This virtual WIPO conference will explore the latest developments in the creative industries sector brought about by digital technologies at worldwide level, in particular focusing on:

- Emerging new business models
- Unfolding local and global markets
- The crucial role of IT tools from the creation of content to the management of rights

Program

The third edition of this conference, held entirely in virtual mode due to the COVID-19 pandemic, will feature an innovative format of live panel discussions, video insights and testimonies by key players in the creative industries. The live discussions will address the impact of the latest digital developments on creative content and new business models in various sectors: music, publishing, film, broadcasting, video games, and fashion. The discussions will cover:

- Music Summit: Cutting-Edge Content Offers in a Fast-Changing Landscape
- Changing Content Landscape for Film
- Authors and Artists in an Evolving Value Chain
- The Global Online Art Market
- Rights Management and Infrastructure Solutions: Driving the Future of GDCM
- AI Lab: How AI is Transforming Creative Industries

Video insights and testimonies will complement and enlighten the discussions of the live debates.

Some creative interludes will provide entertainment and inspiration.

The conference will be held virtually from 13.00 to 15.30 each day.
Day one – Wednesday, September 16, 2020

Opening Ceremony (13.00 – 13.20)

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

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?

Music interlude: Lusophone gig (14.30 – 14.40)

Exclusive Conversation: Changing Content Landscape for Film (14.40 – 15.20)

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?

Day two – Thursday, September 17, 2020

Short interviews (13.00 – 13.10)

Session 2 – Authors and Artists in an Evolving Value Chain (13.10 – 14.25)

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?

Creative design interlude: African Fashion (14.25 – 14.35)

Exclusive Conversation: The Global Online Art Market (14.35 – 15.10)

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?
Day three – Friday, September 18, 2020

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

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.

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

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?

Closing – 15.30 – 15.40