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WORLD INTELLECTUAL PROPERTY ORGANIZATION

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STANDING COMMITTEE ON COPYRIGHT AND RELATED RIGHTS

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PROTECTION OF BROADCASTING ORGANIZATIONS

Proposal by the Delegation of Sudan

1. The relations between the third world and the first world are said to lack balance and equity. That situation needs to be improved in the light of developments that have occurred in the needs of the human being of the twenty first century.
2. Self-reliance and endeavors to establish a system based on justice and capable of offering equal opportunities for all in the field of communications constitute the basic elements for a positive transformation. Those who face the problem are in better position to evaluate the situation and act upon it with the aim of confirming political independence in such manner as to serve the interest of the peoples.
3. Development of a communication infrastructure contributes to the enhancement of awareness and enables participation in the development process: a material and moral change that carries the citizen to the first world in steady steps with result-oriented programs. Development of communication means can only be achieved by Man who is capable of alleviating the imbalance between the first and third worlds. If enough interest is shown, the third world will be able to produce programs acceptable to the first world.
4. As a result of globalization, developing countries receive uncontrollable amount of information from the North and have become consumers of reception devices, satellite broadcast and on-line services. UNESCO figures show that Arab countries import between a third and half of their broadcast. Most countries support the principle of cultural sovereignty. Deregulation of cultural services, such as information or communication services, aims at creating a culturally homogeneous world that excludes cultural specificity inherent to the identity of peoples. On that basis, an exception system is needed to allow for the prevalence of cultural sovereignty over market freedom.
5. Copyright law must be modernized and adapted to the rapid evolution of global communication.
6. Third world countries must be given the opportunity to invest in recording rights through exchange or acquisition against preferential tariffs.
7. Cultural entities must be preserved and developed for the sake of maintaining variety despite globalization and as an incentive for the development of a culture industry. Material and technical assistance is needed to enhance individual skills of program designers and artists.
8. In view of information dumping with which the third world is faced and the necessity to protect the heritage from being lost or falling into oblivion, United Nations cultural agencies must work together in financing an equitable information system for the third world. Under such system, countries can develop cultural skills and contribute to the promotion of a modern world.
9. The rapid progress of communication technology makes adaptation difficult for third world countries. The abyss between both worlds is increasing as technology advances, leaving behind latecomers.
10. The consumer is faced with products that fail to satisfy needs resulting from the communication and information revolution. A policy must be designed to contribute to the stability of the human being through result-oriented programs capable of improving standards

of living, enhancing productivity, increasing national income and securing cultural and social development. Such input can help the citizen of the first and third world to exchange information on an equal basis.

11. It would be interesting to adopt a regional collective and homogeneous approach (Asian Group, Latin American Group, Arab countries, etc.) which would allow to concentrate efforts in the appropriate manner and at the appropriate level and cover the high costs needed for financing such a program. The purpose would be to produce broadcast specially designed for such broadcasters and oriented towards a specific category of consumers. Joint work of large institutions would guarantee the needed success and effect.

12. Information and broadcast must be highly competitive at the international level as is the case for the first world audience.

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