

COLLECTIVE MANAGEMENT

OF

COPYRIGHT AND

RELATED RIGHTS



**COPYRIGHT COLLECTIVE
MANAGEMENT DIVISION (CCMD)**

WIPO

An Organization for the future

...Today, intellectual property is playing an increasingly important role on the international stage.

Globalization of trade means that "works of the mind", or intellectual property, such as inventions, designs, trademarks, books, music, and films, are now shared and enjoyed by the peoples of every continent on earth.



Dr. Kamil Idris, Director General

WIPO is dedicated to ensuring that the rights of creators and owners of intellectual property are protected worldwide for the benefit

CCMD

MAIN ORIENTATIONS

◦ CONDUCTING ASSESSMENT OF NEEDS AT COUNTRY, REGIONAL AND SUB-REGIONAL LEVEL

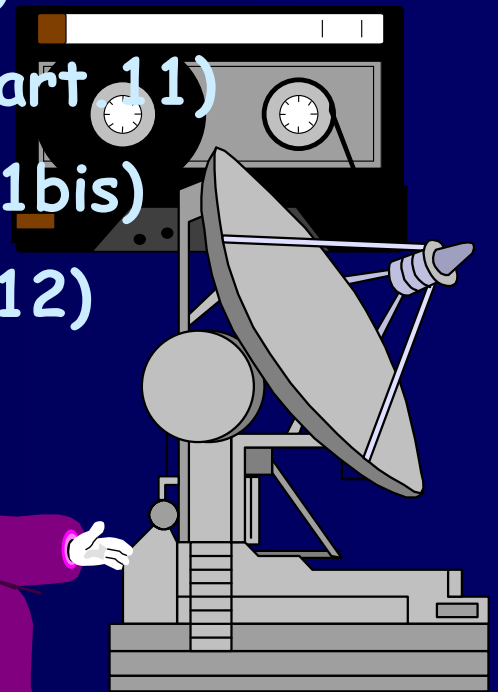
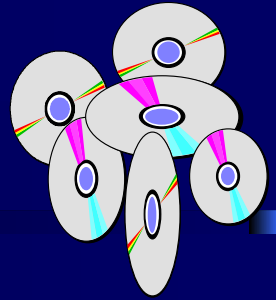
◦ CONTRIBUTING TO THE FORMULATION OF WORKPLANS

◦ DEVELOPING & IMPLEMENTING ACTIVITIES AIMING AT BUILDING OR STRENGTHENING CAPACITIES

HORIZONTAL INTERACTION WITH THE REGIONAL BUREAUX AND OTHER ENTITIES CONCERNED IN WIPO

EXCLUSIVE RIGHTS

- TRANSLATION RIGHT (art.8)
- REPRODUCTION RIGHT (art.9)
- PUBLIC PERFORMING RIGHT (art.11)
- BROADCASTING RIGHT (art.11bis)
- RIGHT OF ADAPTATION (art.12)

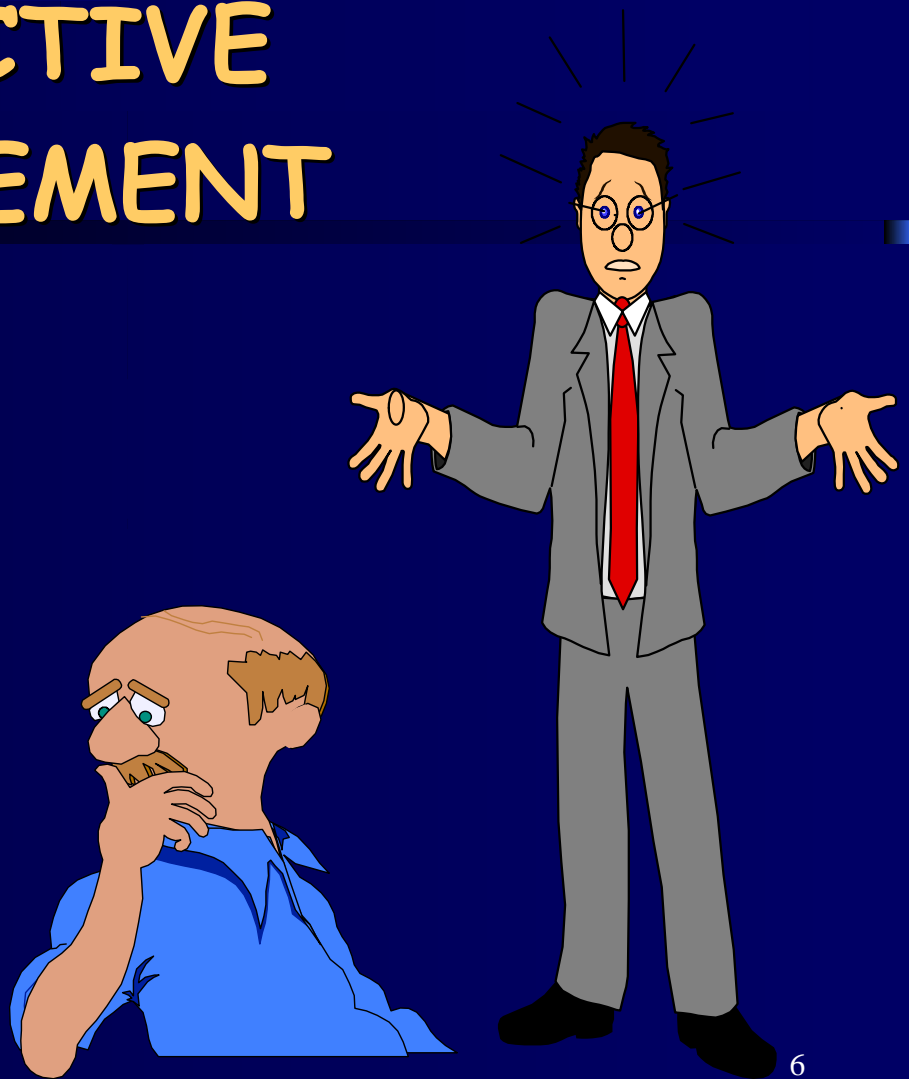


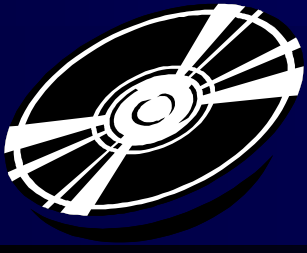
Where possible,
individual exercise of copyright
is preferred



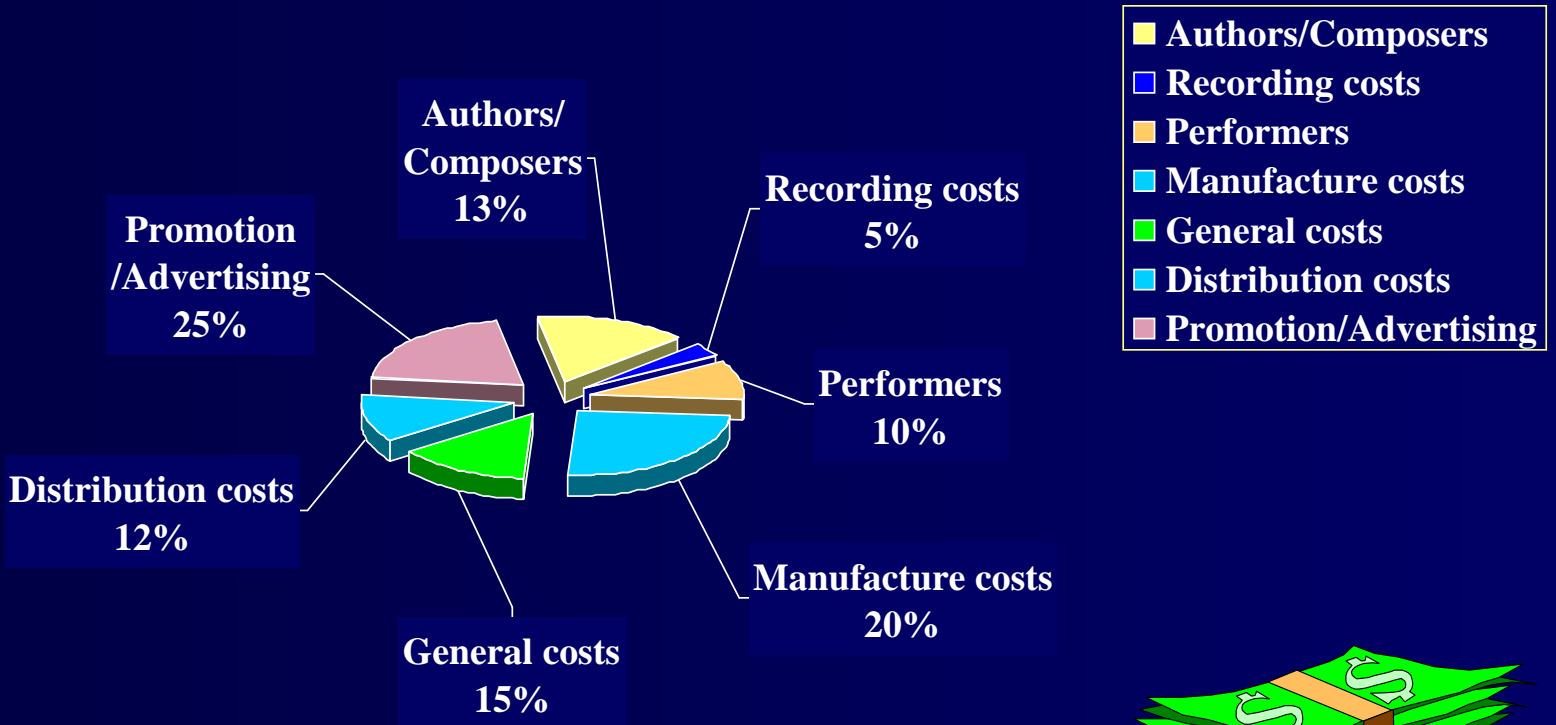
COLLECTIVE MANAGEMENT

- Where individual exercise is ineffective
 - **public performance right in musical works**
 - **reprographic/photocopying right**





HOW MUCH ?



Example

Broadcasting by Radio Station

- (1) 24 hours of daily broadcast
- (2) Each song lasts 5 minutes
- (3) 10 minutes each of news and advertisement in every hour.

| | | |
|------------|---|--------------|
| * Per hour | - | 8 works |
| * Per day | - | 192 works |
| * Per year | - | 70,080 works |

Assuming repeat broadcasts, some 23,000 different works are used each year.

Assuming 2 owners per work, need for permission from 46,000 copyright owners.

This works out to 126 contacts per day...

**COLLECTIVE
MANAGEMENT**

AUTHOR

SOCIETY

**INTERMEDIARY
BETWEEN
THE WORLD OF
CREATION
AND**

USER

THE WORLD OF USERS

RIGHTS

AUTHOR

**WORKS
DECLARATION**

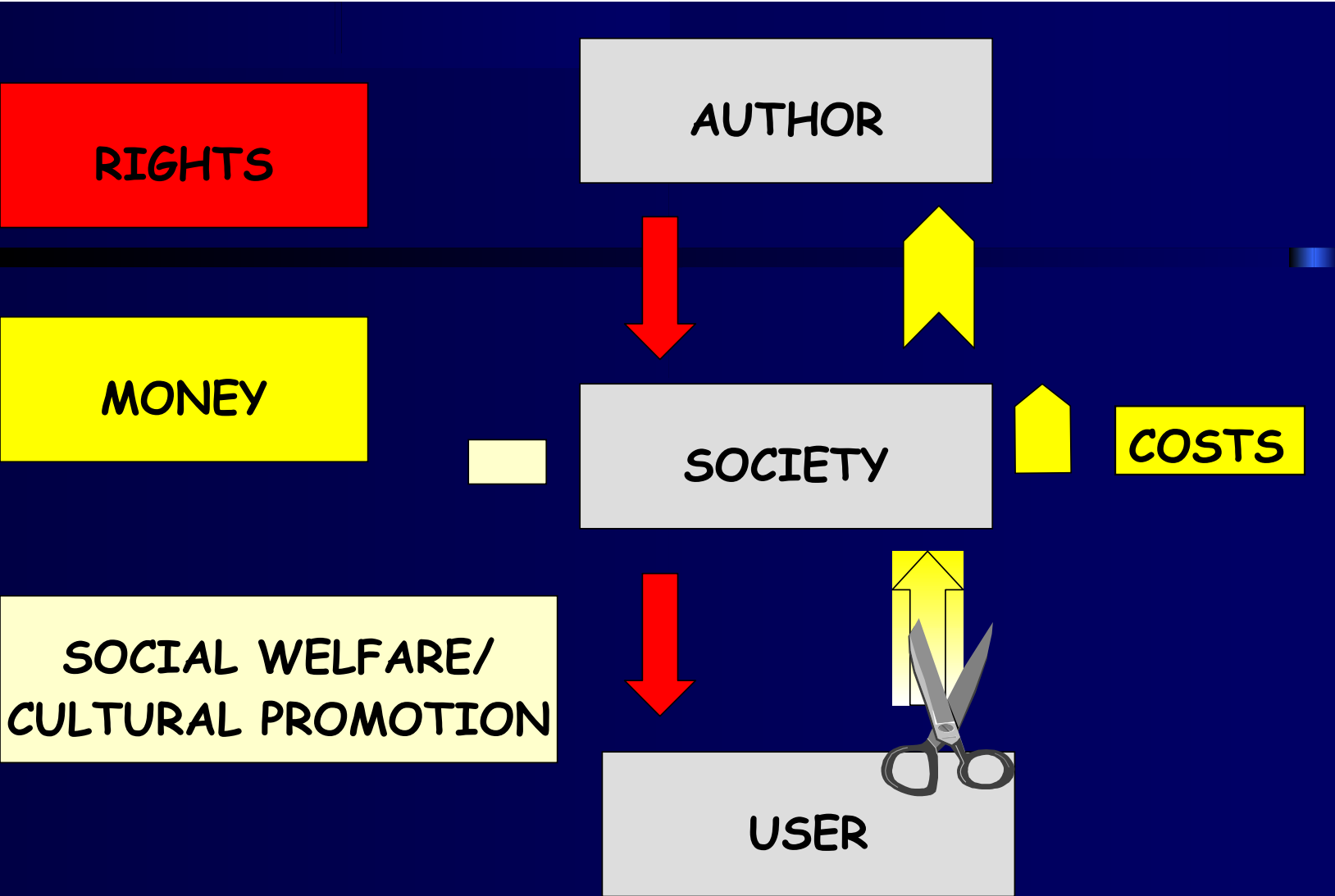
IDEAL SOLUTION

SOCIETY

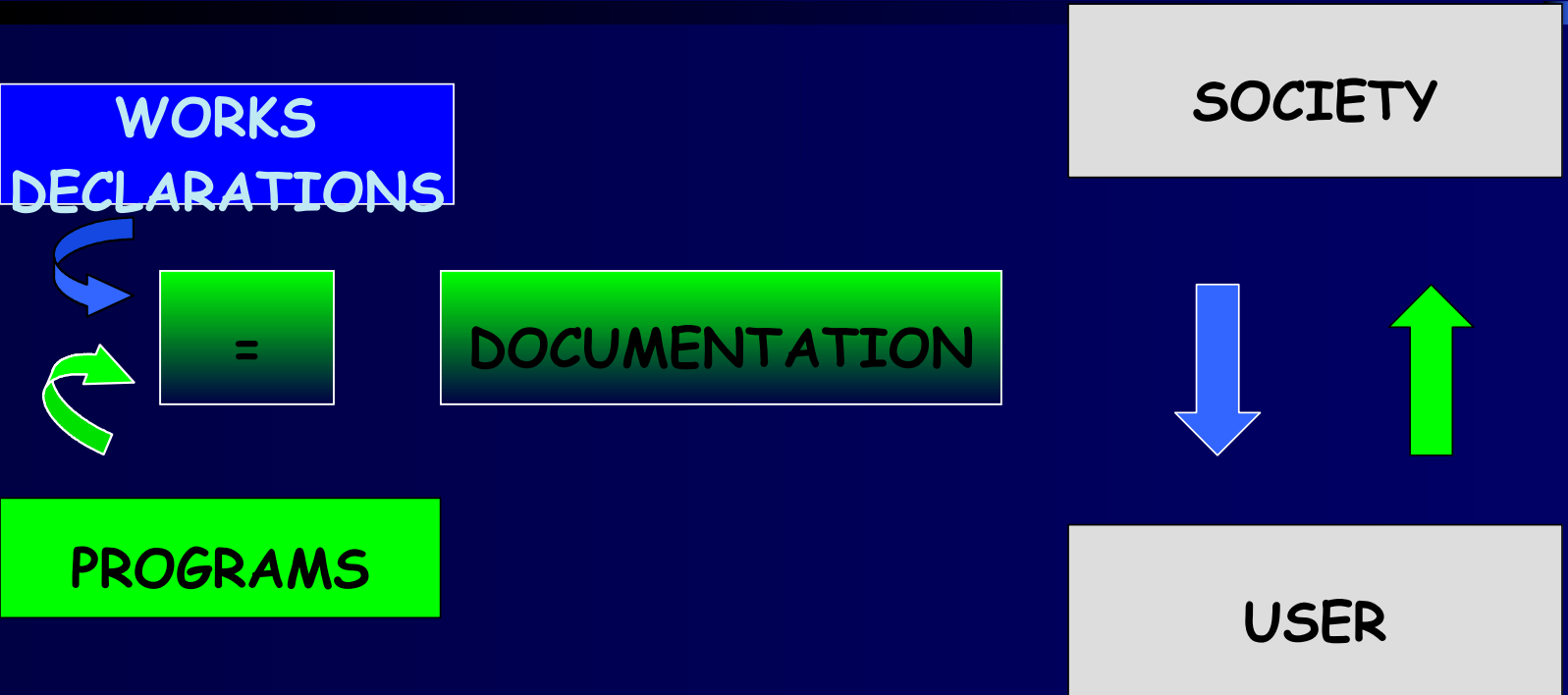
MONEY

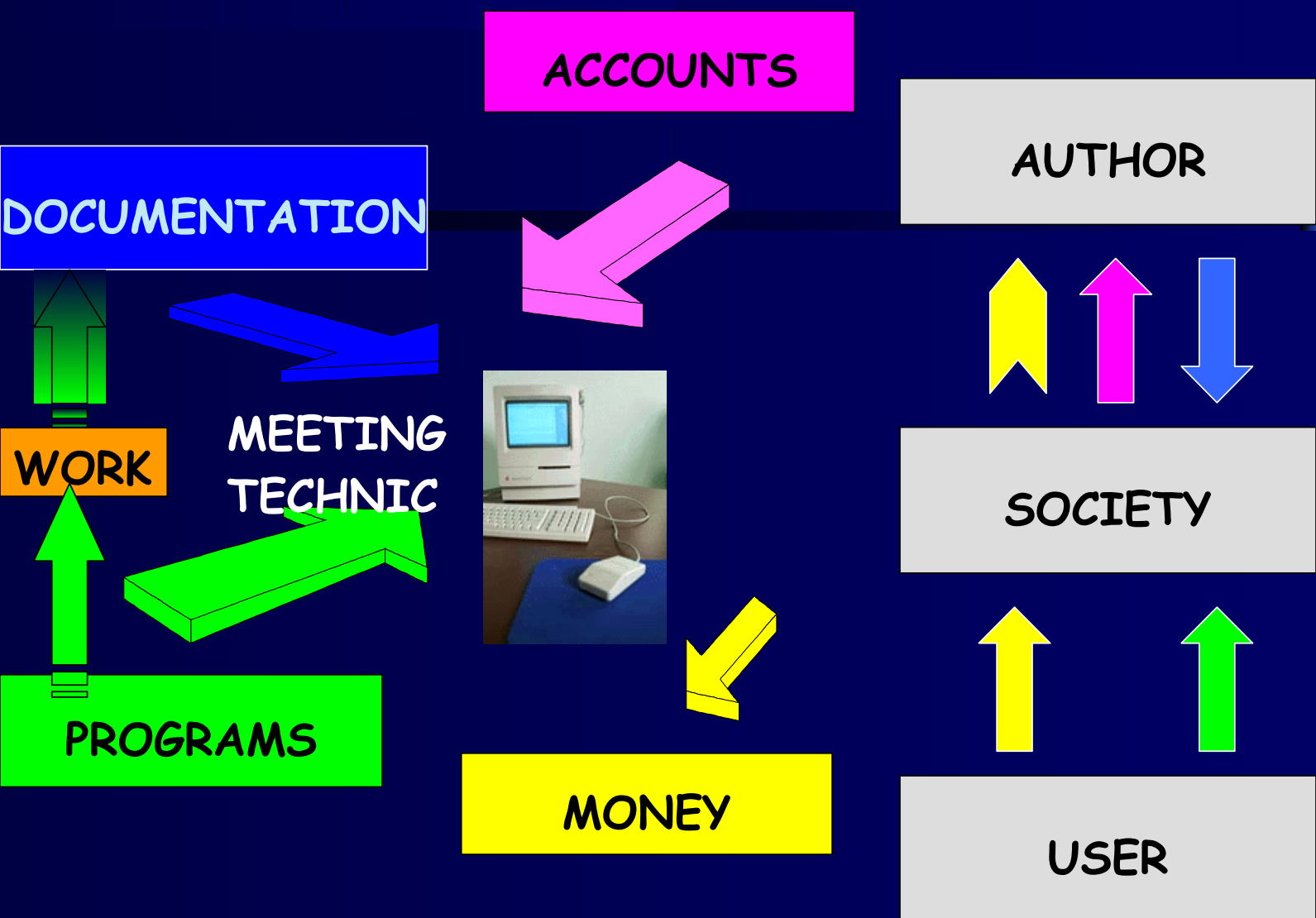
USER

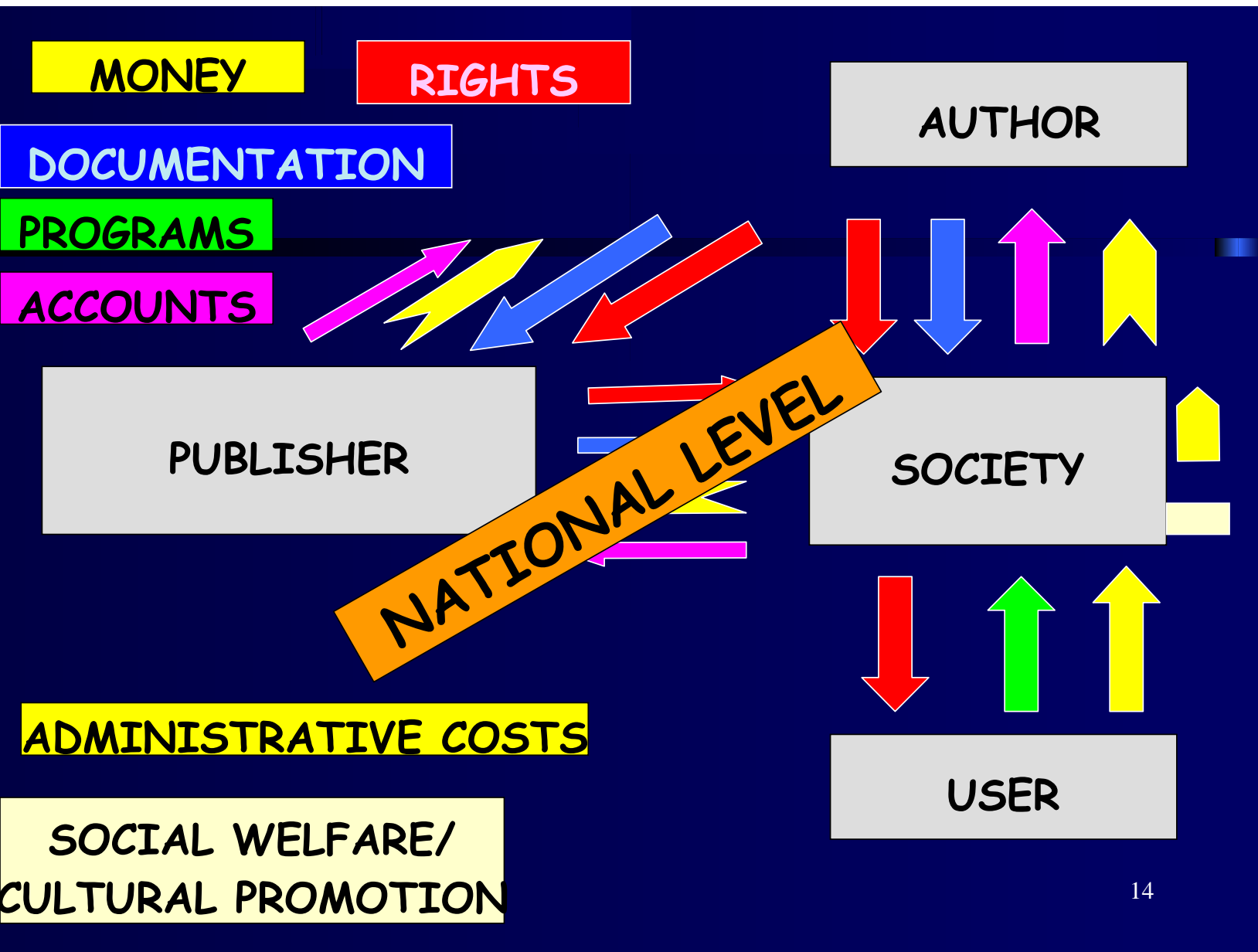




DISTRIBUTION MUST CORRESPOND TO THE RESULT OF THE EXPLOITATION OF WORKS



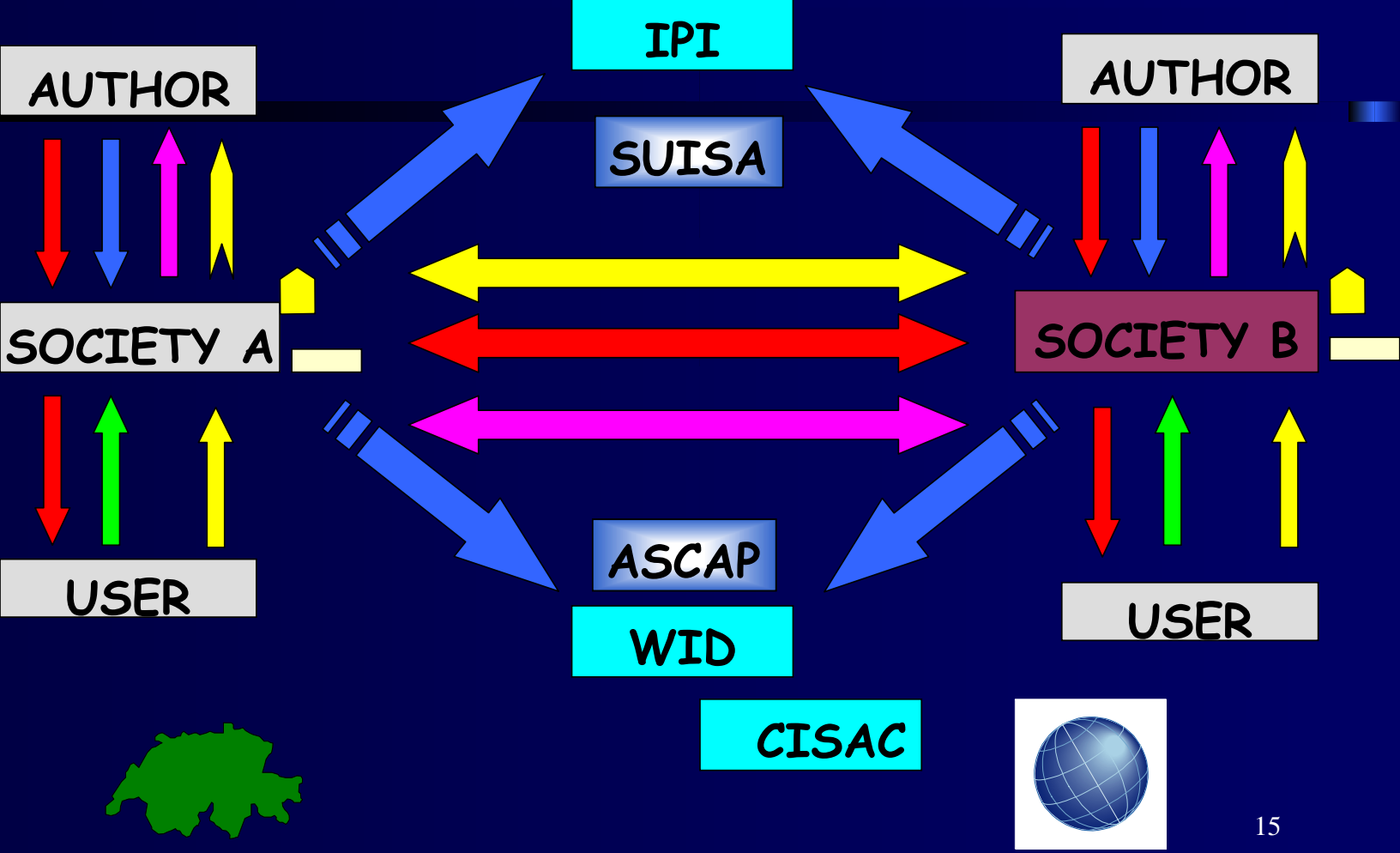




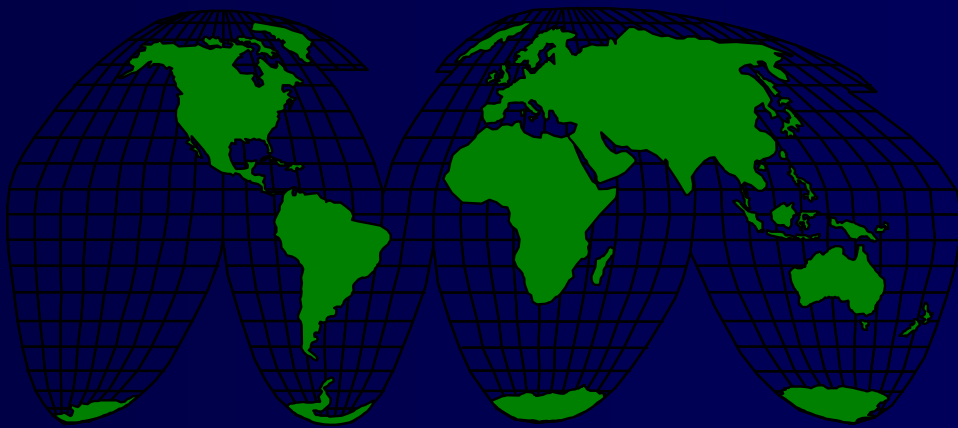
RIGHTS
MONEY
DOCUMENTATION

PROGRAMS
ACCOUNTS

SOCIAL WELFARE/
CULTURAL PROMOTION

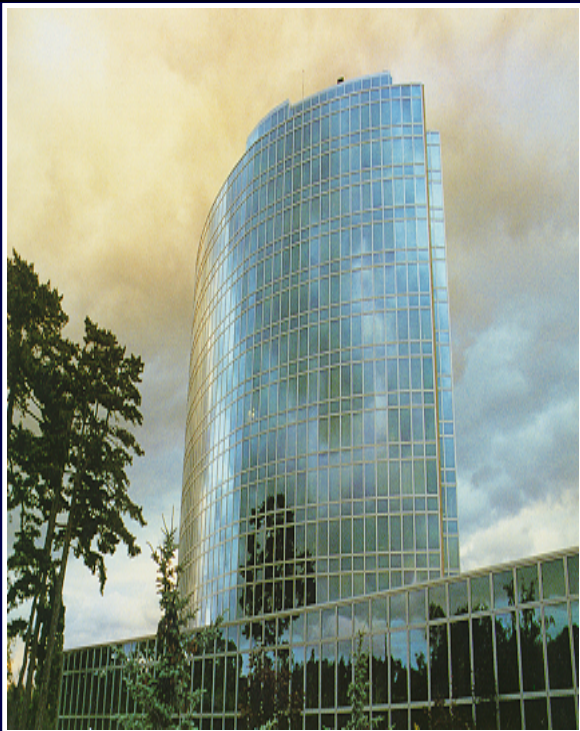


**A COLLECTIVE MANAGEMENT SYSTEM
FOR THE CARIBBEAN REGION**



TO BE PART OF THE WORLD NETWORK...

WORLD INTELLECTUAL PROPERTY ORGANIZATION



QUESTIONS ?