

WIPO



SCCR/18/INF/2 Prov.

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DATE: May 25, 2009

WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

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STANDING COMMITTEE ON COPYRIGHT AND RELATED RIGHTS

Eighteenth Session
Geneva, May 25 to 29, 2009

INFORMATION MEETING ON DEVELOPMENTS IN BROADCASTING

PROVISIONAL PROGRAM

prepared by the Secretariat

PROVISIONAL PROGRAM

Information Meeting on Developments in Broadcasting

Monday, May 25, 2009

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|---------------|---------------------|--|
| 10.00 – 10.10 | Welcome address by: | Mr. Francis Gurry, Director General,
World Intellectual Property Organization (WIPO) |
| 10.10 – 11.00 | <u>Theme 1</u> | <u>Developments in the Broadcasting Industry</u>

Speakers: Mr. Avnindra Mohan
Executive Vice President
Zee Network, ESSEL Group, New Delhi

Mr. Luis Alejandro Bustos
Corporate Legal General Director
Televisa Group, Mexico |
| 11.00 – 11.20 | | Coffee Break |
| 11.20 – 11.45 | <u>Theme 2</u> | <u>Developments in Broadcasting Technologies</u>

Speaker: Mr. Lieven Vermaele
Director, Technical Department, European
Broadcasting Union (EBU), Geneva |
| 11.45 – 12.10 | <u>Theme 3</u> | <u>Technological Developments in the Broadcasting Industry:
The Perspective of Developing Countries</u>

Speaker: Mr. Tharaka Mohotti
Director Engineering, MTV Channel (Pvt) Limited
Depanama, Pannipitiya, Sri Lanka |
| 12.10 – 12.45 | <u>Theme 4</u> | <u>Broadcasting and Development</u>

Speakers: Ms. Simone Lahorgue Nunes
Lahorgue Advogados, Rio de Janeiro |
| 12.45 – 13.00 | | Discussion |
| 13.00 – 15.00 | | Lunch break |

- 15.00 – 15.30 Theme 5 Sports Broadcast Piracy
Speaker: Mr. David Price
 Head of Piracy Intelligence
 Envisional, Cambridge
- 15.30 – 16.00 Theme 6 The production of broadcasts and remuneration of
rights: A business perspective
Speaker: Mr. Godfrey McFall
 Senior Associate
 Oliver & Ohlbaum Associates Ltd., London
- 16.00 – 16.30 Theme 7 Broadcasting and Governance
Speaker: Ms. Alison Gillwald
 Associate Director, Economic Development
 The EDGE Institute, Johannesburg
- 16.30 – 17.00 Theme 8 Broadcasting and the Public Interest
Speakers: Mr. Sisule Musungu
 President, IQSensato, Geneva
- 17.00 – 17.20 Coffee Break
- 17.20 – 17.45 Theme 9 Broadcast infringements: Case Studies
Speaker: Fernand Alberto
 Broadcast Media Consultant
 Manila
- 17.45 – 18.00 Discussion

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