



WORLD COPYRIGHT SUMMIT

“New Frontiers for Creators in the Marketplace”

9 & 10 June 2009

CONFERENCE PROGRAM (as of 2 April 2009)

Conference tracks:

New Visions for Creative Industries
Challenges for Creators and Rights-owners in the Digital Era
Weather Forecast on Copyright Climate
Valuing the Creative Eco-System

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

All sessions of the Summit will take place at the:

Ronald Reagan Conference Center
1300 Pennsylvania Avenue, NW
Washington, D.C. 20004 (USA)

(Entrance at the Daniel Patrick Moynihan Place, accessible from Pennsylvania Avenue)

Simultaneous translation into English, French and Spanish



More information and registrations on www.copyrightsummit.com

Monday 8 June 2009

6.30pm >
8.30pm

World Copyright Summit Opening Cocktail Party

All Summit delegates, speakers and press are invited to attend the official Opening Cocktail Party of the World Copyright Summit, hosted by the US Right Societies members of CISAC, and in presence of CISAC's President Robin Gibb.

Sponsored by: **AMRA, ARS, ASCAP, BMI, DGA, NMPA, SESAC, VAGA and WGA**
Location: **the Pavilion in the Ronald Reagan Center**

Tuesday 9 June 2009

8.00am > 8.30am

Morning Coffee and Networking

8.30am >
8.40am

Opening
Speech

Welcome

8.40am >
9.00am

Keynote

New Visions for Creative Industries: Driving the Digital Future!

Creative
industries

Several governments have in recent times announced plans to build high-speed digital networks and to provide access to digital superhighways! But what will be the place of creative industries in these projects? Will the development of digital infrastructures help foster stronger business opportunities for creative industries and creators? How can we promote access to content and knowledge whilst respecting intellectual property rights? Government officials provide answers.

9.00am >
10.00am

Debate

The US Agenda: with a New Administration and a New Congress in place- What Now?

Copyright
legislation

As a new administration takes over the White House and a new Congress starts work, what is the country's agenda in the fields of copyright and intellectual property? What are the expectations of rights owners and content users? And is this agenda in synch with the rest of the world? An opportunity to discuss topics such as orphan works, performers' rights, CRB decisions, among other issues...

Moderator: **Hilary Rosen**, Managing Partner, **Brunswick** (USA)

Del Bryant, President and CEO, **BMI** (USA)

Benjamin Ivins, Senior Associate General Counsel, **NAB** – National Association of Broadcasters (USA)

Jonathan Potter, Executive Director, **DiMA** – Digital Media Association (USA)

Patrick Ross, Executive Director, **Copyright Alliance** (USA)

Gigi B. Sohn, President and Co-Founder, **Public Knowledge** (USA)

10.00am > 10.30am

Networking Break



10.30am > 11.00am	Keynote	New Visions for Creative industries: The Law and Economics Perspective	Eco-system
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Private ownership usually creates wealth, but too much ownership has the opposite effect -- it creates gridlock. This free market paradox is at the center of US law professor Michael Heller's new book, "The Gridlock Economy: How Too Much Ownership Wrecks Markets, Stops Innovation, and Costs Lives." While gridlock can block cutting edge cultural innovation in art and music, the solution, according to Heller, lies in "well-designed collective rights management." Expect a wide-ranging and intellectually-stimulating keynote from a legal scholar whose insight was described by former President Bill Clinton as key to understanding today's economy.

Michael Heller, Lawrence A. Wien Professor, **Columbia Law School**, and author of "The Gridlock Economy: How Too Much Ownership Wrecks Markets, Stops Innovation, and Costs Lives." (USA)

11.00am > 12.00pm	Debate	Is Collective Licensing a Relevant System for the 21st Century?	Creative industries
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With creative economies having to re-define their business models, and content users struggling to build sustainable businesses, can collective rights management organizations continue to help both sides achieve better efficiency with cost-effective licensing schemes?

Gary Churgin, President and CEO, **HFA** (USA)
Bob Frank, President, **KOCH Records and KOCH Music Publishing** (USA) / Chairman, **Merlin**
Nicolas Galibert, Managing Director, **Sony/ATV** (France) / Chairman, **ICMP** – International Confederation of Music Publishers
Bendik Hofseth, Composer / Board Member, **TONO** (Norway) / Chair, **CIAM** - International Council of Music Composers
Zahavah Levine, Chief Counsel, **YouTube** / Associate General Counsel, **Google** (USA)
John LoFrumento, Chief Executive Officer, **ASCAP** (USA)
Charles Slocum, Director of Special Projects, **WGA West** (USA)

12.00pm > 12.30pm	Q&A	Shaping the Future for Creative Industries: an Industry Leader Shares his Visions	Creative industries
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If the future of creative industries is undeniably going to be digital, the route to get there is a challenging one for the creative sector. And few can express as well as Richard Sarnoff a vision for creative industries in today's new technological age. As co-chair of Bertelsmann Inc. and president of Bertelsmann Digital Media Investments he is mapping the future at one of the world's biggest media groups and as chairman of the Association of American Publishers (AAP) has been one of the architects of the recent settlement deal between Google, authors and book publishers. A must-attend keynote from one of the world's most forward-thinking industry leaders.

Richard Sarnoff, President, **Bertelsmann Digital Media Investments** / Co-Chairman, **Bertelsmann Inc.** / Chairman, **AAP** - Association of American Publishers (USA)

12.30pm > 2.00pm Lunch break



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1.15pm > 1.45pm	Keynote	How America Intends to Build on Today's Creative and Technological Environment	Copyright legislation
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A prominent policy-maker from Congress outlines his views on the future of copyright in his country, placing it in a global context.

2.00pm > 3.00pm	Discussion	Financing Creative Industries - a New Challenge?	Eco-system
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With the erosion of traditional sources of revenue, how will the creative industries sustain their investment? Are there now new streams of potential financing for creative industries? Can creators and industry players rely on equity in digital services as a new stream of revenue? Does the financial market offer any new opportunities?

2.00pm > 3.00pm	Focus session	The Re-Sale Right: a Universal Lesson	Rights owners
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In the European Union and some other territories, visual artists now benefit from the re-sale right, which gives them a share of the resale value of their works. As the European Commission prepares to evaluate the legislation's impact, a panel of specialists from visual arts societies, art galleries, auction houses, arts foundations and creators debate the pros and cons of the re-sale right. The debate will be preceded by an exclusive report from the UK's visual arts society, DACS, about the impact of the re-sale right in the UK.

Joanna Cave, Chief Executive, **VISCOPY** (Australia)
Theodore Feder, President, **ARS** (USA)
Christiane Ramonbordes, Managing Director, **ADAGP** (France)

2.00pm > 3.00pm	Focus session (Role plays)	Back to the Future - Scenarios for Creators and their Industries	Creative industries
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Creators, rights owners, lawmakers, rights users and experts react to hypothetical future scenarios. Fictional topics include: What happens when governments launch a full scale crackdown on illegal content users? In a dramatic about turn, content owners accept the "pay as you please" pricing scheme; it's a Coca-Cola world – brands now pay for content, not consumers; Will China and India impose their model? Is free access and global licensing the answer?

Moderator: **Jeremy Silver**, founder, **Media Clarity** (UK)
Cecily Mak, Senior Counsel, Director of Music Licensing, **Real Networks** (USA)

3.00pm > 3.30pm Networking break

3.30pm > 3.50pm	Q&A	The Big Picture – Exploring the Global World of Music Publishing	Creative industries
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In the new digital environment, what is the role of music publishers? Where will the new streams of revenue come from? How do publishers view their relationship with rights societies? A stimulating session with the world's leading music publisher.

David Renzer, Chairman and CEO, **Universal Music Publishing Group** (USA)
 Interviewed by **Brett Cottle**, CEO, **APRA** (Australia) / Chair of the Board of Directors, **CISAC**



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3:50pm > 4:10pm	Q&A	Creators in the 21st Century - The Case for Visual Artists	Rights owners
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What would Michelangelo make of today's art world? How would he feel about the digital reproduction of his works on the Internet? Visual artists are also experiencing changes in the way their works are reaching the public. While they share some of the concerns common to the creative community, they also have specific issues such as the re-sale right or the case for orphan works. Frank Stella, a world renowned American painter and sculptor, discusses the challenges faced by creators in the 21st Century in a keynote Q&A session.

Frank Stella, painter and sculptor (USA)

4:10pm > 5:15pm	Discussion	Creators: Talkin' About a Digital Revolution...	Rights owners
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Leading creators take part in a session in which they will discuss the latest developments in their creative worlds and how these are affecting them. Has digital technology changed the way they create? Has it affected the relationship with their professional environment (labels, authors' societies, publishers, film studios, etc)? Has it empowered artists and given them more opportunities to take charge of their career and bypass the entertainment industry?

Moderator: **Keith Harris**, Head of Performers Affairs, **PPL** (UK) / Chair, **ThinkTank**

David Arnold, film music composer (UK)

Hervé Di Rosa, visual artist (France)

Lamont Dozier, Grammy-Award winning Songwriter, Producer and Performer (USA)

Angelique Kidjo, Singer/Songwriter (Benin)

Armando Manzanero, Musician and Composer / President, **SACM** (Mexico)

5:15pm > 5:30pm	Presentation	Presenting the Creators' Declaration	Rights owners
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Several leading artists from various repertoires present a "Declaration" that collects together all their ideas regarding the future of creative works and their wishes about how creative works should be treated.

Robin Gibb, Singer, Songwriter & Performer and President of **CISAC**

6:30pm > 9:00pm	Cocktail and Special Musical Entertainment		
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ASCAP, BMI & SESAC have the pleasure of inviting the delegates to the World Copyright Summit to cocktails and special musical entertainment.

Sponsored by: **ASCAP, BMI and SESAC**

Location: **Mellon Auditorium** (situated on the National Mall and adjacent to the Reagan Center)



More information and registrations on www.copyrightsummit.com

Wednesday 10 June 2009

8.00am > 8.30am

Morning Coffee and Networking

8.30am > 9.00am	Debate	Whose Right Is It?	Copyright legislation
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Legislators always have to balance copyright protection with consumer access and fair use. As access is facilitated by the new digital technologies, are consumers' rights getting in the way of creators/content holders' rights? Can there be a common ground between the two parties? And can technology companies and rights owners find a joint interest in ensuring proper remuneration for the use of creative works? A one-to-one debate not to be missed between representatives of the manufacturers of electronic equipment, Gary Shapiro (Consumer Electronics Association), and of rights-owners David Israelite (National Music Publishers Association).

David Israelite, President and CEO, **NMPA** – National Music Publishers Association (USA)

Gary Shapiro, President and CEO, **CEA** – Consumer Electronics Association (USA)

9.00am > 9.15am	Keynote	Strategic Report: The Global Climate for Copyright Harmonization and Protection	Copyright legislation
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Ralph Oman, a prominent international IP law expert, outlines the state of copyright issues around the world as an introduction to the next session. An exclusive report unveiled at the World Copyright Summit.

Ralph Oman, Professor of Intellectual Property and Patent Law, **George Washington University** (USA)

9.15am > 10.15am	Discussion	Taking Copyright Issues Global	Copyright legislation
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Copyright systems around the world function in disharmony due to varying legal philosophies and practices in place. How does this affect rights holders and does it have an impact on the development of legal services? And how can the world work in a more harmonious way? The panel of experts discusses whether the world is heading towards greater cooperation on copyright issues, harmonization of copyright legislation and an easier life in general.

Fritz E. Attaway, Executive Vice President, Special policy advisor, **MPAA** - Motion Picture Association of America (USA)

Susan Mann, Senior Director, Intellectual Property Policy, **Microsoft Corporation** (USA)

Ralph Oman, Professor of Intellectual Property and Patent Law, **George Washington University** (USA)

Marybeth Peters, US Register of Copyright, **US Copyright Office** (USA)

Fergal Sharkey, CEO, **UK Music** (UK)

10.15am > 10.45am

Networking break



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10.50am> 11.10am	Keynote	Intellectual Property Rights as Driver of Global Economic Growth	Copyright legislation
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Washington, DC-based international organization The World Bank has recognized that IP policies can play an important role in fostering development, reducing poverty and contributing to global cultural, social and economic welfare. The World Bank's Senior Vice President and Group General Counsel Anne-Marie Leroy will outline why IP and copyright policies as well as appropriate legal framework and proper enforcement are key conditions for creative industries to thrive.

Anne-Marie Leroy, Senior Vice President and Group General Counsel, **World Bank** (USA)

11.10am> 11.30am	Q&A	Creators in the 21st Century – A Cultural and Economic Contribution	Rights owners
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A prominent artist discusses the challenges faced by creators in the 21st Century and the role of copyright and creative content in today's new digital landscape

11.30am> 12.30pm	Discussion	Europe, the Borderless State? Progress in Multi-territorial European Licensing	Copyright legislation
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Two years after the inaugural Summit in Brussels, has the European landscape fundamentally changed? What are the new schemes in place and has pan-European licensing been simplified at all? How does it impact upon creators, publishers, authors' societies and content users, and with cultural, financial and traditional barriers in place, will it ever become a reality? The discussion will be preceded by a state of play in the EU by a legal expert...

Moderator and Introduction: **Tom Frederikse**, Solicitor & Attorney, **Clintons** (UK)
Roger Faxon, Chairman and CEO, **EMI Music Publishing** (USA)
Bernard Miyet, CEO and Chairman of the Management Board, **SACEM** (France) / President, **GESAC** – European Grouping of Societies of Authors and Composers
Kenth Muldin, Chief Executive Officer, **STIM** (Sweden) / Chair of the European Committee, **CISAC**

11.30am> 12.30pm	Focus session	Can Smarter Metadata Benefit your Business?	Eco-system
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Can modern rights management information systems improve business conditions for media, content service providers, rights owners and copyright societies? This session will explain why RMI architecture, proper monitoring tools, authoritative worldwide databases and interoperability of identifiers are crucial to the digital business.

Moderator and Introduction: **FX Nuttall**, Technology Intelligence Consultant, **CISAC**
Jeff Sedlik, President and CEO, **PLUS Coalition** (USA)
Albert Pastore, Senior Legal Counsel – Music, **Nokia** (UK)
Andy Weissberg, General Manager of identifiers Services, **Bowker** (USA)



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11.30am > 12.30pm	Focus session	Promoting the Values of Copyright - A Win-Win Situation for All?	Rights owners
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Various schemes and programs have been set up to inform the public as well as policy-makers, legislators and judiciary about IP issues around the world. There are also advocates of other systems such as Creative Commons who believe creators and consumers can be empowered. Experts outline the value of such experiences, raising awareness about the value of copyright.

12.30pm > 2.00pm Lunch break

1.15pm > 1.45pm	Keynote	US Copyright Policy: 50 States and Beyond ...	Copyright legislation
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A prominent US policy-maker from Congress outlines his views on the future of copyright in his country, placed in a global context.

2.00pm > 2.15pm	Presentation	Exclusive Report: The New Sources of Revenue for Creative Industries	Eco-system
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The exclusive report commissioned by CISAC for the World Copyright Summit will identify the main streams of revenue for the future of the creative industries. The presentation will be followed by further discussion on the findings of the research.

Frederic Patissier, Business Intelligence Consultant, **CISAC**

2.15pm > 2.30pm	Keynote	Digital Revolution – Towards a new Deal between Creative Industries and ISPs/Telcos?	Eco-system
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Creative industries have been identified around the world as a source of economic growth, but their role as growth factors is challenged by threats. Over the last few years, the erosion of copyright value and the free flow of content on the internet have weakened its foundations. One of the world's leading economists assesses the role and potential of creative industries in steering forward economic growth.

Ken Lee, Member of the South-Korean **Parliament** and former President of **Korean Telecom** (South Korea)

2.30pm > 3.30pm	Debate	ISPs/telcos: Part of the Problem or the Solution?	Creative industries
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Voices in many countries are asking for ISPs and telcos to be more pro-active, alongside rights owners, to find a solution to the vast amount of uncontrolled illegitimate material available through the net. There are also those who believe that ISPs should accept that content contributes to the success and the value of their services, and that they should therefore share some of this success with the creative community. Executives from both sides will offer their views and discuss scenarios for the future relationship between rights owners and ISPs.

Jim Griffin, Founder, **Choruss** (USA)

Janine Lorente, Deputy Director General, **SACD** (France)

Nicholas Motsatse, Chief Executive officer, **SAMRO** (South Africa)

3.30pm > 4.00pm Networking break



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4.00pm > 4.30pm	Keynote	Google and the Creative Industries - A New Form of Partnership	Rights owners
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A senior Google executive outlines the ways in which the company plans to work in partnership with the creative industries, as illustrated by the recent agreement between Google and book publishers/authors in the US.

David C. Drummond, Senior Vice President, Corporate Development and Chief Legal Officer, **Google** (USA)

4.30pm > 5.30pm	Discussion	Digital Mayhem or Salvation: Is the Google/Book Publishers/Authors Agreement the Template for the Future?	Rights owners
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All creative industries -- music, film, TV, books and visual arts -- are re-writing the rulebooks as their works are accessed and disseminated on the internet. What are their options? What can they learn from each other's experiences so far? Can they follow in the footsteps of the book industry and its groundbreaking deal made with Google at the end of 2008?

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

Steve Porter, Chief Executive, **PRS for Music** (UK)

Jay Roth, Chief Executive, **DGA** (USA) (TBC)

5.30pm > 5.45pm	Closing Speech	Creators and Authors' Societies as Key Players in the 21st Century	
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Robin Gibb, legendary singer and **songwriter** from the Bee Gees and President of **CISAC**, wraps up the Summit.

END of World Copyright Summit