

**Westminster Media Forum policy conference:
The future for content creation and generative AI in the UK**

Timing: Morning, Thursday, 22nd February 2024

*****Taking place online*****



Agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
The Earl of Devon, Vice Chair, Intellectual Property APPG
- 9.05 **Developments in generative AI and the outlook for its role and impact in content creation**
Priorities for growth | Supporting innovation | Ensuring best practice | Addressing legal challenges
Professor Noam Shemtov, Professor, Intellectual Property and Technology Law, and Director, Queen Mary Intellectual Property Research Institute, Queen Mary University of London
Helen Keefe, Head of Policy and Regulation, Oliver & Ohlbaum Associates
Questions and comments from the floor
- 9.50 **Opportunities that AI presents for the creative industries and the support they will need**
Caroline Norbury, Chief Executive Officer, Creative UK
- 10.05 **Key issues for generative AI and content creation**
Use of AI in the creative industries now and into the future | Implications for content creators, businesses and society | Supporting innovation and UK AI sector dynamism | Skills and training | Options for regulated and sector-based frameworks
Charlie Hooper-Williams, Composer, Larkhall
Lynda Rooke, President, Equity UK
Sophie Jones, Chief Strategy Officer, BPI
- 10.25 Questions and comments from the floor
- 10.55 Break
- 11.10 **Regulating AI in relation to content creation**
Dr Ann Kristin Glenster, Executive Director, The Glenlead Centre
Questions and comments from the floor
- 11.35 **Generative AI and legal challenges**
Matt Hervey, General Editor, The Law of Artificial Intelligence
- 11.45 **Questions of ownership for generative AI and content creators**
Defining ownership | Clarifying originality | Text and data mining | Research | Fair exchange for creators and LLM developers | Image and performance rights
James Pollock, Creative Technologist, Lux Aeterna VFX
James Bennett, Head of Rightsholder Relations, Copyright Licensing Agency
Nicola Solomon, Chief Executive, Society of Authors; and Chair, Creators' Rights Alliance
- 12.05 Questions and comments from the floor
- 12.30 **Intellectual property rights and AI**
Chris Mills, Director of Rights and Enforcement, Intellectual Property Office
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
The Earl of Devon, Vice Chair, Intellectual Property APPG
Holly Attwell, Senior Researcher, Westminster Media Forum