

# WIPO



**SCCR/IM/GE/09/1 Prov.**

**ORIGINAL:** English

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**WORLD INTELLECTUAL PROPERTY ORGANIZATION**

GENEVA

## **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,<br>World Intellectual Property Organization (WIPO)  |
| 10.10 – 11.00 | <u>Theme 1</u>      | <u>Developments in the Broadcasting Industry</u><br><br>Speakers: Mr. Avnindra Mohan<br>Executive Vice President<br>Zee Network, ESSEL Group, New Delhi<br><br>Mr. Luis Alejandro Bustos<br>Corporate Legal General Director<br>Televisa Group, Mexico |
| 11.00 – 11.20 |                     | Coffee Break   |
| 11.20 – 11.45 | <u>Theme 2</u>      | <u>Developments in Broadcasting Technologies</u><br><br>Speaker: Mr. Lieven Vermaele<br>Director, Technical Department, European<br>Broadcasting Union (EBU), Geneva   |
| 11.45 – 12.10 | <u>Theme 3</u>      | <u>Technological Developments in the Broadcasting Industry:<br/>The Perspective of Developing Countries</u><br><br>Speaker: Mr. Tharaka Mohotti<br>Director Engineering, MTV Channel (Pvt) Limited<br>Depanama, Pannipitiya, Sri Lanka                 |
| 12.10 – 12.45 | <u>Theme 4</u>      | <u>Broadcasting and Development</u><br><br>Speakers: Ms. Simone Lahorgue Nunes<br>Lahorgue Advogados, Rio de Janeiro   |
| 12.45 – 13.00 |                     | Discussion   |
| 13.00 – 15.00 |                     | Lunch break  |

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

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