2 Exclusive Events in Shanghai by Digital Media Sustainable Development

**IPDM06**
Europe-China Conference
“数字传媒业的知识产权”中欧论坛

**CWDE06**
China World Digital Exchange

**Organised by**
China Info in English
Roy Chen
ychen@dmsd.org
M: + 86 13601976690

**Sponsors**
PLATINUM
GOLD
SILVER

**Supporting Partners**

China DRM

University IPR Society of China
Press Conference
September 28 - 1:00 pm - Beijing University
announcing
October 18, 19 ad 20 in Shanghai

TWO Events BY
Digital Media Sustainable Development

Chinese and International experts, entrepreneurs and researchers, meeting, brainstorming and announcing new technologies, business models and business alliances, for a Sustainable Development of the Digital Media Value Chain

Sustainability = Appropriate & Viable Equilibrium BETWEEN Two Socio-Economic Extremes

Digital Media Value Sustainability = Appropriate and Viable Equilibrium BETWEEN Unlimited and Uncontrolled Access to Digital Contents and Stringent Legal Control and Enforcement of Intellectual Property Rights Protection

For the Profitable Business Development of a new and fast growing Digital Experience Value Chain
**DMSD** is a European Economic Interests Grouping (EEIG), the only existing form of fully European (i.e. not purely national) legal entity.

**DMSD** scope is the *exploration* and *promotion* of IP value in Digital Media.

- By raising the international visibility of the entrepreneurial, financial, economic, socio-cultural and geo-political aspects resulting from the exploitation of Intellectual Property in Digital Media.
- By providing, progressively and by stages, proposals and recommendations about development avenues for Digital Media.
- By optimizing the revenues deriving from the exploitation of Intellectual Property in Digital Media.

DMSD conceives, owns and organises specific events whose format and profile foster the exploration and promotion of synergies and interactions between different international approaches, enhances the monetizing value of Intellectual Property in Digital Media, promotes new business models and new technologies for the Digital Media Value Chain.

**The Shanghai 2006 event is one of them and includes two distinct conferences:**

**IPDM06**

*Europe-China Conference*

“数字传播业的知识产权”中欧论坛

**CWDE06**

*China World Digital Exchange*

中国-世界 数字互动

- **CEDEO.net** – Italian Company founded and managed by Dr Leonardo Chiariglione and providing consultancy on strategic matters related to Digital Media.
- **DIGIMEF** – Digital Media Economy and Finance – English Company bringing together several private investors, active in the Digital IP area with a business and investment focus.
- **DIGITAL AIRWAYS** – French Company enabling handsets manufacturers to create customizable experiences for mobile devices with short time-to-market and low integration costs.
- **SIGMA CONSULTANTS** – French Company, providers of information and market support services in the ICT area, also in charge of the Euro-China ICT and of the Digital Olympics 2008 projects.

Other founding members are joining and strategic partnerships are being established with representatives of the right holders, as well as of the carriers and devices producers.
The Europe-China Conference on Intellectual Property in Digital Media (IPDM06) is organised by the Digital Media Sustainable Development EEIG, a Pan European organisation with mission to explore and promote synergies and interactions between different international approaches, to enhance the monetizing value of Intellectual Property in Digital Media, as well to promote new business models and new technologies for the Digital Media Value Chain.

IPDM06 is an international conference designed to foster an effective debate on new ways to enhance the value of Intellectual Property in Digital Media, considering the background of global industry convergence, the multidisciplinary nature of the issues, (e.g. culture, sociology, law, economy, technology) and two important players: Europe, an advanced economic space; and China, a country that is being confronted with the issue of Intellectual Property in Digital Media in the course of its development.

Why you should Participate

IPDM06 will provide you with manifold opportunities to:

- Promote your ideas in a focused forum
- Share your ideas with your peers
- Contribute your ideas to define solutions
- Discover new ideas
- Learn about hot topics
- Network with your peers
PROGRAM - (Simultaneous Translation English to Chinese and vice-versa)

Day 1 - 18 October

09:00 - 09:30
Keynote speech 1
Speaker: TBD
Title: TBD

09:30 - 10:00
Keynote speech 2
Speaker: TBD
Title: TBD

10:00 - 10:30
Coffee break

10:30 - 12:15
Paper session 1
Service experience
Chairman: TBD

10:30 - 10:35
Purpose and scope of sessions

10:35 - 10:55
DRMS: A practical lesson for Cultural Heritage institutions
Andrea de Polo, Alinari Photo Archive

10:55 - 11:15
An Interoperable Digital Rights Management (DRM) platform based on ISO MPEG-21 Framework for the Hong Kong Creative Industries
David Chung and Lindsay Chung, Hong Kong Cyberport Management Co. Ltd

11:15 - 11:35
The "Teche RAI" Project
Roberto Rossetto, RAI – Radiotelevisione Italiana

11:35 - 12:15
Wrap up session

12:15 - 13:30
Lunch Break

13:30 - 15:15
Paper session 2
Implementation experience
Chairman: TBD

13:30 - 13:35
Purpose and scope of sessions

13:35 - 13:55
Copy Protection Systems in SoC
Sherman Chen, Broadcom

13:55 - 14:15
Secure MPEG-4 Streaming on IP Set-top Box
Ji-Hyun Park, Ki-Song Yoon and Jaecheol Ryu, ETRI

14:15 - 14:35
Tool Pack: Advanced Method For Interoperable DRM
Bumsuk Choi, Youngbae Byun and Jeho Nam, ETRI

14:35 - 15:15
Wrap up session

15:15 - 15:45
Coffee break

15:45 - 17:30
Paper session 3
Digital media modeling 1
Chairman: TBD

15:45 - 15:50
Purpose and scope of session

15:50 - 16:10
Content is Dead, Long Live Experience – The transfer of value from Intellectual Property to Experience Provision in an age of content digitization
Philippe Silberzahn and Franck Lefèvre, Digital Airways

16:10 - 16:30
Interoperable DRM & Content Business Modeling
Marc Gauvin, NPI

16:30 - 16:50
Trading Rights To Digital Content
Nicholas Bentley

16:50 - 17:30
Wrap up session

17:30 - 18:15
Wrap up session
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<td>09:00-09:30</td>
<td>Keynote speech 3&lt;br&gt;Speaker: TBD&lt;br&gt;Title: TBD</td>
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<tr>
<td>09:30-10:00</td>
<td>Keynote speech 4&lt;br&gt;Speaker: TBD&lt;br&gt;Title: TBD</td>
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<td>10:00-10:30</td>
<td>Coffee break</td>
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<td>10:30-12:15</td>
<td>Paper session 7&lt;br&gt;Legal aspects of digital media&lt;br&gt;Chairman: TBD</td>
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<td>Purpose and scope of sessions</td>
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<td>Copyright in the digital age&lt;br&gt;Phil Hardy, Music &amp; Copyright</td>
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<td>Balancing Acts in the Age of Digital Music - a Canadian Perspective&lt;br&gt;Katie Wang, Marusyk Miller &amp; Swain LLP</td>
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<td>A Content Protection Scheme Using Mpeg-21 Concepts And Tools&lt;br&gt;Chia-Hsien Lu, Feng-Cheng Chang and Hsueh-MingHang, National University</td>
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<td>12:15-13:30</td>
<td>Lunch break</td>
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<td>13:30-15:15</td>
<td>Paper session 9&lt;br&gt;Commercial aspects of digital media&lt;br&gt;Chairman: TBD</td>
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<td>Purpose and scope of session</td>
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<td>Global commercial environment for rights management from a UK perspective&lt;br&gt;William A Jones, Global Village Limited</td>
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<td>Review of various interpretations of the new EU accounting framework for intangible assets&lt;br&gt;Eusebi Nomen, ESADE Business School</td>
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<td>Intellectual Property, Digital Technology and the Developing World&lt;br&gt;Lorenzo Maria Pupillo, Telecom Italia &amp; Columbia Institute for Tele Information</td>
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<td>Designing the foundations of Information Society in Italy&lt;br&gt;Leonardo Chiariglione, CEDEO.net</td>
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<td>15:15-15:45</td>
<td>Coffee break</td>
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<td>15:45-17:30</td>
<td>Paper session 11&lt;br&gt;Title: Legal aspects of patents&lt;br&gt;Chairman: TBD</td>
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<td>Purpose and scope of session</td>
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<td>Antitrust Regulation of Patent Pools&lt;br&gt;Ping Zhang, Peking University, IGRS Lab.</td>
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<td>Considerations beyond technology to ensure successful digital media standards&lt;br&gt;Zhong Tian, Intel</td>
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<td>Comparison of IP pools for DVD, MP3, OLED and concrete pipe joint IP licensing in China and their influences on related industries&lt;br&gt;Yanliang Wei, State Intellectual Property Office of China</td>
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<td>17:30-18:00</td>
<td>Wrap up session</td>
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**Purpose and Scope of Sessions**

**Day 2 - 19 October**

*Program – (Simultaneous Translation English to Chinese and vice-versa)*
The China World Digital Exchange Forum is an event by the Digital Media Sustainable Development EEIG, a Pan European organisation with mission to explore and promote synergies and interactions between different international approaches, to enhance the monetizing value of Intellectual Property in Digital Media, as well to promote new business models and new technologies for the Digital Media Value Chain.

CWDE06 is an international conference designed:

- To outline innovative Chinese and International views about the developments of existing or new business models of Digital Media Value Chain
- To discuss the different views about the role and business potentialities of IP in these business models
- To point out the synergetic aspects of these views
- To explore possible concrete contributions to foster the development of collaborative approaches between Chinese and international actors

Why you should Participate

CWDE06 will provide:

- Participate in a fully open minded and non dogmatic event
- Share your ideas with your peers
- Listen to innovative ideas and approaches, especially in the area of discovering the business value of new or being developed Chinese standards and technologies
- Explore the possibility of real business synergies between International and Chinese Digital Industry Players

An Event by: Organised by Also check (October 18/19)
INTRODUCTION

The goal of CWDE06 is:

- To outline innovative Chinese and International views about the developments of existing or new business models of Digital Media Value Chains
- To point out the synergetic aspects of these views
- To propose a possible concrete contribution to foster collaborative approaches

PROGRAM - (Simultaneous Translation English to Chinese and vice-versa)

20 October

Paper session 1

09:10 - 09:30 Purpose and scope of sessions and introduction

09:30 - 09:50 Protecting Digital Media: A Regulatory Job?
  Dr Thomas Hart (EU-China Information Society Project)

09:50 - 10:10 AVS standards status and possible advantages for the Chinese and International Markets
  Dr Tiejun Huang (AVS Secretary General)

10:10 - 10:40 Coffee break

10:40 - 11:00 Strategic challenges in the Chinese Digital Media Value Chain Industry
  Mr Hao Ya Bin (China Video Industry Association Secretary General – on request)

11:00 - 11:20 Intellectual Property: The New Imperialism?
  John Perry Barlow (Electronic Frontier Foundation)

  Dr Leonardo Chiariglione (founder of Cedeo.Net)

11:40 - 12:10 Questions and Answers

12:10 - 13:30 Lunch Break

Paper session 2

13:30 - 13:50 Purpose and scope of session and introduction

13:50 - 14:10 Sustainability of the Digital Media Value Chain Development
  Mr Andrea Benazzo (DMSD – Digital Media Sustainable Development)

14:10 - 14:30 The evolution of the Chinese Digital Media market and the International IP licensing “ambiance”
  Mrs Hui See Tan (Sisvel Hong Kong)

14:30 - 14:50 A Europe-China Business Partnering approach in the Digital Media Value Chain?
  Mrs Bai Weimin (Senior Engineer, CVIA Chairman and Director at MII – to be confirmed)

14:50 - 15:20 Coffee break

15:20 - 15:40 The Europe-China Collaborative Inventive Loop
  Giustino De Sanctis (Audio MPEG – USA)

15:40 - 16:00 The Italian Foundation CASCC – A better understanding of China for a better Europe-China business development
  Alberto Bradanini – Italian Ministry of Foreign Affairs – Chairman of the CASCC Foundation

16:00 - 16:20 A concrete proposal for a Chinese NPO: CIDEC – China International Digital Experiences
  Yiewei Chen (DIGIMEF – Digital Media Economy and Finance Ltd)

16:20 - 16:50 Questions and Answers

16:50 – 17:00 Conclusions of the DMSD Shanghai event by a Chinese personality.
DIGIMEF, Digital Media Economy and Finance Ltd, one of the Sponsors of DMSD events in Shanghai, is active since 2003 in the business aspects of the Digital Media Value Chain development. For example, the July 2004 Conference in Zürich (Switzerland) the first Conference focused on the investments related aspects of the Digital Media Value Chain and not on the legal or technical ones.

During the last few months, Digimef developed, proposed and is now discussing with the Chinese Authorities a project involving the creation of a Chinese NPO (CIDE – Chinese International Digital Experiences NPO) bringing together Chinese and European members (Institutional, Non Profit and Corporate), with the following scopes:

- **Exchanges and interaction** between Chinese and International members, about standards, technologies, and hardware of the Digital Media Value Chain
- **Promotion, in some important International markets, of Chinese standards, technologies and hardware**, with meetings, conferences, congresses, in China and abroad.
- **Promotion in China of existing and innovative business models for IP promotion** in Digital Media Value Chain
- **Domestic and International promotion of market demand** for products based on or related to AVS Standards
- **Cooperation** with Chinese and international educational institutions, government research institutes, technology consortia and other organizations supporting and contributing in the development of new business models for Innovative Digital Experiences.

In the last period, the CIDE project elaboration and fine tuning has gone forward at high speed, also thanks to the important role of Sisvel Hong Kong, acting as a very effective advisor and making available its excellent relationships with Chinese Industries and Authorities.

AVS Working Group, AVS Industry Alliance and CVIA are between the first Chinese endorsers of the project.

More concrete information and program of CIDE NOP will be provided in Shanghai during the event.