WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Copyright Infrastructure:
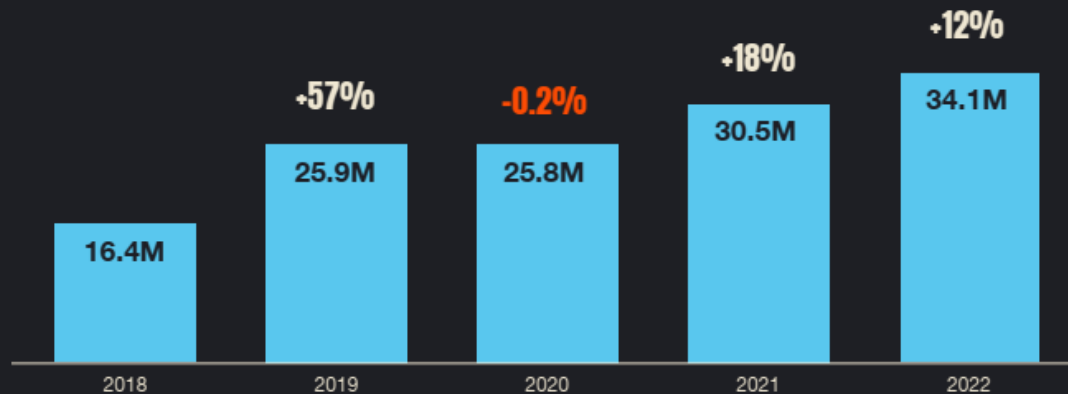# Lessons Learned, Challenges, Opportunities

Bill Rosenblatt

13 December 2023

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Copyright Infrastructure Challenges

➢ Explosion of content

➢ Lack of standards adoption

➢ Islands of data

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Explosion of Content:
New Music Tracks Created Each Year

Source: Luminate

Yet This Is Nothing…

100 MILLION AI-GENERATED TRACKS HAVE BEEN CREATED BY MUSIC PLATFORM MUBERT

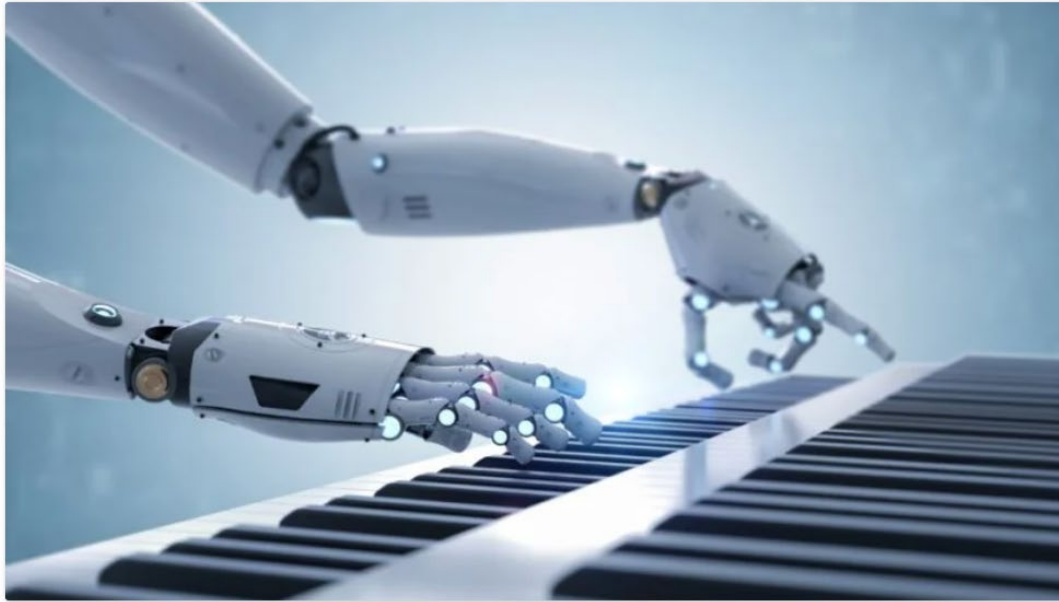🇺🇸 JULY 12, 2023   BY DANIEL TENCER

Photo credit: Phonlamai Photo/ Shutterstock

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Standards Adoption

➤ **Standards take time and money to adopt**
  – And take specialized skills

➤ **Business cases not necessarily clear**
  – And not short term

➤ **Simple standards are accessible**
  – Identifiers

➤ **Complex standards are not**
  – Metadata, rights

➤ **Standards facilitate worthwhile niche solutions**
  – Big global solutions remain elusive

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Islands of Data

➢ Problems with missing, inaccurate, obsolete data

➢ Solutions tend to focus on one org at a time

➢ Global rights database projects failed

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What Works?

➢ Niche solutions for targeted opportunities & pain points

➢ Standards should start simple
- – Growth in complexity comes from the market

➢ Publicly accessible and interoperable data islands
- – Opportunistic approach
- – Leads to more islands and then mergers

➢ Music leads the way
- – Well understood "atomic units" of licensing

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Promising Examples

Mechanical Licensing Collective

Verifi Rights Data Alliance

Thank You!

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