

# World Intellectual Property Day 2015

You are cordially invited to a roundtable discussion entitled:

## Get Up, Stand Up: What's Ahead for Music?

at the Headquarters of the  
World Intellectual Property  
Organization (WIPO)  
(WIPO Conference Hall)

on April 21, 2015  
from 17h00 to 18h30

The roundtable, chaired by  
WIPO Director General  
**Francis Gurry**, will explore  
different perspectives from  
across the global music  
industry on the future of music  
in the digital market place.

# Panelists:

**Chris Ancliff** joined Warner Music Group (WMG) in 2009 as General Counsel. Mr. Ancliff is responsible for the Group's legal and business affairs outside the US, working closely with WMG's recorded music and music publishing affiliates throughout Europe, Asia and Latin America. Mr. Ancliff began his career at Linklaters before moving to PolyGram International in 1993, where he eventually led the legal department for the popular music marketing division and, later, PolyGram's filmed entertainment operations. He joined EMI International in 1998 as Vice President, Legal and Business Affairs, rising to the position of General Counsel, EMI Group, in 2007. During his eleven-year tenure at EMI Mr. Ancliff eventually became responsible for all aspects of the company's legal and business affairs including mergers and acquisitions, artist negotiations, litigation and industry issues.

**Didier Awadi** is a pioneering rapper on the African hip-hop scene. Born in Dakar, Senegal, with roots in Benin and Cap Verde, Mr. Awadi – as a solo artist and with his bands *Syndikat* and *Positive Black Soul* – has achieved fame well beyond West Africa. Winner of the RFI *Musiques du Monde* Prize in 2003, Mr. Awadi put Francophone West African rap on the world's music map, producing numerous ground-breaking albums which have enjoyed success across Europe and the US. He became a DJ and rapper in the mid-1980s and, fascinated by American rap music, began producing similar music with elements of African culture and political commentary. Mr. Awadi is an artist as well as an entrepreneur, an artistic producer, a filmmaker and head of the Studio Sankara Group.

**Bendik Hofseth** is a composer, saxophonist and singer. He has released eleven CDs of his own music and has written numerous commissioned pieces for film, TV and concert, crossing genres and mixing ensembles. He was a member of the legendary American jazz-group *Steps Ahead* and has collaborated with British guitarist John McLaughlin, Madagascan guitarist D'Gary, US singer-songwriter Rickie Lee Jones, South African jazz, fusion and mbaqanga musician Ray Phiri, and Indian classical flautist Hariprasad Chaurasia. He has participated in hundreds of recordings with musicians around the world. Three saxophone concerts have been written especially for him. Mr. Hofseth has been active on the board of his local collective management organizations, TONO and NcB, and has served for many years as Chairman of the International Council for Authors of Music (CIAM). He is a Professor of Music at The University of Agder in Norway.

**Lee Knife** is the Executive Director of the Digital Media Association (DiMA), a US trade organization based in Washington DC that represents digital media companies including Apple's iTunes, Amazon, Google/YouTube, Microsoft, Pandora, Rhapsody, Live 365 and many others. Mr. Knife joined DiMA in 2005 as General Counsel and Director of Legal and Business Affairs. As Executive Director, he is responsible for all aspects of the association's business, from overseeing legislative and lobbying efforts, testifying before the US Congress and governmental agencies on matters of media, technology and copyright law, to membership recruitment and administrative matters. Mr. Knife continues to provide his expertise in negotiations and arbitrations associated with sound recording and musical composition royalty rates in the US and internationally. Prior to joining DiMA, for nearly 20 years Mr. Knife practiced entertainment law in New York, predominantly in the music business. He served as a Business & Legal Affairs Executive at several major record companies including EMI, BMG and Polygram - and also at Sanctuary Records, a large independent "360" company that provided management, production, recording, distribution and other services to artists.

**Alexandre Lombard** is a Masters of Law student at the University of Geneva. He offers a consumer's perspective on the pros and cons of the way in which music is made available today. He has a deep interest in intellectual property and new technologies and, in particular, legal issues related to the Internet, including free speech, personal data and online privacy.

**Susana Rinaldi** has been described as "one of the greatest tango singers of our time." Ms. Rinaldi began her career as a tango singer in 1967 at La Botica del Angel, the first café-concert venue in Buenos Aires. She released her first album in the same year. In 1976 she moved to Paris and performed concerts in key venues around the city, giving a concert as well at UNESCO, at the invitation of the violinist Yehudi Menuhin, then President of UNESCO's International Music Council. From 1979 through to 1990, Ms. Rinaldi toured extensively and in 1992 was appointed a Goodwill Ambassador by UNESCO. She is a committed defender of human rights around the world. Since 2004, Ms. Rinaldi has served as Director of International Relations and Vice President of the Argentinian Association of Musical Performers (AADI). Since October 2014, Ms. Rinaldi has been Cultural Attachée and Minister for the Embassy of Argentina in France.

# Get Up, Stand Up. For Music.

For more information  
contact **WIPO** at [www.wipo.int](http://www.wipo.int)

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