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## **Global Meeting on Emerging Copyright Licensing Modalities - Facilitating Access to Culture in the Digital Age**

*Organized by*  
the World Intellectual Property Organization (WIPO)

**Geneva, November 4 and 5, 2010**

Provisional Program  
*prepared by the International Bureau of WIPO*

Thursday, November 4, 2010

9.00 – 10.00	Registration	
10.00 – 10.15	Opening Ceremony	
		Welcome address by Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva
10.15 – 10.45	<b>Key Note:</b>	Professor Lawrence Lessig, Harvard Law School, Edmond L. Safra Foundation Centre for Ethics, Cambridge
10.45 – 12.30	<b>Theme I:</b>	<b>Licensing Content Online: New Trends</b>
		Moderator: Mr. Phil Hardy, Editor/Publisher, The View from the Boundary, Weston Longville, Norfolk
		Speakers: Mr. Joe Kennedy, Chief Executive Officer, Pandora, Oakland
		Mr. Scott M. Martin, Executive Vice-President of IP and Associate General Counsel, Paramount Pictures, Hollywood
		Mr. Atul Churamani, Vice President, Saregama India Limited, Mumbai
		Mr. Francis Keeling, Vice President, Digital for Universal Music International, London
		Ms. Zahavah Levine, General Counsel & Vice-President, Business Affairs, YouTube, Inc., San Bruno
		Mr. Brian Message, Chairman, The Music Managers Forum UK (The MMF) & Manager, Radiohead, London
12.30 – 13.00	<b>Paper Presentation:</b>	<b>Copyright and Competition: an Evolving Relationship</b>
		Speakers: Mr. Sacha Wunsch-Vincent, Senior Economic Officer, Economics and Statistics Division, World Intellectual Property Organization (WIPO), Geneva
		Professor Helenara Braga Avancini, Faculdade Cenecista de Osório, Porto Alegre
13.00 – 15.00	Lunch	

15.00 – 16.30	<b>Theme II:</b>	<b>Competition and Licensing of Music</b>  Moderator: Professor Helenara Braga Avancini  Speakers: Mr. John L. Simson, Executive Director Sound Exchange (SX), Washington D.C.  Mr. Flavio Arosemena Burbano, Director, Ecuador National Directorate of Copyrights and Related Rights, Quito  Mr. Tilman Lüder, Head, Copyright Unit European Commission, Brussels  Mr. Rob Kirkham, Head, Copyright Contracting, Talent & Rights Negotiation Group, BBC Vision Operations, London  Mr. Pablo Hernández, Deputy Director General, <i>Sociedad de Autores y Editores</i> (SGAE), Madrid
16.30 – 18.00	<b>Theme III:</b>	<b>Software: Tailoring Licenses to Markets</b>  Moderator: Ms. Marisella Ouma, Executive Director, Kenya Copyright Board, Nairobi  Speakers: Mr. Sergio Vieira Branco Jr., Fundação Getulio Vargas, Rio de Janeiro  Mr. Jason Albert, Associate General Counsel & Chief of Staff, Microsoft Corporation, Redmond  Professor Fernando J. Barrio, Director, International Relations, <i>Universidad Nacional de Rio Negro</i> , Viedma  Mr. Malcolm Bain, Socio/Partner, ID Law Partners & Free Software Foundation - Europe (FSF-Europe), Barcelona  Mr. William Patry, Senior Copyright Counsel, Google Inc., New York City
18.00	Reception	

Friday, November 5, 2010

- 10.00 – 10.20      **Special Address:**      Dr. Konrad Boehmer, President, Buma/Stemra, Amsterdam
- 10.20 – 11.50      **Theme IV:**                      **Research and Education: Emerging Licensing Platforms**
- Moderator: Mr. Sergio Vieira Branco Jr.
- Speakers: Mr. Jea-Gon Jeong, Director, Copyright Information Center, Korea Copyright Commission, Seoul
- Professor Fernando J. Barrio
- Ms. Marisella Ouma
- Dr. Najeeb Al Shorbaji, Director, Department of Knowledge Management Sharing, World Health Organization (WHO), Geneva
- Ms. Hala Essalmawi, Principal Attorney & IPR Officer, Bibliotheca Alexandrina, (the new Library of Alexandria) Alexandria
- 11.50 – 13.00      **Theme V:**                      **Making Orphan Works Available: a Licensing Solution?**
- Moderator: Mr. C. Trevor Clarke, Assistant Director General, Culture and Creative Industries Sector, World Intellectual Property Organization (WIPO), Geneva
- Speakers: Mrs. Magdalena Vinent, President, The International Federation of Reproduction Rights Organizations (IFFRO), Brussels
- Mr. Ben White, Head of Intellectual Property, British Library, London
- Mr. Mario Bouchard, General Counsel Copyright Board of Canada, Ottawa
- Dr. Thammaiah Ramakrishna, Intellectual Property Rights Chair Professor, Ministry of Human Resource Development, National Law School of India University (NLSIU), Bangalore
- 13.00 – 15.00      Lunch
- 15.00 – 15.20      **Paper Presentation:**                      **Licensing Access to Knowledge**
- Mr. Sisule Musungu, IQSensato, Geneva

- 15.20 – 16.35      **Theme VI:**      **Licensing of Information and Content: the Role of Governments**
- Moderator: Mr. Mohamed Nour Farahat, Chief,  
Permanent Copyright Office, Cairo
- Speakers: Mr. Heijo Ruijsenaars, Head, Intellectual  
Property, European Broadcasting Union  
(EBU), Geneva
- Mrs. Marie-Françoise Marais, President,  
*Haute autorité pour la diffusion des œuvres  
et la protection des droits sur Internet*  
(HADOPI), Paris
- Mr. Massimo Travostino, Creative  
Commons (CC), Studio Legale Pecoraro  
Travostino, Turin
- Mr. Thierry Desurmont, *Vice-président du  
Directoire, Société des Auteurs,  
Compositeurs et Éditeurs de Musique*  
(SACEM), Paris
- 16.35 – 17.50      **Theme VII:**      **The International Outlook: the Role for WIPO?**
- Moderator: Mr. Manuel Guerra, Director, *Instituto  
Nacional de Derecho de Autor*  
(INDAUTOR), Mexico City
- Speakers: Mrs. Dora Salamba-Makwinja, Chief  
Executive Officer, Copyright Society of  
Malawi (COSOMA), Lilongwe
- Ms. Jane Dyball, Senior Vice President,  
Warner/Chappell Music Ltd., London
- Mr. Phil Hardy
- Mr. Bendik Hofseth, Chairman, International  
Council of Authors and Composers of  
Music (CIAM), Brussels
- 17.50      Closing Remarks

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