Study on Copyright and New Technologies:

Copyright Data Management and Artificial Intelligence

Stakeholder Workshop
24 June 2021, 9-12:30h, online

In the project "Study on Copyright and New Technologies: Copyright Data Management and Artificial Intelligence" a consortium of Technopolis Group, Philippe Rixhon Associates, UC Louvain, DALDEWOLF and IMC University of Applied Sciences Krems is analysing the current situation with respect to **rights metadata** and **metadata management** in different creative industries.

The project – among various other tasks – aims to **identify and describe the status quo** of the use of rights metadata (for example data quality issues) as well as analyse **economic implications** for different economic sectors – for example high costs for rights management due to incomplete rights metadata, missed opportunities in licensing creative works and others aspects. Finally, the study analysis, how emerging technologies could contribute to improving the efficiency and transparency of the **copyright system.**

Part of this project is a workshop with experts, industry representatives, representatives of members states and stakeholders in general to present and discuss the findings of the study and gather further input for the Final Study Report.

The workshop will take place on **24 June 2021** in a virtual format using the software Zoom. Inputs and suggestions from the workshop will be taken up for the final report.

The workshop will be structured in three parts.

- The first part will focus on the findings of the analysis of the current situation regarding rights metadata in creative industries in Europe. It will present findings on the costs and missed opportunities arising from a suboptimal rights metadata situation.

- In a second part, industry experts from different creative industries provide their perspective on the topic and on the presented results.

- The third part will discuss potential solutions to the challenges identified.

We are pleased to have interest from over 150 representatives from the music, film, TV and video games industries as well as news and book publishers. Participants represent professional associations, public organizations, commercial companies and NGOs.

The agenda for the meeting is the following:

Time	Agenda
09:00-09:10	Participants dial in.
09:10-09:20	• Welcome by the Commission (Marco Giorello) • Welcome by the study team (Florian Berger)
09:20-10:05	**Session 1 – Impacts** **"How much does it cost? The impacts of poor rights metadata on the creative industries"** Presentation of core results by Florian Berger and Alfred Radauer (25 min), Q&A (20 min)
10:05-11:25	**Session 2 – Industry Perspectives** Commentaries on the study findings, a three-part session, each part lasting 25 minutes including a 5-minute Q&A • "**Towards a collective copyright infrastructure**", a perspective from the music industry, Chris Cooke (Media journalist and author) and Turo Pekari (Innovation and Business Development Executive at Music Finland, formerly Senior Advisor "Data Transformation" at Teosto, Finnish copyright organisation for music creators, composers, and publishers) • "**Established and emerging standards**", a perspective from the publishing industry, Piero Attanasio (AIE, Italian Publishers Association), Paola Mazzuchi (mEDRA, multilingual European DOI Registration Agency), and Lambert Heller (TIB, German National Library of Science and Technology) • "**AI and blockchain, two keys to a level playing field and fair remuneration**", a perspective from the film & TV industry, Sami Arpa (Largo Films), Sten-Kristian Saluveer (Audiovisual media producer, innovation and policy strategist), and Maria Tanjala (FilmChain)
11:25-11:30	Short break
11:30-12:20	**Session 3 – Options** **"What can we do about it? Towards a performing copyright framework"** Concise presentation of options by Philippe Rixhon (25 min), followed by Q&A (25 min)
12:20-12:30	• Wrap-up and outlook on next study steps (Philippe Rixhon) • Farewell by the Commission (Rodolphe Wouters)