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WORKSHOP

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National Workshop on Copyright for Film Industry Professionals

Organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Copyright Office of Vietnam

Hanoi, November 26 and 27, 2013

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, November 26, 2013

8.30 – 9.00	Registration	
9.00 – 9.30	Opening and Welcome Remarks	
9.30 – 10.30	Topic 1	The Importance of Copyright for the Film Industry (i) The Economic Performance of the Copyright-based Industries (ii) Copyright and Related Rights in Vietnam Speakers: Ms. Donna M.A. Hill, Counsellor, Copyright Infrastructure Division, Creative Industries Section, WIPO, Geneva Ms. Vijaykumari Kanapathy, Consultant, WIPO Expert on the Economic Contribution of Copyright-based Industries, Kuala Lumpur Mrs. Pham Thi Kim Oanh, Deputy Director General Copyright Office of Vietnam, Hanoi
10.30 – 10.45	Coffee Break	
10.45 – 11.15	Topic 2	Setting the Scene: Vietnam and the Film Market Speaker: Cinematographic Department, Ministry of Culture, Sports and Tourism
11.15 – 12.30	Topic 3	The Regional Film Environment: What Producers Need to Know Discussion on how copyright laws are applied and enforced and why a thorough knowledge of those laws is crucial. The impact of the Internet on copyright law and the protection and exploitation of copyright works online will also be discussed. Speakers: Mrs. Wendy Reeds, Executive Vice President, Content Sales and Distribution, Celestial Entertainment, Hong Kong Mr. Quan Tuan An, Deputy Director of Copyright Division, Copyright Office of Vietnam
12.30 – 14.00	Lunch Break	

14.00 – 15.00 **Topic 4** **Copyright in the Film-making Process: From Development to Production to Distribution to Exhibition**

The importance of Chain of Title documentation on establishing ownership in film productions: A broad discussion of the methods for acquiring underlying property and assuring final ownership of the copyright, including performances, music, etc., as well as avoiding potential problems.

Speakers: Mr. Rob Aft, President, Compliance Consulting, Los Angeles

Ms. Ngo Thi Bich Hanh, Vice President, Vietnam Media Corporation – BHD Co. Ltd, Hanoi

15.00 – 16.00 **Topic 5** **The Finance and Distribution Environment**

Discussion of the sales and distribution process for independent and “foreign” copyrighted material, including for film, TV, new media markets. The critical role of Sales Agents, Distributors and importance of Film Festivals will also be discussed.

Speakers: Mr. Rob Aft

Mrs. Wendy Reeds

16.00 – 16.15 Coffee Break

16.15 – 17.00 **Roundtable** **Discussion and Summary of the Day**

All speakers and participants

Wednesday, November 27, 2013

9.00 – 10.30 **Training Module 1** **Entering the Global Marketplace for Films**

“Standard” Agreements for Production, Distribution and on Film Finance Structures, supported with Case Studies and Handouts.

- (a) Chain of Title
- (b) Production Contracts
- (c) Finance Paperwork
- (d) Distribution Contracts
- (e) Print and Advertising
- (e) Audits

Speakers: Mr. Rob Aft

Mrs. Wendy Reeds

10.30 – 10.45 Coffee Break

10.45 – 12.00	Training Module 2	Selling and Co-Producing Films: A Case Study This Module deals with copyright issues that typically face development and acquisition professionals when they are choosing films for their companies to be involved with whether financing or distributing, or both. Speakers: Mr. Rob Aft Mrs. Wendy Reeds
12.00 – 14.00	Lunch	
14.00 – 14.45	Training Module 3	Collective Management of Copyright and Related Rights in the Audiovisual Field This Module addresses the key issues where collective management is a solution for the exercise and management of rights in the audiovisual field. Speaker: Ms. Donna M.A. Hill
14.45 – 15.45	Training Module 4	Revenue Tracking, Revenue Distribution and Accounting This Module addresses compensation, royalties and other payment issues contained in talent agreements. Discussions will also center on how specialized agencies collect royalties and levies, and more importantly will address those issues foremost in a filmmaker's mind: Getting Paid! Speakers: Mr. Rob Aft Mrs. Wendy Reeds
15.45 – 16.00	Coffee Break	
16.00 – 16.45	Training Module 5	The Future of Film, TV, New Media Industries: A Window of Opportunity This Module deals with accessing digital platforms, the importance of digital cinemas and implications for film distribution. Speakers: Mr. Rob Aft Mrs. Wendy Reeds
16.45 – 17.00		Conclusion and closing ceremony

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