

**DG Speech – European Broadcasting Union – AI Summit  
WIPO Director General Daren Tang  
December 6, 2024**

President Ernotte-Cunci

Director-General Curran,

Ladies and Gentlemen,

Thank you for giving me this opportunity to share my thoughts on innovation, technology and AI this afternoon with the members of the EBU.

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Let me start by sharing what WIPO does as the UN agency for intellectual property.

First, we run the international IP registries that allow you and others to register and protect your IP in different countries. This includes the patents that protect the technology powering your communications and equipment and the trademarks that protect your brands whose reputation and quality you have carefully built over the years.

Second, we set international standards and norms on IP. Just this year, we concluded two multilateral treaties despite the extremely challenging geopolitical environment where international negotiations often break down within sight of the finishing line rather than crossing it.

Here, I need to acknowledge that the EBU has been an active interloper in discussions on a possible a Broadcasting Treaty for many years. I hope that the momentum from these two successful treaties will provide a boost to all other outstanding discussions.

But what would be most interesting for today's topic is that we are also the global repository and tracker of all IP data and activity.

We have a unique and comprehensive view on all global developments connected to innovation and creativity and what we see is innovation and creativity thriving, even in the midst of geopolitical tensions and economic headwinds.

Last month, we released our latest report on the global state of IP.

It showed that IP applications have been at a peak for some years now. 23 million filings were made last year, 10 million more than a decade ago. Every minute, 45 IP applications are made.

However, there has also been a quiet revolution in the sources of IP growth. 20 years ago, North America and Europe were responsible for 50% of all IP filings. Today, 80% of IP filings come from Asia, Africa and Latin America. It is not that IP growth reversed in this part of the world, but that growth has accelerated in other parts of the world.

The result is that the engines of IP are increasingly global, and the innovators and creators of today are more diverse than ever before. What started out as a European system of international IP protection and commercialization has truly become a global system.

The nature of innovation is also transforming, with digital technologies emerging as a key driver of growth.

One third of all patents filed today are connected to digital tech - whether it is AI, 5G, cybersecurity, IoT, quantum computing and others. At the same time, digital innovation is merging with and driving industrial innovation. Just think about the car – which is less and less a piece of industrial machinery, and more and more a sophisticated laptop, data and entertainment center on 4 wheels.

AI innovation is part of this larger trend.

Since 2017, filings in gen AI patents have grown 800% - and this may underestimate growth as a sizeable number of digital innovations are not patented but protected in other ways, with the largest filers being China, US, South Korea, Japan, India the UK and Germany.

The results are potentially staggering.

A recently released report by CISAC estimates that by 2028, gen AI music could account for 20% of the revenue of music streaming platforms, resulting in a 24% or \$ 4 billion loss for music creators. The report also estimates that within the TV and radio space, there could be a 22% loss or cannibalization for music creators. In the audiovisual sector, a \$4.5 billion loss for creators is predicted, due to the potential impact of gen AI on translation, adaptation, subtitling, and dubbing.

On the flipside, digital technologies have allowed for the democratization of content and the rise of the content creator economy. Today, there are over 200 million content creators worldwide, with nearly 150,000 new tracks are uploaded to streaming platforms daily. Gen AI will accelerate these trends.

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How then should our industries, both based human innovation and creativity, respond?

I believe that history can offer us some wisdom.

Since the global IP system was established 140 years ago, it has witnessed an endless stream of tech revolutions – cars, airplanes, radio and TV; transistors, PCs, the internet and smartphones. Each time the system evolved to meet the challenges.

Public service media has also gone through a similar journey. Time and again, you have reinvented yourselves to meet the demands of technological changes – all while upholding your core mission of informing, educating and entertaining millions in Europe and around the world.

We should therefore view gen AI and other digital technologies as part of a larger trend of evolution and adjustment.

But it is also important to remember core values and principles that underpin our work so that we have a compass to guide us through this latest wave of technological change.

For WIPO, our belief is that we must keep the human innovator and creator at the center of IP system, and that the global IP ecosystem needs to continue connecting the spirit of human inventiveness, human ingenuity and human creativity with the wider world.

I believe it is the same for all of you too – in your work each day, you and your colleagues are communicating the breadth of human experience to your audience through different creative ways.

Of course, there are some who say that this technology is different from all the rest – that it is somehow a game changer that will lead to an existential crisis or even the creation of a new digital species. I am skeptical of such claims, at least for now.

Philosophically, I doubt that consciousness can be reduced to computation. But putting philosophy aside, if we look at the powers of gen AI, we find that it is primarily a skillful replicator. Train it on early Eurovision winners from Lulu to ABBA and it will be able to churn out plausible copies of 70s pop. But it will never be able the leap from 70s pop to the EDM and rap opera of the “The Code”, this year’s winning entry by Nemo.

I don’t stand alone in these views and many others in industry, research and academia have expressed similar views, including this year’s Nobel Prize Winning Economist Professor Daron Acemoglu.

Therefore, let us not deify gen AI, but view it as a powerful tool, and like any tool, one whose uses should be guided towards responsible use.

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Here I believe I am preaching to the converted, as few industries are engaging as thoughtfully with gen AI as you are.

This reflects not just an openness to innovation, but a recognition that media can't afford to be on the sidelines of tech. This is why nearly 75% of newsrooms use AI in some form, experimenting in quiet but impactful ways and this is why your website has numerous AI courses right front and center. But some other examples from around the world can be instructive.

In the Philippines, Rappler’s award-winning TLDR tool transforms news into graphics and videos to engage youth – broadening reach and strengthening a brand, without replacing jobs.

In Finland, Yle’s use of the EBU’s Eurovox tool translates news into Ukrainian, providing over 60,000 displaced people with reliable news and information. This is not just an innovation, it's a lifeline, delivered at a pace traditional translation can't match.

And in Colombia, investigative journalists at Cuestión Pública have developed Odin, an AI tool that links its in-depth reporting to the daily news-cycle, creating in minutes detailed threads that would otherwise overwhelm a small team.

These are not isolated cases. From Armenia’s AMPTV, creating AI avatars to explain technology, to Denmark’s DR, using AI to bring historical figures to life – AI helps broadcasters open new possibilities for audiences and teams.

Reading the EBU’s excellent 2024 News Report, I was struck by a quote from the CEO of South Africa's Daily Maverick, who in describing AI as “a game changer”, hailed its ability to democratize access to technology for smaller and mid-sized organizations, including in the global south.

At the same time, I am pleased to see that the industry is not naïve about its risks.

Public service media has rightly raised warnings about the impact of misinformation and disinformation. Studies show that fake news travels 70% faster than the truth, and gen AI could supercharge the problem.

Alongside this are other concerns like a growing dependence on a small number of tech giants, job displacement and the erosion of revenue-generating models on which quality broadcasting depends.

As the head of a UN agency, I have to highlight deep concerns with inclusivity – where training is on data that is largely from developed countries – as well as the substantial carbon footprint of the technology.

The EBU and others from the creative industries have also been vocal about copyright issues and questions of transparency, attribution and fair remuneration. And speaking personally as an author and amateur musician, I do not see how training of content without permission from the copyright owners allows for a healthy and sustainable future for creators.

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So, in order to meet the promises and manage the perils of these new technologies, we need governments, industry and creators to come together to find the right balance ahead.

What can the EBU do together with WIPO?

3 things.

First, engage.

WIPO has been hosting global forums relating to gen AI and IP for the past few years through our Conversations on IP and Frontier Technologies. Through these informal meetings, we have reached nearly 12,000 participants from 170 countries. We strive for a big tent approach, bringing in voices from industry, civil society and academia. These discussions are now yielding practical outcomes, including toolkits and guides for innovators and creators to leverage AI in business and for growth. We welcome EBU and its members to join in these conversations as well.

Second, empower.

We are also going beyond international meetings to launching concrete initiatives to support creators and the creative industry. Just over a year ago, we launched CLIP - Creators Learn Intellectual Property - a free, online platform where experienced musicians like Bjorn Ulvaeus – one of our key partners in this project – provide information and knowledge to aspiring musicians about IP, data and the modern music industry.

WIPO also has a WIPO Academy that has trained 500,000 persons over the past 4 years, becoming the world's largest IP training institute. Perhaps the WIPO Academy can collaborate with the EBU Academy.

Third, enable.

WIPO will soon be establishing an AI and IP Expert Panel to provide insights and guidance on the key interactions between AI and IP. The panel will consider the many different facets of the AI and IP debate we have learned about in the WIPO conversations, assess whether there is common ground and identify overarching issues that need to be tackled as a priority.

Enabling also means that we will step up our work in exploring various approaches and solutions in areas like the labelling of AI-generated content and facilitating the licensing of protected content. As we have long seen in the digital age, rights management technologies, authoritative repositories, standards and collaboration are crucial for licensing content and

remunerating rights holders. We have started conversation with the European Commission on how to work together on these issues in a larger global context.

In all respects, we invite EBU to joins us move these issues forward in a concrete, constructive and collaborative way.

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In closing, since the development of the modern IP system and the public media ecosystem with the invention of the radio and the TV, we have experienced major technological revolutions that require us to adapt, evolve and transform.

Given our successful history of doing so for the last hundred years, I am confident that we will continue doing so, as long as we continue to put the human innovator and creator at the center of all that we do.

Thank you and I wish you a successful meeting.