



NATIONAL INTELLECTUAL PROPERTY
OFFICE OF SRI LANKA



NATIONAL WORKSHOP

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Making a Living in the Film Industry **Copyright for Film Industry Professionals**

Organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the National Intellectual Property Office of Sri Lanka (NIPO)

with the support of
the National Film Corporation of Sri Lanka (NFC)

Colombo, Sri Lanka, December 15 to 17, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, December 15, 2014

8.30 – 9.00 Registration

9.00 – 9.30 Opening and Welcome Remarks by:

Mrs. Geethanjali Ranawaka, Director General, National Intellectual Property Office (NIPO), Colombo

Mrs. Suganthie Kadirgamar – Chairperson, Intellectual Property Advisory Commission.

Ms. Donna Hill, Counsellor, Creative Industries Section, Copyright Infrastructure Division, WIPO

9.30 – 10.00 Coffee Break

10.00 – 10.45 **Session 1 The Importance of Copyright for the Film Industry**

(i) The Economic Performance of the Copyright-based Industries

Speaker: Ms. Donna Hill, Counsellor, Creative Industries Section, Copyright Infrastructure Division, WIPO

(ii) Copyright and Related Rights in Sri Lanka

Speaker: Mrs. Geethanjali Ranawaka, Director General, National Intellectual Property Office (NIPO), Colombo

10.45 – 11.30 **Session 2 Setting the Scene: Sri Lanka and the Worldwide Film Market**

Speaker: Mr. Rob Aft, Compliance Consulting, Los Angeles

Presentations: Local filmmakers and workshop participants, Colombo

11.30 – 13.15 **Session 3 Copyright in the Film-making Process: From Development to Production to Distribution to Exhibition**

The Importance of Chain of Title Documentation on Establishing Ownership in Film Productions

This session introduces the pool of talent required to make a film, and identifies the main careers along the film-making value chain, including a brief introduction to the stakeholders not usually identified in film schools, namely the distributors, legal practitioners and financing

communities. These will be covered more extensively in other modules. Copyright documentation, which includes all chain-of-title documentation, is explained and related talent agreements issues are elaborated. A broad discussion of the methods for acquiring underlying property and assuring final ownership of the copyright, including performances, music, etc., as well as avoiding potential problems.

Speakers: Ms. Wendy Reeds, Executive Vice President, International Sales, Lionsgate, London

Mr. Chanakya Jayadeva, Attorney at law Entertainment, Media and Sports Law Firm, Colombo

Mr. Rob Aft

13.15 – 14.30 Lunch Break

14.30 – 17.00 **Session 4** **Entering the Global Marketplace for Films: The Finance and Distribution Environment**

This session explains strategies for generating film revenue. The Development and Acquisitions Executives are the gatekeepers at distribution and production companies including major studios and TV outlets. Producers present projects to them in hopes of securing finance and distribution. They expect a complete and professional explanation of the rights situation for the project. Producers need to know what they are expected to supply and what kind of deals they can negotiate.

“Standard” Agreements for Production, Distribution and on Film Finance Structures, supported with Case Studies and Handouts.

- (a) Chain of Title
- (b) Production Contracts
- (c) Finance Paperwork
- (d) Distribution Contracts
- (e) Print and Advertising
- (e) Audits

Speakers: Mr. Rob Aft

Ms. Wendy Reeds

Mr. Chanakya Jayadeva

17.00 – 17.30 **Roundtable** **Discussion and Summary of the Day**

All speakers and participants

Tuesday, December 16, 2014

09.30 – 11.00 **Session 5**

Selling and Co-Producing Films: A Case Study

Copyright issues that typically face development and acquisition professionals when they are choosing films for their companies with which to be involved, whether financing or distributing, or both. This session deals with the finance sources for production and the ways those sources are accessed. The documentation requirements and players involved in assembling these deals are also discussed. Particular emphasis is paid to co-production requirements and opportunities. Among the careers introduced or more fully elaborated in this module are bankers, investment managers, government employees involved in the promotion or support of filmmaking, lawyers (of course) and producers (again). Discussions will also touch on the role of accountants, auditors and production managers, all of whom are critical to the finance process.

Speakers: Mr. Rob Aft

Ms. Wendy Reeds

Mr. Chanakya Jayadeva

11.15 – 11.30 Coffee Break

11.30 – 13.00 **Session 6**

Revenue Tracking, Revenue Distribution and Accounting

This session addresses compensation, royalties and other payment issues contained in talent agreements. Discussions will also center on how specialized agencies collect royalties and levies, and more importantly will address those issues foremost in a filmmaker's mind: Getting Paid!

Speakers: Mr. Rob Aft

Ms. Wendy Reeds

13.00 – 14.30 **Lunch**

14.30 – 15.30 **Session 7**

Revenue Tracking, Revenue Distribution and Accounting Continued

Speakers: Mr. Rob Aft

Ms. Wendy Reeds

