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| **NATIONAL INTELLECTUAL PROPERTY**  **OFFICE OF SRI LANKA** | WIPO-E |
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| **National WORKSHOP** | |
| WIPO/CR/CM/14/INF/1 PROV. | |
| ORIGINAL: English | |
| DATE: December 12 2014 | |

***Making a Living in the Film Industry***

**Copyright for Film Industry Professionals**

Organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the National Intellectual Property Office of Sri Lanka (NIPO)

with the support of

the National Film Corporation of Sri Lanka (NFC)

**Colombo, Sri Lanka, December 15 to 17, 2014**

Provisional PROGRAM

*prepared by the International Bureau of WIPO*

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| Monday, December 15, 2014 | | | |
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| 8.30 – 9.00 | Registration | |  |
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| 9.00 – 9.30  9.30 – 10.00 | Opening and Welcome Remarks by:  Mrs. Geethanjali Ranawaka, Director General, National Intellectual Property Office (NIPO), Colombo  Mrs. Suganthie Kadirgamar – Chairperson, Intellectual Property Advisory Commission.  Ms. Donna Hill, Counsellor, Creative Industries Section, Copyright Infrastructure Division, WIPO  Coffee Break | | |
| 10.00 – 10.45 | **Session 1** | **The Importance of Copyright for the Film Industry**   1. The Economic Performance of the Copyright-based Industries   Speaker: Ms. Donna Hill, Counsellor, Creative Industries Section, Copyright Infrastructure Division, WIPO   1. Copyright and Related Rights in Sri Lanka | |
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|  |  | Speaker: Mrs. Geethanjali Ranawaka, Director General, National Intellectual Property Office (NIPO), Colombo | |
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| 10.45 – 11.30 | **Session 2** | **Setting the Scene: Sri Lanka and the Worldwide Film Market** | |
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|  |  | Speaker: Mr. Rob Aft, Compliance Consulting,  Los Angeles  Presentations: Local filmmakers and workshop participants, Colombo | |
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| 11.30 – 13.15 | **Session 3** | **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**  This session introduces the pool of talent required to make a film, and identifies the main careers along the film-making value chain, including a brief introduction to the stakeholders not usually identified in film schools, namely the distributors, legal practitioners and financing communities. These will be covered more extensively in other modules. Copyright documentation, which includes all chain-of-title documentation, is explained and related talent agreements issues are elaborated. 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: Ms. Wendy Reeds, Executive Vice President, International Sales, Lionsgate, London  Mr. Chanakya Jayadeva, Attorney at law Entertainment, Media and Sports Law  Firm, Colombo  Mr. Rob Aft | |
| 13.15 – 14.30 | Lunch Break |  | |
| 14.30 – 17.00 | **Session 4** | **Entering the Global Marketplace for Films: The Finance and Distribution Environment**  This session explains strategies for generating film revenue. The Development and Acquisitions Executives are the gatekeepers at distribution and production companies including major studios and TV outlets. Producers present projects to them in hopes of securing finance and distribution. They expect a complete and professional explanation of the rights situation for the project. Producers need to know what they are expected to supply and what kind of deals they can negotiate.  “Standard” Agreements for Production, Distribution and on Film Finance Structures, supported with Case Studies and Handouts. | |
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|  |  | (a) Chain of Title  (b) Production Contracts  (c) Finance Paperwork  (d) Distribution Contracts  (e) Print and Advertising  (e) Audits | |
|  |  | Speakers: Mr. Rob Aft  Ms. Wendy Reeds    Mr. Chanakya Jayadeva | |
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| 17.00 – 17.30 | **Roundtable** | **Discussion and Summary of the Day**  All speakers and participants | |
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| Tuesday, December 16, 2014 | | | | | | | | |
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| |  |  |  | | --- | --- | --- | | 09.30 – 11.00 | **Session 5** | **Selling and Co-Producing Films: A Case Study**  Copyright issues that typically face development and acquisition professionals when they are choosing films for their companies with which to be involved, whether financing or distributing, or both. This session deals with the finance sources for production and the ways those sources are accessed. The documentation requirements and players involved in assembling these deals are also discussed. Particular emphasis is paid to co-production requirements and opportunities. Among the careers introduced or more fully elaborated in this module are bankers, investment managers, government employees involved in the promotion or support of filmmaking, lawyers (of course) and producers (again). Discussions will also touch on the role of accountants, auditors and production managers, all of whom are critical to the finance process. | |  |  |  | |  |  | Speakers: Mr. Rob Aft  Ms. Wendy Reeds  Mr. Chanakya Jayadeva | |  |  |  | | 11.15 – 11.30 | Coffee Break |  | |  |  |  | | 11.30 – 13.00 | **Session 6** | **Revenue Tracking, Revenue Distribution and Accounting**  This session 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  Ms. Wendy Reeds | | | | | | |  |  | | |
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| 13.00 – 14.30 | **Lunch** |  | | |
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| 14.30 – 15.30 | **Session 7** | **Revenue Tracking, Revenue Distribution and Accounting**  **Continued**  Speakers: Mr. Rob Aft  Ms. Wendy Reeds | | |
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| 15.30 – 16.30 | **Session 8** | **Collective Management of Copyright and Related Rights in the Audiovisual Field**  This session addresses the key issues where collective management is a solution for the exercise and management of rights in the audiovisual field.    Speakers: Mrs. Geethanjali Ranawaka  Ms. Donna Hill  A Representative from the Authors, Composers and Performers Organization of Sri Lanka – Mr .Harsha  Bulathsinghala | | |
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| 16.30 – 16.45 | Coffee Break | |  |
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| 16.45 – 17.30 | **Session 9** | **The Future of Film, TV, New Media Industries: A Window of Opportunity**  This session deals with accessing digital platforms, the importance of digital cinemas and implications for film distribution. | | |
|  |  | Speakers: Mr. Aft  Ms. Reeds  Presentations: Local filmmakers and workshop participants | | |
| 17.30 – 18.00 | **End of Day Two: Confirmation of Day Three Assignments** | | | |
| Wednesday, December 17, 2014 | | | |
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10.00 – 13.00 **Presentation of (local) Film Projects**:

1 (name);

2 (name);

3 (name)

13.00 – 14.00 Lunch

14.00 – 17.00 **Presentation of (local) Film Projects**

4 (name); 5 (name); 6 (name)

17.00 – 17.30 **Closing of Workshop with Distribution of WIPO Certificates**