

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	<ul style="list-style-type: none">• How do I comply with the new anti-spam law?<ul style="list-style-type: none">- Labeling requirements- Consent- Unsubscribe facility
	<ul style="list-style-type: none">• What is the Media Market Conduct Code (MMCC)?<ul style="list-style-type: none">- 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<ul style="list-style-type: none">- Knowing which media license applies to your service- How do these licenses differ across various Asian regions?- Rules and Regulations	2.00pm
	Rajesh Sreenivasan <i>Partner, iTec Practice Group</i> RAJAH & TANN	Sheena Jacob <i>Partner & Head of IP Group</i> ALBAN TAY MAHTANI & DE SILVA
10.05am	Morning Tea Break	
10.35am	DIGITAL RIGHTS MANAGEMENT – MAKING IT WORK FOR YOUR BUSINESS	2.00pm THE NEW FACE OF MARKETING: THE CHALLENGING WORLD OF BUILDING CUSTOMER TRUST
	<ul style="list-style-type: none">• Understanding the legal and policy landscape in Singapore• Features, Concepts and Standards• New trends and movements concerning DRM	<ul style="list-style-type: none">• 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
	Max Ng <i>Director</i> GATEWAY LAW CORPORATION	Lisa Watson <i>Chairman</i> DIRECT MARKETING ASSOCIATION OF SINGAPORE <i>Managing Director</i> IBIS INTELLIGENCE SERVICES
11.25pm	Networking Lunch	2.40pm THE RISE OF THE CREATIVE COMMONS AND OPEN SOURCE DEVELOPMENT
	USING THE INTERNET AS A MARKETING AND DISTRIBUTION TOOL	<ul style="list-style-type: none">• What are the legal consequences that commercial entities should be aware of?<ul style="list-style-type: none">- Understanding the issues of software support• Continued Relevance of Intellectual Property<ul style="list-style-type: none">- Open source licences versus Proprietary platforms• What are the different forms of open source licences that are available?
12.30pm	DIGITAL CONTENT – UPLOADING WITHOUT RISK	3.30pm Afternoon Break
	<ul style="list-style-type: none">• Understanding government policies and legal constraints• Protecting your organisation from copyright infringement<ul style="list-style-type: none">- 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	4.00pm INTERNET TV – THE RISING POPULARITY OF IPTV, P2PTV AND HDTV
	Daniel Koh <i>Partner, iTec Practice Group</i> RAJAH & TANN	<ul style="list-style-type: none">• What are the regulatory controls?• Licensing issues, in Singapore and elsewhere• Dealing with online piracy• Case study (The government's encouragement of animation export)
1.20pm	TAMING THE MONSTER THAT IS SPAM	4.50pm DRM: AN INDUSTRY PERSPECTIVE
	<ul style="list-style-type: none">• The Spam Control Act: When does the law apply and what it prohibits?<ul style="list-style-type: none">- Unsolicited communications- Electronic communications- Commercial communications• Bulk sending	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

