

PROGRAM SCHEDULE | AI and Copyright: Legislation Updates and Legal Challenges

October 21, 09:00 – 13:00 (CEST), online via Zoom

09:00___ Welcome and Introduction

Mathias Barkhausen / Project Manager – Erich Pommer Institut / Germany

09:05___ AI in the Film Industry – Legal and Business Implications for Producers

AI has surged in our industry as a potential game changer. Like every industry, it will affect all job processes, including those in our sector. In fact, AI is fundamentally challenging the foundations of our industry: it challenges copyright, the creative process, the exploitation of works, and the very nature of what constitutes a copyrightable work. It also questions the role of key actors, as well as the use of ancillary rights. In short, it changes everything. In this session, we will explore what is at stake from a producer's perspective, both in business terms and regulatory aspects.

Alexandra Lebret | Managing Director | Producer | EPC | France

09:45___ The EU AI Act & Copyright – Small tweaks and large Impact at the last second

Christiane and Susan will provide an overview of the legal landscape for AI and copyright. Existing copyright law is applied to AI-specific issues - from the input level with training data and prompts, to the so-called “black box” of the neural network, to the output level with AI “creations” – and is proving to be quite flexible, but many issues remain to be resolved. In addition, the new EU AI Act plays an essential role in the current legal framework. The sudden rise of freely available generative AI applications led to the last-minute inclusion of provisions relevant to copyright and the entertainment sector. These provisions on AI training data, labeling of “synthetic” content, and the disclosure of deep fakes will be introduced in this session. For a complete picture, the key legal considerations in entertainment contracts for relevant AI use cases will be discussed.

Christiane Stützle / Lawyer & Partner / Morrison Foerster LLP / Germany

Susan Bischoff / Research Associate / Morrison & Foerster LLP / Germany

10:30___ Break

10:40___ How to hack AI terms of service using AI and not being a lawyer?

AI has rapidly transformed the landscape of digital agreements, including terms of service. Understanding these terms is often left to legal experts. With the help of AI tools, users can now strategically analyze and identify opportunities within these policies. This session explores how AI can be used to uncover potential advantages and navigate service conditions, ensuring compliance while optimizing benefits—all without requiring formal legal training.

Maciej Żemojcin / AI Film and Virtual Production Specialist / Poland

11:25___ AI and the Audiovisual Industry: Creativity, Collaboration, and Compliance

Charlotte will explore the role of AI, both traditional and generative, in the film and audiovisual industry, providing practical examples from creative processes, production, marketing, and distribution. She will offer insights on working with creators like scriptwriters, directors, and performers, focusing on the implications of AI in content creation and collaboration.

Charlotte will also discuss the EU AI Act's impact on the industry, covering AI labeling requirements and legal measures for protecting content from unauthorized use in AI training, as well as strategies for licensing content for AI development.

Charlotte Lund Thomsen / IP Legal and Policy Counsel / Denmark

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12:10___ Break

12:20___ Case Study: Respeecher

In this session, Margarita Grubina explores the opportunities of using AI-generated voices in the entertainment industry. She will present real-world examples of Respeecher's groundbreaking work. Attendees will gain a comprehensive understanding of the steps needed to integrate AI voice technology into their projects, including the critical legal and ethical considerations when using digital voices of talent. Margarita will also provide an overview of the current state of the digital likeness market and the AI voice sector, highlighting available technologies, their practical applications in production and the current legal landscape.

Margarita Grubina / VP of Business Growth / Respeecher / Ukraine

13:00___ End of Workshop