Information Meeting for the Advertising Sector on International Cooperation to Prevent Digital Advertising on Suspected Copyright-Infringing Websites

organized by
the World Intellectual Property Organization (WIPO)

WIPO Headquarters, Geneva, March 8, 2019

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Friday, March 8, 2019

9.00 – 9.30 Registration

9.30 – 9.40 Welcome and Introduction

Mr. Francis Gurry, Director General, World Intellectual Property Organization

9.40 – 11.00 **Topic 1: Advertising and Piracy in the Online Environment**

Moderator: Ms. Louise van Greunen, Director, Building Respect for IP Division, WIPO

Speakers: Mr. Simon Baggs, Chief Executive Officer, Incopro, London, UK

Mr. Geerart Bourlon, Senior Legal Counsel, Deputy Head Legal Department, Motion Picture Association, EMEA, Brussels, Belgium

Mr. Bill Bush, Director of Policy, Premier League, London, UK

Mr. Abrahim Farraj, Manager, Creative Content Protection, NBCUniversal, New York, United States of America

11.00 – 11.15 Coffee Break

11.15 – 12.30 **Topic 2: Regulatory Responses and Voluntary Measures**

Moderator: Mr. Thomas Dillon, Legal Counsellor, Building Respect for IP Division, WIPO

Speakers: Ms. Ana Sofia Cruz, Inspector, Multidisciplinary Team for Copyright and Entertainment Venues, General Inspection of Cultural Activities (IGAC), Portugal

Mr. Giorgio Greppi, Director, Digital Rights and Protection Office, Communications Guarantee Authority (AGCOM), Italy

Ms. Elizabeth Jones, Copyright & IP Enforcement Directorate, Intellectual Property Office, United Kingdom

Mr. Nicky Valbjørn Trebbien, Head of Copyright and Legal Unit, Ministry of Culture, Denmark

12.30 – 13.00 **Topic 3: The WIPO Database Project**

Speakers: Mr. Thomas Dillon, Legal Counsellor, WIPO

Mr. Jeremy Thille, Web Developer, WIPO

13.00 – 13.45 Lunch
13.45 – 14.15  **Topic 4:** The European Union Memorandum of Understanding on Online Advertising and IPR

**Speaker:** Ms. Natalia Zebrowska-Mamais, Legal and Policy Officer, DG for Internal Market, Industry, Entrepreneurship and Small and Medium-Sized Enterprises, European Commission, Brussels

14.15 – 15.45  **Topic 5:** Industry Panel

**Moderator:** Mr. Nick Stringer, Vice President of Global Engagement and Operations, Trustworthy Accountability Group, London, UK

**Speakers:**
- Mr. Stevan Randjelovic, Brand Safety Manager EMEA, Group M, London, UK
- Mr. Ethan Gauvin, Google, London, UK
- Mr. Adam Kinsley, Director of Policy, Sky, UK
- Mr. Luciano, Daffarra, Avvocato, and Ms. Valeria Festinese, IP Protection and Research, Federazione per la Tutela dei Contenuti Audiovisivi e Multimediali (FAPAV), Rome, Italy
- Mr. Peter Szyszko, Chief Executive Officer, WhiteBullet, London, United Kingdom

15.45 – 16.15  **Topic 6:** Protecting the brand against cybersquatting: the UDRP

**Speaker:** Mr. Erik Wilbers, Senior Director, WIPO Arbitration and Mediation Center

16.15 – 16.20  Final remarks and Closing

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