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# FORUM AGENDA

**4th ABU INTELLECTUAL PROPERTY AND LEGAL COMMITTEE**

**3rd March, 2020 (Kuala Lumpur, Malaysia)**

**Venue:** **Hotel Istana**

**THEME - “INTERNATIONAL CONVENTIONS AND BROADCASTER RIGHTS: THE FUTURE”**

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| **0830-0900**  **THEME : BROADCAST PIRACY AND IPR IN THIS ERA OF CONVERGENCE** | | **REGISTRATION** | |
| **0900-0930** | **Opening and Welcome Remarks:**  Mr. Suranga Jayalath  *ABU IPLC Chairperson* | | **Opening Note:**  Nuratul Fakriah Abdul Thalib  *ABU Legal and IP Services Officer* |
| **0930-1100** | **SESSION ONE: PROTECTION FOR BROADCASTERS IN CONVERGING ERA**  The world is evolving fast and so are the challenges to the broadcasters. Thus, broadcasters need to be well-prepared to tackle all the new challenges. This session will explore the appropriate regulations and alternative ways to protect the broadcasters in this new era.  **Topics :**   1. ***WIPO Mediation and Arbitration for Copyright and Broadcasting Disputes* - Ms Chiara Accornero, Representative of the WIPO Arbitration and Mediation Center in Singapore** 2. **TBC - Mr Mohammad Asghari, Manager of IP and Data protection of Iranian Audiovisual Broadcasting Regulatory Body, Iran** 3. ***Top 3 IP Cases in The Broadcasting World In 2019 And What We Can Learn from Them* -Ms Geetha Kandiah, Partner of KASS International Sdn Bhd, Malaysia** | | |
| **1100-1130** | **PHOTO SESSION AND NETWORKING BREAK** | | |
| **1130-1300** | **SESSION TWO:** **REGULATORY AND NON-REGULATORY FRAMEWORK FOR BROADCASTERS IN THIS ERA OF BORDERLESS COMMUNICATIONS**  Since technologies are continuously emerging in this era of convergence, both regulatory and non-regulatory framework are equally important to combat the current concerns been faced by the broadcasters. This session will focus on both of the frameworks for promoting the broadcaster’s rights.   |  | | --- | | **Topics:**   1. **TBC -Mr Suranga Jayalath, Legal and Group Director of The Capital Maharaja Organization Limited, Sri Lanka** 2. ***A Hard Question: How is regulatory harmony achieved across media platforms?* - Mr Murray Green, Professor of Macquarie University, Australia** 3. **TBC - Ms Rohazar Wati Zuallcobley, Lecturer of University Technology Mara, Malaysia** | | | |
| **1300-1400** | **LUNCH BREAK** | | |
| **1400-1530** | **SESSION THREE: NEW SET OF IP RIGHTS TO BROADCASTERS: HOW TO OVERCOME CHALLENGES IN A CONVERGING AREA**  Along with the increasing challenges, the protection measures are growing parallelly. This session will explore the common and new challenges and how the new set of IP rights can be opted by broadcasters to combat those challenges.  **Topics:**   1. **TBC -Mr Steve Ahern, Broadcast Consultant, Australia** 2. **TBC- Mr. Emerson Cuyo, Director of the Bureau of Copyright and Other Related Rights of Intellectual Property Office of the Philippines** 3. ***A.I. and IP, in Particular Copyright* - Ms Anne-Sarah Skrebers, Legal Officer of European Broadcasting Union, Switzerland** | | |

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| **1530-1545** | **NETWORKING BREAK** |
| **1545-1715** | **SESSION FOUR: CHALLENGES FACED BY BROADCASTERS IN A CONVERNING ERA**  In the current broadcasting scenario, there are numerous challenges pertaining to broadcasting rights. This session will explore some of those challenges and the counter steps taken by the ABU members.  **Topics:**   1. ***AI Technology Used in TV Program and Its Rights Clearance* - Ms Morinaga Junko, Senior Manager of Copyright & Contracts Division, Japan Broadcasting Corporation, Japan** 2. **TBC -Mr Bulent Husnu Orhun, Director of IP Office, Legal Affairs Department of Turkish Radio Television Corporation Turkey** 3. **TBC -Mr Affendy Ali Dally, Head of Legal of Media Prima Malaysia** |
| **1715-1730** | **CLOSING REMARKS** |