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WIPO Masterclass @ ScreenSingapore

LEGAL ISSUES IN THE FILM INDUSTRY

Wednesday, 8 June 2011

Ballroom, Capella Sentosa

 09:00-09:30 **Registration**

09:30-09:40



Welcome address by Aubeck Kam

Welcome Address and Introduction

- **Aubeck Kam**, CEO, Media Development Authority Singapore
- **Erik Wilbers**, Director, WIPO Arbitration and Mediation Center, Geneva, Switzerland

09:40-10:30

Co-Production Agreements and Incentives in the Asian Market



(L-R) Graeme Mason, Kenneth Tan and Ian Jessel

A discussion on potential legal pitfalls when negotiating film co-production agreements, and what incentives and funding awards are available in the Asian region. Topics include:

- Building mutually beneficial partnerships
- How to deal with different production cultures
- Effective negotiation of co-production agreements
- Film funding and other co-production incentives in Asia

- **Kenneth Tan**, Chief Operating Officer, Media Development Authority Singapore
- **Graeme Mason**, CEO New Zealand Film Commission, New Zealand
- **Ian Jessel**, President, Tranquil Seas, USA

10:30-10:40 **Q & A**

10:40-11:30 **Efficient Dispute Resolution in Film and Media Contracts**

A discussion on types of disputes which may arise in the film industry and an overview of the application of the WIPO Mediation and Expedited Arbitration Rules for Film and Media. Topics include:

- Film disputes
- Does arbitration really work?
- Dispute prevention
- Benefits of mediation and arbitration
- How to resolve disputes efficiently

- **Erik Wilbers**, Director, WIPO Arbitration and Mediation Center, Geneva, Switzerland
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- **Richard Tan**, Consultant, Stamford Law Corporation, Singapore
- **Michael L. Novicoff**, Partner, Liner Grode Stein Yankelevitz Sunshine Regenstreif & Taylor LLP, Los Angeles, USA

11:30-11:40 **Q & A**

11:40-12:20 **The Future of Digital Media – Challenges and Opportunities**

A discussion on the impact of the Internet and digital technologies on film distribution and marketing, and the management of online content. Topics include:

- Legal issues and challenges
- Licensing film content online
- Distributing content across different platforms
- Digital film marketing and social media
- The 3D impact
- Perspectives from Asian countries

- **Mike Ellis**, President and Managing Director, Asia-Pacific Region, Motion Picture Association (MPA), Singapore
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- **Anisha Travis**, Partner, Webb Henderson, Singapore
- **David Llewelyn**, Of Counsel, White & Case, Singapore

12:20-12:30 **Q & A**




ScreenSingapore trade-accredited participants at the Masterclass.

12:30 **Closing**



*The event is free-of-charge for ScreenSingapore **Trade-accredited** participants.

*Present your trade pass for complimentary admission

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