



22nd ABU COPYRIGHT FORUM
15 March 2016, Kuala Lumpur, Malaysia



| FORUM AGENDA | | | | |
|---|--|---|--|----------------------|
| Theme: SPORTS, NEWS AND ONLINE INFRINGEMENT | | | | |
| 0830 – 0900 | Registration | | | |
| 0900 – 0930 | Opening Ceremony | Welcome Remarks: <i>Mr Tatsuhiko Beniko,</i> <i>Director of Programming, ABU</i> | Opening Note: <i>Mr Yan Bo,</i> <i>Chairperson of the ABU Copyright Committee</i> | Photo Session |
| 0930 – 1000 | Coffee Break | | | |
| 1000 – 1130 | TOPIC ONE: COPYRIGHT AS BROADCASTERS' PROTECTION FOR LIVE SPORTS The advent of digital signals and the interest shown in commercialising sports as a multi-million business have created new challenges for broadcasters in acquiring and delivering live sports content. What are the pitfalls firstly, in negotiating an international sports contract and what elements should be considered as important? Secondly whether there are copyrights in live sports programme and how does the existing legal framework protect those rights? Whether there are other means to protect live sports programme by the use of technologies such as DRM and other monitoring technologies? Moderator: Ms Zuraidah Mohd Yatim – General Manager, Media Prima Berhad Speakers: 1. Mr. Maninder Gill – Solicitor/ Barrister – Simons Muirhead & Burton, London UK 2. Mr. Gholamreza RAFIEI – Legal Adviser – IRIB, Iran 3. Mr. Suranga Jayalath – Group Director, MTV Sri Lanka 4. Mr. Shawn Yun – Associate Vice president & Associate Counsel of NBA China | | | |
| 1130 – 1245 | TOPIC TWO: THE PROTECTION OF NEWS PROGRAMME Francis Bacon once said: Knowledge is power. In this era, information is more valuable than tangible assets. Information is the new power. This cannot be truer than in today's world. More and more broadcasters are facing the sad experience of having their news programme being “stolen”, “misappropriated” and “misused”. How can broadcasters protect their news programmes and what does the law say regarding news programme? Is fair use or fair dealing concepts that are useful in the digital area of broadcasting? What are the international best practices? Moderator: Ms Zuraidah Mohd Yatim – General Manager, Media Prima Berhad Panellists: 1. Mr Eric Chenge Zhang – Business Manager of CCTV News Content Co Ltd 2. Mr Maninder Gill – Solicitor/ Barrister – Simons Muirhead & Burton, London UK 3. Mr Nawaz Dookhee – Barrister – Legal Manager ABU 4. Mr Gholamreza RAFIEI – Legal Adviser – IRIB, Iran | | | |
| 1245 – 1415 | Lunch | | | |
| 1415 – 1545 | TOPIC THREE: WHETHER THE USE OF DRMs AND MONITORING TECHNOLOGIES ARE ANSWERS FOR ONLINE INFRINGEMENT. UNDERSTANDING DRMs and MONITORING TECHNOLOGIES. Speakers: 1. Mr Gerald Jenkins – Compliance Manager, Cyber Security & Investigations, Irdeto B.V. 2. Mr. Wu, Guanyong – CEO of Firstbrave, Shanghai 3. Mr. Vidar Sandvik – Director Products, Partners and APAC Operations, CryptoGuard 4. Mr. Chrys Poulain – Sales Director of NexGuard | | | |
| 1545 – 1615 | Coffee Break | | | |
| 1615 – 1715 | Workshop Understanding Alternative Dispute Resolutions (ADRs) in the broadcasting sector for breach of copyrights and sports rights agreements. Kuala Lumpur Regional Centre for Arbitration (KLRCA) Prof. Datuk Rajoo – Executive Director, KLRCA | | | |
| 1715 – 1745 | Open Discussion and Closing Remarks | | | |