



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

0830 - 0845	<b>WALK-IN REGISTRATION</b>		
0845-0900	<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>
0900-0915	<b>PHOTO SESSION</b>		
0915-1045	<p><b>Session One: Media Rights &amp; AI</b></p> <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 WeeChambers.</b></li> <li>AI and media rights, <b>Mr. Andrew Mercer, General Counsel &amp; Legal Director, Asian FootballConfederation [online].</b></li> <li>Can AI replace media 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>		
1045-1100	<b>COFFEE BREAK</b>		
1100-1245	<p><b>Session Two: Legal &amp; Ethical Issues Related to AI: Challenges For Media Organizations</b></p> <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> </ol>		

	<ol style="list-style-type: none"> <li>3. AI changes the broadcasting landscape, <b>Mr. Suranga Jayalath, Group Director (Legal) Capital Maharaja Group (Sri Lanka).</b></li> <li>4. How to think ethics in AI, <b>Prof. Ang Peng Hwa, Professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU) [online/live].</b></li> <li>5. Chinese regulatory perspective, <b>Ms. Sunny SHEN, AnJie Broad Law Firm, Mainland China [online/pre-recorded].</b></li> </ol>
<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 intellectualproperty 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 onmedia and entertainment industry.</p> <p><b>Moderator: Dr. 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, Legal Manager, Public Performance Malaysia (PPM).</b></li> <li>2. Copyright developments related to AI in Malaysia, <b>Mr. Mohamad Rahimi bin Arafpin, Assistant Director of Copyright, Copyright Division, Malaysian IP Office.</b></li> <li>3. CMOs, music, written works, ECL and Radio Romania, <b>Ms. Galina Dobrescu, Head of Copyright and Related Rights, Romanian Radio Broadcasting Company 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>
<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. Thissession 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> <li>2. Features and novelties of the Russian system of legal regulation of AI in Russia in the field of media andbroadcasting, <b>Mr. Iliia Riabov, The Russian Television and Radio Broadcasting Company (RTR).</b></li> <li>3. Generative AI &amp; copyright, <b>Ms. Michele Woods, Director, Copyright Law Division, WIPO [online/live].</b></li> <li>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>