



BUSINESS REGISTRATION
AND LICENSING
AGENCY (BRELA)



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TANZANIA (COSOTA)



GOVERNMENT OF UNITED
REPUBLIC OF TANZANIA



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WORKSHOP

WIPO/CR/DAR/12/1 PROV.
ORIGINAL: ENGLISH
DATE: NOVEMBER 16, 2012

National Workshop on Copyright for the Film Industry Professionals

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Copyright Society of Tanzania (COSOTA)

and
the Business Registration and Licensing Agency (BRELA)

and
the Government of the United Republic of Tanzania

Dar Es Salaam, November 20 and 21, 2012

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, November 20, 2012

8.30 – 9.00 Registration

9.00 – 9.30 Opening and Welcome Remarks

The Representative of the Government of Tanzania, Dar Es Salaam

The Representative of the Business Registration and Licensing Agency (BRELA), Dar Es Salaam

The Representative of the Copyright Society of Tanzania (COSOTA), Dar Es Salaam

The Representative of the World Intellectual Property Organization (WIPO), Geneva

9.30 – 10.15 **Topic 1 The Importance of Copyright for the Film Industry**

- (i) The Economic Performance of the Copyright-based Industries
- (ii) Copyright and the Film Industry of Tanzania: National Experience

Speakers: Ms. Donna M.A. Hill, Counsellor, Copyright Infrastructure Division, Creative Industries Section, WIPO, Geneva

Mr. Paul Makula, Copyright Society of Tanzania (COSOTA), Dar Es Salaam

Ms. Mtumwa, Copyright Society of Tanzania, (COSOZA), Dar Es Salaam

10.15 – 11.00 **Topic 2 Setting the Scene: Tanzania and the Worldwide Film Market**

Speaker: Mr. Simon Mwakifwamba, President, Tanzanian Film Association (TAFF), Dar Es Salaam

11.00 – 11.15 Coffee Break

11.15 – 12.00 **Topic 3 Copyright in the Film-making Process: From Development to Production to Distribution to Exhibition**

The Beginning: The Importance of Chain of Title Documentation
Establishing Ownership in Film Productions: A Broad Discussion of the Methods for Acquiring Underlying Property and Assuring Final Ownership of the Copyright, including Performances, Music, etc. as well as Avoiding Potential Problems

Speakers: Mr. Rob Aft, President, Compliance Consulting, Los Angeles

Mr. Martin Cuff, CEO, Cuff Consultancy, Cape Town,
South Africa

Mr. Simon Mwakifwamba

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|---------------|----------------|--|
| 12.00 – 12.45 | Topic 4 | The Regional Film Environment: What Producers Need to Know: A Discussion on how Copyright Laws are Applied and Enforced and why a Thorough Knowledge of those Laws is Crucial for Media Producers |
| | | Speakers: Mr. Martin Cuff |
| | | The Representative of the Film Industry in Tanzania,
Dar Es Salaam |
| 12.45 – 14.00 | Lunch Break | |
| 14.00 – 15.00 | Topic 5 | The Global Finance and Distribution Environment |
| | | A Discussion of the Sales and Distribution Process for Independent and “Foreign” Copyrighted Material Including the Film, TV, New Media Markets, Sales Agents, Festivals, and Distributors |
| | | Speakers: Mr. Rob Aft |
| | | Mr. Martin Cuff |
| 15.00 – 15.45 | Topic 6 | The Future of the Tanzanian Film, TV, New Media Industries |
| | | Speakers: Mr. Saidi Ibrahim, Tanzania Independent Producers Association (TAIPA), Dar Es Salaam |
| 15.45 – 16.00 | Coffee Break | |
| 16.00 – 16.45 | Topic 7 | A Local Film Case Study |
| | | Speakers: Mr. Severine Kiwango, Independent Television (ITV), Dar Es Salaam |
| 16.45 – 17.00 | | Summary of the Day |

Wednesday, November 21, 2012

- 9.00 – 11.00 **Workshop 1** **Paperwork: Discussion on “Standard” Agreements for Production, Distribution and on Film Finance Structures, Supported with Case Studies and Handouts**
- (a) Chain of Title
 - (b) Production Contracts
 - (c) Finance Paperwork
 - (d) Distribution Contracts
- Speakers: Mr. Rob Aft
- Mr. Martin Cuff
- Mr. Yustus Mkinga, COSOTA, Dar Es Salaam
- 11.00 – 12.00 **Presentation and Discussion of Film Case Studies**
- Speaker: Mr. Ernest Omalla, Consultant, Tanzania Film Federation, Dar Es Salaam
- 12.00 – 13.00 Lunch Break
- 13.00 – 15.00 **Workshop 2** **Pitfalls, Solutions, and Moving Ahead: Case Study Oriented**
- (a) Chain of Title Problems
 - (b) Finance Problems
 - (c) Problems with Your Distribution
 - (d) Lawsuits and Audits
- Speakers: Mr. Rob Aft
- Mr. Martin Cuff
- Dr. Vivencia Shule, University of Dar Es Salaam
- 14.30 – 15.15 Coffee Break
- 15.15 – 16.45 **General Discussions: Discussion of Film Case Studies and way forward**
- All participants and speakers
- 16.45 – 17.15 **Summary and Closing**

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