

Westminster Media Forum policy conference:

The future for AI and copyright in the UK

Timing: Morning, Tuesday, 1st July 2025

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Key considerations for balancing AI development and copyright protection in the UK**
Senior commentator
Questions and comments from the floor
- 9.30 **Implications of copyright proposals for the UK's creative industries**
Deborah Annetts, CEO, Independent Society of Musicians; and Chair, Creators' Rights Alliance
- 9.40 **Next steps for the development of collective licensing solutions for generative AI**
Serena Dederding, General Counsel, Copyright Licensing Agency
- 9.50 **Priorities for supporting rights holders, protecting intellectual property, and creator remuneration**
stakeholder views on the Copyright and AI consultation | options for licensing agreements between AI developers and rights holders | implications of a proposed text and data mining exemption | technical solutions to 'opt out' from data mining | next steps for fair compensation | options for standards on web crawlers, metadata, and watermarking
Joanna O'Sullivan, Head, Media Policy and Regulatory Affairs, ITV
Senior representative, legal
Senior representative, economics
- 10.10 Questions and comments from the floor
- 10.35 **International approaches and best practice in updating copyright frameworks in the age of AI**
Professor Dr. Alexander Peukert, Goethe University Frankfurt am Main; Chair of the Copyright Working Group of the General Purpose AI Code of Practice under the EU AI Act
Questions and comments from the floor
- 11.00 **Chair's closing remarks**
Senior Parliamentarian
- 11.05 Break
- 11.15 **Chair's opening remarks**
Senior Parliamentarian
- 11.20 **Supporting responsible development of AI capabilities**
Senior representative, technology
Questions and comments from the floor
- 11.45 **Unlocking opportunities for innovation to support creativity**
priorities for creative businesses in navigating disruption | next steps for AI and content creation | the future for CreaTech | licensing AI-generated material | development of legal frameworks | ownership, IP, and copyright thresholds | computer-generated and computer-assisted works
Sebastian Jones, Partner, Sheridans
Senior representative, innovation
Senior representative, creator
Senior representative, licensing
- 12.05 Questions and comments from the floor
- 12.30 **Next steps for copyright regulation and enforcement**
Chris Mills, Director, Rights Policy and Enforcement, Intellectual Property Office
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum