

THE FUTURE OF CULTURE WELCOME & OPENING

World Knowledge Dialogue (WKD) – 26 June 2023

Prof. Yaniv Benhamou, Attorney-at-law
Faculty of Law / Digital Law Center (DLC)

FACULTÉ DE DROIT



Digital
Law
Center

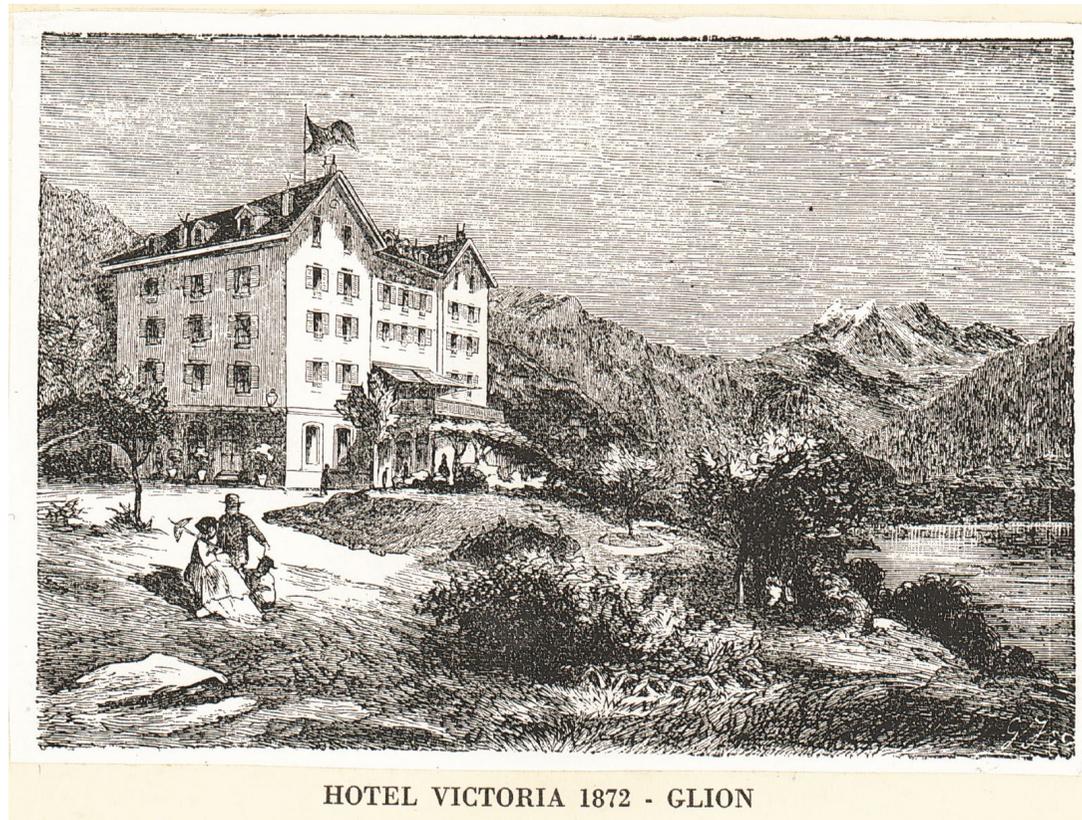


UNIVERSITÉ
DE GENÈVE

CONTEXT

CONTEXT

- International interdisciplinary think-out-of-the-box scientific congress with the objective to come up with creative solutions. Sit back and relax.



STATUT ET RÉMUNÉRATION

DES ARTISTES ET ACTEURS CULTURELS :

Vers la reconnaissance d'un statut légal
et une protection sociale des artistes ?

28 octobre 2022

Événement gratuit en présence (sur inscription) ou en ligne (sans inscription)

Berne, Eventforum



IIIC

Digitization of Museum Collections

**WHEN MUSEUMS
GO ONLINE**

[Event: International conference organized in the framework of this project, jointly with ICOM International on 11 December 2020](#)

[Find the program and access to the broadcast here.](#)

CONTEXT

Digital Culture: several challenges

Culture is an essential part of our society. However, its digital future faces many challenges (selection): How do we define culture and the materiality of the object in the digital age? How to ensure cultural diversity in the age of globalization? What is the public's relationship to art when it is not produced by humans?



AI-generated image titled 'Pseudomnesia: The Electrician', Boris Eldagsen's



AI music "Heart on my sleeve"

CONTEXT

Value distribution

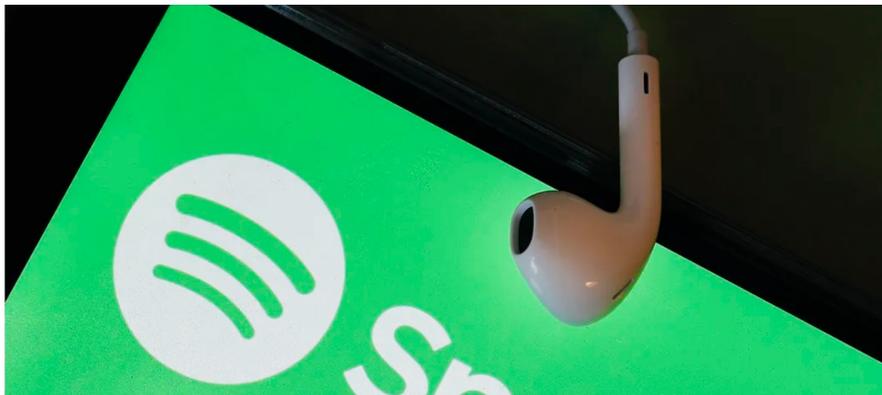
How to ensure a fair value distribution when everything tends to be free, or when there is unequal distribution between intermediaries and creators (“value gap”)? How can we make the best use of technologies (e.g. new financing and governance models, such as with web3)?

Web3

Spotify Is Testing Token-Enabled Music Playlists

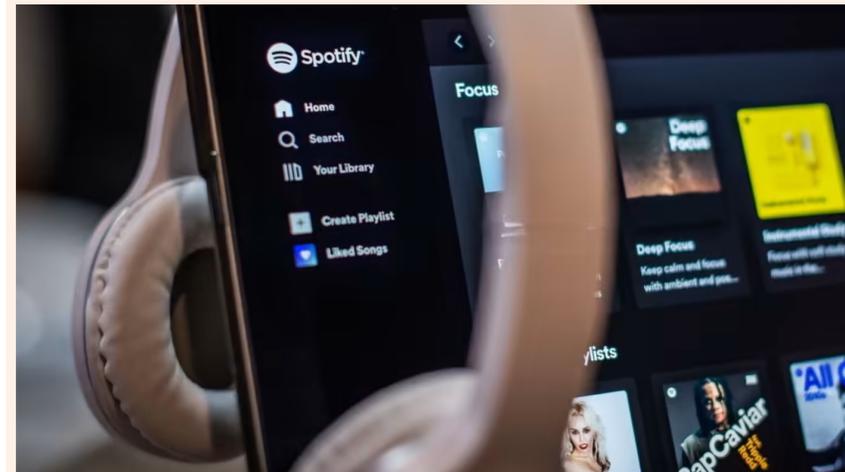
The pilot is currently only available for Android users in the U.S., U.K., Germany, Australia and New Zealand.

By **Rosie Perper** ⌚ Feb 23, 2023 at 4:56 a.m. Updated Mar 1, 2023 at 3:18 a.m.



Spotify ejects thousands of AI-made songs in purge of fake streams

Platform cracks down on bots posing as listeners as flood of content rattles music industry



About 100,000 new tracks are added each day to Spotify's streaming platform © Tiffany Hagler-Geard/Bloomberg

CONTEXT

Value distribution

How to ensure a fair value distribution when everything tends to be free, or when there is unequal distribution between intermediaries and creators (“value gap”)? How can we make the best use of technologies (e.g. new financing and governance models, such as with web3)?

- What role of **intermediaries** (e.g. AI or streaming platforms displaying “heart on my sleeve” or providing the training data)? (see group 1)
- What role of **public** in the creation and value chain (e.g. when the public co-create or is a source of data)? (see group 2)?
- What potential of **Web3** (e.g. with token-enabled playlist)? (see group 3)
- What role of **copyright organizations** in the value chain (e.g. to manage usage data or extending to NFTs, or the token associated with the playlist)? (see group 4)

New approaches & solutions

Multidisciplinary and innovative approach (see ILO, WIPO, EU)

Examples: taxation & levy systems, data management, sector specific regul. (Lex Netflix/Spotify)?

AGENDA

AGENDA

9.15

◀ **Mutation des industries culturelles et créatives**
/ Change in cultural and creative industries

Musique / *Music*, Mathieu Jaton, Directeur Montreux Jazz Festival

Gaming & design / *Gaming & design*, Prof. Anthony Masure, Responsable de l'institut de recherche en art et en design, HEAD – Genève (HES-SO)

9.45

◀ **Nouveaux modes de rémunération des créateurs**
/ new modes of remuneration for creators

Aude Launay, independant researcher, curator, text worker;
Neil Beloufa, artiste plasticien et producteur à EBB

10.15

◀ **Nouveaux modes de gouvernance**
/ New modes of governance

Dr. Primavera De Filippi, Director CNRS, Faculty Associate Berkman Klein Center for Internet & Society at Harvard University (distanciel / par visio.)

AGENDA

Plénière / *plenary (in English, also available in live-streaming)*

17.15



Mutation des institutions patrimoniales / *Change in heritage institutions*

Dr. Emmanuelle Bermès, Ecole nationale des chartes, PSL,
Technologies numériques appliquées à l'histoire

17.45



Circulation de la création & globalisation culturelle / *Circulation of creation & cultural globalization*

Prof. Yves Citton, professeur de littérature et media à
l'université Paris 8 Vincennes-Saint Denis (distanciel / par
visio.)

18.30



Fin de la 1ère journée / *End of 1st day*

AGENDA

11.15



Ateliers thématiques / *Thematic workshops*

Chaque groupe réfléchira à des solutions créatives en faveur des artistes et de la création, en particulier à travers des mesures (Policies) à destination des autorités et des professionnels.

Groupe 1 : Rôle des intermédiaires et des machines dans la création / *Role of intermediaries and machines in creation* (FR)

Groupe 2 : Rôle du public dans la création / *Role of the public in the creation* (EN)

Groupe 3 : Web3 au service des modalités de rémunération / *Web3 for a better remuneration* (EN)

Groupe 4 : Rôle des sociétés de gestion / *Role of collective management organizations* (FR)

AGENDA

PRACTICAL INFORMATION

Context : This conference is part of the *World Knowledge Dialogue (WKD)*, a scientific meeting supported by the Universities of Geneva, Lausanne and Neuchâtel (Triangle Azur) which takes place every two years on an important theme and which goes beyond the format of ordinary conferences. National and international experts from different disciplines come together in relevant conditions for a true interdisciplinary dialogue, allowing them to build creative reflections and solutions on a domain of their choice.

Streaming : The keynote sessions (not marked "workshops" on the program) will be public and accessible in live stream on this page.
The congress on-site is by invitation only, but it is possible to attend the workshops remotely on request, by contacting the organization.

Organization: Prof. [Yaniv Benhamou](#), Faculté de droit / [Digital Law Center](#)

Any information : muriel.solimando@unige.ch

PROGRAM

WORKSHOPS

PARTICIPANTS

PRACTICAL INFORMATION

CONGRESS IN PICTURES

CONGRESS IN LIVE STREAMING

ORGANIZATION TEAM

PARTICIPANTS

<p>Groupe A (en français) : Rôle des machines et des intermédiaires (notamment plateformes, systèmes d'IA, éditeurs, distributeurs, public)</p> <ol style="list-style-type: none"> 1. Bauer Yves (rapporteur) 2. Bensamoun Alexandra – distanciel 3. Bermes Emmanuelle 4. Cítton Yves - distanciel 5. Dayer Xavier (<i>mardi matin</i>) 6. Fleuret François 7. Jeannerat Hugues 8. Joyeux-Prunel Béatrice 9. Martin-Bariteau Florian 10. Paris Thomas 11. Perrenoud Marc (modérateur) 12. Tissot Nathalie 13. De Werra Jacques 	<p>Groupe C (en anglais) : Web3 au service des modalités de rémunération (notamment questions d'accès aux informations, frais de transactions, micro-paiement et smart contract)</p> <ol style="list-style-type: none"> 1. Beloufa Neil 2. De Filippi Primavera – distanciel 3. Dimita Gaetano - distanciel 4. Favreau Amélie (modératrice) 5. Gallley Nicolas 6. Gauffroy-Naudin Thomas (rapporteur) 7. Gilliéron Philippe 8. Guillaume Florence 9. Launay Aude 10. Masure Anthony 11. Riva Sven - distanciel 12. Schrepel Thibault 13. Van der Plas Lonneke
<p>Groupe B (en anglais) : Rôle du public dans la création (notamment cadre légal et valeur économique de la donnée)</p> <ol style="list-style-type: none"> 1. Bavitz Christopher T. 2. Benabou Valérie-Laure (modératrice) 3. Benhamou Yaniv 4. Erissson Maria 5. Fornage Anne-Christine 6. Gomez Juan 7. Hall Daniel – distanciel 8. MacDonald Michaela 9. Mantegna Micaela - distanciel 10. Moreau François - distanciel 11. Oberson Xavier 12. Oron Gadi 13. Riom Loïc (rapporteur) 14. Strowel Alain 	<p>Groupe D (en français) : Rôle des sociétés de gestion (Notamment les sociétés de gestion des droits d'auteur et les nouveaux modèles de "coopératives de données" (<i>data trust</i>) visant à mettre en commun certaines données pour calculer la rémunération)</p> <ol style="list-style-type: none"> 1. Branco Sergio 2. Emery Anaïs 3. Felisberto Honor (rapporteuse) 4. Kübler Philip 5. Lanteri Paolo 6. Mallard Grégoire 7. Mazziotti Giuseppe 8. Salvadé Vincent 9. Kraus Daniel 10. Voisin Margot 11. Young Frédéric (modérateur)

WELCOME THE KEYNOTES

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