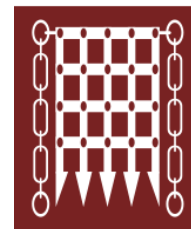


Westminster Media Forum and Westminster Legal Policy Forum conference:

The future for AI and copyright in the UK

Timing: Morning, Wednesday, 13th January 2027

Taking Place Online



Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Next steps for AI and copyright policy in the UK**
Dr Morgane Donse, Deputy Director, AI and Society, Department for Digital, Culture, Media and Sport
Questions and comments from the floor
- 9.30 **Permission, remuneration and access at scale - next steps for AI licensing markets**
direct & collective licensing for AI training, fine-tuning, retrieval-based services & AI-generated search / rights identification & verification, registries & machine-readable metadata / standardised terms & automated licensing / content & data marketplaces, Creative Content Exchange & lessons from pilots & agreements / valuation, pricing, usage measurement, remuneration & value distribution / transaction costs, sector-specific & cross-sector models / creators, smaller rights holders, independent publishers, archives & collective management organisations / bargaining power & market access / confidentiality, auditability, reporting & governance / dispute resolution, competition & commercial certainty / cross-border licensing & interoperability
Senior representative, licensing
Senior representative, AI development
Senior representative, creative industries
Senior representative, legal
Questions and comments from the floor
- 10.20 **AI-generated content labelling - provenance, attribution and content credentials**
Senior representative, standards
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Senior Parliamentarian
- 10.50 Break
- 11.00 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 **Digital replicas - consent, conditions for use and practical safeguards for voice, image and likeness**
Senior representative, creators
- 11.15 **Authorship and computer-generated works - originality, ownership, and the scope of copyright protection**
AI-assisted creation, mixed human-AI works & autonomous generation / prompts & iterative input / selection, arrangement, editing & post-production / human authorship, creative contribution & originality / evidencing contribution & thresholds for copyright protection / copyright subsistence & authorship tests / existing protection for computer-generated works & the Government's proposal for its removal / ownership, attribution, commissioning & employment / term of protection / output rights, contractual allocation & licensing / infringement, similarity & derivative uses / sector-specific implications & incentives for creation / legal certainty & international approaches
Senior representative, creative industries
Senior representative, research
Senior representative, technology
Senior representative, legal
- 11.35 Questions and comments from the floor
- 12.00 **Safeguards, transparency and enforcement - making rights and responsibilities workable in practice**
training-data transparency & confidential disclosure / reporting, record-keeping, auditability, usage tracking & evidence of use / rights-management information & metadata preservation / creator-control tools, machine-readable permissions, rights reservation & opt-outs / standards, interoperability & circumvention / voluntary best practice & statutory transparency options / compliance by design, developer & platform accountability / monitoring, proportionality & implementation costs / enforcement, complaints & redress / evidential standards, burden of proof & access to information / individual creators & smaller rights holders / overseas & UK-facing systems, cross-border enforcement / international standards & regulatory coordination
Senior representative, technology
Senior representative, publishing
Senior representative, licensing
Senior representative, rights holder
- 12.20 Questions and comments from the floor
- 12.45 **AI adoption in the creative industries - investment, innovation and creative practice**
Senior representative, creative industries
Questions and comments from the floor
- 13.10 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum