

REQUEST FOR CONTRIBUTIONS FOR THE INFORMATION SESSION ON THE IMPACT OF THE COVID-19 PANDEMIC ON THE COPYRIGHT ECOSYSTEM

INTRODUCTION

During the upcoming 42nd Session of the Standing Committee on Copyright and Related Rights (SCCR), an Information Session on the Impact of the Covid-19 Pandemic on the Copyright Ecosystem will take place. In order to provide a clear overview of the “impact on the cultural, creative and educational ecosystem, including copyright, related rights, and limitations and exceptions”, the Secretariat kindly invites Member States and Observers to share existing examples of situations that arose and actions that were taken and/or interventions that were made during the Covid-19 pandemic with respect to the industries or institutions that are being considered in the Information Session. We ask you to describe these situations or actions by providing the information requested below. If you are able to give us some elements of your response before March 15, it could help our researchers who are preparing the overview. In addition, all contributions received by the eve of the Information Session will be uploaded (with your permission) onto the WIPO web site.

Please send this form by email to the following address: copyright.mail@wipo.int with the subject: “Information Session”.

INFORMATION REQUEST

1. Full name of the entity or individual submitting the response.
IAFAR Ltd.
2. Contact person with email address and telephone number for questions or clarifications about the submission.
Stacey Haber, stacey@themusicfirm.co.uk, +447895918556
3. Would you accept having your response made public (e.g. posted on the WIPO website)?
 Yes
 No
4. Do you accept having the information contained in your responses mentioned in studies and presentations for the Information Session?
 Yes
 No
5. **Brief** description of example, measures or interventions that took place (up to 200 words).
(Explanation: Please briefly explain the situation and why it is of interest for the Information Session. Examples could include policies put in place or other measures aimed at increasing the resilience of an industry or institution, or to assist the people they serve.)
We were heavily reliant on in-person seminars and educational tutorials, lectures, and one-on-one sessions. We very quickly adapted to webinars, social media and remote podcast recording

to deliver out information and education. We significantly increased our output, outreach and membership. We are very proud of that.

It was interesting that the increased use of social media led to increased graphics usage which appealed to our target audiences. While we always had this in the marketing plan, it's rollout was increased because of the inability to hold public events. Visuals are an extremely useful tools for teaching IP at a basic level and even more so in teaching the complexities of the varied types of IP in music.

6. Territory where it took place (continent, country, and city or region).

Global

7. Relevant sector or sectors.

Music, Choose an item., Choose an item.

7.1 Additional observation or sector not listed above:

Click or tap here to enter text.

8. Please provide the key lessons from this example.

Never rely on in-person only. Even though we have added live events bank to our schedule, we are continuing to include live streaming, archival videos and increased outreach via the podcast and videos.

9. Please provide links to relevant documents or other sources that could provide further information about this example.

[IAFAR Podcasts](#)

[IAFAR Conference](#)

[IAFAR YouTube Channel](#)

10. Please provide any additional comment you might have.

Click or tap here to enter text.

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