

**30<sup>TH</sup>  
ABU**

**INTELLECTUAL PROPERTY & LEGAL COMMITTEE**

LEGAL & ETHICAL ISSUES RELATED TO GENERATIVE AI FOR MEDIA & BROADCAST SECTOR

**6<sup>TH</sup> & 7<sup>TH</sup>  
MARCH 2024**

**ROYALE CHULAN  
KUALA LUMPUR,  
MALAYSIA**

**IPLC CONFERENCE  
DATE: 7 MARCH 2024  
VENUE: Tun Sri Lanang 1  
[GROUND FLOOR]**

<b>0830 - 0845</b>	<b>WALK-IN REGISTRATION</b>		
<b>0845-0900</b>	<b>Keynote Address</b> <b>Mr. Kamal Kormin, Director-General, Malaysian Intellectual Property Office</b>	<b>Welcome Remarks</b> <b>Mr. Ahmed Nadeem, ABU Secretary-General</b>	<b>Opening Note</b> <b>Mr. Suranga Jayalath ABU IPLC Chairperson</b>
<b>0900-1030</b>	<b>Session One: Media Rights &amp; AI</b> <p>Artificial intelligence (AI) has proliferated practically every industry. This session will focus on the impact of AI on media industry. It will particularly examine whether AI will change the sports media landscape. If yes, in what ways?</p> <p><b>Moderator: Mr. Cai Yanjiang, ABU Sports Director</b></p> <ol style="list-style-type: none"><li>Recent updates related to sports law in Malaysia, <b>Mr. Richard Wee, Managing Partner, Richard Wee Chambers.</b></li><li>AI and media rights, <b>Mr. Andrew Mercer, General Counsel &amp; Legal Director, Asian Football Confederation.</b></li><li>Can AI replace media rights lawyers, <b>Dr. Seemantani Sharma, ABU Legal Manager.</b></li><li>Sports rights acquisition in Iran: need for anti-siphoning law, <b>Dr. Gholamreza Rafiei, Law Professor &amp; Attorney-at-Law [online]</b></li></ol>		
<b>1030-1100</b>	<b>COFFEE BREAK</b>		
<b>1100-1230</b>	<b>Session Two: Legal &amp; Ethical Issues Related to AI: Challenges For Media Organizations</b> <p>Due to the advent of AI, the media industry is undergoing fast changes. This session will discuss some legal and ethical issues related to AI for the media sector. It will specifically delve into whether the regulatory framework (media law developments and others) can catch-up to AI?</p> <p><b>Moderator: Ms. Olya Booyar, Head of Radio, ABU</b></p> <ol style="list-style-type: none"><li>Ethical issues related to AI for journalists, <b>Ms. Deborah Steele, ABU News Director.</b></li><li>Regulatory regime for AI, <b>Dr. Venkat Iyer, Barrister &amp; Academic.</b></li><li>AI changes the broadcasting landscape, <b>Mr. Suranga Jayalath, Capital Maharaja Group.</b></li><li>How to think ethics in AI, <b>Prof. Ang Peng Hwa, NTU [online/live].</b></li></ol>		

	5. Chinese regulatory perspective, <b>Ms. Sunny SHEN, Anjie Broad Law Firm [online/pre-recorded]</b> .
<b>1230-1245</b>	<b>Photo Session</b>
<b>1245 - 1400</b>	<b>LUNCH</b>
<b>1400-1530</b>	<p><b>Session Three: AI, Copyright, &amp; Media Organizations</b></p> <p>Frontier technologies such as AI have taken the media and broadcast sector by storm. This requires the intellectual property regime to adapt. This session will focus on recent developments related to copyright and frontier technologies particularly AI and generative AI. It will particularly focus on the impact of copyright developments on media and entertainment industry.</p> <p><b>Moderator: Ms. Seemantani Sharma, ABU Legal Manager</b></p> <ol style="list-style-type: none"> <li>1. Use of AI/blockchain for collective management of rights, <b>Mr. Keshminder Singh, PPM.</b></li> <li>2. Copyright developments related to AI in Malaysia, <b>Mr. Mohamad Rahimi bin Arafpin, Malaysian IP Office.</b></li> <li>3. CMOs, music, written works, ECL and Radio Romania, <b>Ms. Galina Dobrescu, Radio Romania.</b></li> <li>4. Intersection of media law with copyright, <b>Ms. Sanaz Farahzadi, Consultant To International Organizations [online/pre-recorded]</b>.</li> </ol>
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<b>1530-1545</b>	<b>COFFEE BREAK</b>
<b>1545-1715</b>	<p><b>Session Four: AI &amp; Law: Implications For Media Organizations</b></p> <p>Lately, there has been lot of discussions about the impact of AI on media and broadcast sector. However, these conversations have not dived into the legal and ethical implications of AI on media and entertainment industry. This session will discuss the legal and ethical issues related to AI from the perspective of media and broadcast sector.</p> <p><b>Moderator: Mr. Ahmed Nadeem, ABU Secretary-General</b></p> <ol style="list-style-type: none"> <li>1. AI &amp; data protection: impact on media sector, <b>Ms. Ashwini Natesan, Independent Consultant, Sri Lanka.</b></li> </ol>

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| <ol style="list-style-type: none"><li data-bbox="215 89 1530 168">2. Features and novelties of the Russian system of legal regulation of AI in Russia in the field of media and broadcasting, <b>Mr. Ilia Riabov, The Russian Television and Radio Broadcasting Company (RTR).</b></li><li data-bbox="215 212 1530 257">3. Generative AI &amp; copyright, <b>Ms. Michele Woods, Copyright Law Division, WIPO [online/live]</b></li><li data-bbox="215 280 1530 344">4. AI and Copyright in the European Union: consequences for public service broadcasters, <b>Mr. Michele Evangelista, European Broadcasting Union [online/live].</b></li></ol> |
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