

## 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 31 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](http://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**

Opening Cocktail Reception on June 6

### **Civolution**

Badge and lanyard

### **SABAM**

Outdoors networking cocktail on June 7

### **BIEM, EVA, GESAC, ICMP, IFRRO and SAA**

Welcome coffee on June 7 and 8

## Partner organisations:

- **BASCAP**, Business Action to Stop Counterfeiting and Piracy
- **CEPIC**, Coordination of European Picture Agencies Stock, Press and Heritage
- **Copyright Alliance**
- **EBU-UER**, European Broadcasting Union
- **Europa Distribution**
- **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
- **UNI-MEI**, Global Union for Media, Entertainment and Arts

## Media partners:

- **Converging Media**
- **Digital TV Europe**
- **Edition Multimédi@**
- **EUobserver**
- **Global Mobile**
- **Intellectual Property Magazine**
- **IP World**
- **Managing Intellectual Property**
- **Mobile Media**
- **Music Confidential**
- **Music & Copyright**
- **Music Week**
- **Musikwoche**
- **Musique Info**
- **New Media Markets**
- **RadioandMusic.com**
- **Sound Box**
- **TV International**
- **ViEUws**

## Location: **SQUARE – BRUSSELS MEETING CENTRE**

Glass Entrance - Rue Mont des Arts - B-1000 Brussels  
T +32 (0)2 515 1300 - [www.square-brussels.com](http://www.square-brussels.com)



More information and registration on [www.copyrightsummit.com](http://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](http://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	<b>Europe's creative industries – Contributors to economic growth</b>	Connect
----------------	--------------	---	---------

*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	<b>Do you speak European? The impact of multilingualism on the single digital market</b>	Connect
----------------	--------------	--	---------

*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	<b>Europe's single digital market – Myths and realities</b>	Connect
-----------------	------------------	---	---------

*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	<b>Exclusive study – Creating value in the digital economy</b>	Connect
------------------	--------------	--	---------

*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	<b>Creating value - Future models for creative industries</b>	Connect
------------------	------------------	---	---------

*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 Frenz**, Director, **BPK Photo Agency (Germany)**

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

**Valdo Lehari jr.**, Vice-President, **ENPA (European Newspaper Publishers' Association) / Publisher and Editor in Chief, Reutlinger General Anzeiger (Germany)**

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

Moderator:

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

12.00 > 12.40	Viewpoints	<b>The role of ISPs in the creative eco-system</b>	Respect
------------------	------------	--	---------

*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)**

**Paul Hitchman**, Co-Founder and CEO, **Media Service Provider (MSP) (UK)**



More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

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

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

Moderator:

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

12.40 > 13.00	Keynote Conversation	<b>In my world... The future of books</b>	Connect
------------------	-------------------------	---	---------

*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**, Insight and Data Development Editor, **Newsquest Specialist Media** (UK)

**13.00pm > 14.00pm**

**Lunch Break (Magritte and Delvaux Foyer)**

14.00 > 14.45	Focus Session	<b>From Gutenberg to the eBook...The changing economics of the printed word</b>	Connect
------------------	------------------	---	---------

*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 Bologna**, author / President, **SGDL** (France)

**Aline Côté**, Chair Copyright Committee, **ANEL** (Association nationale des éditeurs de livres) / CEO, **Editions Berger** (Canada)

**Pirjo Hiidenmaa**, President, **EWC** (European Writers' Council) (Finland)

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

**Michael Tamblyn**, EVP of Content, Sales & Merchandising, **Kobo** (Canada)

Moderator:

**Liz Bury**, Insight and Data Development Editor, **Newsquest Specialist Media** (UK)

14.00 > 14.45	Focus Session	<b>Metadata standards – The foundations of value</b>	Connect
------------------	------------------	--	---------

*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





More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

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.

Speakers:

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

Introduction and moderator:

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

14.45 > 15.30	Focus Session	<b>Resale right - What does it mean for artists, heirs and the art market?</b>	Respect
------------------	------------------	--	---------

*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)
- Meret Meyer**, Heir and Administrator, **Marc Chagall Estate** (France)
- Andrew Potter**, Chair of the Board of Directors, **DACS** (UK)
- Christiane Ramonbordes**, President of **EVA** (European Visual Artists) / Managing Director, **ADAGP** (France)

Moderator:

**Georgina Adam**, Art Market Editor at Large, **The Art Newspaper** / Art Market correspondent, **Financial Times** (UK)

14.45 > 15.30	Focus Session	<b>The benefits of copyright compliance – Russia's experience</b>	Respect
------------------	------------------	---	---------

*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)
- Sergey Fedotov**, Director General, Russian Authors Society **RAO** (Russia)
- Olga Kim**, Deputy General Director, Legal Affairs, **S.B.A. Music Publishing Ltd.** (Russia)
- Alexandre Polesitski**, Vice-President of **National Association of Broadcasters** / Director General, **Europa Media Group** (Russia)



More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

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	<b>Shaping the future for creative industries - Culture and innovation: The Google approach</b>	Connect
------------------	-------------------	---	---------

*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	<b>Building bridges between creators and the digital generation</b>	Respect
------------------	---------------------	---	---------

*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 / Secretary, **PACSA** (Pan-African Composers and Songwriters Alliance) (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 Thymann**, 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	<b>Creators' voice - The future of visual arts</b>	Create
------------------	------------------	--	--------

*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? Frank 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)





More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

Interviewed by:

**Georgina Adam**, Art Market Editor at Large, **The Art Newspaper** / Art Market correspondent, **Financial Times** (UK)

17.40 > 18.10	Keynote speech	<b>Creators – The agents of cultural diversity</b>	Create
------------------	-------------------	--	--------

*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	<b>Outdoor networking cocktail</b>		
------------------	------------------------------------	--	--

*Location: Royal Library of Belgium (access by the outdoor stairs of the Square)*

**SABAM** is pleased to invite all World Copyright Summit delegates to a nice outdoor networking cocktail livened up with an exclusive concert of the Belgian band 'Daan'. Scheduled immediately after the Summit, the cocktail will be held on the stunning terrace of the Royal Library of Belgium and will give the participants the opportunity to meet in an informal context.

## 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	<b>Welcome speech</b>
----------------	-------------------	-----------------------

*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)



More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

8.35 > 8.55	Keynote conversation	<b>Global perspectives on IP and copyright – The role of international organisations</b>	Respect
----------------	----------------------	--	---------

*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	<b>European perspectives on IP and copyright – Creators meet policy-makers</b>	Respect
----------------	------------------	--	---------

*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)

**Marisa Fernandez Esteban**, Policy Officer “Globalisation, copyright, competition”, Unit Culture Policy, Diversity and Intercultural Dialogue, DG Education and Culture, **European Commission** (Belgium)

**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)

**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:

**Lisbeth Kirk**, Editor in Chief, **EUobserver.com** (Belgium)

9.55 > 10.10	Keynote speech	<b>US perspectives on IP and copyright</b>	Respect
-----------------	----------------	--	---------

*Location: Gold Amphitheatre*

In this session, we move the focus of attention from Europe to the US. Find out how Washington is shaping 21<sup>st</sup> century legislation as a leading US policy-maker from the White-House outlines current US administration thinking on IP and copyright.



More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

Keynote speaker:

**Victoria Espinel, U.S. Intellectual Property Enforcement Coordinator (USA)**

10.10 > 10.30	Super session	<b>Creators' voice - The future of copyright in India</b>	Create
------------------	------------------	---	--------

*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	<b>New solutions - An update on European online licensing</b>	Connect
------------------	------------------	---	---------

*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)

**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	<b>New solutions – Tracking technologies</b>	Connect
------------------	------------------	--	---------

*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:

**Pedro Cano**, Chief Technical Officer, **BMAT** (Spain)

**Jean Littolff**, Managing Director, & **Helena Kosinski**, International Marketing Manager, **Nielsen Music Europe** (UK)



More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

**Chris Woods**, EVP/COO, & **Melissa Goodman**, VP Business Development, **TuneSat, LLC** (USA)  
**Dominique Derwa**, CEO & Founder, **Kollector** (Belgium)

11.45 > 12.30	Focus Session	<b>New solutions – Global copyright management databases</b>	Connect
------------------	------------------	--	---------

*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	<b>Connecting creators and consumers</b>	Respect
------------------	------------------	--	---------

*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)

**Niamh Byrne**, creator of the “**Music matters**” campaign / creative content strategy, **Universal Music** (UK)

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

**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	<b>Creators' voice – Fair deals for audiovisual creators</b>	Create
------------------	------------------	--	--------

*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? What is “fair deals” for audiovisual creators? A discussion between filmmakers, producers and organisations representing creators in the audiovisual sector, focusing on the changes in the current ecosystem with the advent of the digital revolution.



More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

Speakers:

**Andrew Chowns**, CEO, **Directors UK** (UK)

**Gerhard Pfennig**, President of the Board, **SAA** (Society of Audiovisual Authors) / CEO, **Bild-Kunst** (Germany)

**Dariusz Jablonski**, Film producer and director / Founding-member of the Association of Film Directors and Producers of Poland / President, **Apple Film Production** (Poland)

**Jean-Paul Salomé**, screenwriter and film director (France)

**Imanol Uribe**, film director, screenwriter and producer (Spain)

Moderator:

**Ray Bennett**, Contributing Editor and Writer, **Cue Entertainment** / UK Film and Theatre Critic, **The Hollywood Reporter** (UK)

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

14.00 > 14.15	Keynote conversation	<b>Taking control of the digital challenges</b>	Respect
------------------	-------------------------	---	---------

*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	<b>The dos and don’ts of licensing</b>	Connect
------------------	---------------------	--	---------

*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)

**Jakob Hüttel**, Head of International Legal Affairs, **KODA** (Denmark)

**Richard Wernicke**, Director Label Relations, **Simfy AG** (Germany)

Moderator:

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



More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

15.00 > 15.20	Keynote Q&A	<b>Modernizing copyright for digital media: The broadcasters' approach</b>	Connect
------------------	----------------	--	---------

*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	Panel discussion	<b>The Cloud... What it means for rights owners and tech companies</b>	Connect
------------------	---------------------	--	---------

*Location: Gold Amphitheatre*

Thanks to recent initiatives from Amazon, Google and Apple, the “cloud” is getting widespread attention. But the contours of this new avatar from the internet age are still uncertain. This session will look at the new opportunities offered by cloud services and analyse the consequences for creators and authors' societies.

Speakers:

**John LoFrumento**, CEO, **ASCAP** (USA)

**Jeremy Silver**, CEO, **Mediaclarity** (UK)

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

16.10 > 16.30	Super session	<b>Creators' voice - In my world...Jean Michel Jarre</b>	Create
------------------	------------------	--	--------

*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)

Interviewed by:

**Patrick Rackow**, CEO, British Academy of Songwriters, Composers and Authors (**BASCA**) (UK)

16.30 > 17.30	Panel Discussion	<b>Collective management – Solution provider for the digital economy</b>	Connect
------------------	---------------------	--	---------

*Location: Gold Amphitheatre*





More information and registration on [www.copyrightsummit.com](http://www.copyrightsummit.com)

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, 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)  
**Sami Valkonen**, Head of International Music Licensing, Android, **Google** (USA)  
**Magdalena Vinent**, President, **IFRRO** / Director General, **CEDRO** (Spain)  
**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	<b>Collective management - A European perspective</b>	Connect
------------------	-------------------	---	---------

*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 > 18.10	Closing Speech	<b>Connecting with creators and authors' societies</b>	Create
------------------	-------------------	--	--------

*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