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INTELLECTUAL PROPERTY
ORGANIZATION

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Committee on Development and Intellectual Property (CDIP)

Thirty-Third Session
Geneva, December 9 to 13, 2024

COMPLETION REPORT OF THE PROJECT ON ENHANCING THE USE OF INTELLECTUAL PROPERTY FOR MOBILE APPLICATIONS IN THE SOFTWARE SECTOR – PHASE II

prepared by the Secretariat

1. The Annexes to the present document contain the Completion Report of the Development Agenda (DA) Project on Enhancing the Use of Intellectual Property for Mobile Applications in the Software Sector – Phase II. The report covers the entire period of the project implementation, from January 2023 to July 2024.

2. The Committee is invited to take note of the information contained in the Annexes to this document.

[Annexes follow]

PROJECT SUMMARY	
Project Code	DA_4_11_23_24_27_02
Title	*Enhancing the Use of Intellectual Property for Mobile Applications in the Software Sector – Phase II*
Development Agenda Recommendations	Recommendations 4; 11; 23; 24; and 27.
Project Budget	Total project budget: 150,000 Swiss francs, allocated for non-personnel resources.
Project Duration	19 months
Key WIPO Sectors/areas Involved	Implementing Sector: Copyright and Creative Industries
Brief Description of Project	The project on *Enhancing the Use of IP for Mobile Applications in the Software Sector* was proposed by Kenya and approved by the CDIP at its twenty-second session, held in September 2018. The first Phase of the project was implemented in Kenya, the Philippines and Trinidad and Tobago from January 2019 to December 2021. While discussing the Completion Report (document CDIP/28/7) and the Evaluation Report (document CDIP/28/6) of the first Phase during the twenty-eighth session of the CDIP in May 2022, it was highlighted that focusing on mobile applications in specific industry contexts would add value to the sustainability of the initial project results. At its twenty-ninth session, the Committee approved the Phase II of the project (document CDIP/29/8 Rev.). Phase II focuses on ensuring the long-term sustainability of the project outputs by incorporating them in a comprehensive training course material that would provide possibilities for future self-education, training, reference and further reading. In consultation with the beneficiary countries (Kenya, the Philippines, and Trinidad and Tobago), it was decided to focus the Phase II of the project on enhancing the use of IP protection to support the mobile application industry in four creative industries, namely, music, publishing, videogames and audiovisual content.
Project Manager	Dimiter Gantchev, Deputy Director and Senior Manager, Information and Digital Outreach Division, Copyright and Creative Industries
Links to Expected Results in the Program of Work and Budget	Program of Work and Budget for 2022/23: 4.1: More effective use of IP to support growth and development of all Member States and their relevant regions and sub-regions, including through the mainstreaming of the Development Agenda

	recommendations. 4.2: Development of balanced and effective IP, innovation and creative ecosystems in Member States. 4.3: Increased IP knowledge and skills in all Member States. 4.4: More innovators, creators, SMEs, universities, research institutions and communities leverage IP successfully.
Overview of the Project Implementation	The following is the overview of the project implementation, based on the delivery of the project outputs described in the approved project document (CDIP/29/8 REV.). A summary overview of the project is also available in the Catalogue of DA Projects and Outputs at: https://dacatalogue.wipo.int/projects/DA_4_11_23_24_27_02 Horizontal activities: ➢ A training course material on IP for mobile applications, as well as four tools on the use of mobile applications in music, publishing, video games, and social media. ➢ A side event will take place on the margins of the thirty-third CDIP session, in which the beneficiary countries will present the project's takeaways to Member States. Events were held in each country with online contribution and participation from guest speakers and beneficiary country representatives. The following activities took place: Trinidad and Tobago ➢ A workshop on *Intellectual Property in Mobile Applications: Business and Legal Issues* was held on March 18-19, 2024, in Port of Spain, Trinidad and Tobago, benefitting 70 participants. ➢ 40% of the participants were female and 60% male with 44% representing the private sector, 43% from governmental organizations, 7% from academia, and 6% from other affiliations. 92% of the participants indicated that the workshop met their expectations, while 72% found the workshop very helpful. All participants expressed interest in future workshops of similar nature. Philippines ➢ A workshop *on Intellectual Property in Mobile Applications: Business and Legal Issues* was held on June 26-28, 2024, in Manila, benefitting 20 participants. ➢ All participants (100%) were satisfied with the program and the overall organization of the workshop. 93% of the participants

	rated the expertise of the speakers with the highest qualifications available and 96% indicated that they would use the presented content and recommend this workshop. Kenya ➢ A webinar *on Intellectual Property and Mobile Applications: Business and Legal Issues* was held on July 3, 2024, benefitting 80 participants. ➢ 82% of the participants were satisfied with the workshop program and 76% were pleased with its organization. Another 82% were very satisfied with the expertise of the speakers.
Key Results and Impact of the Project	1. The project developed useful tools which deepen the understanding of the role of IP in the four creative industries, and support the activities of rights holders, developers and users in their respective fields. These tools are available at: https://www.wipo.int/en/web/mobile-apps/index Guide on Mobile Applications in the Video Games Industry ➢ The guide offers a practical approach to the study of mobile applications in the video game sector, from commercial and legal points of view, and covers the different types of video games and the new ways they can be monetized. ➢ The guide registered 385 downloads in the first three months of publication, between March and June 2024. At the end of August 2024, the guide registered a total of 720 downloads and 514 unique visitors. Tool on Mobile Applications in the Digital Publishing Industry ➢ This tool reviews the landscape of digital publishing and the impact of new technologies on the digital book market. It discusses available solutions for the distribution of digital books with the use of mobile applications, and how mobile reading applications relate to IP law. ➢ The tool registered 418 downloads in the first three months of publication. At the end of August 2024, the tool registered a total of 1,023 downloads and 723 unique visitors. Guide on Mobile Applications in the Music Industry ➢ This guide focuses on the way mobile applications are used in creating music, and the IP aspects of using mobile applications for music creation. IP issues play a massive role in the

	economics of music creation and drives the sustainability of both the mobile application ecosystem and the music ecosystem. ➢ The guide registered 274 downloads in the first three months of publication. At the end of August 2024, it registered a total of 420 downloads and 256 unique visitors. <u>Guide on Mobile Applications and Social Media</u> ➢ This guide offers a practical IP-based approach to the integration of social media platforms in mobile applications allowing companies to protect innovation and be more competitive while using IP in the digital economy. ➢ The guide was published on August 22, 2024. Data on its downloads was therefore not available at the end of August, when this report was being compiled. 2. The project developed a comprehensive training material in the form of a Handbook, which serves as an instrument to introduce all major aspects related to the use of IP in mobile applications. This Handbook would ensure sustainability of the project outcomes as it can be used by all WIPO Member States to raise the level of understanding of the role of IP in mobile applications. <u>Handbook on Intellectual Property in Mobile Applications</u> ➢ The Handbook provides a concise and comprehensive educational material on IP in mobile applications. It explains the structure, income streams and the operation of IP in mobile applications, showcasing how IP fuels the mobile application economy and contributes to industry performance and economic growth. A wide range of issues are explained through case studies and examples. ➢ The Handbook registered 852 downloads in the first three months of publication. At the end of August 2024, the Handbook registered a total of 857 downloads and 11736 unique visitors. 3. The project helped the communities of mobile application developers in the beneficiary countries to realize that they have shared interests and triggered discussions on organizational arrangements to better represent their professional interests. The beneficiary countries were introduced to certain best practices in terms of mobile application associations and were provided with materials and contacts to continue collaborations, if they so desire. 4. The project triggered significant interest among WIPO Member States who were not direct beneficiaries of this project. They had shown interest in the concrete deliverables of the project and inquired about possible implementation of similar projects in their countries. Through Phases I and II of the project, IP and mobile applications were a topic within the CDIP for a

	period of almost five years, which kept the attention on these issues and enabled WIPO to broaden significantly the audience among the community of application developers.
Experience gained and lessons learned	Lessons learned: • The project confirmed that mobile applications were a topic of great interest, and as mobile applications continue to expand, it would be important for WIPO to continue its involvement through the mainstreaming of the project outcomes and offering of appropriate content to all interested Member States. • The combination of horizontal and vertical approaches to a topic as mobile applications proved to be successful. While a large group of developers will continue to be interested in horizontal issues as forms of IP relevant through the lifecycle of the application, IP contracts, dispute resolutions, financing, open source use and privacy issues, application developers delivering the mobile applications for specific creative industries will continue to be interested in more specific issues related to the relevant creative industries. Different users of the content will continue to be interested in different parts of the content prepared through the project. • Mobile applications are an issue with multisectoral dimensions. The use of mobile applications in almost every sector of the economic, social and cultural life means that the users of WIPO products will be from different sectors. This would require coordination through one focal point of the IP components in different application-related activities in Member States. • Involving private partners in WIPO's training and cooperation programs is a process in which WPO can play a facilitating role. The project demonstrated how useful these partnerships are, however, the follow-up of business-to-business (B2B) partnerships goes beyond WIPO's mandate. • The tools and materials developed under the project (Phases I and II) are valuable sources of information. They could be considered to become full-fledged WIPO publications, and provisions should be made for keeping them up to date as developments in this area are very dynamic. • Against the results of the project, it is recommended that IP in mobile applications be streamlined in the activities of the Organization, both on substantive and geographical basis. Necessary budgetary arrangements should be put in place for future activities.
Risks and Mitigation	The following were risks identified during the implementation of the project. The mitigation strategies were also those identified and implemented.

	Risk 1: Unforeseen circumstances hampering the preparation of the project's deliverables and, consequently, do not allow sufficient time for their testing with the beneficiaries. Mitigation 1: Given the time required to complete procurement procedures more flexible arrangements were made to address potential delays and changes of suppliers in implementation strategies. The capacity building events based on the materials to be developed in the framework of the project were planned after the completion of the materials.
Project Implementation Rate	The budget implementation rate as of August 31, 2024, proportional to the total allocated budget for non-personnel resources was: 88%. Further details are available in Annex II to this document.
Previous Reports	The progress report was contained in Annex VIII to document CDIP/31/3.
Follow-up and dissemination	Follow-up: Each beneficiary country is encouraged to utilize the experience, knowledge and awareness-raising material generated through this project to help mobile application developers understand the role of IP in mobile applications. In order to ensure the sustainability of the project, all materials developed in Phases I and II will be offered through a mobile application, currently under development. Mobile applications are to be kept in the offering of content and competence from WIPO to all interested Member States and addressed through national and regional events. Dissemination: The WIPO dedicated web page for this project includes all project documentation, and awareness-raising material developed in the framework of the project. The web page is available in the six official UN languages and will remain accessible on the WIPO website and updated, as appropriate. All the relevant information about the projects is also available in the Catalogue of DA Projects and Outputs at: https://dacatalogue.wipo.int/projects/DA_4_11_23_24_27_02

PROJECT SELF-EVALUATION

Key to Traffic Light System (TLS)

****	***	**	NP	NA
Fully achieved	Strong progress	Some progress	No progress	Not yet assessed/discontinued

Project Outputs (Expected result)	Indicators of Successful Completion (Output Indicators)	Performance Data	TLS
Training course material on IP for mobile applications	A training course material on IP for mobile applications developed and published online within six months of the project implementation.	Fully achieved: Training course material prepared and disseminated.	****
Four tools on IP for mobile applications in music, publishing, videogames and social media	Four tools on IP for mobile applications in the following creative industries: music, publishing, videogames and audiovisual content, developed and published online within nine months of the project implementation.	Fully achieved: Four tools prepared and disseminated.	****
Three events (one event in each country) to present the produced materials to the relevant stakeholders in each beneficiary country, and collect their feedback	Three events held (one in each beneficiary country) and attended by at least two representatives of each selected creative sectors. Tools successfully adjusted to respond to the collected feedback, if any, within one month from the event.	Fully achieved: Three events held.	****

[Annex II follows]

DA Project on Enhancing the Use of Intellectual Property for Mobile Applications in the Software Sector – Phase II

Resource Utilization as of August 31, 2024

(in Swiss francs)

Cost Category	Project Budget	Expenditure[1]	Budget Utilization
Personnel Resources	-	-	-
Non-personnel Resources	150,000	132, 578	88%
Total	**150,000**	**132, 578**	88%

[1] Excludes an estimated expenditure of 15,000 CHF for the development of a mobile application for the tools and handbook prepared under the Project. It also excludes expenditures related to the organization of the CDIP Side Event.

[End of Annex II and of document]