

Committee on Development and Intellectual Property (CDIP)

Twenty-Third Session
Geneva, May 20 to 24, 2019

FOLLOW-UP PROPOSAL TO THE FEASIBILITY STUDY ON ENHANCING THE COLLECTION OF ECONOMIC DATA ON THE AUDIOVISUAL SECTOR IN A NUMBER OF AFRICAN COUNTRIES

Prepared by the Secretariat

1. A “Feasibility Study on Enhancing the Collection of Economic Data on the Audiovisual Sector in a Number of African Countries”, contained in document CDIP/21/INF/2, was prepared in the context of the Project on Strengthening and Development of the Audiovisual Sector in Burkina Faso and Certain African Countries – Phase II (document CDIP/17/7).
2. The feasibility study was prepared by two independent consultants, Ms. Deirdre Kevin and Ms. Sahar Ali and presented to the 21st session of the CDIP. The Committee requested the Secretariat to “explore the need and feasibility of further related work in the future”.
3. The Annex to this document contains an implementation plan of follow up activities to disseminate the project results.
4. *The Committee is requested to consider the Annex to the present document*

[Annex follows]

| IMPLEMENTATION PLAN FOR FOLLOW UP ACTIVITIES | |
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| <i>Title of Activity/Initiative</i> | Enhancing data collection in Africa in the Audiovisual Sector |
| <i>Brief Description of the Activity/Initiative</i> | <p style="text-align: center;">- Background</p> <p>In the context of the Project on “<i>Strengthening and Development of the Audiovisual Sector in Burkina Faso and Certain African Countries</i>” – Phase II (document CDIP/17/7), a feasibility study on “<i>Enhancing the collection of economic data in the audiovisual sector in certain African countries</i>” was commissioned in 2017. The study covered Burkina Faso, Côte d'Ivoire, Kenya, Morocco and Senegal</p> <p>The report revealed a data gap within the audiovisual sectors of the countries covered. One of the conclusions was the need to increase the awareness of audiovisual industry stakeholders with regard to the importance of enhancing the collection of market and legal data. Steps were identified in that regard.</p> <p>Little is known about the size or nature of domestic audiovisual markets in many developing countries. This, coupled with the sector’s informal nature, and poor IP awareness, makes identifying and effectively managing IP assets to leverage the sector’s economic potential, a significant challenge. Professionals outlined that transparent and reliable market data could support transparent and effective policy decision in the audiovisual sector.</p> <p>This project proposal is presented to disseminate the project results of the above-referred study through the organization of the following two main project activities :</p> <ul style="list-style-type: none"> A. A sub regional workshop to disseminate the study findings; B. The drafting of a summary following the workshop outlining the experiences in the area and some possible options for the beneficiary countries. <p>The main objectives of these activities are to:</p> <ul style="list-style-type: none"> - Present the key findings of the study - Raise further awareness of policy makers and professionals on the importance of market and legal data in the audiovisual sector - Provide examples of successful national and regional strategies, tools and best practices related to collection of market and legal data in the audiovisual sector - Identify some options which could be followed by beneficiary countries to increase transparency of market and legal data |

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| <p><i>Project Activities</i></p> | <p>Project activity 1:</p> <p>Sub regional seminar</p> <p>The seminar will address the business, financial and economic benefits that can flow from robust data collection to all parties concerned.</p> <p>The seminar will bring together, over three days, representatives of the national institutions involved in funding, regulating and managing production and distribution in the audiovisual sector as well as broadcasting organizations, copyright offices and collective management organizations,.</p> <p>The seminar will include sub regional institutional partners such as the West African Economic and Monetary Union Commission /UEMOA) and ECOWAS.</p> <p>Contributors and presenters will include the two researchers who carried out the study and two other experts. The seminar will also include representatives from European copyright professional associations (for example the European Society of Audiovisual Authors SAA; the European Audiovisual Observatory, representatives from the African Audiovisual and Cinema Commission of the African Union).</p> <p>The participants will include at least 5 representatives from each beneficiary country representing he following categories:</p> <ul style="list-style-type: none">- A representative of the national authority in charge of copyright- A representative of the collective management organization- A representative of the Cinematographic commission- A representative of the national regulatory authority for communications- A representative of the film producers association. <p>Project activity 2:</p> <p>Preparation of Summary document following the workshop</p> <p>The document will :</p> <ul style="list-style-type: none">- outline the experiences in the area and the various approaches to data collection in the countries,- benchmark some best practices addressed during the seminar- and identify options for the countries. <p>It will assess the potential minimum structural, legal, financial and governance arrangements, and the approaches to data collection, data purchase, data sharing, and the development of networks</p> |
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| | <p><u>Cooperation with other stakeholders:</u></p> <p>In the strategic implementation of the project, and the desire for the long-term sustainability of the outcomes, synergies will be sought, where appropriate, with programs, projects and initiatives of relevant stakeholders and organizations such as UEMOA and ECOWAS</p> <p>The outcomes and tools of this project will be shared with other Member states.</p> | | | | | | | | | | | | | | | | | | | | |
|--|---|----------------|---------------|---------------|-------|---|--|-------|-------|-------------------|--|--------|--------|--------------------|--|-------|-------|--------------|--|--|---------------|
| <p><i>Key WIPO Sectors Involved and Links to WIPO Programs</i></p> | <p>Program 3.</p> <p>Strategic Goal III.4: Strengthened cooperation arrangements with institutions in developing countries, LDCs and countries in transition tailored to their needs.</p> <p>Strategic Goal IV.2: Enhanced access to, and use of, IP information by IP institutions and the public to promote innovation and creativity</p> | | | | | | | | | | | | | | | | | | | | |
| <p><i>Overall Duration</i></p> | <p>6 months as of August 1st, 2019</p> | | | | | | | | | | | | | | | | | | | | |
| <p><i>Overall Budget</i></p> | <p>Total non-personnel cost: 50,000 Swiss francs</p> <table border="1" data-bbox="491 1088 1390 1480"> <thead> <tr> <th>Project Output</th> <th>Personnel</th> <th>Non Personnel</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Identification of institutions outreach to prepare activity</td> <td></td> <td>5,000</td> <td>5,000</td> </tr> <tr> <td>Regional Workshop</td> <td></td> <td>40,000</td> <td>40,000</td> </tr> <tr> <td>Drafting follow up</td> <td></td> <td>5,000</td> <td>5,000</td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td>50,000</td> </tr> </tbody> </table> <p>The cost of these activities will be covered from within the existing budget of the Copyright Law Division.</p> | Project Output | Personnel | Non Personnel | Total | Identification of institutions outreach to prepare activity | | 5,000 | 5,000 | Regional Workshop | | 40,000 | 40,000 | Drafting follow up | | 5,000 | 5,000 | Total | | | 50,000 |
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| Total | | | 50,000 | | | | | | | | | | | | | | | | | | |
| <p><i>Results/impact of project</i></p> | <ol style="list-style-type: none"> 1. Disseminate the findings of the feasibility study on the importance of economic data on the audiovisual sector 2. Increased awareness on the methodologies for collection, analysis and presentation 3. Identify options and possible approaches towards enhanced collection of economic data. | | | | | | | | | | | | | | | | | | | | |