Session Outcome Document

WSIS Action Line C8: Key messages in preparation for the UNESCO MONDIACULT Conference in 2025

United Nations Educational, Scientific and Cultural Organization

31 May 2024 – 10:00 – 10:45 am

https://www.itu.int/net4/wsis/forum/2024/Agenda/Session/189

Key Issues discussed (5- 8 bullet points)

- **Impact of the digital transformation on the diversity of cultural expressions:** Rapid technological advances are outpacing policy responses, posing threats to cultural diversity, artistic freedom, and cultural rights.
- **Challenges posed by AI**: AI threatens human creativity, provokes job displacement, and raises issues of transparency on the use of cultural content and fair remuneration of artistic and creative work.
- **Economic and social rights of artists and cultural professionals**: Artists face challenges in securing fair remuneration and intellectual property protection in the digital environment, compounded by business models that favor benefit major transnational corporate players and rapid technological changes.
- **Linguistic diversity and discoverability**: There is an imbalance in the presence and visibility of cultural content in diverse languages online – including indigenous languages – with international content often overshadowing local content.
- **Protecting local content creation and distribution**: There is a need to strengthen policies and measures to support local content and linguistic diversity, including rethinking content quotas for digital platforms and promoting transparency in algorithmic content recommendation.

Towards WSIS+20 and WSIS beyond 2025, please share your views on the emerging trends, challenges, achievements, and opportunities in the implementation of the WSIS Action Lines to date (5-8 bullets)

- **Guidance from normative instruments**: There is an increasing set of normative instruments, declarations, and reference documents to guide actions towards an inclusive, equitable, and sustainable digital ecosystem for the cultural and creative industries, including - but not limited to - the 2005 UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions, the 2021 UNESCO Recommendation on the Ethics of Artificial Intelligence, and the 2022 UNESCO MONDIACULT Declaration.
- **Opportunities in the digital environment**: There are opportunities to leverage digital technologies, including AI, to create new mediums for artistic inspiration and collaboration. Digital platforms can democratize access to cultural content and creation,

allowing wider audiences to engage with a broad range of cultural expressions, potentially reducing barriers for underrepresented groups.

- **Support for local content quotas**: local content quotas should be implemented and rethought for digital platforms to ensure the visibility and sustainability of local cultural expressions.
- **Leveraging media and information literacy**: media and information literacy can be enhanced to support the effective provision of culture and arts education in the digital era, broadening access to digital technologies and creative tools.

Tangible outcomes (such as key achievements, announcements, launches, agreements, commitments, figures, and success stories (3-5 bullet points))

- **Enhanced advocacy:** Advocacy conducted on the issues pertaining to the culture sector and the digital environment, including the impact of AI technologies on creativity, within the WSIS community, calling for the integration of cultural considerations into global discussions surrounding digital and AI technologies.
- **Conceptual framework**: Interlinkages between ICTs and the digital ecosystem and critical issues of cultural rights, creativity, and artistic freedom explored to guide human-centered solutions.
- **Global cultural policy discussion preparation**: Contribution in preparation of the global discussion on cultural policies to be held at the next MONDIACULT Conference, the international forum for Ministers of Culture, in 2025.

Actionable plan and key recommendations (2-5 points)

- **Review of Action Line C8**: Assess the impact of digital transformation and the rise of artificial intelligence on the cultural sector and creative industries and adjust strategies accordingly.
- **Enhance stakeholder collaboration**: Foster increased collaboration between stakeholders in culture, creativity, and ICTs to address emerging challenges and opportunities.
- **Fair remuneration and inclusivity**: Ensure fair remuneration for artists and cultural professionals in the digital ecosystem while promoting linguistic diversity, enhancing content discoverability, maintaining transparency, and encouraging broad participation in cultural life.

Suggestions for thematic aspects that might be included in the WSIS Forum 2025 (one paragraph)

Expanding the scope of Action Line C8 to encompass culture as a whole would be paramount, addressing pressing issues such as fair remuneration for content creators, ensuring decent working conditions, and safeguarding intellectual property rights. This expanded focus would enable comprehensive discussions on the intersection of technology and culture, fostering dialogue on how digital advancements can support the cultural sector while upholding the rights and livelihoods of those within it, and addressing the digital divide and equitable access.