

PROGRAM SCHEDULE | AI: Ethics and Legal Aspects

October 17, 14:00 – 18:00 (CET), online via Zoom

14:00___ Introduction // Legal Aspects of AI in Audiovisual Media

The draft Artificial Intelligence Act of the European Union will significantly alter the regulatory landscape for artificial intelligence in Europe and beyond. This presentation presents the main components of the upcoming regulation and outlines their key implications.

Prof. Dr. Michèle Finck - Professor of the Chair in Law and Artificial Intelligence at the University of Tübingen

15:00___ Break

15:10___ The Ethical Aspects of AI

After a brief introduction to common AI use cases, Ramak Molavi Vasse'i will provide an overview of the impact of AI from different perspectives and the ethical implications of using algorithmic decision making.

Ramak Molavi Vasse'i - Digital Rights Lawyer and Innovation Law Expert, The Law Technologist

16:10___ Break

16:20___ AI and Audiovisual Media - Copyright and Regulatory Aspects

The increasing use of AI for generating, curating and advertising digital content poses numerous challenges to traditional legal concepts. Can a work generated by AI be protected by copyright? Is it allowed to use protected works to train an AI? How can rightsholders prevent that? Does a Deepfake have to be labelled as "Fake"? This session will give an overview of the relevant legislative frameworks at the national and European level, focusing on intellectual property law and giving an outlook on the future regulation of generative AI.

Niklas Maamar, Lawyer - Noerr

Wantent

Wantent utilizes AI technology to measure audience engagement and evaluate content throughout its production and distribution phases. Partnering with film production entities and distributors across Europe and North America, we stand at the forefront of content analysis. In our presentation, we will unveil Wantent's cutting-edge AI methodology for content assessment. We'll guide you through the content creation process, emphasizing the imperative nature of consistent testing. We'll showcase our tools for audience research and share some of our success stories.

Leshya Shaldenko, Ph.D. CEO/Co-founder - Wantent

Volucap

Volucap offers cutting-edge volumetric video services. Authentic cinema-quality digital avatars, which have been used in feature films such as Matrix 4. Photorealistic representations of people in motion for immersive media and cinematography to enable three-dimensional content for new markets.

Sven Bliedung von der Heide, CEO - Volucap

18:00___ End of Seminar