



“ FAIRLY REMUNERATING CREATORS IN THE DIGITAL ENVIRONMENT. THE CHALLENGES OF THE TRANSFER OF VALUE ”

UNESCO

Headquarters

125, Avenue de Suffren, 75007 Paris, Room II

Conference of Parties to the 2005 Convention on the Protection
and Promotion of the Diversity of Cultural Expressions

Paris, June 12th 2017

16h30 - 18h30

■ **CONFERENCE MODERATOR:**

Mr. Ziad Maalouf. Journalist, Radio France Internationale.

□ **KEY QUESTIONS:**

- 1) What is the transfer of value (ToV) and the challenges facing the cultural and creative industries in the digital environment? What is the perspective of creators?
- 2) What needs to be review/changed in international legislation in order to guarantee fair remuneration across the value chain in the digital environment? What is the consequence for creators?
- 3) With the rights of artists to express themselves freely under threat worldwide, how can artistic freedom be protected in a digital environment?

■ **16H30-17H20**

Welcome and Keynote Debate:

ToV: Global Challenges Need Global Responses

Ms. Irina Bokova. Director-General. UNESCO.

Mr. Jean-Michel Jarre. President of CISAC and UNESCO Goodwill Ambassador.

Ms. Deeyah Khan. Film Director and UNESCO Goodwill Ambassador.

■ **17H20-18H20**

Panel Discussion and Q&A

Valuing the work of creators in a fast changing digital environment.

Mr. Ernesto Piedras. Economist. Instituto Tecnológico Autónomo de México.
CEO The Competitive Intelligence Unit.

Ms. Alexandra Bensamoun. Professor of Private Law at the Université de Rennes 1.
Director of the Master on Copyright and new technologies at Université Paris-Sud.

Mr. Crispin Hunt. songwriter/studio producer, Chair of BASCA and PRS board member.

Ms Véronique Raimond dit Yvon. Photographer. Agence Photo Gamma Rapho.

■ **18H20-18H30**

Closing remarks

Mr. Gadi Oron. Director General.

CISAC International Confederation of Authors and Composers Societies.

Ms. Danielle Cliche. Secretary, Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO.

■ **18H30**

Cocktail - UNESCO Foyer, Room I

