The Role of Automated Technology in the Creation of Copyright Works: The Challenges of Artificial Intelligence
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Modern life is touched by technology in almost every aspect, and its impact is unquestionably present across both private and professional spheres. Among the most interesting and cutting edge aspects of technology is the artificial intelligence: A branch of Information Technology (IT) which seeks to emulate human reasoning processes in order to perform a task generally considered to be the domain of its human creators. Nevertheless, the use of these types of devices raises issues related its legal and ethical effect. An excellent example of this is the current situation around the creation of copyright works.

As part of the aforementioned constant technological advances, devices that were once were considered to be mere accessories to human creativity have now reached the point where they are capable of emulating it without any direct human intervention. This has led to a new business possibility where computers take the role of creative providers instead of just an accessory.

However, the traditional legal approach of copyright law incentivises and protects the *human* element as the core protected element in the creation of copyright works. Technology has been restricted to the role of tools; mere secondary elements of the creative process whose main function is to assist in expressing the creativity of the human author. In the past this approach was sufficient to reflect the reality of creation from the perspective of copyright law. However, with the increasing advances in computational creativity and the obvious economic advantages that come with using these devices this position may no longer be suitable for the upcoming landscape. As a result, several jurisdictions have been forced to rethink their current positions and to reanalyse the current status of material created autonomously by computers.

In this presentation the future situation related to the use and impact of Computer Generated Works (CGW) will be explored from the perspectives of two jurisdictions: The UK and the EU. The reasons behind the failure of traditional legal approaches to adapt to the increasing role of automated devices will be addressed along with the consequences for works currently created under contemporary regimes. A proposal for addressing this problem will be provided which will involve as part of this a central discussion of the role of artificial intelligence both in terms of its influence in the creation of current computer generated works and its potential role as a solution. The presentation will argue that this branch of information technology is potentially the key to developing a legal strategy that will help regulate the increasing use of automated devices in the copyright industry.