

Tuesday, 19 June 2007
Le Meridien Hotel, Singapore



Digital Content Rights Management: Protecting your organisation amidst rapid technological advancements

Conference Programme

- 8.30am Registration**
- 9.00am CHAIRMAN'S WELCOME & OPENING ADDRESS**
- 9.15am LEGAL AND REGULATORY CHALLENGES WITH REGARD TO MEDIA CONVERGENCE IN THE NEW DIGITAL AGE**
- What is the Media Market Conduct Code (MMCC)?
 - What do the recent changes in the MMCC mean for your organisation?
 - Differences between the MMCC and the Competition Act – being aware of the grey line
 - How can your organisation leverage on this code?
 - Bundling of services and products
 - Knowing which media license applies to your service
 - How do these licenses differ across various Asian regions?
 - Rules and Regulations
- Rajesh Sreenivasan**
Partner, iTec Practice Group
RAJAH & TANN
- 10.05am Morning Tea Break**
- 10.35am DIGITAL RIGHTS MANAGEMENT – MAKING IT WORK FOR YOUR BUSINESS**
- Understanding the legal and policy landscape in Singapore
 - Features, Concepts and Standards
 - New trends and movements concerning DRM
- Max Ng**
Director
GATEWAY LAW CORPORATION
- 11.25pm Networking Lunch**
- USING THE INTERNET AS A MARKETING AND DISTRIBUTION TOOL**
- 12.30pm DIGITAL CONTENT – UPLOADING WITHOUT RISK**
- Understanding government policies and legal constraints
 - Protecting your organisation from copyright infringement
 - Copyright laws surrounding different types of content – publishing, broadcast and music industries
 - User-generated content
 - Distributing content on the Internet – Distribution Rights and Business Models
- Daniel Koh**
Partner, iTec Practice Group
RAJAH & TANN
- 1.20pm TAMING THE MONSTER THAT IS SPAM**
- The Spam Control Act: When does the law apply and what it prohibits?
 - Unsolicited communications
 - Electronic communications
 - Commercial communications
 - Bulk sending
- How do I comply with the new anti-spam law?
 - Labeling requirements
 - Consent
 - Unsubscribe facility
- Sheena Jacob**
Partner & Head of IP Group
ALBAN TAY MAHTANI & DE SILVA
- 2.00pm THE NEW FACE OF MARKETING: THE CHALLENGING WORLD OF BUILDING CUSTOMER TRUST**
- Establishing a bond of trust with customers
 - Using an “opt-in” or “opt-out” standard
 - Understanding the differences between privacy and permission
 - Using the “continuum of consent” to drive optimal marketing practices
 - Guidelines for compliance with the Spam Control Act
 - Managing the complexities of privacy regulations in multi-market campaigns
- Lisa Watson**
Chairman
DIRECT MARKETING ASSOCIATION OF SINGAPORE
Managing Director
IBIS INTELLIGENCE SERVICES
- 2.40pm THE RISE OF THE CREATIVE COMMONS AND OPEN SOURCE DEVELOPMENT**
- What are the legal consequences that commercial entities should be aware of?
 - Understanding the issues of software support
 - Continued Relevance of Intellectual Property
 - Open source licences versus Proprietary platforms
 - What are the different forms of open source licences that are available?
- Stanley Lai**
Partner, IP & Technology Group
ALLEN & GLEDHILL
- 3.30pm Afternoon Break**
- 4.00pm INTERNET TV – THE RISING POPULARITY OF IPTV, P2PTV AND HDTV**
- What are the regulatory controls?
 - Licensing issues, in Singapore and elsewhere
 - Dealing with online piracy
 - Case study (The government’s encouragement of animation export)
- Lim Seng Siew**
Partner
ONG TAY & PARTNERS
- 4.50pm DRM: AN INDUSTRY PERSPECTIVE**
- Panelists**
Max Ng, Director
GATEWAY LAW CORPORATION
Edward Neubronner, Chief Executive Officer
RECORDING INDUSTRY ASSOCIATION (SINGAPORE)
Siva Savanandam, Director of Sales
KYOCERA ASIA PACIFIC
- 5.20pm Chairman’s Closing and End of Conference**

Enjoy an early bird
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Who Should Attend

- Corporate Legal Counsel
- Chief Information Officers
- Digital Media & Entertainment Professionals
- Product Development / R&D Officers
- IP & Technology Lawyers
- Academics and Researchers
- IT Infrastructure Managers
- Regulatory professionals
- Business Development Directors

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PANEL DISCUSSION

