



**Facilitating Access
to Culture
in the Digital Age:**

Emerging Copyright Licensing Models

The World Intellectual Property Organization (WIPO) is hosting a global meeting on Facilitating Access to Culture in the Digital Age on November 4 and 5, 2010, in Geneva to address front-line copyright issues.

The meeting will bring together a wide range of stakeholders, including leaders in the field of public policy-making and business, to:

explore the challenges confronting creators and users in accessing creative content and harnessing its commercial value in the digital environment;

showcase emerging content distribution licensing models and consider how these can coexist with more traditional licensing approaches in the online environment;

examine the role of public authorities, including governments and international organizations, and explore the way forward.

The issue of copyright licensing will be central to the discussion, the proliferation of new forms of on-line distribution having transformed practices in this area.

Discussion will also focus on the need to ensure that copyright licensing transactions are underpinned by improved rights management information and documentation as well as respect to competition rules.

The meeting offers an opportunity for the international copyright community to explore different approaches to licensing creative content in the rapidly evolving on-line marketplace.

Detailed information, program and list of speakers are available at:

www.wipo.int/copyright/en/activities/copyright_licensing_modalities.html

Participation by registration only, at:

www.wipo.int/meetings/en/registration/form.jsp?meeting_id=20209

Emerging Copyright Licensing Models

Geneva, November 4 and 5, 2010

Thursday, November 4, 2010

8.30 – 9.00	Registration
9.00 – 9.15	Opening Ceremony – Welcome address by DG or ADG
9.15 – 10.15	Key Notes
10.15 – 10.45	<i>Coffee Break</i>
10.45 – 12.10	Theme I – Licensing Content Online: New Trends
12.10 – 12.30	Discussion
12.30 – 14.00	Lunch
14.00 – 14.30	Paper Presentation – Copyright and Competition: an Evolving Relationship
14.30 – 15.40	Theme II – Competition and Licensing of Music
15.40 – 16.00	Discussion
16.00 – 16.30	<i>Coffee Break</i>
16.30 – 17.45	Theme III – Software: Tailoring Licenses to Markets
17.45 – 18.00	Discussion
18.00	Reception

Friday, November 5, 2010

9.00 – 9.40	Key Note
9.40 – 10.40	Theme IV – Research and Education: Emerging Licensing Platforms
10.40 – 11.00	Discussion
11.00 – 11.30	<i>Coffee Break</i>
11.30 – 12.30	Theme V – Making Orphan Works Available: a Licensing Solution?
12.30 – 12.45	Discussion
12.45 – 14.30	Lunch
14.30 – 15.00	Paper Presentation – Licensing Access to Knowledge
15.00 – 16.00	Theme VI – Licensing of Information and Content: the Role of Governments
16.00 – 16.15	Discussion
16.15 – 16.45	<i>Coffee Break</i>
16.45 – 17.30	Theme VII – The International Outlook: the Role for WIPO?
17.30 – 17.45	Discussion
17.45	Closing