

# WIPO Conference: The Global Digital Content Market

Program

Geneva, April 20 to 22, 2016



#digicontent2016

Wednesday, April 20, 2016

08.00	Registration opens	<i>Registration remains open until 16.00 on Friday, April 22, 2016</i>
18.30 – 20.00	Cultural Event	Film evening with Mr. Nikita Mikhalkov, Actor and Director, Moscow  Showing <i>Burnt by the Sun</i>
20.00 – 21.00	Reception	

Thursday, April 21, 2016

09.30 – 10.30	Welcome Address:	Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO)
	Keynote Address:	<i>The Global Digital Content Value Chain and Sustainable Creativity</i>  Mr. Jaron Lanier, Futurist, San Francisco
	Moderator:	Ms. Shaili Chopra, TV Anchor, Mumbai
	Discussion:	Questions and Answers (Q&A)
10.30 – 11.00	Coffee Break	
11.00 – 12.30	<b>Music: <i>From Vinyl to Streaming</i></b>	
	Moderator:	Ms. Mishal Husain, Broadcast Journalist, London
	Panelists:	Ms. Imogen Heap, Singer/Songwriter, London  Ms. Tammy Weis, Singer/Songwriter, Vancouver  Mr. Luis Cobos, Conductor/Composer, Madrid  Mr. Edgar Berger, Chairman & Chief Executive Officer (CEO) International, Sony Music Entertainment, Wolfsburg, Germany  Mr. Christopher Tin, Composer, Santa Monica, California
	Discussion:	Q&A
12.30 – 14.00	Lunch Break	

14.00 – 15.30 **Film - *Sustaining the Film Industry in the Digital Environment***

Moderator: Ms. Shaili Chopra

Panelists: Mr. Nikita Mikhalkov

Ms. Esperanza Silva, Actress, Santiago de Chile

Ms. Uloma Onuma, Head Legal and Distribution, iROKOTv, Lagos

Mr. Xianghua Yang, Senior Vice President, iQIYI.com, Beijing

Ms. Oreka Godis, Actress, Lagos

Mr. Bobby Bedi, Director, Delhi

Discussion: Q&A

15.30 – 16.00 Coffee Break

16.00 – 17.30 **Broadcasting - *New Models for Connection with the Audience***

Moderator: Ms. Mishal Husain

Panelists: Ms. Shaili Chopra

Ms. Ritu Kapur, Founder and Chief Executive Officer (CEO), Quintillion Media Pvt. Ltd., Noida, Uttar Pradesh

Ms. Dima Khatib, Managing Director, AJ+, Doha

Ms. Naja Nielsen, Chief Editor DBC Radio, Copenhagen

Discussion: Q&A

17.30 – 19.00 Reception

19.00 – 19.45 **Cultural Event - *Kinetic Art Concert***

Friday, April 22, 2016

09.30 – 11.00 **Publishing - *The Codex in the Digital Age***

Moderator: Ms. Shaili Chopra

Panelists: Mr. John Makinson, Chairman, Penguin Random House, New York

Ms. Trasvin Jittidecharak, Publisher, Silkworm Books, Chiang Mai, Thailand

Mr. Federico Polak, Author, Buenos Aires

Mr. YoungSuk 'YS' Chi, Chairman, The Elsevier Foundation, New York

Discussion: Q&A

11.00 – 11.30 Coffee Break

11.30 – 13.00 **Digital Architecture - *The Soft Infrastructure of the Global Market***

Moderator: Ms. Mishal Husain

Speakers: Ms. Angela Mills Wade, Chief Executive Officer (CEO), European Publishers Council, Brussels

Mr. Dominic Young, Chief Executive Officer (CEO), The Copyright Hub Foundation, London

Panelists: Mr. Richard Hooper, Chair, The Copyright Hub Foundation, London

Mr. Elton Yeung, Chief Executive Officer (CEO), Composers and Authors Society of Hong Kong, (CASH), Hong Kong

Ms. Tracey Armstrong, Chief Executive Officer (CEO), Copyright Clearance Centre (CCC), Danvers, Massachusetts

Discussion: Q&A

13.00 – 14.30 Lunch Break

14.30 – 15.55 **Opportunities and Challenges - *Markets, Policy and Diplomacy***

Keynote Address and Interview: *A Perspective on the Digital Marketplace and the Future of Movies*

Senator Christopher Dodd, Chairman and Chief Executive Officer, Motion Picture Association of America (MPAA), Washington, D.C.

Interviewer: Ms. Mishal Husain

Moderator: Ms. Shaili Chopra

Panelists: Mr. Guilherme Felitti, Digital Journalist, São Paulo

Mr. Larry Madowo, Digital Journalist, Nairobi

Mr. Clément Epié, Co-Founder, Cellabz, Paris

Discussion: Q&A

15.55 – 16.00 Closing Remarks