



REGIONAL SEMINAR

WIPO/CR/SIN/16/INF/1
ORIGINAL: ENGLISH
DATE: APRIL 27, 2016

Regional Seminar on Building Awareness of the Principles and Functions of Copyright in Today's Changing Environment

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Singapore Cooperation Programme (SCP)

and with the assistance of
the Intellectual Property Office of Singapore (IPOS)

Singapore, April 27 - 29, 2016

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, April 27, 2016

09.00 – 9.30 Registration

09.30 – 10.00 Opening Ceremony

Welcome Addresses by:

Mr. Denis Croze, Director, World Intellectual Property Organization (WIPO)
Office in Singapore

Ms. Chiam Lu Lin, Deputy Chief Executive of the Intellectual Property Office
of Singapore (IPOS), Singapore

10.00 – 11.00 **Topic 1: Setting the Scene: Challenges Facing The Copyright System in the Digital Era and the Importance of the International Copyright and Related Rights Treaties**

[The global copyright system was designed during the era of physical goods. It was an 'analogue' era that had its own subsystems such as legal framework, licensing practices and institutional players. Now the world has changed and the system faces challenges from the digital revolution in almost every industry. What are the constant elements and what are the likely new ones?]

Speakers: Mr. Nic Garnett, Principal Consultant,
Interight, Bangkok

Mr. Candra Darusman, Deputy Director,
WIPO Office in Singapore (WSO),
Singapore

11.00 – 11.30 Coffee Break

11.30 – 13.00 **Topic 2: The Impact of Digital Technology on Consumers Mode of Consumption and Content Protection**

[How are different industries coping with the change brought by digital technology and discover strategies to turn challenges into opportunities, avoiding extinction]

Moderator: Mr. Candra Darusman

Speakers: Mr. Ang Kwee Tiang, Regional Director,
International Federation of Phonogram
Producers Industry (IFPI)

Mr. Michael Schlesinger, Vice President and
Regional Legal Counsel, Asia Pacific at
Motion Picture Association of America
(MPAA), Singapore

Mr. Frank Rittman, Director, Cable and
Satellite Broadcasting Association of Asia,

(CASBAA Ltd), Singapore

Mr. Peter Schoppert, President, Singapore Book Publishers Association, and Director, National University of Singapore Press

Mr. Datu Yogabrata, B. Eng, M.I.T., Games Designer, Singapore

13.00 – 14.00 Lunch Break

14.00 – 14.45 **Topic 3: Ways of Monetizing Content and Copyright Policies**

[What technology companies, as the main driver of the digital revolution, could offer to society (consumers and rights holders) for a better digital ecosystem, and what kinds of directives they envisage from the Government]

Speaker: Mr. Gautam Anand, YouTube, Director for Asia and the Pacific

Ms. Wang Yanjun, Group General Counsel of Garena Interactive Holding Limited, Singapore

14.45 – 15.45 **Topic 4: Incentive to Create in the Digital Environment**

[Do artists see value in the current copyright system? What might need to be adjusted in the digital world?]

Speakers: Mr. Xavier Blanc, Director of Legal and International Affairs, SPEDIDAM, Paris

Mr. Syaheed, Vice President, SG MUSO, Singapore

15.45 – 16.15 Coffee Break

16.15 – 17.00 **Topic 5: Software Licensing: Navigating a Sea of Options.**

[Software is pervasive, affecting virtually every aspect of human life in all parts of the world. Software can be protected by IPR in a number of ways and can be distributed through numerous types of licenses. A good understanding of the available options in place for both commercial and Open Source Software is essential for every player in the chain, including individual users or public authorities charged with making procurement decisions]

Speaker: Professor Daniel Seng, Faculty of Law, National University of Singapore (NUS), Singapore

Thursday, April 28, 2016

09.30 – 11.00	Panel Discussion 1	<p>Existing Copyright Provisions in Asia for the Use of Digital Content and Available Infringement Remedies</p> <p><i>[The discussion seeks to exchange information about different national rights-protection provisions and ways to cope with illegal usage on the internet – such as take-down notices, blocking, slowing internet speed, etc; including those provisions found in other relevant legislations and proposed by authorities in the field of information and communication]</i></p> <p>Moderator: Mr. Candra Darusman</p> <p>Speakers: Participants</p>
11.00 – 11.30	Coffee Break	
11.30 – 12.30	Topic 6:	<p>Studies on Consumers Attitudes Towards the Use of Content</p> <p><i>[Several studies around the globe have been undertaken to gauge consumers' awareness and attitudes towards whether or not there is a need to obtain permission and build respect or using copyrighted works; User-Generated-Content (UGC) as a platform for, and used by, consumers shall also be discussed]</i></p> <p>Moderator: Ms. Gao Hang, Director, Copyright Development Division, Culture and Creative Industry Sector, WIPO, Geneva</p> <p>Speaker: Ms. Hyein Kim, Director, International Cultural Exchange Center, Korea Culture and Tourism Policy Institute (KCTI), Seoul</p>
12.30 – 14.00	Lunch Break	
14.00 – 14.45	Topic 7:	<p>Copyright Exceptions and Limitations in the Digital Environment in Selected Cases</p> <p><i>[There are difficulties in applying the existing exceptions and limitations in today's digital environment. It may be that new approaches are needed to ensure fair and equitable systems are developed for the benefit of all stakeholder. Examples may include cases on how far content/service providers are liable in trafficking illegal content, temporary copies and or digital photocopying]</i></p> <p>Speaker: Mr. Nic Garnett</p>
14.45 – 15.45	Topic 8:	<p>Technology Companies vs Digital Hackers: An Arms Race</p>

[How and what are the efforts of digital-lock companies in confronting natural hackers? Is the battle heading towards an ending or not even close to subsiding?]

Speaker: Ms. Hyein Kim

15.45 – 16.15 Coffee Break

16.15 – 17.00 **Panel Discussion 2** **Increasing Importance of Capacity Building in Today's Changing Environment**

[Tackling unresolved issues in striking a new balance as we go forward]

Moderator: Ms. Gao Hang

Speakers: All participants and speakers

Friday, April 29, 2016

09.00 – 09.45 **Topic 9:** **Collecting Societies Managing Digital Rights**

[Collecting societies are being challenged by their corporate members bypassing them through direct-licensing deals with users. This slowly erodes the blanket licensing method. How are societies strategizing to keep their relevance as effective intermediaries, particularly managing new media/digital rights]

Speaker: Dr. Edmund Lam, Chief Executive Officer (CEO), Composers and Authors Society of Singapore Ltd (COMPASS), Singapore

TAG of Excellence Regional Consultations

09.45 – 10.15 **Topic 10:** **Regional Consultations: An Introduction to the TAG of Excellence Project**

[Both in the analogue and digital environment, the society is demanding transparency and good governance in its institutions. As copyright has become part of everyday life and, therefore, collective management organizations (CMOs) are the focus of users as well as regulators/politicians, WIPO's Transparency, Accountability and Governance (TAG) of Excellence project intends to fulfil the expectations of all parties for transparency, accountability and good governance in collective management]

Speaker: Mr. Candra Darusman

10.15 – 10.30 Coffee Break

10.30 – 11.30	Topic 11:	Rights Holder and Government Perspective on TAG
	Speakers:	Ms. Caroline Morgan, Corporate Services Division, Copyright Agency Limited, Sydney Mr. Paul Wee, CEO, Copyright Licensing & Administration Society of Singapore (CLASS), Singapore Mr. Xavier Blanc A representative of the Delegation from Malaysia
11.30 – 12.30	Discussion	Analysis of the contents of TAG Compendium alongside current Codes of Conduct
	Moderator:	Mr. Candra Darusman All participants and speakers
12.30 – 13.00	Closing of Seminar	
		[End of program]