

CCC to Host Virtual Town Hall on AI, Licensing, and the Path Forward

On Thursday 12 October, 10:00 EDT, an International Panel of Experts Will Discuss the Evolution of Licensing and its Role as a Catalyst for Research and Innovation through AI

October 3, 2023 – Danvers, Mass. – [CCC](#), a pioneer in voluntary collective licensing and leading information solutions provider to organizations around the world, will host a Town Hall via [LinkedIn Live](#) on “AI, Licensing, and the Path Forward” on Thursday, 12 October, 10:00 EDT/15:00 BST/16:00 CEST.

CCC’s Vice President, General Counsel [Catherine Zaller Rowland](#) and a panel of legal experts including [Prof. Daniel Gervais](#), [Bruce Rich](#), and [Carlo Scollo Lavizarri](#) will discuss how voluntary collective licensing can enable the use of large collections of copyrighted materials, and why AI technology providers must address important concerns about copyright, equity, transparency, and authenticity.

“Copyrighted material is fuel for AI systems,” said Tracey Armstrong, President and CEO, CCC. “Voluntary collective licensing is an effective solution enabling the use of copyrighted material as society realizes the benefits promised by AI systems.”

Generative AI is set to add up to \$4.4 trillion of value to the global economy annually, according to a [report](#) from McKinsey Global Institute published in June. The adoption of AI technology is rapidly growing across industries and the training of these systems requires access to vast amounts of data, including copyrighted content.

“CCC is collaborating with stakeholders, including rightsholders and users, to develop market-based licensing solutions while we advocate for responsible policies that respect copyright,” said Armstrong.

In addition to the Town Hall, CCC recently launched the dedicated AI resource page, [Intersection of AI & Copyright](#), which includes Prof. Gervais’ paper, “Collective Licensing and AI” and Rich’s essay in CCC’s eBook [Creating Solutions Together: Lessons to Inform the Future of Collective Licensing](#).

CCC frequently convenes expert panels to explore complex and important topics in the world of research, publishing, and media. In September, [CCC co-hosted a forum on building AI strategies with FAIR Data](#) in partnership with the [GO FAIR Foundation](#) in the Netherlands. Recent CCC Town Hall events included [Information Integrity & ChatGPT](#), which explored the evolving nature of originality and authenticity in a world of AI and discussed the rapid growth of generative AI tools; and [Making Research Data FAIR](#), which focused on the development of research data that is FAIR (Findable, Accessible, Interoperable and Reusable) through culture, training, and technology and which drives confidence in science on four continents.

ABOUT CCC

A pioneer in voluntary collective licensing, [CCC](#) is a leading information solutions provider to organizations around the world. With domain expertise in copyright, Persistent Identifiers, and FAIR data principles, CCC works to advance copyright, accelerate knowledge, and power innovation. CCC and its subsidiary [RightsDirect](#) help organizations harness the power of data, AI, and machine learning to drive strategic decision-making, grow their businesses, and gain competitive advantage.

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