



MINISTRY OF CULTURE OF
BULGARIA



NATIONAL WORKSHOP

WIPO/CR/SOF/11/INF. 1 PROV
ORIGINAL: ENGLISH
DATE: JANUARY 24, 2011

WIPO WORKSHOP ON MANAGING COPYRIGHT IN THE BOOK PUBLISHING INDUSTRY

Organized by
the World Intellectual Property Organization

In cooperation with
the Ministry of Culture of Bulgaria

February 3 and 4, 2011, Ministry of Culture of Bulgaria, Sofia

PROGRAM

International Bureau of WIPO

Thursday, February 3, 2011

- 09.00 – 09.30 Registration
- 09.30 – 10.00 Opening and Welcome Remarks
- The Representative of the Bulgarian Ministry of Culture, Sofia
- Mr. Dimiter Gantchev, Deputy Director, Creators and Performers Division, Cultural and Creative Industries Sector, WIPO, Geneva, Switzerland
- Mr. Jens Bammel, Secretary General, International Publishing Association, Geneva, Switzerland
- 09.30 – 10.00 Topic 1: Intellectual Property and the Creative Industries
- Speaker: Mr. Dimiter Gantchev
- 10.00 – 11.00 Topic 2: The Publishing Value Chain and Supply Chain: Beginnings, Production, Delivery and Circulation
- Speaker: Mr. Tomasz Zajbt, Publisher, Wydawnictwo RM Sp. z o.o, Warsaw
- 11.00 – 11.15 Coffee Break
- 11.15 – 11.45 Topic 3: Copyright Law in Bulgaria
- Speaker: Prof. Georgi Sarakinov, Sofia
- 11.45 – 12.15 Topic 4: The Publishing Industry in Bulgaria, Status and Prospects
- Speaker: Mr. Veselin Todorov, Chairman, Bulgarian Book Association, Sofia
- 12.15 – 14.00 Lunch Break
- 14.00 -14.45 Topic 5: Exceptions and Limitations to Copyright and the Access to Knowledge: Challenges and Opportunities for the Publishing Industry
-
- Speaker: Mr. Jens Bammel
- 14.30 – 15.30 Topic 6: Book Publishing Agreements
- Part I: Managing Primary, Secondary and Subsidiary Rights
- Basic Elements: Subject Matter; Rights to be Granted, Territory, Duration, Exclusivity, Marketing Duties, Representations & Warranties, Translations, Payment

Fees, Licenses versus Assignments, Moral Rights, Ownership

Part II: The Promotion and Sale of Subsidiary Rights

Speaker: Ms. Lynette Owen, Copyright Director, Copyright Department, Pearson Education Ltd., London

15.30 – 15.45 Coffee Break

15.45 – 16.15 Topic 7: Book Publishing Agreements

Part II: Permissions Clearances: Fair Use and Fair Dealings

Speaker: Ms. Lynette Owen

16.15 – 17.00 Topic 8: Reprographic Rights and the Importance of Collecting Societies: National, Regional and International Perspectives and Experiences

Speaker: Mrs. Mariana Lazarova, Director, Copy BG, Sofia

Friday, February 4, 2011

09.30 – 10.30 Topic 9: Adding Value to Content: Business Models in the Publishing Industry

Payment to Authors, Permission Costs and Subsidiary Rights: Compensation (advance) Royalties, Methods of Calculating the Authors' Compensation, Revenues from Licenses

Speaker: Mr. Tomasz Zajbt

10.30 – 11.00 Coffee Break

11.00 -12.00 Topic 10: Electronic Publishing: Intellectual Property Implications of Online Publishing and Digital Distribution

Speaker: Ms. Lynette Owen

12.00 – 14.00 Lunch Break

14.00 – 14.45 Topic 11: Digital Migration of Publishing and the Changing Business Models

Speaker: Mr. Jens Bammel

14.45 – 15.15 Coffee Break

- 15.15 – 15.45 Bulgarian National Strategy on the Creative Industries
- Speaker: Mr. Ivan Tchalakov, Associate Professor, Department of Applied and Institutional Sociology, University of Plovdiv, Plovdiv, Bulgaria
- 15.45 – 16.30 Panel on Emerging Trends: Opportunities and Challenges
- Moderator: Mr. Georgi Damianov, Director, Ministry of Culture of Bulgaria, Sofia
- 16.30 – 17.00 Closing Ceremony

[End of document]