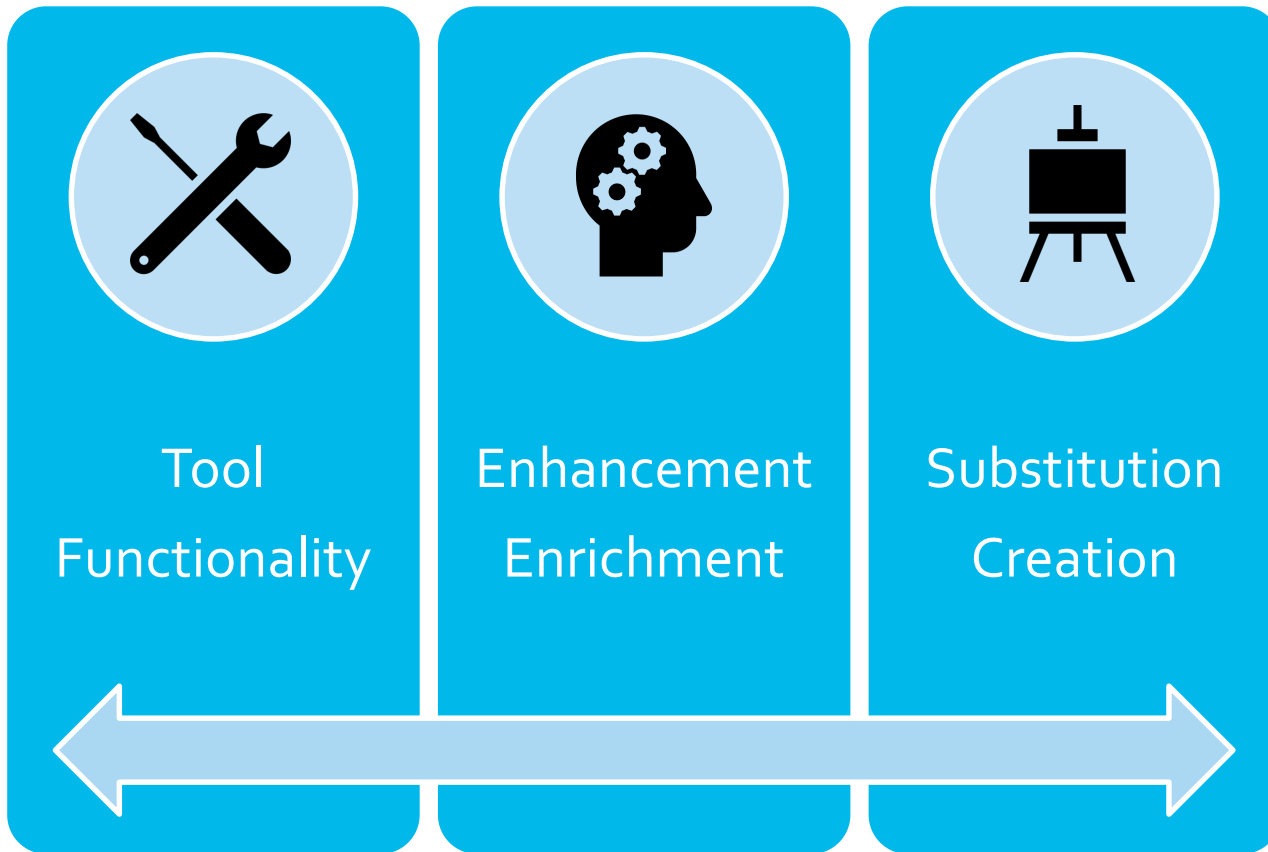
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99 Years Ago in Berlin...



...So What's New?

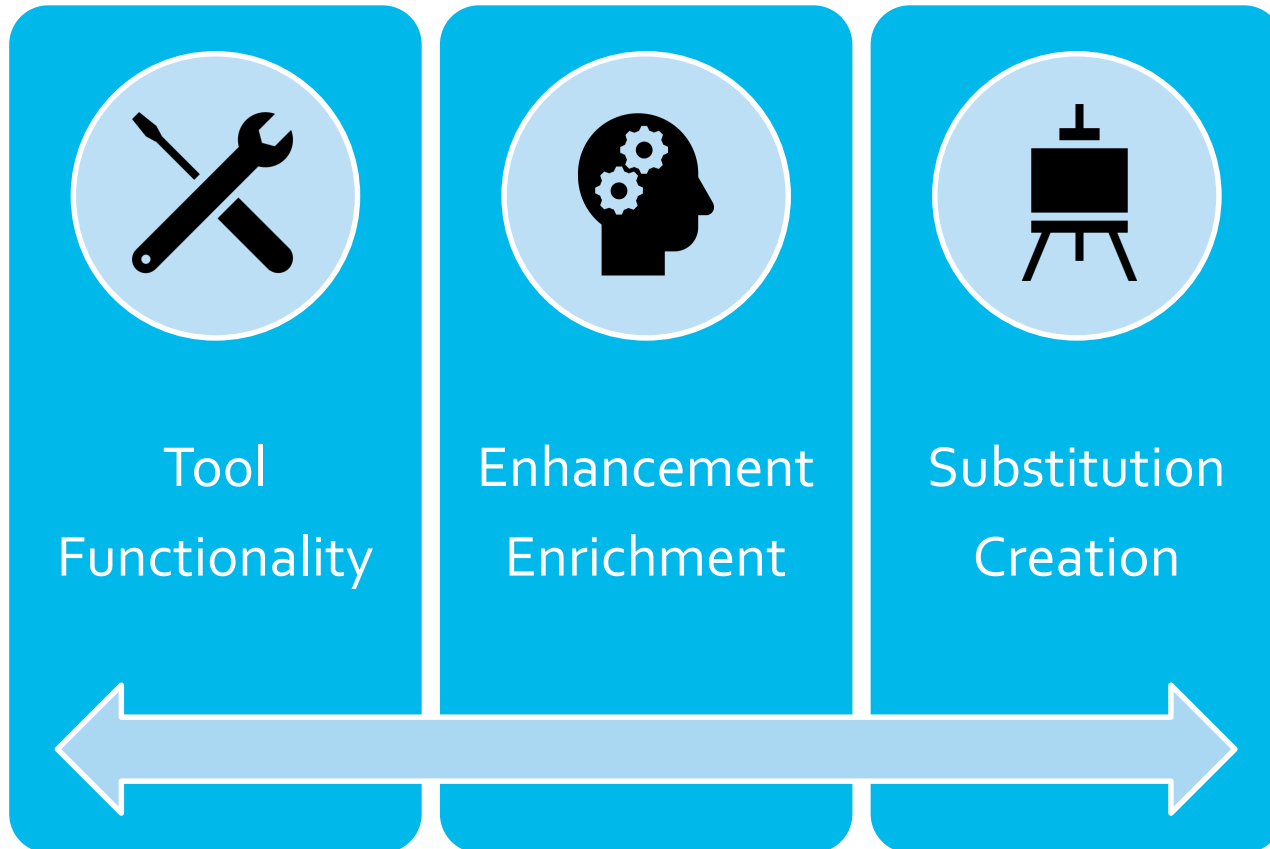
- Computers and various kinds of programs have been used as a part of artistic creative work already for a long time
- New features:
 - Increasing level of intelligence
 - Wider scale and more nuances in usage



Usage of AI in Creative Work

The Main Types of AI*:

Reactive Machines → Limited Memory → Theory of Mind → Self-awareness

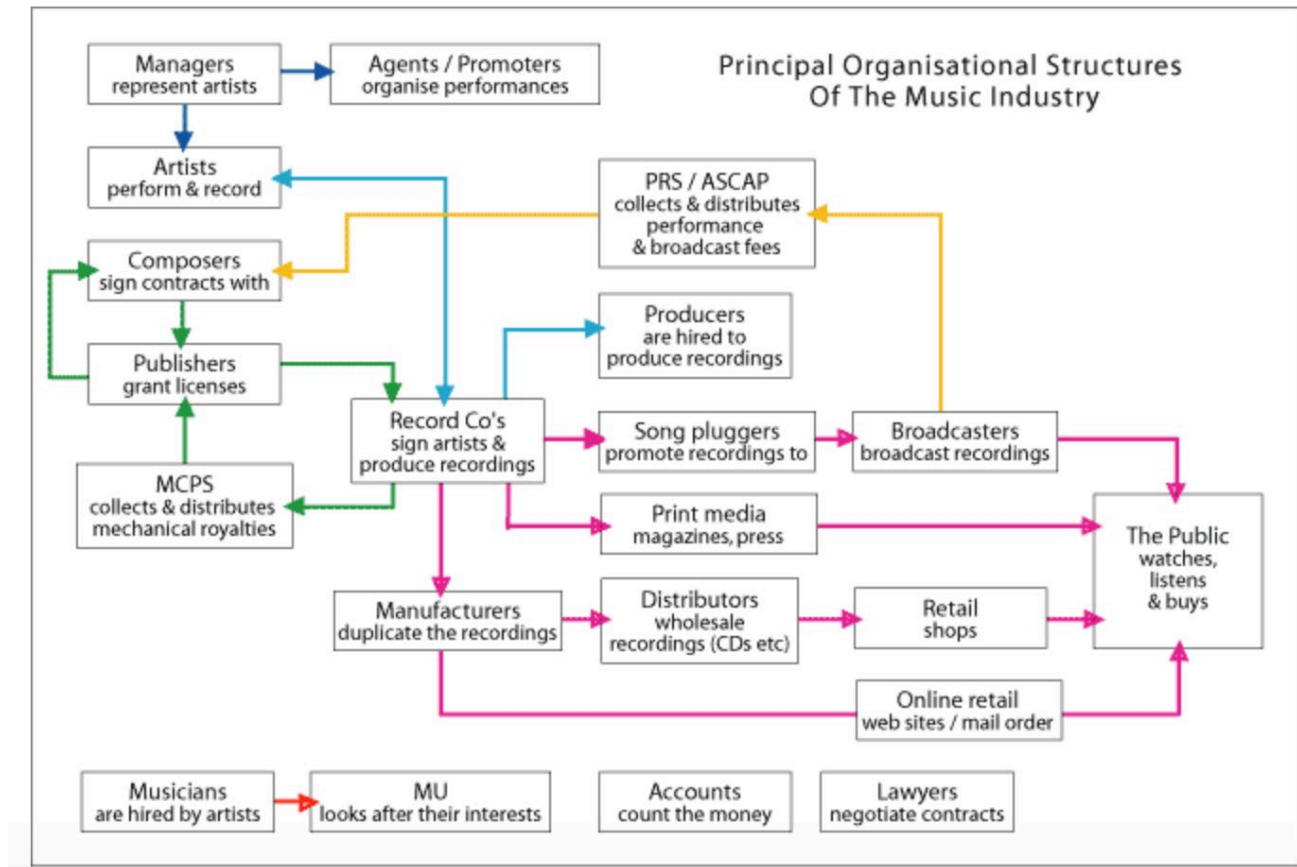


Usage of AI in Creative Work

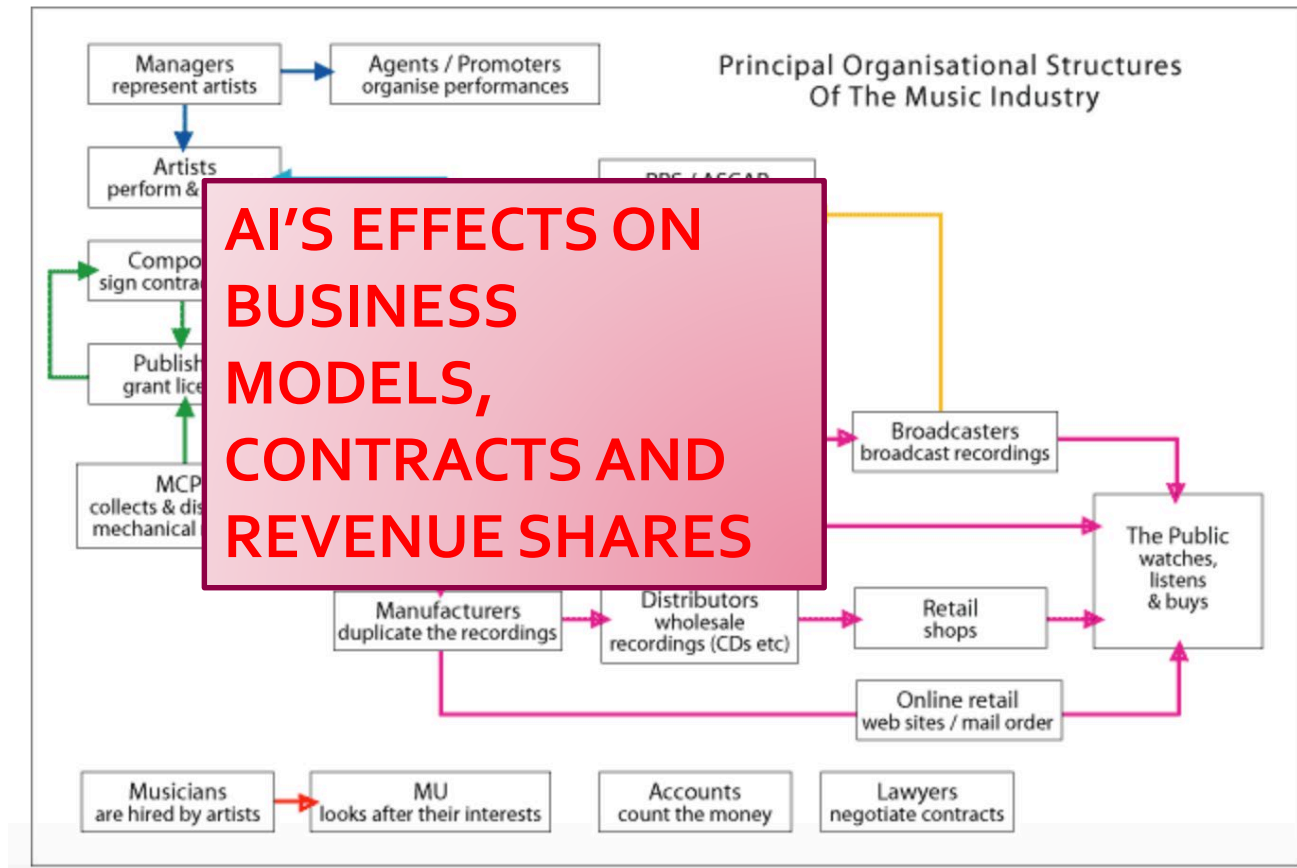
New Ways of Usage: e.g. Music

- Finetuning affects: e.g. film scores
- In a style of... → relation to text and data mining / citing?
- Catalogue music

The Structure of Music Industry



The Structure of Music Industry



Some Consequences

- If AI is considered to be, at least, a co-creator:
 - What is the legal and contractual status of an AI as a creator?
 - The use of patented AI solutions in creative work?
 - Who is entitled to AI's copyright revenues?
 - AI's original developer/patent owner? Also AI's further developer? AI's user?
 - And on what basis?
 - With whom are the contracts made with? Business models?
 - Who is responsible for data or body of works used in creative work?
 - Who controls further exploitation of the copyrights created by AI?
 - How the current collective management systems adapt to this?
 - And so on...

Key Takeaways

- Using computers is not new in creative work, but increasing amount of intelligence is a new feature
- AI can have various kinds of roles in creative work
- However, AI's use will bring along many complex questions regarding the current copyright-related laws and business practises

THANK YOU!



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