

Artificial Intelligence in the Visual Sector

Working out Ethical Guidelines

CEPIC and the media licensing industry

Who are we ?

- News photo agencies, stock agencies, photographers, videographers, **synthographers (AI generated content)**
- All visual media: still images, video clips, multimedia, next generation ...
- Photographic archives, museums

In which areas?

- Press
- Stock
- Heritage
- Technology Providers

How many?

- Approx. 400 in 20 European countries (as well as affiliates in the USA, India, China ...)
- > than 250.000 visual authors
- An international network

What do we do?

- **Information**
- **World Congress**
- **Advocacy:** Copyright Directive, Google Images, AI





AI Working group

- 16.04.2022: Creation of an AI working group
- 03.05.2022: Preliminary meeting online
- 28.05.2022: First presential meeting of WG (presential, in Palma de Mallorca)
- July-August 2022: CEPIC survey on the use of AI
35 responses
- August – November 2022: Work on the guidelines, 5 meetings and individual questionnaires
- We have reached draft 7 an 99% of work is completed
- Will seek wider support

CEPIC Working Group on Artificial Intelligence

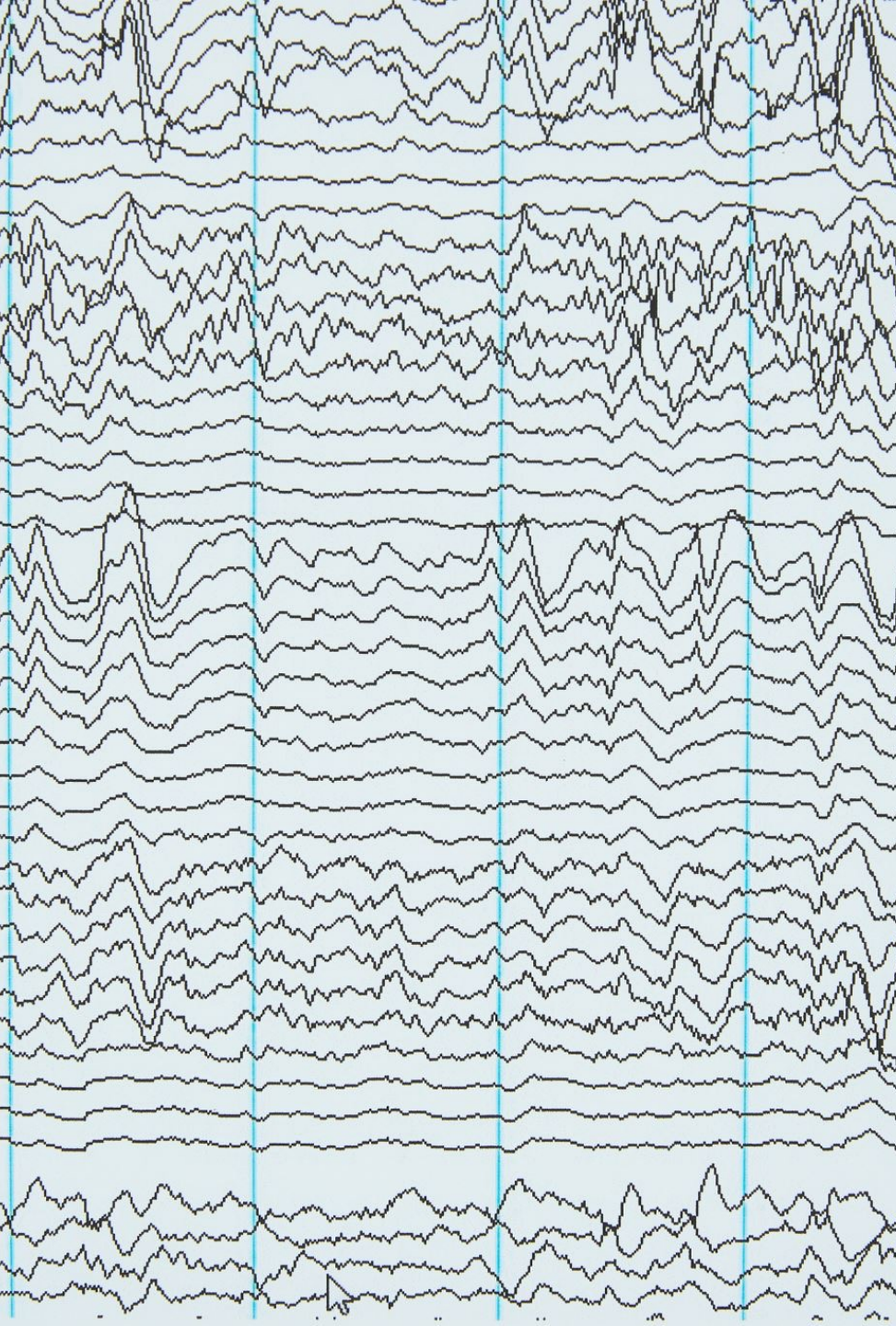
Oct 24, 2022

Artificial Intelligence has made considerable progress in recent years. New tools, new players and also new content have appeared in the visual media licensing industry – some of them are now CEPIC members. Also, legislation around the world is shaping up, as competition between trading blocks (mainly US, EU and Asia) for dominance in this area intensifies.

In May 2022 CEPIC therefore created a working group on Artificial Intelligence with the goal to establish, as a first step, Guidelines for an Ethical Use of AI and follow its inception in the picture industry. We will make sure that we are aligned with our partner associations, such as DMLA and BAPLA, as well as single agencies who have worked on this issue.

We have a diverse and inclusive international group from various sides of the debate.

- The group is headed by CEPIC Executive Director Sylvie Fodor and coordinated by Valérie Théveniaud-Violette - previously active on the Copyright Enforcement working group (See [here](#))
- Paul Seheult (CEPIC, BAPLA, PICSEL) will wear these many hats in the group and ensure the liaison
- The group further includes Marisol Muniz, Nancy Wolff, Florian Koempel for the legal side ;
- Yair Adato and Ravit Dotan (BRIA), Michael Osterrieder, Mark Milstein and Keren Flavell (VAIsual), Paul Reinitz and Jonathan Lockwood (Getty Images) for the developers and licensors



Main result of the survey

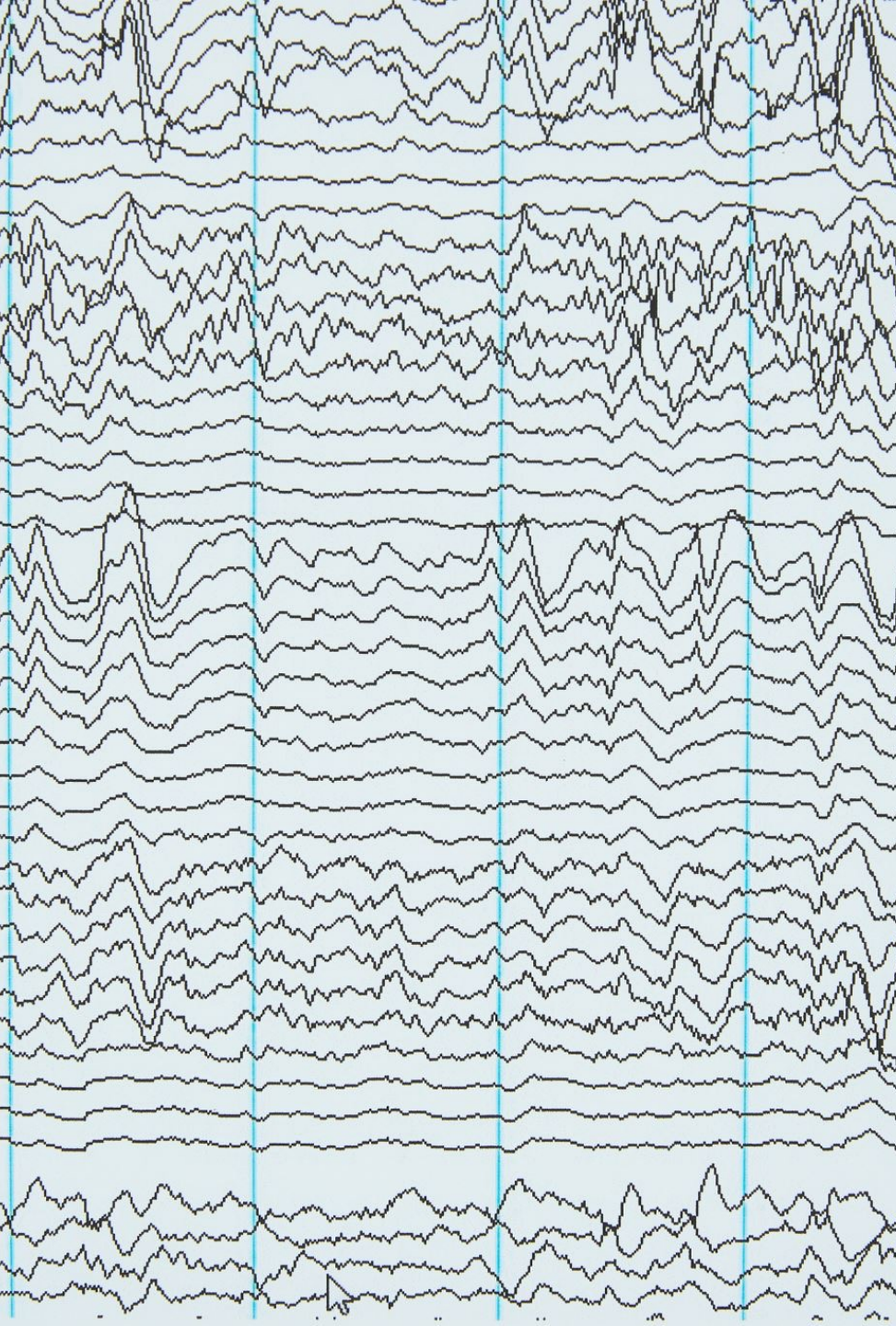
- 99% of respondents do not produce synthetic media
- 99% say they wish to engage with AI for documentation, research, support
- A majority of respondents raise technical (AI not yet good enough), legal and ethical concerns



Goal of the Guidelines

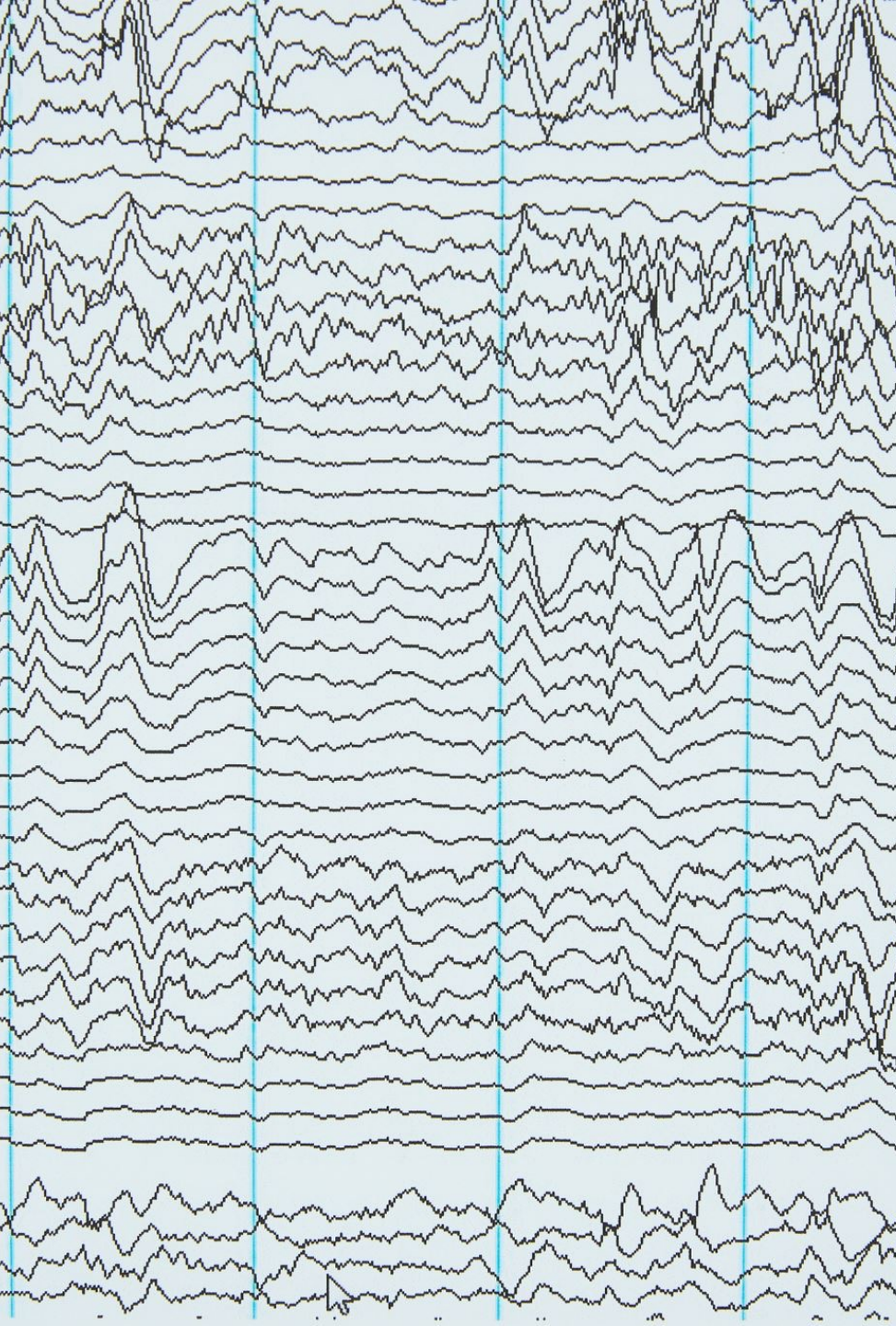
- Answer to concerns in order to support the development of AI visual content
- Provide guidelines representing all sides of the AI creation process
- Provide a sustainable working framework

“Sustainable Ai is Responsible AI”



Potential harms identified

- Fake news
- Infringement of Third-Party Rights
- Bias and Diversity issues
- Hampering sustainable innovation by providing a competitive edge to irresponsible companies

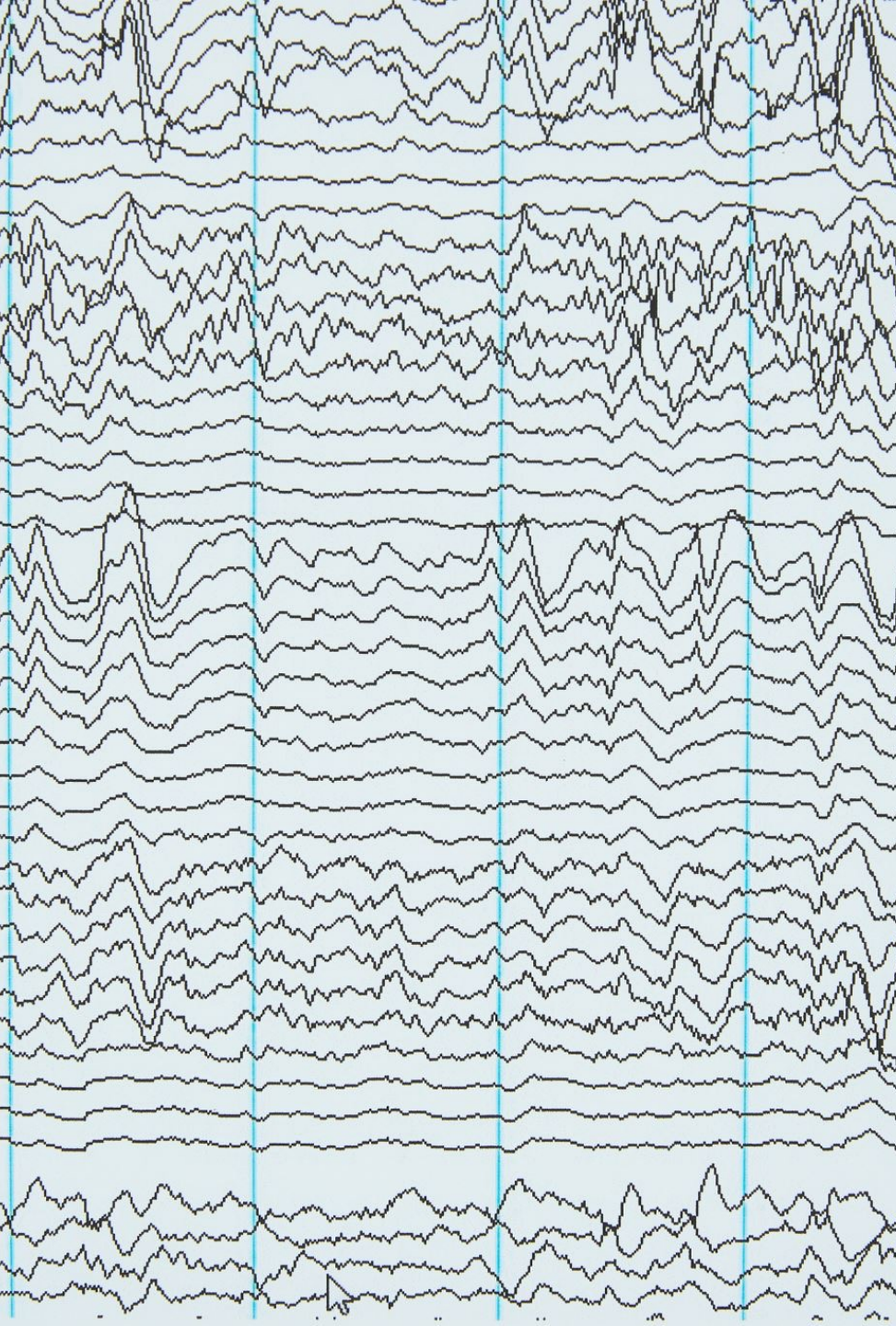


Potential harms identified

- Third-Party Rights

Include copyright and biometric rights

“**Third Party Rights** include all Intellectual Property Rights (copyright & authors rights, trademark, patent, neighbouring rights), privacy rights including bio-metric rights and personality/image rights. “



Structure of Guidelines

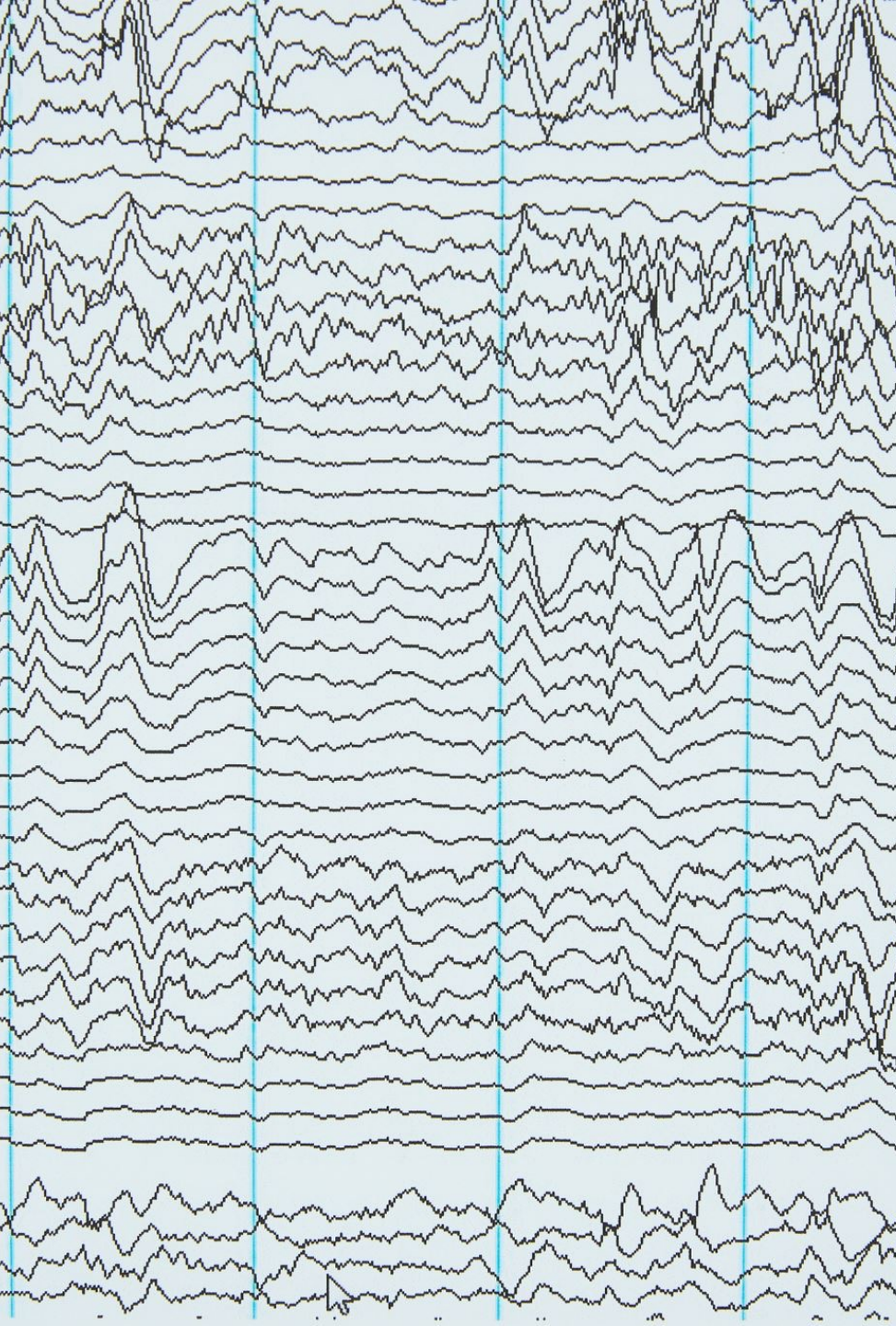
- Differentiate between:
“Data Collection/ Sourcing”
(input data)
and
“Data Production”
(out put data)



Structure of Guidelines

Is built around basic principles along the lines of GDPR that should/will always apply:

1. Lawfulness
2. Transparency
3. Necessity
4. Accuracy and Security



Structure of Guidelines

Guidelines will be updated to keep pace with technology.

However:

- General Principles will not change
- Examples will be up-dated



Sylvie Fodor (s.fodor@ceplic.org), CEPIC, IPTC, 10.11.2022