STANDING COMMITTEE ON COPYRIGHT
AND RELATED RIGHTS

Eighteenth Session
Geneva, May 25 to 29, 2009

INFORMATION MEETING ON DEVELOPMENTS IN BROADCASTING

PROVISIONAL PROGRAM

prepared by the Secretariat
PROVISIONAL PROGRAM

Information Meeting on Developments in Broadcasting

Monday, May 25, 2009

10.00 – 10.10 Welcome address by: Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO)

10.10 – 11.00 Theme 1 Developments in the Broadcasting Industry

Speakers: Mr. Avnindra Mohan
Executive Vice President
Zee Network, ESSEL Group, New Delhi

Mr. Luis Alejandro Bustos
Corporate Legal General Director
Televisa Group, Mexico

11.00 – 11.20 Coffee Break

11.20 – 11.45 Theme 2 Developments in Broadcasting Technologies

Speaker: Mr. Lieven Vermaele
Director, Technical Department, European Broadcasting Union (EBU), Geneva

11.45 – 12.10 Theme 3 Technological Developments in the Broadcasting Industry: The Perspective of Developing Countries

Speaker: Mr. Tharaka Mohotti
Director Engineering, MTV Channel (Pvt) Limited
Depanama, Pannipitiya, Sri Lanka

12.10 – 12.45 Theme 4 Broadcasting and Development

Speakers: Ms. Simone Lahorgue Nunes
Lahorgue Advogados, Rio de Janeiro

12.45 – 13.00 Discussion

13.00 – 15.00 Lunch break
15.00 – 15.30  Theme 5  Sports Broadcast Piracy
Speaker: Mr. David Price
Head of Piracy Intelligence
Envisional, Cambridge

15.30 – 16.00  Theme 6  The production of broadcasts and remuneration of rights: A business perspective
Speaker: Mr. Godfrey McFall
Senior Associate
Oliver & Ohlbaum Associates Ltd., London

16.00 – 16.30  Theme 7  Broadcasting and Governance
Speaker: Ms. Alison Gillwald
Associate Director, Economic Development
The EDGE Institute, Johannesburg

16.30 – 17.00  Theme 8  Broadcasting and the Public Interest
Speakers: Mr. Sisule Musungu
President, IQSensato, Geneva

17.00 – 17.20  Coffee Break

17.20 – 17.45  Theme 9  Broadcast infringements: Case Studies
Speaker: Fernand Alberto
Broadcast Media Consultant
Manila

17.45 – 18.00  Discussion

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