



Conference on **COPYRIGHT AND THE CREATIVE ECONOMY**

21st July 2017
Sofitel Hotel, Mumbai

Overview

Copyright is an exclusive and assignable legal right given to creators of literary, dramatic, musical, and artistic works and the producers of cinematograph films and sound recordings, to benefit society as a whole. It is generally less well understood than other intellectual property rights such as patents and trademarks in the Indian context. It is often equated narrowly with fighting piracy, whereas it has far more extensive applications, particularly in terms of promoting creativity, diversity, innovation and generating value. Copyright has come into its own in the digital age and it has helped created trillions of dollars in value globally. In advanced markets such as the US, where copyright is founded on Constitutional goals such as promoting the progress of science and useful arts, the creative economy has also generated over 7.5 million jobs.

A few important developments have taken place recently in the copyright sphere in India. In 2012, the Copyright Act, 1957, was amended for a sixth time, to bring it at par with international benchmarks, as well as to reform and refine the functions of the erstwhile Copyright Board (appellate board for adjudicating copyright disputes). In 2016, the National IPR Policy was announced which brought the administration of copyright under the Department of Industrial Policy and Promotion, and highlighted the intrinsic linkages between commercialization, consumer choice and creativity. Most recently, the Finance Act has merged the Copyright Board with the Intellectual Property Appellate Board (IPAB).

Internationally, the Standing Committee on Copyright and Related Rights at the World Intellectual Property Organisation (WIPO) has been charged with the mandate of updating 'limitations and exceptions' such as fair use and the rights of broadcasting organizations. While, India has a record of compliance with international norms, the ongoing discussions at WIPO and India's evolving creative ecosystem, necessitate consensus-building among relevant

stakeholders and this could bolster the Government in the ongoing multilateral negotiations on proposed international treaties

Copyright promotes the virtuous cycle of creativity, innovation, and consumption for all categories of rights holders i.e. copyright holders, and other related right holders. It ensures equitable remuneration for authors and multiple market-based methods of contracting and tariff collection. The time to establish a forward-looking agenda and supportive best practices to realize the vast potential of India’s creative industries is right. The proposed seminar in Mumbai will provide an opportunity for relevant stakeholders and experts to exchange views on emerging trends and concerns relating to copyright and the creative economy.

Programme

10.00 – 10.30	Registration/Tea and Coffee
Inaugural Session	
10.30 – 11.30	Welcome Remarks: Mr Arun Chawla, Deputy Secretary general, FICCI
	Special Address: Mr Uday Shankar, Chairman FICCI Entertainment Committee; Chairman and CEO, Star India
	Keynote Address: Mr O.P. Gupta, Controller General of Patents, Designs and Trademark, Government of India
	Concluding Address: Mr Narendra Sabharwal, Chair, FICCI IP Committee & Former Deputy Director General, WIPO
11.30 - 12.30	Session I Driving Economic Growth through Creative Industries
	Driving Questions
	<ul style="list-style-type: none"> • Who are the different stakeholders in the copyright ecosystem and how do they create value for the Indian economy? • What is the growth potential for creative industries in India and where are the challenges? • What should India’s aspirational benchmark for growth in the creative industries be and what is the road towards this?

	<ul style="list-style-type: none"> • Moderator: Mr. Ameet Dutta, Partner, Saikrishna & Associates <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Sushil Satpute, Director, Department of Industrial Policy and Promotion, Government of India • Ms. Aditi Maheshwari-Goyal, Director, Copyrights and Translation Department, Vani Prakashan • Mr Vikas Gupta, President, Association of Publishers in India & MD, Wiley India • Mr. Uday Singh, Managing Director, Motion Picture Distributers Association (India) Pvt. Ltd • Mr. Vijay Singh, CEO, Fox Star Studios
12.30 – 12.45	Tea/Coffee Break
12.45 – 13.45	<p style="text-align: center;">Session II Copyright and Access to Creative Content</p> <p style="text-align: center;"><i>Driving Questions</i></p> <ul style="list-style-type: none"> • How does online licensing through Creative Commons promote fair use? • What are suitable global practices in collective management and up to date public information management of copyright? • What is the future of copyright societies in India – what stage of evolution of an industry or a market warrants formation of such societies? <p>Moderator: Mr. Hemant Singh, Founder & Managing Partner, Inttl Advocare</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Javed Akhtar, Chairman, Indian Performing Rights Society • Mr. Vikram Mehra, Managing Director, Saregama • Mr. Blaise Fernandes, President and CEO, Indian Music Industry • Mr. Ratnesh Jha, Co-Chair, FICCI Publishing Committee & MD, Cambridge University Press • Mr. Vijay Nair, CEO, Only Much Louder
13.45 -14.30	Networking Lunch
14.30 – 15.45	<p style="text-align: center;">Session III The Future of Copyright in a Converged Ecosystem</p> <p style="text-align: center;"><i>Driving Questions</i></p>

	<ul style="list-style-type: none"> • How has the evolution of digital technologies and networks affected the delivery of copyrighted works to society? • How are digital disruptions shaping priorities of stakeholders within the creative economy? • What is the impact of consumer choice on innovation and creativity in a converged ecosystem? • <p>Moderator: Vivan Sharan, Partner, Koan Advisory Group</p> <p>Proposed speakers:</p> <ul style="list-style-type: none"> • Mr. Ananth Padmanabhan, Fellow, Carnegie India • Mr. Arun Sukumar, Fellow, Observer Research Foundation • Mr. Sudipto Banerjee, Consultant, National Institute of Public Finance and Policy • Ms. Vidya S. Nath, Director, Digital Media Practice, Frost & Sullivan • Ms. NS Nappinai, Advocate, Supreme Court
<p>15.45 – 16.45</p>	<p style="text-align: center;">Session IV</p> <p style="text-align: center;">The Role of Regulators in Promoting Copyright</p> <p style="text-align: center;"><i>Driving Questions</i></p> <ul style="list-style-type: none"> • What regulatory support needs to be extended to copyright industries so that the creative economy can realize its potential? • How can the IPAB work with ecosystem stakeholders in ensuring that the copyright industries can generate economic and societal value? • What are the lessons from copyright management internationally that the can inform the IPAB’s priorities in the copyright sphere? <p>Moderator: Mr Kushan Mitra, Managing Editor, Pioneer</p> <p>Proposed speakers:</p> <ul style="list-style-type: none"> • Mr. Sanjeev Kumar Chaswal, Acting Chairman, Intellectual Property Appellate Board (IPAB) • Mr. Vipin Aggarwal, Former Director & Senior Attorney, Microsoft India and former Professor, Gujarat National Law University • Mr. Anish Chandy, Head of Business Development and Sales, Juggernaut • Krishnakohli Dutta, Head of Govt, South Asia, RELX
<p>16.45 – 17.00</p>	<p style="text-align: center;">Concluding Remarks: FICCI</p>