

19 OCTOBER
2023
3-5PM
UNESCO HQ

FILM



FRONTLINES

HIGH-LEVEL DISCUSSION
ON AI IN THE
AUDIO-VISUAL INDUSTRY

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The world needs
stronger ethical rules
for artificial
intelligence:
this is the challenge
of our time.

Audrey Azoulay

Director-General of UNESCO

UNESCO mobilizes global experts to focus on the impact of AI on the film sector

The cultural and creative industries have long been at the forefront of human expression and innovation, and artists have shaped societies by setting and challenging societal norms.

Recent strikes by US writers and actors voicing concerns about **transparency, intellectual property rights** and the **fair remuneration** of their work in the Artificial Intelligence (AI) ecosystem speak to the tangible effects felt across the film and other cultural and creative sectors. Whereas, AI advocates see opportunities to **enhance creativity** by offering new mediums for inspiration and collaboration, and for **democratizing access** to creative tools and platforms, potentially **reducing barriers** for underrepresented groups.

Today's **global reflection** brings together leading experts to debate the opportunities and challenges presented to the cultural and creative industries by AI and machine learning, while addressing complex questions about ethics, cultural diversity, and the very nature of human creativity. Together, our panelists will consider the next steps for action and protection on the landscape of AI in the film sector.

By listening to the people on the frontlines, today's event aims to help UNESCO Member States and our public audiences to better understand and navigate this new and evolving digital landscape to ensure it benefits film industry stakeholders and societies at large.



FILM SECTOR ON THE FRONTLINES

High-level discussion on AI in the audio-visual industry
UNESCO Headquarters (Room I) – Paris, France

PROGRAMME

3:00pm Introduction by moderator

Ms. Valériane Gauthier • France
Journalist and presenter on France 24 television

3:05pm Welcome and opening remarks

Mr. Ernesto Ottone R.
UNESCO Assistant Director-General for Culture

3:15pm Keynote

Mr. Duncan Crabtree-Ireland • United States of America
SAG-AFTRA National Executive Director and Chief Negotiator

3:30pm Introduction to panelists

1. **Mr. Rizwan Ahmad** • India
Director of the Instructional Media Centre at Maulana Azad National Urdu University (MANUU)
2. **Ms. Sarah Dearing** • Canada
International Affiliation of Writers Guilds Secretariat
3. **Mr. Michel Gondry** • France
Award-winning screenwriter and director, musician, author
Notable work: Eternal Sunshine of the Spotless Mind, L'écume des jours
4. **Ms. Ángeles González-Sinde** • Spain
Former Minister of Culture of Spain, Vice President of CISAC, award-winning screenwriter, film director
Notable work: La buena estrella, La suerte dormida
5. **Mr. Joseph McGinty Nichol ("McG")** • United States of America
Director, producer and screenwriter
Notable work: Charlie's Angels, Terminator Salvation

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6. **Ms. Yvonne Muinde** • Kenya
Award-winning visual effects artist
Notable work: Avatar, Black Panther
7. **Dr. (Ms.) Mathilde Pavis** • France/United Kingdom of Great Britain and Northern Ireland
International legal expert in intellectual property, data and ethics
8. **Mr. Cristóbal Valenzuela** • Chile
Co-founder and CEO at Runway, an applied AI research company
Runway video editing used for: Everything Everywhere All At Once

4:00pm Viewing a clip *Gen-2/Runway*

4:05pm Key questions

1. How is artificial intelligence currently used in the film industry today?
2. How do we protect intellectual property rights and ensure fair remuneration in the context of rising AI influence?
3. How do we promote cultural diversity, and ensure that AI does not perpetuate or even exacerbate existing biases and inequalities?
4. What are the ways to harness the potential contribution of AI to the creative economy?
5. What should an ethical and sustainable use of AI in the film and other creative sectors look like in the future?

4:50pm Conclusions and closing remarks

Mr. Toussaint Tiendrebeogo
UNESCO Chief of the Diversity of Cultural Expressions Entity

5:00pm Reception (Invitation only) • UNESCO Restaurant, 7th floor

BIOGRAPHIES OF PANELISTS



Moderator

Valériane Gauthier is a journalist and presenter for France 24. Passionate about the Middle East and Africa, she produces reports and hosts the show “Afrique Hebdo” that she created in January 2020. A French and Finnish national, she studied internationally (Paris – London – Los Angeles). Valériane previously worked for different media outlets in France (M6, BFM TV) and in New York (BBC, UN Bureau, Channel Thirteen).



Rizwan Ahamd is a filmmaker, film programmer, policy planner and digital-learning expert with over 22 years of experience in the media industry. He currently works as Director of Instructional Media Centre at MANUU (a central university under Ministry of Education of India), and leads an important team of film, television and radio professionals working in the domain of educational communication. Rizwan is also former Deputy Director of International Film Festival of India (IFFI Goa) and Directorate of Film Festivals of India.



Duncan Crabtree-Ireland is the National Executive Director and Chief Negotiator of SAG-AFTRA. He oversees the world’s largest and most influential entertainment union, comprised of more than 160,000 members worldwide who work in film, television, broadcast news, commercials, music, video games and more. He has played a critical role in many of SAG-AFTRA’s signature achievements over the past two decades, both in his current role and prior to that as long-time chief operating officer and general counsel.



Sarah Dearing has been the Secretariat of the International Affiliation of Writers Guilds (IAWG) since 2008. With 14 members worldwide, the IAWG represents the interests of approximately 60,000 professional writers of film and television. She studied Journalism at Ryerson Polytechnical Institute in Toronto and is an award-winning Canadian novelist.



Michel Gondry is an award-winning filmmaker whose first feature, *Human Nature* (2001) was selected for the Cannes Film Festival and second film *Eternal Sunshine of the Spotless Mind* (2005) won the Oscar for Best Original Screenplay, shared with Charlie Kaufman and Pierre Bismuth. Gondry’s subsequent films have been selected for Sundance, Berlin Film Festivals, as well as Cannes and the Official Selection. In 2018, he directed ten episodes of the *Kidding* series and this year, he makes his long-awaited return to cinema with *Le Livre des Solutions*.



Ángeles González-Sinde is a screenwriter, film director and novelist. She holds a degree in Classical Philology from the Complutense University of Madrid and an MFA in film screenwriting from the Universidad Autónoma de Madrid. She is the Vice President of the International Confederation of Societies of Authors and Composers (CISAC) and Chairwoman of the Board of Trustees of the Museo Nacional Centro de Arte Reina Sofía. Ángeles was President of the Motion Picture Academy of Spain (AACCE) from 2006 to 2009 when she was appointed Minister of Culture, a position she held until 2011.



Joseph McGinty Nichol (“McG”) is a filmmaker who has directed 11 feature films and eight television pilots. His features, including the *Charlie’s Angels* franchise and *Terminator Salvation* grossed over US\$1.2 billion at the box office. In television, McG is the executive producer of over 800 hours of prime-time network television, including the cultural phenomenon *The O.C.*, and *Supernatural*. McG began his career as a songwriter, co-writing several #1 songs and directing over 50 music videos for a wide range of artists including Sublime and Sean “Diddy” Combs.



Yvonne Muinde is a visual effect artist, with over 20 years of experience. She has worked at some of the world’s top film studios, collaborating with award-winning directors and productions. Her credit list includes *Planet of the Apes*, *The Hobbit*, *Game of Thrones*, and *Avatar*, to name a few. She is a recipient of the VES (Visual Effects Society) award (2009) for her work on *Avatar*. In addition, she is an established fine artist, with her works featured in several collections, including the *The Chemistry of Color* collection at the Philadelphia Museum of Fine Art. She currently operates from her studio, Ikweta Arts, located in Nairobi, Kenya.



Dr Mathilde Pavis is an international expert on intellectual property, artificial intelligence (AI), and digital cloning. She is double-qualified in UK and French law and holds a PhD in intellectual property law (University of Exeter). Mathilde is Associate Professor in Law at the University of Reading and runs a consultancy firm working with content creators, producers, AI innovators and policymakers to support responsible AI. She has written over 50 scientific publications and her work has informed government consultations for law reforms and has been cited by the UK Parliament.



Cristóbal Valenzuela is the CEO and co-founder of Runway, one of the most prominent artificial intelligence video generation companies. Since its founding in 2018 in New York, the company has managed to raise more than US\$200 million, according to Time’s data, and its technology was used by film professionals working on the 2022 Oscar-winning film *Everything Everywhere All at Once* and Stephen Colbert’s *The Late Show*. Cristobal Valenzuela studied at Chile’s Adolfo Ibáñez University, where he earned a degree in economics and business management, as well as a Master of Arts in design.

The time to **invest in creativity** is now!

UNESCO's International Fund for Cultural Diversity (IFCD) invests in the cultural and creative industries (CCIs) to support developing countries and enrich the world.

The creative economy is one of the fastest growing industries in the world. It accounts for 3.1% of global GDP and 6.2% of all employment, providing decent work, especially for women and youth. Culture and creativity – which drive the creative economy – are also an infinite source of joy, hope, and understanding for people across the world.

The IFCD is one of the few United Nations funds that supports public arts and cultural bodies, government institutions and non-governmental organizations in the Global South to develop stronger cultural and creative industries (CCIs) in their countries. It funds innovative projects within the fields of cinema, performing arts, visual arts, and media arts, as well as design, music, and publishing.

Since 2010,
the IFCD has invested
more than
US\$10 million
through
140 projects in
69 Member States

36% of all
IFCD projects
focused on youth

27% of all
IFCD projects focused
on gender equality

40% of all
IFCD projects were in
Africa

International fund for
cultural diversity

Investing in creativity. Transforming societies.

Find out more about
how you can support
the IFCD today!

