

The background is a solid teal color. There are two large, dark blue circles: one in the top-left corner and one in the bottom-right corner.

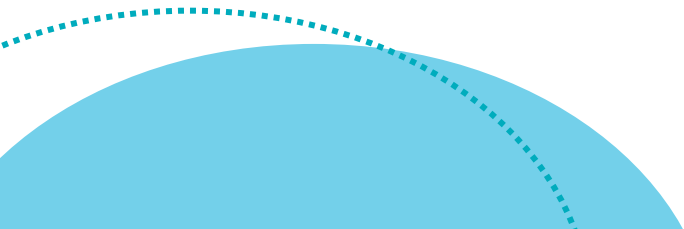
IFRRO Advocacy workshop

Licensing opportunities for AI

November 2025

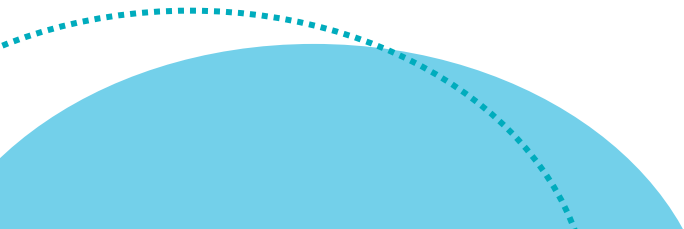
Objectives

- Maintain regulatory settings that allow/facilitate licensing
 - Resist harmful changes to copyright legislation: e.g. TDM exception
- Pro-active support from government for licensing:
 - Government as exemplar
 - Support for licensing in government guidelines for ethical AI development
 - Government procurement: AI products/services with legally sourced content
 - Funding conditions for AI development: legally sourced content



Some challenges

- Power, resources and reach of multinational platforms
- Keeping creative industries coalition on message
 - United on ‘no TDM’ and ‘the solution is licensing’
 - ‘Park’ other issues while TDM exception being pursued
 - E.g. solution for offshore training using Australians’ works without payment



What we've been doing

- Weekly meetings with creative industries representatives
 - Coordinated advocacy: e.g. joint meetings with politicians
 - Media coverage
- Engagement with policy makers (meetings, letters, emails)
 - Industry, Attorney General, Arts
- Submissions and appearances in inquiries
 - Productivity Commission
 - Senate inquiry
- Pursuing licensing opportunities
 - Demonstrate that licensing can work

What we're saying

- Don't need to water down Copyright Act to get AI investment
 - Can be done in current framework, including licensing
- Creative industries and AI development = 'permanent loop'
 - AI development needs content to improve
 - Paying for value of content = investment in new content
- Australia not 'out of step' with rest of world
 - Things very unsettled globally
 - 50+ court cases in US
 - Regulatory settings elsewhere unclear
- Multinational AI companies have their own agenda
 - 'lowest common denominator' ('race to the bottom') globally