# Forum Agenda

**3rdABU INTELLECTUAL PROPERTY AND LEGAL COMMITTEE**

**12th March, 2019 (Colombo, Sri Lanka)**

**Venue: Stein Studios (Rathmalana)**

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| **THEME : BROADCAST PIRACY AND IPR IN THIS ERA OF CONVERGENCE** |
| **0900-0930** | **Opening Ceremony by the lighting of Traditional Oil Lamp** | **Welcome Remarks:**Seemantani Sharma, ABU Legal & IP Services Officer | **Opening Note:**ABU IPLC Chairperson | **Photo Session** |
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| **0930-1030** |  **SESSION ONE : NEW AGE TECHNOLOGIES IN MEDIA** New age technologies are constantly permeating the media industry but the regulatory framework has not caught pace with technological developments. Because of this gap in technological evolution and development of laws, is recourse to existing regulatory framework the only viable option? This session will explore two such new age technologies and how laws have kept pace with them. **Moderator : Dr. Yan Bo, ABU IPLC Chairperson****Topics:** 1. Legal Issues in Virtual Reality (via Video Conference) (Mr. Paul L. Menes, Co-Partner - ADLI Law Group)2**.** Blockchain Could Bring Big Changes to Media Copyright Practices (Mr. Steve Ahern, Broadcast Consultant) |
| **1030-1100** | **COFFEE BREAK** |
|  **1100-1230** | **SESSION TWO :** **BROADCASTING AND INTELLECTUAL PROPERTY RIGHTS** A robust copyright and neighbouring rights framework is the linchpin for the broadcasting industry to survive and to thrive. With the advent of digital platforms and technologies, the intellectual property rights of broadcasters are in a state of flux. Is harmonization sufficient for broadcasters to combat signal piracy or should they resort to other measures? This session will explore some contemporary IPR issues related to broadcasters rights. **Moderator : Ms. Seemantani Sharma, Legal & IP Services Officer, Asia-Pacific Broadcasting Union****Topics :** 1.Broadcasters Treaty : A Perspective from Philippines (Mr. Emerson Cuyo, IPO Philippines) 2. Broadcasters Rights (Mr. Songjie Yu, Associate Attorney - Ronly & Tenwen Partners)  3. Broadcasting and Intellectual Property Rights : A Sri Lankan Perspective (Dr. Swaminathan, Partner, Julius & Creasy)

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| **1230-1400** | **LUNCH BREAK** |
| **1400-1530**  |  **SESSION THREE : MEMBERS FORUM**Technological and regulatory changes have removed entry barriers to the domain of traditional broadcasting. This has gravely hampered the legal and business interests of traditional broadcasters. What steps can broadcasters (especially ABU members) undertake to ensure that their survival is not threatened by evolving technologies? This session will explore some real life examples of how ABU members are leveraging digital technologies and laws to their advantage. **Moderator : Mr. Suranga Jayalath, Group Director (Legal), Capital Maharaja Organization Ltd** **Topics :** 1.TVB’s Experience in Website Blocking (Mr. Desmond Chan, Deputy General – Legal TVB Hong Kong)2. Towards a More Convergent Media Regulation (Dr. Seyed Mohd., IRIB Vice- President) 3. Insights from CCTV on Broadcast Piracy (Mr. Zhang Zhao, CCTV Copyright & Legal Affairs Office)  |
| **1530-1545** | **NETWORKING SESSION** |
| **1545-1615** | **SESSION FOUR : PERSPECTIVE FROM SISTER BROADCASTING UNION****Moderator : Mr. Emek Guven, Attorney-at-Law, RATEM Turkey**Broadcasters in the Asia-Pacific and their respective lawyers operate in a borderless world where developments in other regions of the world have a direct influence in shaping their domestic regulations. How have regulations kept pace in the European Union vis-à-vis the broadcasting industry? This session will explore the changes introduced by the EU Copyright Reform to broadcasters’ rights in the European Union. **Topic :** 1. The EU Copyright Reform (Mr. Heijo Ruijsenaars, Head of IP, European Broadcasting Union) |
| **1615-1630** | **CLOSING REMARKS** |