

Creating Value in the Digital Economy



Create – Connect – Respect

7 & 8 June, 2011

The Square, Brussels

**WORLD COPYRIGHT SUMMIT 2011
DRAFT CONFERENCE PROGRAMME
(As of 16 May 2011 – subject to change)**

A two-day conference organised by **CISAC**,
International Confederation of Societies of Authors and Composers,

Three major conference strands:

Create: The global eco-system for creators and creative industries

Connect: The digital economy and new business models

Respect: Authors' rights and the legislative & social environment

Programme and list of speakers are subject to change. Check the Summit website for updates!

www.copyrightsummit.com

Simultaneous translation during the Summit into French, English and Spanish

With the support of:

Advisory Committee:

- **BIEM**, International Organisation of Mechanical Rights Societies
- **ECSA**, European Composer and Songwriter Alliance
- **EVA**, European Visual Artists
- **FERA**, Federation of European Film Directors
- **GESAC**, European Grouping of Societies of Authors and Composers
- **ICMP**, International Confederation of Music Publishers
- **IFRRO**, International Federation of Reproduction Rights Organisations
- **SAA**, Society of Audiovisual Authors

Sponsors:

- **Google**
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- **SABAM**
- **BIEM**, International Organisation of Mechanical Rights Societies
- **EVA**, European Visual Artists
- **GESAC**, European Grouping of Societies of Authors and Composers
- **ICMP**, International Confederation of Music Publishers
- **IFRRO**, International Federation of Reproduction Rights Organisations
- **SAA**, Society of Audiovisual Authors

Partner organisations:

- **BASCAP**, Business Action to Stop Counterfeiting and Piracy
- **CEPIC**, Coordination of European Picture Agencies Stock, Press and Heritage
- **Copyright Alliance**
- **Europa Distribution**
- **EBU-UER**, European Broadcasting Union
- **EGDF**, European Games Developer Federation
- **EMC**, European Music Council
- **ENPA**, European Newspaper Publishers Association
- **EPC**, European Publishers Council
- **EWC**, European Writers' Council
- **FEP - FEE**, Federation of European Publishers
- **FSE**, Federation of Screenwriters in Europe
- **IFPI**, International Federation of the Phonographic Industry
- **IMMF**, International Music Manager's Forum
- **IMPALA**, Independent Music Companies Association
- **MMF**, UK Music Artists Managers Forum
- **MPA**, Motion Picture Association
- **MPA**, UK Music Publishers Association
- **PLS**, Publishers Licensing Society
- **SAC**, Songwriters Association of Canada

Media partners:

- **Converging Media**
- **Digital TV Europe**
- **Edition Multimédi@**
- **Global Mobile**
- **Intellectual Property Magazine**
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- **Managing Intellectual Property**
- **Mobile Media**
- **Music Confidential**
- **Music & Copyright**
- **Music Week**
- **Musikwoche**
- **Musique Info**
- **New Media Markets**
- **Soundbox**
- **TV International**

Location: **SQUARE – BRUSSELS MEETING CENTRE**
 Glass Entrance - Rue Mont des Arts - B-1000 Brussels
 T +32 (0)2 515 1300 - www.square-brussels.com



More information and registration on www.copyrightsummit.com

Monday 6 June 2011

18.30 >
20.30

World Copyright Summit opening cocktail reception

Location: The Square - Brussels Meeting Centre

CISAC's President **Robin Gibb** will officially open the third edition of the World Copyright Summit and welcome you. Join fellow delegates arriving in Brussels for the World Copyright Summit opening cocktail reception supported by **Google**. All Summit delegates are invited!

Tuesday 7 June 2011

Location: The Square - Brussels Meeting Centre

8.00 > 8.30 **Morning Coffee and Networking (Magritte and Delvaux Foyer)**

BIEM, EVA, GESAC, ICMP, IFRRO and SAA welcome all participants at the third edition of the World Copyright Summit, organised by CISAC.

8.30 >
8.40

Opening
Speech

Welcome by CISAC

Location: Gold Amphitheatre

CISAC Chair of the Board of Directors Kenth Muldin opens the proceedings of the World Copyright Summit and Award-winning poet Wendy Cope welcomes delegates with a reading of her poem 'The laws of copyright'.

Speakers:

Wendy Cope, poet (UK)

Kenth Muldin, Chair of **CISAC** Board of Directors / CEO, **STIM** (Sweden)

8.40 >
9.00

Keynote
Speech

Europe - Driving force for the digital economy

Connect

Location: Gold Amphitheatre

The European Commission's ambitions for Europe are that it should be a leader in the digital economy. In this keynote address, Neelie Kroes, the European Commissioner with responsibility for the Digital Agenda outlines her vision for the new digital eco-system in Europe and the role of the creative industries within it.

Keynote speaker:

Neelie Kroes, Vice-President of the European Commission and Commissioner for Digital Agenda, **European Commission**

9.00 >
9.30

Super
session

Creators' voices on the digital agenda

Create

Location: Gold Amphitheatre

An opportunity to reflect on the Summit's first keynote. How do creators operate in the digital environment? What are their views on European policy towards authors' societies? European creators take to the stage to discuss.



More information and registration on www.copyrightsummit.com

Speakers:

Maureen Duffy, poet, playwright and novelist / Honorary President, **ALCS** (UK)

Lorenzo Ferrero, composer / Chair of **CIAM** (International Council of Composers of Music) / Member of **SIAE** (Italy)

Yves Nilly, author and screenwriter / Chair of **CIADLV** (International Council of Composers of Dramatic, Literary and Audiovisual Works) / Member of **SACD** (France)

Moderator:

Kent Muldin, Chair of **CISAC** Board of Directors / CEO, **STIM** (Sweden)

9.30 > 9.40	Presentation	Europe's creative industries – Contributors to economic growth	Connect
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Location: Gold Amphitheatre

In an exclusive presentation, KEA European Affairs unveils new research showing the contribution to the overall growth of the EU economy made by the creative industries.

Presentation by:

Philippe Kern, Founder and Managing Director, **KEA European Affairs** (Belgium)

9.40 > 9.55	Presentation	Do you speak European? The impact of multilingualism on the single digital market	Connect
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Location: Gold Amphitheatre

In this thought-provoking session, renowned professor of economics Olivier Bomsel, author of *L'économie immatérielle* ("The immaterial economy") (Gallimard) explores the impact of multilingualism on scale economies in content/media production, branding and distribution. In doing so he questions the existence of a single digital market and analyses the consequences for the EU's digital agenda.

Presentation by:

Olivier Bomsel, professor, **Ecole des Mines** / author of '*L'économie immatérielle*' (France)

9.55 > 10.30	Panel Discussion	Europe's single digital market – Myths and realities	Connect
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Location: Gold Amphitheatre

An expert panel - drawn from the creative industries and consumer organisations - debates the reality of the single European digital market. Can 27 member states be considered a single entity operating in unison? Can the creative industries, with fragmented repertoires, develop in a truly open single market?

Speakers:

Eduardo Bautista, President of the Management Board, **SGAE** (Spain)

Olivier Bomsel, professor, **Ecole des Mines** / author of '*L'économie immatérielle*' (France)

Christopher Marcich, President and Managing Director, **MPA Europe** (Belgium)

Frances Moore, CEO, **IFPI** (UK)

Konstantinos Rossoglou, Legal Officer, **BEUC** (Belgium)

Moderator:

Philippe Kern, Founder and Managing Director, **KEA European Affairs** (Belgium)

10.30 > 11.00 Networking break (Magritte and Delvaux Foyer)

11.00 > 11.15	Presentation	Exclusive study – Creating value in the digital economy	Connect
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Location: Gold Amphitheatre

In this exclusive presentation, David Touve examines the relationship between consumers and value. With 99% of households in developed countries paying for both Internet and TV services, how is the value of content in that environment determined? What are the challenges in capturing it and how can it benefit both the media networks and rights holders?

Presentation by:

David Touve, Assistant Professor of Business, **Washington and Lee University** (USA)

11.15 > 12.00	Panel Discussion	Creating value - Future models for creative industries	Connect
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Location: Gold Amphitheatre

As the model shifts from ownership to access, how can creative value continue to be recognised in the new market environment? Where revenue streams going to originate from to finance the creative industry? Could the answer be in the cloud? Executives from across the creative sector discuss new revenue models for creators and the role of policy-makers in maintaining creative value.

Speakers:

Reinhard Büscher, Head of Unit for Support for Industrial Innovation, DG Enterprise and Industry, **European Commission** (Belgium)

Axel Dauchez, CEO, **Deezer** (France)

Hanns-Peter Frentz, Director, **BPK Photo Agency** (Germany)

Michel Lambot, Co-President of **Impala** / Co-Founder/Co-Chairman, **PIAS** / (Belgium)

David Touve, Assistant Professor of Business, **Washington and Lee University** (USA)

Katri Sipilä, CEO, **TEOSTO** (Finlande)

Moderator:

Andrew Orlowski, Executive Editor, **The register** (UK)

12.00 > 12.40	Viewpoints	The role of ISPs in the creative eco-system	Respect
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Location: Gold Amphitheatre

Various experts revisit the arguments for the role ISPs should play in the creative industries' value chain and provide an opportunity for audience debate. The arguments lie on an ISP responsibility scale that ranges from simple conduit to compensation monitor. If we are to move the debate on, where are the areas of common ground? How can ISPs and rights holders ensure each others' well-being?

Speakers:

Gavin Bonnar, lawyer and author of "**The Artists' Charter**" (Ireland)

Christophe Depretter, CEO, **SABAM** (Belgium)

Alain Lauzon, member of **AGAMM** (Accès Gratuit à la Musique est un Mythe) / General Manager, **SODRAC** (Canada)



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Eddie Schwartz, songwriter and producer / President, **SAC** (Songwriters Association of Canada) (Canada)

Mark Taylor, Head of Content and Services Strategy, **Eircom** (Ireland)

Moderator:

Stephen Navin, CEO, **Music Publisher Association** (UK)

12.40 > 13.00	Keynote Conversation	In my world... The future of books	Connect
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Location: Gold Amphitheatre

What does the future hold for books, publishers and authors? What solutions need to be invented to take full advantage of the digital distribution possibilities while respecting creators' rights? The Chairman and Chief Executive Officer of Hachette Livre Arnaud Nourry – one of the world's largest book publishers, part of the Lagardere media group – provides a keynote assessment.

Keynote speaker:

Arnaud Nourry, Chairman and CEO, **Hachette Livre** (France)

Interviewed by:

Liz Bury, editor, **VRL Financial News** (UK)

13.00pm > 14.00pm

Lunch Break (Magritte and Delvaux Foyer)

14.00 > 14.45	Focus Session	From Gutenberg to the eBook...The changing economics of the printed word	Connect
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Location: Gold Amphitheatre

Like music a decade ago, the books industry has arrived at the digital crossroads. With an increasing amount of literary content available in digital format, how will the new economics of the printed word impact the role of and the relationship between authors, readers, publishers and their rights societies? How might literary collective rights managers apply the music industry's hard-earned lessons?

Speakers:

Paul Aiken, Executive Director, **Authors Guild** / Vice President, **The Authors Registry** (USA)

Jean-Claude Bologne, author / President, **SGDL** (France)

Simon Juden, former CEO, British Publishers Association / Head of Public Policy, **Pearson** (UK)

Moderator:

Liz Bury, Editor, **VRL Financial News** (UK)

14.00 > 14.45	Focus Session	Metadata standards – The foundations of value	Connect
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Location: Silver Hall

The quality and standardisation of metadata is now widely recognised as the key to the successful development of the legitimate digital market. But how can it be quantified? CISAC business intelligence consultant FX Nuttall begins this session with new research which reveals the financial impact quality metadata has on collecting societies, rights owners and users. This is followed by an overview of current activities and a discussion of the future levels of cooperation required between international stakeholders.



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Speakers:

Michel Allain, Deputy Director - Director of Organization and Information System, **SACEM** (France)
Maureen Cavan, Executive Director, **ACCESS COPYRIGHT** (Canada)
Janifer Gatenby, Research Integration & Standards, **OCLC** (USA)
Oliver Heckmann, Engineering Director, **Google** (Switzerland)
Carl Inwood, Director of Content & Rights Metadata, **Universal Music Group International** (UK)

Introduction and moderator:

FX Nuttall, Business Intelligence Consultant, **CISAC** (France)

14.45 > 15.30	Focus Session	Resale right - What does it mean for artists, heirs and the art market?	Respect
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Location: Gold Amphitheatre

The European Commission has begun a review process of the Directive that introduced the Artist Resale Right (ARR). How will the ARR fit into a new digital copyright regime for visual arts and what wider considerations should be made? How might heritage works be managed? What is fair value for living artists? A panel of experts engages in a timely discussion on resale right, assessing its value for creators and its impact on the art market.

Speakers:

Guillaume Cerutti, CEO, **Sotheby's France** (France)
Helen Dolby, Policy Officer, DG Internal Market and Services, **European Commission** (Belgium)
Andrew Potter, Chair of the Board of Directors, **DACS** (UK)
Meret Meyer, Heir and Administrator, **Marc Chagall Estate** (Switzerland)
Christiane Ramonbordes, President of **EVA** (European Visual Artists) / Managing Director, **ADAGP** (France)

Moderator:

Name to be confirmed

14.45 > 15.30	Focus Session	The benefits of copyright compliance – Russia's experience	Respect
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Location: Silver Hall

Significant progress has recently been made in Russia, where copyright legislation – once almost non-existent – has been strengthened to the benefit of creators and rights owners. What can other territories learn of the Russian copyright compliance experience and what role can creators play during each step of the debate towards implementation? Rights societies and users share their views.

Speakers:

Mitko Chatalbashev, Director for European Affairs, **CISAC/BIEM** (Hungary)
Maxim Dimitriev, Managing Director, **First Music Publishing** (Russia)
Vladimir Matetskiy, author / Vice-President of the Authors' Council, **RAO** (Russia)
Alexandre Polesitski, Vice-President of **National Association of Broadcasters** / Director General, **Europa Media Group** (Russia)

Moderator:

Nenad Marcec, Chair of **CISAC** European Committee / Executive Director, **HDS-ZAMP** (Croatia)

15.30 > 16.00 **Networking break (Magritte and Delvaux Foyer)**

16.00 > 16.20	Keynote Speech	Shaping the future for creative industries - Culture and innovation: The Google approach	Connect
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Location: Gold Amphitheatre

Google has been at the forefront of technological innovation over the past decade. It has also set up ambitious programmes to promote and develop culture in Europe. A Google senior European executive outlines the company's plans to bridge culture and innovation.

Keynote speaker:

Carlo d'Asaro Biondo, President, Southern and Eastern Europe, Middle East and Africa Operations, **Google** (France)

16.20 > 17.20	Panel Discussion	Building bridges between creators and the digital generation	Respect
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Location: Gold Amphitheatre

A generation of digital natives is now growing up with the ability to access content in many different ways. What does content and creation mean to them? A panel of creators from different repertoires reacts to video clips of young consumers describing their online behaviours and attitudes. Session organised in collaboration with **IFRRO**, the International Federation of Reproduction Rights Organisations.

Speakers:

Jean-Jacques Arjoon, author, composer / Member of the Board, **MASA** (Mauritius)

Richard Charkin, Executive Director, **Bloomsbury Publishing Plc** (UK)

Helienne Lindvall, songwriter / columnist, **The Guardian** (Sweden)

Horacio Maldonado, film director / Secretary General, **DAC** (Argentina)

Stig Sæterbakken, author (Norway)

Klaus Thyman, photographer and film-maker / Member of the Board of Directors, **DACS** (Denmark)

Moderator:

Keith Harris, Head of Performers Affairs, **PPL** (UK)

17.20 > 17.40	Super session	Creators' voice - The future of visual arts	Create
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Location: Gold Amphitheatre

What are the main issues facing creators in the visual arts sector? How do creators deal with the increasing ubiquity of their works online? **Franks Stella** and **Hervé Di Rosa**, two of the world's most acclaimed visual artists share their views.

Keynote speakers:

Hervé Di Rosa, visual artist and painter, Vice-President of **CISAC** (France)

Frank Stella, painter and sculptor / Chair of **CIAGP** (International Council of Creators of Graphic, Plastic and Photographic Arts) (USA)

Interviewed by:

Name to be confirmed



More information and registration on www.copyrightsummit.com

17.40 > 18.10	Keynote speech	Creators – The agents of cultural diversity	Create
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Location: Gold Amphitheatre

The President of Croatia, Ivo Josipovic, a renowned composer in his own right provides the Summit's day one closing keynote address. As he embarks with his country on the journey toward joining the European Union, Mr Josopovic explains the role of creators in fostering cultural diversity and highlights the need for appropriate copyright protection in the digital age. Following his keynote, President Josipovic will engage in a conversation with US lyricist and composer Paul Williams, President and chairman authors' society ASCAP, who will also wrap up the day.

Keynote speaker:

Ivo Josipović, composer / President of **Croatia**

Interview and wrap up of the first day of the Summit by:

Paul Williams, composer, songwriter and actor / President and Chairman of the Board, **ASCAP** (USA)

18.30 > 20.00	Outdoors networking cocktail
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Location: Royal Library of Belgium

SABAM invites all Summit delegates to an outdoors networking and musical event



More information and registration on www.copyrightsummit.com

Wednesday 8 June 2011

Location: The Square - Brussels Meeting Centre

8.00 > 8.30 **Morning Coffee and Networking (Magritte and Delvaux Foyer)**

BIEM, EVA, GESAC, ICMP, IFRRO and SAA welcome all participants at the third edition of the World Copyright Summit, organised by CISAC.

8.30 > 8.35	Opening Speech	Welcome speech
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Location: Gold Amphitheatre

Film director and Chair of the Board of Directors of SABAM Stijn Coninx welcomes participant for the second day of the World Copyright Summit.

Speaker:

Stijn Coninx, film director / Chair of the Board of Directors, **SABAM** (Belgium)

8.35 > 8.55	Keynote conversation	Global perspectives on IP and copyright – The role of international organisations	Respect
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Location: Gold Amphitheatre

Copyright requires a global approach more than ever and international organisations such as WIPO will play a key role in drafting the legal framework of tomorrow. The Director General of WIPO Francis Gurry and the former CISAC Director General (now CEO of SOCAN) Eric Baptiste discuss the main issues on the creative industries' global agenda..

Keynote speaker:

Francis Gurry, Director General, **WIPO** (Worldwide Intellectual Property Organisation) (Switzerland)

Interviewed by:

Eric Baptiste, CEO, **SOCAN** (Canada)

8.55 > 9.55	Panel Discussion	European perspectives on IP and copyright – Creators meet policy-makers	Respect
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Location: Gold Amphitheatre

The European Commission, the European Parliament and the EU member states themselves are all involved in shaping policy to support the digital economy. The legislation and regulation currently being discussed and adopted has the potential for long lasting effects on the thousands of people who work in the creative industries. In this session, creators and policy-makers come together to provide an overview of the European creative agenda.

Speakers:

Frank Dostal, songwriter and producer / President of **German Lyricists Coalition** / Vice Chairman of Supervisory Board, **GEMA** (Germany)

Marielle Gallo, Member of the Committee on Legal Affairs, **European Parliament** (France)

Alfons Karabuda. Composer / Executive chairman, **SKAP** (Swedish Society of Popular Music Composers) / Chairman, **ECSA** (European Composer & Songwriter Alliance) (Sweden)

Maria Martin-Prat, Head of Unit "Copyright", Intellectual Property Directorate, DG Internal Market and Services, **European Commission** (Belgium)



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Johannes Studinger, Head of UNI-MEI, **UNI Europa** (Germany)

Dariusz Urbanski, Attaché for the Polish Presidency of the EU Council - Copyright law and enforcement of intellectual property rights, **Permanent Representation of the Republic of Poland to the EU** (Poland)

Moderator:

Name to be confirmed

9.55 > 10.10	Keynote speech	Latin American perspectives on IP and copyright	Respect
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Location: Gold Amphitheatre

In this session, we move the focus of attention from Europe to Latin America. Find out how Brazil is shaping its 21st century copyright framework as a leading Brazilian policy-maker outlines the government's priorities on IP and copyright.

Keynote speaker:

Márcia Regina Vicente Barbosa, Director of Intellectual Property Rights, representing **Ana de Hollanda, Minister of Culture of Brazil**

10.10 > 10.30	Super session	Creators' voice - The future of copyright in India	Create
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Location: Gold Amphitheatre

In this keynote conversation, the legendary Bollywood poet and lyricist Javed Akhtar will talk about his tireless lobbying of government in his native India which has ensured that authors' rights authors are finally respected in the world's second-largest populated country. In conversation with songwriter and PRS for Music board member Simon Darlow.

Keynote speaker:

Javed Akhtar, scriptwriter, poet and lyricist (India)

Interviewed by:

Simon Darlow, songwriter and producer / Board of Directors, **PRS for Music** (UK)

10.30 > 11.00 **Networking break (Magritte and Delvaux Foyer)**

11.00 > 11.45	Focus session	New solutions - An update on European online licensing	Connect
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Location: Gold Amphitheatre

European cross-border licensing of musical works remains at the forefront of the copyright agenda for creators, rights owners, users and European policy-makers. What are the latest solutions being offered by rights owners and how do licensees and licensors navigate this new environment? With a new legislative initiative on collective management being discussed between stakeholders, the European Commission and the European Parliament, this session provides delegates with an up-to-the-minute insight into latest developments.

Speakers:

Nicolas Galibert, Chair of **ICMP** (International Confederation of Music Publishers) / President, **Sony / ATV Music Publishing** (France)

Harald Heker, CEO, **GEMA** (Germany)

Andrew Jenkins, Executive Vice President International, **Universal Music Publishing Group** (UK)

Albert Pastore, Senior Legal Counsel – Music, **Nokia** (UK)



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András Szinger, CEO, **Artisjus** (Hungary)

Moderator:

Nicholas Motsatse, Vice-Chair of **CISAC** Board of Directors / CEO, **SAMRO** (South Africa)

11.00 > 11.45	Focus Session	New solutions – Tracking technologies	Connect
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Location: Silver Hall

The advent of digital and mobile technology has brought with it exponential growth in content usage. How can this usage be adequately tracked? We update the popular session from the 2009 World Copyright Summit in Washington DC with the world's foremost tracking technologies and experts.

Presentations by:

Nielsen Entertainment

Kollector

TuneSat

BMAT

Moderator:

Name to be confirmed

11.45 > 12.30	Focus Session	New solutions – Global copyright management databases	Connect
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Location: Gold Amphitheatre

In today's digital environment, a global database containing accurate data on creators' works is essential. What solutions are currently being explored? What would be the benefits for rights owners? How are authors' societies and CISAC contributing? A group of rights-owners and experts presents the authors' societies assets and discuss the next steps.

Speakers:

Robert Ashcroft, Chief Executive, **PRS for Music** (UK)

Eric Baptiste, CEO, **SOCAN** (Canada)

Neil Gaffney, Executive Vice President & Head of European Society Relations, **EMI Music Publishing** (UK)

Bendik Hofseth, composer and Saxophonist (Norway)

Sylvain Piat, Former Director of International Information Network, **CISAC** / Head of International Partnerships, **SACEM** (France)

Moderator:

Susan Butler, Executive Editor and Publisher, **Music Confidential** (USA)

11.45 > 12.30	Focus session	Connecting creators and consumers	Respect
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Location: Silver Hall

Several initiatives around the world have attempted to connect rights holders – and primarily creators – to consumers in order to promote values such as the respect of copyright. This session looks at some of those projects which are aiming to bring creators and consumers closer together.

Speakers:

Sandra Aistars, Executive Director, **Copyright Alliance** (USA)

Lucinda Fell, Director of Policy & Communications, **Childnet International** (UK)



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Marie-Françoise Marais, President, **HADOPI** (Haute Autorité pour la diffusion des œuvres et la protection des droits sur internet) (France)

Martin Salamon, Chief Counsel, **Danish Consumer Council** (Denmark)

Moderator:

Helienne Lindvall, songwriter / columnist (**The Guardian**) (Sweden)

12.30 > 13.00	Super session	Creators' voice – Fair deals for audiovisual creators	Create
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Location: Gold Amphitheatre

The growth of online and mobile platforms has also created new and expanded usage of audiovisual content. How can this increased usage be monetised for creators? Can rights management organisations offer solutions? A discussion between filmmakers, producers and representatives from organisations representing creators from the film industry, focusing on the changes in the current ecosystem with the advent of the digital revolution.

Keynote speakers: TBC

13.00 > 14.00 **Lunch Break (Magritte and Delvaux Foyer)**

14.00 > 14.15	Keynote conversation	Taking control of the digital challenges	Respect
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Location: Gold Amphitheatre

US author and business journalist Robert Levine offers some food for thought in this keynote conversation. In his forthcoming book *Free Ride – How the Digital Parasites Are Destroying the Culture Business, and How the Culture Business Can Fight Back* (Random House) Levine provides an alternative view to the 'internet-is-free' discourse and delivers a call-to-action to content owners.

Keynote speaker:

Robert Levine, author of "**Free Ride - How Digital Parasites are Destroying the Culture Business, and How the Culture Business Can Fight Back**" (USA)

Interviewed by:

Brett Cottle, CEO, **APRA / AMCOS** (Australia)

14.15 > 15.00	Panel discussion	The dos and don'ts of licensing	Connect
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Location: Gold Amphitheatre

How do content users and rights owners approach the licensing of content on digital platforms? Is it only ever about the published rate? If there's a negotiation to conduct, how might the two parties best go about it? What does each need to know about the other for a successful licensing discussion to begin? This session – which follows-up a similar panel at Midem 2011 – explores the key to successful partnership.

Speakers:

Richard Conlon, Senior VP, Corporate Strategy, Communications & New Media, **BMI** (USA)

Ben Drury, CEO, **7digital** (UK)

Tom Frederikse, Solicitor and Attorney, **Clintons** (UK)

Justin Kalifowitz, President, **Downtown Music Publishing** (USA)



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Moderator:

Emmanuel Legrand, independent journalist, **Legrand Network** (UK)

15.00 > 15.20	Keynote Q&A	Modernizing copyright for digital media: The broadcasters approach	Connect
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Location: Gold Amphitheatre

The President of the European Broadcasting Union, Jean-Paul Philippot – who is also in charge of RTBF, Belgium’s French-speaking public service broadcaster – will discuss how Europe’s public service broadcasters are responding to the new digital paradigm and how collective rights management organisations can help them achieve their goals of making programmes available to the public on all platforms.

Keynote speaker:

Jean-Paul Philippot, President, **EBU-UER** (European Broadcasting union) / Administrator General, **RTBF** (Radio télévision belge de la communauté française) (Belgium)

Interviewed by:

Janine Lorente, Vice-Chair of **CISAC** Board of Directors / Deputy Director General, **SACD** (France)

15.20 > 15.40	Super session	Creators’ voice - In my world...	Create
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Location: Gold Amphitheatre

A leading creator on the way creators contribute to today’s society.

Keynote speaker: TBC

15.40pm > 16.10pm Networking break (Magritte and Delvaux Foyer)

16.10 > 16.30	Super session	Creators’ voice - In my world...Jean Michel Jarre	Create
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Location: Gold Amphitheatre

Electronic music pioneer Jean-Michel Jarre has been constantly pushing the boundaries with his avant-garde works and his extravagant live shows. In this keynote discussion, the French artist will offer his views on the challenges faced by creators in the digital age.

Keynote speaker:

Jean-Michel Jarre, author, composer and performer (France)

16.30 > 17.30	Panel Discussion	Collective management – Solution provider for the digital economy	Connect
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Location: Gold Amphitheatre

As rights owners and content users are confronted with multiple delivery platforms and the exchange of content shifts to a low value-high volume model, is collective rights management the appropriate provider of solutions for accessing content in the digital world?

Speakers:

David Arnold, film music **composer** (James Bond films, Stargate, Independence Day...) (UK)

Bernard Miyet, President, **GESAC** (European Grouping of Societies of Authors and Composers) / Chairman of the Management Board, **SACEM** (France)

Ralph Peer, CEO, **peermusic** (USA)



More information and registration on www.copyrightsummit.com

Sami Valkonen, Head of International Music Licensing, Android, **Google** (USA)

Peter Weber, Chairman of the Legal and Public Affairs Committee, **EBU-UER** (European Broadcasting Union) / Vice Director Legal Affairs, **ZDF** (Germany)

Moderator:

Ralph Simon, Founder & Chairman Emeritus, **Mobile Entertainment Forum – Americas** (USA)

17.30 > 17.50	Keynote Speech	Collective management - A European perspective	Connect
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Location: Gold Amphitheatre

The European Commission's Internal Market and Services division supervises the EU's policy relating to copyright issue. Commissioner Michel Barnier will address the Summit's participants in a brief video message, while Barnier's Deputy Head of Cabinet will deliver a keynote speech on the new proposed guidelines for collective management that the Commission is preparing.

Video message:

Michel Barnier, Commissioner for Internal Market and Services, **European Commission**

Keynote speaker:

Kerstin Jorna, Deputy Head of Cabinet of Michel Barnier, Commissioner for Internal Market and Services, **European Commission** (Belgium)

17.50 > 18.00	Closing Speech	Connecting with creators and authors' societies	Create
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Location: Gold Amphitheatre

CISAC's President **Robin Gibb** wraps up two days of intensive debates and discussions and closes the third edition of the World Copyright Summit.

Keynote speaker:

Robin Gibb, singer and songwriter / President of **CISAC** (UK)

END of the World Copyright Summit