
INTERNATIONAL CONFERENCE

WIPO/GDCM/CR/GE/20/INF
ORIGINAL: ENGLISH
DATE: SEPTEMBER 16 TO 18, 2020

The Global Digital Content Market

GDCM2020

organized by
the World Intellectual Property Organization (WIPO)

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, September 16, 2020

12.40 Conference goes online: Announcements and short videos

13.00 – 13.20 **Opening Ceremony:** Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO)

Video Message from H.E. Ivan Duque, President, Republic of Colombia

Video Message from H.E. Toomas Hendrik Ilves, President, Estonia, 2006-2016

Video Message from H.E. Wishnutama Kusubandio, Minister of Tourism and Creative Economy, Republic of Indonesia

13.20 – 14.30 **Session 1 – Music Summit: *Cutting-Edge Content Offers in a Fast-Changing Landscape***

With content accessible anytime and anywhere and the emergence of both mainstream and niche platforms, this session will investigate the impacts of new business models and new market players on a diversifying ecosystem, including the ever more prominent role of technology from content creation to distribution. What are the success factors to meet consumer demands around the world?

Moderator: Mr. Amobé Mévégué, Journalist, France 24, Paris

Panelists: Mr. Adam Granite, Executive Vice President of Market Development, Universal Music Group, London

Mr. Denis Ladegaillerie, Founder and CEO, BelieveDigital, Paris

Mr. Eddy Maroun, CEO, Anghami, Beirut

Mr. Ole Obermann, Vice President and Global Head of Music, TikTok, London

Mr. Cussion Pang, CEO, Tencent Music
Entertainment Group, Shenzhen, China

Video insights:

- Mr. José Antonio Aboumrad, Director, Claro Sports, Mexico City
- Ms. Bodour Al Qasimi, Publisher, Dubai, UAE
- Mr. Eduardo Navarro, Global Director of Strategy and Corporate Affairs of Telefonica S.A, Madrid
- Mr. Michal Nowakowski, SVP Business Development, CD Projekt, Warsaw

14.30 – 14.45 **Music Interlude: *Lusophone Gig***

The Lusophone world of music. A program coordinated by SPAutores, Portugal.

Produced and directed by Mr. Rui Filipe (Portugal), with the participation of Mr. João Caetano (Macao (China)), Calema (Sao Tome and Principe), Ms. Solange Cesarovna (Cabo Verde), Mr. Paulo Flores ft Yuri da Cunha (Angola), Mr. Zé Manel Madeira (Timor-Leste), Mariza (Portugal), Ms. Eneida Marta (Guinea Bissau), Ms. Caixa de Pandora (Portugal), Ms. Sonia Shirsat (Goa (India)), Ms. Selma Uamusse (Mozambique), Mr. João Ventura (Brazil)

Videographer and editor: Mr. André Miranda (Portugal)

Titles: Mr. Eduardo Caramujo (Portugal)

Camera operator Mr. Tiago Esmael (Mozambique)

Coordination: Ms. Paula Cunha (Portugal)

Assistant producer: Ms. Isabel Jaén (Spain)

Sonoplasty: Mr. Barqueiro de Oz (Portugal)

Subtitles: Mr. Simon Wadsworth (England)

Interviews: Mr. Mia Couto (Mozambique), Mr. Jorge Paixão Da Costa (Portugal), Ms. Graça Morais (Portugal)

14.45 – 15.30 **Exclusive Conversation: *Changing Content Landscape for Film***

With the rise of streaming services, are we witnessing a shift from movie theaters to home entertainment? How will the audiovisual industry ecosystem react to the fierce competition among more and more media platforms and to the worldwide race in specialization and diversification? Who will produce tomorrow's hit movies and series?

Moderator: Ms. Natalia Reiter, Journalist, Geneva, Switzerland

Panelists: Mr. Erick Bretas, CEO, Globo Play, Rio de Janeiro, Brazil

Ms. Orsi Nagypal, Film Director and
Screenwriter, Budapest

Mr. Madhu Varma Mantena, Film Producer and
Distributor, Mumbai, India

Video insights:

- Ms. Nandita Das, Actor and Film Director, Mumbai, India
- Ms. Daniela Vega, Actress, Santiago

Thursday, September 17, 2020

12.40 Conference goes online: Announcements and short videos

13.00 – 14.25 **Session 2 – *Authors and Artists in an Evolving Value Chain***

A series of questions have arisen with the diversification of formats and channels (video sharing networks, playlists, podcasts, webzines, eBooks) in all creative fields with a direct impact for creators, including the relationship with publishers, producers, platforms and distributors, the attraction of self-production, self-publishing, and the self-management of their rights. How can the globalization of markets and audiences translate into financial rewards for authors and artists?

Moderator: Mr. Amobé Mévégé

Panelists: Ms. Yvonne Chaka Chaka, Creator and
Performer, Johannesburg, South Africa

Mr. Crispin Hunt, Performer, London

Ms. Miranda Mulholland, Artist, President of
Roaring Girl Records, Music Festival Founder,
Toronto, Canada

Ms. Khadja Nin, Singer, Gitega, Burundi

Mr. Björn Ulvaeus, Member of ABBA, Co-
Founder, Music Rights Awareness Foundation,
Sweden

Video insights:

- Ms. Aibee Abidoje, Executive President, Chocolate City, Lagos, Nigeria
- Ms. Nina George, President, European Writers' Council, Novelist, Journalist, Berlin
- Mr. Tore Engström Østby, Guitarist, Stockholm
- Mr. Nacho Garcia Vega, Singer, Madrid

14.25 – 14.35 **Creative Design Interlude: African Fashion**

A program coordinated by Ms. Nozipho Tshabalala, CNBC Africa, Johannesburg, South Africa

Director of photography: Mr. Tebogo Mogale (South Africa)

Sound, music and editor: Mr. Mpho Nthangeni (South Africa)

Line producer: Mr. Sammy Rabolele (South Africa)

Editor and visual effects: Mr. Sol Leferela (South Africa)

Producer: Ms. Sindiswa Myeza (South Africa)

Production assistant: Ms. Carrinna Buthelezi (South Africa)

Executive producer: Ms. Nozipho Tshabalala (South Africa)

Wardrobe and makeup: Ms. Khanyisile Matlaba (South Africa)

Founder of Africa Fashion International: Dr. Precious Moloi-Motsepe (South Africa)

Designers: Ms. Doreen Mashika of Doreen Mashika (Zanzibar), Ms. Anisa Mpungwe of Loin Cloth and Ashes (Tanzania and South Africa), Ms. Khadijah Eniafe of Ituen Basi (Nigeria)

14.35 – 15.20 **Exclusive Conversation: *The Global Online Art Market***

The impact of digital technologies is also increasing rapidly in the visual art sector, for everything from production to distribution. The rapid rise of art e-commerce and online auction markets has the potential to enable artists to engage in cross-border trade. What are the conditions and safeguards for this sector to fully benefit from these new trends?

Moderator: Ms. Natalia Reiter

Panelists: Mr. Soly Cissé, Visual Artist, Dakar

Mr. Olivier Masmonteil, Visual Artist, Paris

Mr. Sylvain Gaillard, Director, Opera Gallery
Dubai, Dubai, UAE

Ms. Cécile Verdier, President, Christie's, Paris

12.40 Conference goes online: Announcements and short videos

13.00 – 14.15 **Session 3 – *Rights Management and Infrastructure Solutions: Driving the Future of GDCM***

As music and other creative content is increasingly consumed online, effective cross-border rights data and money flows are intrinsic to a functioning Global Digital Content Market. Focusing on music, the panel will debate whether centralized or decentralized authoritative rights management databases are most suited to making sure creators around the world get paid for the use of their songs and recordings, and provide views on the continuing evolution of the global rights management infrastructure in the years to come.

Moderator: Mr. Amobé Mévégué

Panelists: Ms. Alisa Coleman, Board Chair, Mechanical Licensing Collective Inc. and COO, ABKCO Music & Records, Inc., New York, USA

Mr. Niclas Molinder, Co-Founder and CEO, Session, Stockholm

Mr. Guillermo Ocampo, CEO, Latin Autor, Montevideo

Mr. Talal Shamoan, CEO, InterTrust, San Francisco, USA

Video insights:

- Mr. Wu Guanyong, CEO, FirstBrave Technology, Beijing
- Mr. Michael Huppe, President and CEO, SoundExchange, Washington DC
- Mr. Andrey Krichevskiy, President, IP Chain, Moscow

14.15 – 15.30 **Session 4 – *AI Lab: How AI is Transforming Creative Industries***

The impact of AI on creation, production, and consumption of creative content has yet to be fully explored. How can AI be of use in the creative industries, and how does it empower individual artists? Is AI creating opportunities to enhance the user's experience, or will it erode consumers' trust in what they see or hear?

Moderator: Ms. Natalia Reiter

Video: *Data as a New Art Medium*, produced by Mr. Refik Anadol, Media Artist, Istanbul, Turkey

Panelists: Mr. Refik Anadol

Mr. Timur Bekmambetov, Film Producer,
Moscow

Mr. Youngsuk 'YS' Chi, Chairman, Elsevier,
New York, USA

Dr. Ahmed Elgammal, Director, Art and Artificial
Laboratory Rutgers University, New Jersey,
USA

15.30 – 15.45 **Closing Ceremony:** Mr. Francis Gurry and Surprise Guest

[End of document]