



Collectieve Beheersvennootschap
voor het kopiëren voor eigen gebruik van beschermde werken CVBA - Burg. Van.

Société de gestion collective
pour la copie privée d'œuvres protégées SCRL - Soc. Civ

Collecting Society
for private copying of protected works

THE VALUE OF CONTENT

23 APRIL, 2018
14:00



EVENT@AUVIBEL.BE



(+32) 02 650 09 53



REGISTER ON: WWW.AUVIBEL.BE

OBJECTIVE

Auvibel, the collecting society for private copying of protected works, on how to valorise and incentivise content in a dematerializing world

VENUE

To be confirmed – Brussels, Belgium

VALUATION & CONTENT LICENSING MODELS

WELCOME

Prof. Em. Leo Neels

HOW TO PUT A PRICE ON LICENSING CONTENT

The Auvibel model. First run ø Karel Volckaert, riverrun

CREATIVE CONTENT – A FREE RIDE?

Keynote ø Christian Van Thillo, De Persgroep

BREAK

CASE STUDY – PRIVATE COPY COMPENSATION. THE AUVIBEL MODEL

The Auvibel model. Return ø Karel Volckaert, riverrun
Peer review ø Timothy Desmet, Profacts ø Geert Vanbuggenhout, EY

LICENSING CONTENT IN A “FREE” WORLD - DEBATE

Prof. dr. em. Leo Neels (moderator)
ø Philippe Ledent, ING ø Ben Appel, Medialaan ø Katrien Lefever, Medialaan
ø Serge Vloeberghs, Sabam ø rightholders ø Karel Volckaert, Riverrun

CLOSING STATEMENT

Vice-prime Minister Peeters (tbc)
François Stroobant/ Frédéric Young, Auvibel

DRINKS

AUDIENCE

content creators ø rightholders ø regulators ø valuation specialists ø IP experts ø legislators ø media ø consumer representatives ø industry

The language of the conference will be International English