Developing the Digital Marketplace for Copyrighted Works
(Third Public Meeting)
Agenda

March 28, 2019

9:00 a.m. – 5:00 p.m.

U.S. Patent and Trademark Office – Clara Barton Auditorium

Live webcast available at: http://bit.ly/2Ct3wNF

The U.S. Department of Commerce's Internet Policy Task Force is hosting this public meeting to facilitate constructive, cross-industry dialogue among stakeholders about ways to promote a more robust and collaborative online marketplace for copyrighted works.

8:30 a.m. – 9:00 a.m.	**Registration**
9:00 a.m. – 9:10 a.m.	**Welcome Remarks**

<u>Speaker:</u>   **Shira Perlmutter**, Chief Policy Officer, Office of Policy and International Affairs (OPIA), USPTO

9:10 a.m. – 10:10 a.m.   **The Digital Marketplace: Industry Perspectives**

Current industry perspectives on the digital marketplace for copyrighted works. As changes take place in data, standards, technologies and consumer expectations, how is monetization of copyrighted works evolving? What does the future hold? What are some important industry considerations?

<u>Facilitator:</u>   **Susan Allen**, Attorney-Advisor, OPIA, USPTO

Music: **Vickie Nauman**, Founder, CrossBorderWorks

Visual Arts: **Janet Hicks**, Director of Licensing, Artists Rights Society

Movies: **Neil Fried**, Senior Vice President, Congressional and Regulatory Policy and Senior Counsel, Motion Picture Association of America

Text: **Edward Hasbrouck**, Co-Chair, Book Division, National Writers Union

News: **Danielle Coffey**, Senior Vice President, Strategic Initiatives/Counsel, News Media Alliance (NMA)

10:10 a.m. – 10:30 a.m.   **The Digital Marketplace: Technology Initiatives**

Demonstrations of technology initiatives relevant to the digital marketplace.

Amazon Music: **Jack Rutledge**, Senior Manager of Product Management, Music Catalog, Amazon Music

Dot Blockchain: **Ken Umezaki**, CEO, Dot Blockchain Media

Attribution Engine: **Rasty Turek**, CEO, PEX

10:30 a.m. – 10:45 a.m.	**COFFEE BREAK**

10:45 a.m. – 11:00 a.m.   **Identification**

Presentations about identifying humans and entities in the digital environment.

Standards overview: **Paul Jessop**, County Analytics Ltd.

ISNI (International Standard Name Identifier): **Michael Healy**, Chair, ISNI; Executive Director, International Relations, Copyright Clearance Center (CCC)

Identifying creators: **Greg Cram**, Associate Director, Copyright and Information Policy, The New York Public Library

11:00 a.m. – 11:45 a.m.   **Panel Discussion: The Age of Attribution?**

An exploration of the use of unique, relational identifiers for humans/entities and their roles in relation to works, as a keystone in rights administration in the digital era (registration, licensing, monitoring, reporting, payment settlement, analytics, etc.). What standards are available to define the "people" who "do deals about stuff"? Who should operate them? Who should vouch for them? What are the pros and cons of open standards vs. proprietary standards, and can they reinforce one another constructively? How can/should the development of this field proceed in the era of GDPR and California CCPA?

Moderator: **Bill Colitre**, Vice President & General Counsel, Music Reports

Panelists: **Greg Cram**, Associate Director, Copyright and Information Policy, The New York Public Library

Michael Healy, Chair, ISNI; Executive Director, International Relations, CCC

Paul Jessop, County Analytics Ltd.

11:45 a.m. – 12:45 p.m.   **LUNCH BREAK** (on your own)

12:45 p.m. – 1:00 p.m.   **U.S. Copyright Office Modernization**

An overview of the U.S. Copyright Office's efforts to modernize its registration system.

Speaker: **Robert J. Kasunic**, Associate Register of Copyrights and Director of Registration Policy and Practice, U.S. Copyright Office

1:00 p.m. – 1:20 p.m.   **Rights Management**

Presentations about rights management initiatives in music and photography.

IPTC (International Press Telecommunications Council) Update: **Stuart Myles**, Director of Information Management, The Associated Press (AP)

Music 2025 (UK): **Peter Jenner**, Founder, Sincere Management

Creator Credits: **Niclas Molinder**, CEO, Session

1:20 p.m. – 2:10 p.m.	**Panel Discussion: Registries and Rights Management**

One of the basic building blocks for the digital marketplace is reliable, up to date information about who owns what rights in what territories. A panel of experts discuss current database and rights management initiatives designed to streamline the ability to obtain needed information about works. How to incentivize capture and curation of "good" data? How does this improve the digital marketplace environment? What data are critical to the digital ecosystem? How do we create authoritative data sets?

Moderator: **Paul Sweeting**, Co-Founder of the RightsTech Project

Panelists: **Mark Isherwood**, DDEX Secretariat, Digital Data Exchange, LLC

Peter Jenner, Founder, Sincere Management

Niclas Molinder, CEO, Session

Stuart Myles, Director of Information Management, AP

2:10 p.m. – 3:00 p.m.	**Panel Discussion: Licensing/Monetization**

A panel of experts discuss the changing relationship between consumers, rights holders, and content creators and the value chains that connect the marketplace. What business models are emerging, and what models are becoming less important? What roles do emerging technologies play? What social/user needs exist? How can different sectors collaborate to promote a robust, interconnected digital content marketplace?

Moderator: **Vickie Nauman**, Founder, CrossBorderWorks

Panelists: **Cheryl Davis**, General Counsel, the Authors Guild

Dick Huey, Head of Partnerships, Jaxsta

Ken Umezaki, CEO, Dot Blockchain Media

3:00 p.m. – 3:15 p.m.	**COFFEE BREAK**

3:15 p.m. – 4:00 p.m.	**Afternoon Breakout Sessions**

Facilitated discussions on the following topics, under Chatham House rules. This session will not be webcast.

Topic 1: **The Role of U.S. and Other Governments in Facilitating Online Licensing**

<u>Facilitator:</u> **John Morris**, Associate Administrator and Director of Internet Policy, National Telecommunications and Information Administration (NTIA)

Topic 2: **Metadata: Embedding, Deleting, Locating, Optimizing**

<u>Facilitator:</u> **Stuart Myles**, Director of Information Management, AP

Topic 3: **Update on Blockchain Technology**

<u>Facilitator:</u> **Bill Rosenblatt**, President, GiantSteps Media Technology Strategies

Topic 4: **Voice-Recognition Technology: Revolutionizing the Marketplace?**

<u>Facilitator:</u> **Jim Griffin**, Professor, Northern Virginia Community College

4:00 p.m. – 4:45 p.m.	**Afternoon Plenary Discussion**

Short reports on breakout sessions and a plenary discussion of possible ways forward.

<u>Facilitator:</u> **Linda Quigley**, Attorney-Advisor, OPIA, USPTO

4:45 p.m. – 5:00 p.m.	**Closing Remarks**

<u>Speaker:</u> **John Morris**, Associate Administrator and Director of Internet Policy, NTIA