

Til Retsudvalget

Den **22. marts 2012** afholder RettighedsAlliancen en konference om ophavsret og de digitale udfordringer, som vi rigtig gerne vil invitere jer til at deltage i.

Konferencen er en årlig tilbagevendende begivenhed, som vi arrangerer i samarbejde med vores søsterorganisationer i de nordiske lande. Til konferencen vil vi diskutere de større linjer på baggrund af konkrete udfordringer, tal, kulturøkonomi, digitale forretningsmodeller og meget mere.

Vedhæftet er invitationen og dagens program.

Tilmelding skal ske til Mette Bach på mbj@jlaw.dk.

Videresend endelig invitationen til dem I tænker vil finde konferencen relevant og interessant.

Vi håber meget på at se jer.

Med venlig hilsen
Maria Fredenslund, RettighedsAlliancen
maf@jlaw.dk

Konferencen afholdes hos Det Danske Filminstitut, Gothersgade 55, 1123 København K

INVITATION

NAPO 2012, 22 March 2012

CREATIVITY ONLINE - DARE WE?
Creative Content Protection - Annual Conference

RettighedsAlliancen is pleased to invite you to a one day-bonanza of facts, fun and fear.

As part of the Nordic Content Protection Conference anno 2012, we invite you to discover the latest knowledge within our field – facts and figure, principles and practice.

We will dig into the following subjects

- ✦ INSIGHTS – we will launch a broadside of facts and figures on creativity online, spiced up with culture economics – can the culture business survive the digital age?
- ✦ BEHIND ACTA - what is ACTA about, and is the rhetoric based on facts or myths?
- ✦ THE ROLES OF INTERMEDIARIES – what role should Internet Service Providers and other intermediaries play in protecting the value of culture? Where are the limits for roles and responsibility?

We hope to see as many of you as possible. Final agenda will follow shortly.

PRACTICAL INFORMATION

VENUE: The Danish Film Institute, Gothersgade 55, DK-1123 Copenhagen K

DATE: Thursday, 22 March 2012 from 9.30 to 16.00. Please respond to Mette Bach (mbj@jlaw.dk) about your attendance before 10 March 2012.

CONTACT: Maria Fredenslund, head of RettighedsAlliancen, email: maf@jlaw.dk, TEL +45 21647448 or Cathrine Emilie Skovsted, associate, email: ces@jlaw.dk, TEL +45 51782276.

THE PALETTE OF CHALLENGES: ATTITUDE AND BEHAVIOR, BUSINESS, DEVELOPMENT AND ENFORCEMENT

9.30 – 10.00 WELCOME, TENDENCES AND NUMBERS

BEHAVIOR AND ECONOMY – WHERE ARE WE?

Developments in use, behavior and enforcement

- User behavior (statistics), digital criminal numbers, enforcement and effect (statistics)

Legal Services

- A helicopter ride over the development on legal music services on a wide scale in different countries

Enforcement overview

- The development in other countries on subjects such as net blocking, criminal units and different shades of graduated response solutions
- The story of the increased use of VPN among pirate masterminds/organizers

10.00 – 12.00 INTERNET REGULATION OR NOT?

ACTA – FACTS (SOPA + PIPA)

COMMUNICATION AROUND ACTA

What was said and how did they do things right?

YOUNG PEOPLE AND DIGITAL MEDIA

EU AND THE DIGITAL SINGLE MARKET

Legal initiative on EU level – where is EU going on regulation?

VIEWS ON REGULATION

12.00 – 13.00 LUNCH

13.00 – 16.00 CULTURAL ECONOMY

CAN THE CULTURE BUSINESS SURVIVE THE DIGITAL AGE? BY TERJE GAUSTAD

- Coherence between the enforcement costs and the rightsholders' motivation to invest in motion pictures, music and literature
- Coherence between the enforcement and the users' willingness to pay for legal services and explain
- Why good legal services alone cannot compete with illegal file sharing

A TAKE ON EXISTING BUSINESS MODELS IN THE FILM INDUSTRY

- Why Netflix is not a profitable business for the filmmaker
- The cultural value chain and why we need windows and territorial exploitation
- The role of the ISPS
- A venture capitalist view on copyright