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NATIONAL INSTITUTE OF
INDUSTRIAL PROPERTY OF ARGENTINA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



NATIONAL DIRECTORATE
OF COPYRIGHT
MINISTRY OF JUSTICE AND
HUMAN RIGHTS OF ARGENTINA

REGIONAL MEETING OF DIRECTORS OF INDUSTRIAL PROPERTY OFFICES AND COPYRIGHT OFFICES OF LATIN AMERICA

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the National Institute of Industrial Property of Argentina (INPI)
and
the National Directorate of Copyright
of the Ministry of Justice and Human Rights of Argentina

Buenos Aires, May 30 to June 2, 2006

**LATIN AMERICA. OPPORTUNITIES AND CHALLENGES
FOR TECHNOLOGICAL INNOVATION**

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PROGRAMMES TO PROMOTE AND CREATE CULTURAL INDUSTRIES

Regional Meeting of Heads of Industrial Property and Copyright Offices of Latin America

Presented by
Ling Pek Ling
Director (Media Policy)
Media Development Authority of Singapore

Date
1 June 2006

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Reinventing Singapore

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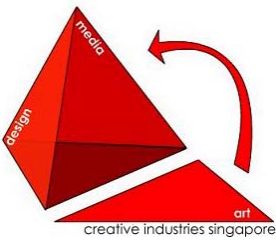


2003 Economic Review Committee Report identified the Creative Industries as a new and promising service area to grow.

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Defining Creative Industries



Design

- Software Design
- Advertising
- Architecture
- Interior Design
- Graphic Design
- Industrial Design
- Fashion Design

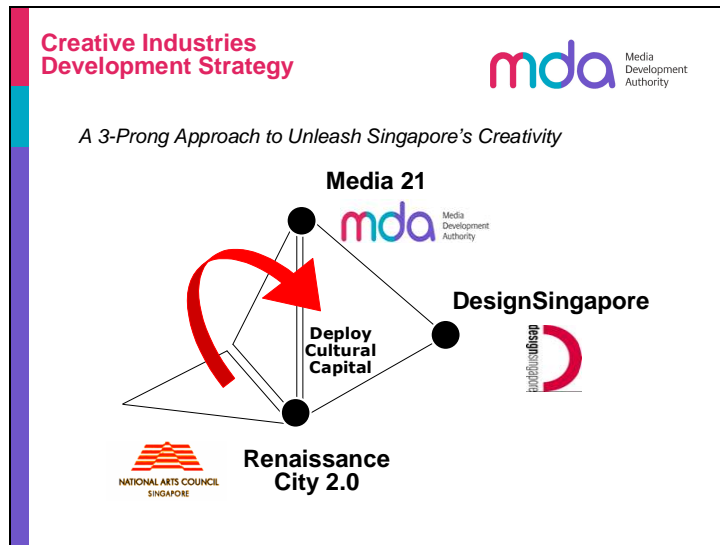
Media

- Publishing
- Broadcasting Media
- Digital Media
- Film & Video

Arts & Culture

- Photography
- Visual Arts
- Performing Arts
- Arts & Antiques Trade
- Craft

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MEDIA 21
To develop Singapore into a Global Media City

Increase GDP contribution of media cluster from est 1.46 per cent to 3 per cent

Increase jobs from 38,000 to 50,000

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Intellectual Property and Media

- ⇒ IP is no longer about patents only
- ⇒ Greater awareness of other forms of IP e.g. copyright, registered designed and trademarks

For the media industry to grow, it must be capable of creating, exploiting the Intellectual Property Rights that forms the basis of the products and services it offers.

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Key Initiative by MDA to develop IP

Enhance knowledge of intellectual property rights (IPR) and digital rights management tools

“The key to maximising returns on investment in original creation is the export and delivery of content on multiple platforms. The acquisition and protection of intellectual property is therefore vital in retaining its value. MDA will facilitate training and consultancy to help enhance industry knowledge on the complexities of IPR laws and protection as well as the latest developments in digital rights management tools.”

- Media 21 Blueprint

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Government encourages commercial exploitation of IP

Key Principles of Government IP Management Framework

- ⇒ the Government secures only the IP rights it needs, and optimises the value of IP to Singapore by allowing the IP to be exploited commercially by those who can do so
- ⇒ and there is sufficient motivation for Government agencies and officials to promote the exploitation of commercially valuable IP

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Policies on Government IP

New Policies on Government IP

- ⇒ Contractor Ownership of IP
 - ⇒ Provides Contractor with business development opportunities to market their product
 - ⇒ Creates incentive for Contractor to build a product designed not only for the needs of the Government but with broader commercial applications in mind
- ⇒ Allow Government agencies and employees to retain all or a portion of revenue from commercialisation of IP
 - ⇒ This will greatly incentivise Government employees to exercise greater innovation and creativity in IP creation

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Strong IP Laws

Singapore acceded to and ratified the following agreements:


- ⇒ WIPO Copyright Treaty
- ⇒ WIPO Performance and Phonograms Treaty
- ⇒ Brussels Convention relating to the distribution of programme-carrying signals transmitted by satellite

These treaties have enhanced our IP regime which in turned attracted MNCs like Electronic Arts and Lucas Film to Singapore.

Unauthorised Decoders


- ⇒ MDA amended the Broadcasting Act to strengthen existing controls and criminalised all dealings in unauthorised decoders
- ⇒ Pay TV Operators can now commence civil action against offenders to seek monetary compensation

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Industry Awareness

IPOS is the Lead Agency in Singapore to



- ⇒ formulates and regulates intellectual property (IP) laws
- ⇒ promotes IP awareness
- ⇒ provides the infrastructure to facilitate the greater development of IP

Strategies for Creation, Protection and Exploitation of Intellectual Property (SCOPE)

- ⇒ initiated to help companies adopt best practices in IP management
- ⇒ aims to assess a company's ability to manage the risk associated with its IP and to identify and categorise the IP it owns
- ⇒ consists of 2 phases
 - ⇒ Phase 1: IP Management Tool
 - ⇒ Phase 2: Best Practices

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Media IP Clinics

The Media IP Clinics are

- ⇒ designed to educate the media industry players on IPR issues and
- ⇒ teach them on how they can maximise the commercialisation of their IP Rights

Some of the topics cover so far includes

- ⇒ *Licensing & Merchandising*
- ⇒ *Cross Platform: Ownership & Rights Management*
- ⇒ *Global Licensing and Merchandising Workshop*

Experts in the Licensing and Merchandising to share their successes and experience and also provide one-to-one consultation session with media players. Legal experts available to provide advice as well.


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Public Awareness

HIP Alliance Programme

- Teach people to respect and reward original creative works by "Saying No! to Piracy"
- Targets 18 – 35 years old to Honour IP
- Members are ambassadors for respecting original ideas and creations and rejecting the use of counterfeits, fake or unauthorised versions of any products
- Members get access to HIP events like the HIP Movie-of-the-Month




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Furthering Education in IP

IP Academy

- National initiative dedicated to the deepening and broadening of Singapore's knowledge and capabilities in Intellectual Property (IP) protection, exploitation and management
- Courses Available
 - Graduate Certificate in IP Law
 - MSc in IP Management
- On 21-22 August 2006, the IP Academy will also be hosting the Global Forum on Intellectual Property, which is one of the largest and the only multi-disciplinary IP forum in Asia Pacific to-date



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Impact of Technology on IP

- Digital technology and the internet challenging the way we view IP
- New methods of reproducing and distributing IP-based products and services
- Challenge in maximising technological and social benefits to both copyright owners and end-users while restricting the effects of piracy through these new technologies

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Flyer on P2P music downloads

YOUNG PEOPLE, MUSIC & THE INTERNET

Thousands of 19+ -year-olds have been sued by the recording and film industries - and many have paid big fines. While there is no problem if you are sharing the content that you have originally created yourself, every file you share on the internet is tracked by copyright holders and people uploading content from their legal risks.

Downloaded music from the internet is not legal in most countries, but people who "share" it are.

Downloaded music on the internet, particularly if they upload it, run a greater risk of being sued or prosecuted. Parents can be held responsible for the most responsible on the family network, even if they are not responsible for the music. Parents who have not checked out of court have had to pay thousands of euros.

LEGAL RISKS

"Is it true my son could be sued for downloading music from p2p?"

My kids are saving a fortune by downloading music for free. I thought I ended up paying the legal bill.

Parents who have not checked out of court have had to pay thousands of euros.

3 Explore the Web's legal music

There's loads of it - more than a million tracks of all genres and prices - both for purchase and for free. For less than the price of an adult beer, you can download a track from a legal music retailer and enjoy it for life. There are tonnes of legal music retailers on the Web, and these sites are safe and guarantee sound quality. For links to over 200 legal music retailers, visit www.you-music.org/youmusic.htm. For songwriters, visit www.music4you.com and www.creativecommons.org.

There's also plenty of legal music available free of charge on the Web - when where musicians want fans to sample their work and learn about music or if they're promoting. To find them, search a favourite musician, group or label's name with "Sound quality may vary, but there's a great deal to explore."

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Thank you

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