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The only Anti-Piracy and Content Protection **Summit for the Entertainment Industries with** over 20 hours of learning material

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Anti-piracy, SIIA

Counsel, Sony Computer

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Thomas Goebl, Product

Management Content

Security, Sony DADC

Betsy Viola Zedek, Senior Counsel

Content Protection,

**Fox Entertainment Group** 

Michael Schlesinger, Vice President and Associate

Jonathan Taplin, Director,

Annenberg Innovation Lab, **University Of Southern** 

Michael Smith, Professor of Information Technology and

Marketing, Carnegie Mellon

General Counsel, IIPA

California

University



# ANTI-PIRACY & CONTENT ROTECTION SUMMIT

**Understanding Legal Trends and Technical Developments to Protect Your Content More Effectively** 

Pre-Summit Workshops: June 24, 2013 | Main Summit: June 25-26, 2013 Hyatt Regency Century Plaza at Beverly Hills | Los Angeles, CA



### **OUR EXPERTS WILL HELP YOU:**



**OVERCOME** IP and enforcement challenges Christian Genetski, General Counsel & Senior Vice President, ESA



**UNDERSTAND** emerging technologies and their impact on content protection

Spencer Stephens, CTO, Sony Pictures Entertainment



**TAKE** a holistic and business-oriented approach to convert pirates into customers

Richard Atkinson, Director Worldwide Anti-Piracy, Adobe



**STOP** paid advertisement on rogue websites Jane Sunderland, Content Protection Strategy Consultant, Lionsgate



**ENHANCE** your litigation strategy in Asia Lucia Rangel, Vice-President Anti-piracy Operations, Latin America and Asia-Pacific, Warner Brothers

MAXIMIZE YOUR LEARNING OPPORTUNITIES BY REGISTERING FOR AN ALL-ACCESS PASS WHICH INCLUDES OUR INTERACTIVE **WORKSHOPS:** 



Copyright Protection in Southeast Asia – Understanding Opportunities and Impediments, Michael Schlesinger, Vice President and Associate General Counsel, IIPA



Refining IP Enforcement Strategies and Working Effectively with Government Agencies to Combat Piracy and Counterfeiting, Jennifer **Choe Groves,** Partner and Vice Chair of the Intellectual Property Group, Eckert Seamans **Cherin & Mellott** 

Workshops can be booked separately! See pages 3 & 7

Robert Hernandez, Director Business Development,

Counsel, **NBC Universal** 

**Rick Cotton,** General

**Sony DADC** 

Jennifer Choe Groves, Partner and Vice Chair of the Intellectual Property Group, **Eckert Seamans Cherin** & Mellott

Sandra Aistars, Executive Director, Copyright Alliance

Adam Landsman, VP Global Sales & Marketing, **Friend MTS** 

Vicki R. Solmon, Senior Vice President, Anti Digital Theft & Theatrical Distribution, **Sony** Pictures Entertainment Inc.

Frederick Felman, Chief Marketing Officer, MarkMonitor

William Nix, Managing Director, **Pepperdine** University, School of Law

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Dear Colleague,

Piracy is booming: cyberlockers, P2P sharing, disc copying, link sites, illegal streaming, counterfeits are just a couple of challenges content providers have to deal with when protecting their brand and revenue. But in the legislative void that surrounds online piracy, content providers can feel excited about the new collaboration with some of the major ISPs. Last week, the Copyright Alert System was officially launched in the U.S., which will show if educating the consumer can become a game changer in the piracy whack-a-mole-game. But even though France has already reported success bringing consumers back into the stores with its 3-strike mechanism, content providers will have to continue approaching the problem on multiple levels.

At IQPC's **4th Anti-Piracy and Content Protection Summit** in Los Angeles, the unique gathering of experts from the Entertainment and Software Industries will address your biggest challenges and share valuable tactics and tools on how to enhance your content protection strategy.

**Warner Brothers** and **Fox** will give you invaluable advice for your litigation and enforcement strategy.

**Sony Pictures** will update you on the latest mobile threats and new technical developments.

**Adobe** and **Microsoft** will outline a holistic and business-orientated approach to convert pirates into paying customers.

Experts from the **academic world** will reveal recent facts and figures on the impact of piracy on the US economy.

### Your Learning Modules will Revolve Around:

- ✓ Emerging technologies, securing methods of content distribution and new DRM standards
- ✓ The effectiveness of initiatives and agreements with intermediaries to reduce piracy on the internet and stopping illegal online sales
- $\checkmark$  Legislative trends around the world and their effect on piracy
- ✓ Utilizing domain names for content protection
- ✓ Recent cases affecting copyright law
- $\checkmark$  Technical tools to protect broadcasts from illegal streaming
- ✓ The impact of disc based content security on illegal downloads

Don't miss your chance to network with industry peers, get an update on the status quo of the current piracy landscape and learn what has proved efficient in the common fight against piracy and counterfeits.

I look forward to meeting you in June,

Kind regards,

Kai Hahn Senior Program Director, Legal IQ, division of IQPC Kai.Hahn@iqpc.com

### About the Organizer:

a division of IQPC



**Legal IQ,** a division of IQPC, provides useful training courses, conference and expositions for media executives to network and learn the latest legal issues impacting organizations today. Legal IQ focuses on establishing an interactive experience featuring practical, objective, and up to date insight from Legal industry leaders.

### Who should attend?

- General Counsel
- IP/Brand Protection/Copyright/ Anti-Piracy Counsel
- Chief Legal Officer
- Senior/Executive VP, Director of:
  - Anti Piracy
  - Content Protection/Enforcement
  - Digital Distribution/New Media
  - Strategic Marketing/Planning
  - Investigations

### **CLE Credits:**

**IQPC** has a dedicated team which processes requests for state approval. Please note that event accreditation is subject to the rules, regulations and restrictions dictated by each individual state. **For any questions pertaining to CLE Credits please contact Nicole.Forlenza@iqpc.com** 

### About our Sponsors:

## Sony DADC

**Sony DADC** is a leading disc and digital solution provider for the entertainment, education and information industries, offering world-class optical media replication services, digital and physical supply chain solutions and software services. The company's network consists of service offices, optical media production, distribution and digital facilities in 19 countries worldwide.

Our mission is to enable the most advanced go-tomarket strategies for content owners and value chain partners by delivering world-class, secure and innovative supply-chain solutions for our customers to capitalize on media and entertainment opportunities around the world.

www.sonydadc.com



**Friend MTS** has been developing proprietary online video security technologies in-house for over a decade. These technologies include video fingerprinting, automated global Internet monitoring, streaming server identification and analysis, and preventative solutions such as transactional watermarking. These capabilities enable Friend MTS to secure online video content for media Rights Owners and Rights Holders (i.e. Broadcasters) to prevent the illegal re-streaming of entire TV channels, specific live events and film/TV shows. Through an automated, scalable approach, Friend MTS forces the most commercially threatening infringing videos to be removed as quickly as possible, delivering significant results for clients.

Once content is secured, Friend MTS can offer additional services to monetize video content in untapped geographical territories as well as to secure pure online broadcasts for clients interested in live streaming directly to consumers.

Friend MTS has offices in the US and the UK and services clients throughout North America and Europe.

### Pre-Summit Workshop Day Monday, June 24, 2013

9:30am – 11:30am | 9:00am Registration (Refreshments will be served)



# Copyright Protection in Southeast Asia – Understanding Opportunities and Impediments

GDP growth in the ASEAN Six (Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam) was 7.6% in 2010 and is slated to exceed 5% for years to come. Yet, impediments to copyright protection in many SE Asian markets has kept growth in content industries disproportionately slower than GDP growth, and piracy levels remain high relative to Asia and global averages. The IP and market access challenges notwithstanding, recent important developments provide some level of hope for local and foreign content holders, in terms of copyright protection on the books and enforcement in practice. This workshop will provide a snapshot update of the copyright and market access situations in SE Asia. It will present some case studies in methods that have worked to improve copyright protection and enforcement in several markets, and the levers that may be available to right holders to seek redress going forward. Remedies explored will include legislative fixes, specific enforcement or implementation of the laws through civil, administrative, criminal and judicial enforcement, capacity building, and trade programs and international standards that can effect change in these markets.

### What you will learn:

- Barriers and impediments to legitimate copyright businesses in various markets in SE Asia.
- Recent developments in copyright protection in SE Asian markets.
- Levers to address remaining deficiencies and barriers.

### How you will benefit:

- Takeaway updated knowledge on state of the law and enforcement challenges in these market.
- Takeaway case study examples on methods or remedies that have worked in SE Asia.
- Takeaway specific knowledge/guidance for clients and colleagues wishing to do business in SE Asia for realistic goal-setting and expectations.

### Michael Schlesinger

Vice President and Associate General Counsel **IIPA** 

12:00pm – 2:00pm (Boxed lunch will be served) | 11:45am Registration



# Refining IP Enforcement Strategies and Working Effectively with Government Agencies to Combat Piracy and Counterfeiting

Piracy is a global problem that cannot be handled or resolved by just one entity. The most effective way to thwart worldwide piracy and counterfeiting comes through collaboration between law enforcement, government agencies, industry organizations and content providers. This in-depth master class will confront specific legal, enforcement and practical problems, assess IP enforcement strategies and provide you with a checklist for developing an effective enforcement strategy.

### What you will learn:

- Check-list to enhance your enforcement strategies
- Overcoming common pitfalls by evaluating developments around the world
- Understanding which organizations can help you in the US and abroad
- Tracking pirates and counterfeiters globally by partnering with law enforcement agencies

### How you will benefit:

- Coordinating cross-sector and public-private partnerships
- Directly learn about new initiatives and how you can leverage this information
- Overview of what government agencies need from brand owners to effectively forge a collaborative working relationship that meets content protection objectives

#### Jennifer Choe Groves

Partner and Vice Chair of the Intellectual Property Group Eckert Seamans Cherin & Mellott

### About Sponsorship:

Sponsorships and exhibits are excellent opportunities for your company to showcase its products and services to high-level, targeted decision makers attending the 4th Anti-Piracy and Content Protection Summit. Legal IQ helps companies like yours achieve important sales, marketing, and branding objectives by setting aside a limited number of event sponsorships and exhibit spaces — all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event.

For Registration Information and to Download the Complete Brochure Visit www.antipiracycontentsummit.com or Call 1-800-882-8684

For sponsorship opportunities, please contact Chris Ritchie at 212-885-2799 or at sponsorship@iqpc.com

Both my business partner and I thought that it was an excellent conference.

It was very beneficial."

—President, Mountain Top Digital LLC

### Main Conference Day One Tuesday, June 25, 2013



### **8:00** Registration & Coffee

#### 8:45 Chairperson's Welcome and Opening Remarks

#### 9:00 Around the World in Eighteen Slides: Current Landscapes of Digital Piracy

This presentation will provide an overview of the state of digital piracy across the world. Beginning with analysis of the cyberlocker ecosystem and other piracy arenas like bittorrent, the different landscapes of piracy and infringement in Europe, Russia, Japan, Nigeria and India are explored. The effects of recent attempts to disrupt or disturb piracy — such as site blocking in the UK — are also examined.

- Collaboration between Russia and the US
- · Assessing Dotcom's new service
- Understanding the impact of Pirate Bay moving to Spain
- Facts and Figures of the Hadopi report

**Michael Schlesinger,** Vice President and Associate General Counsel, **IIPA** 

To take full advantage of Michael Schlesinger's s knowledge and experience, register for the workshop he will be leading: **Understanding Trends and Developments in Asia Pacific** 

#### 9:45 Keynote

PANEL

GENERAL COUNSEL

Rick Cotton, General Counsel, NBC Universal

**10:30** Morning Networking and Refreshment Break

### 11:15 Highlighting Tactics to Fight IP Infringement in Casual/Social and Online Gaming

Many in the video game industry face significant new challenges from fast follow versus knock off infringement to unauthorized pirate servers and unauthorized third-party sale of digital items. Find out what strategies have proved efficient for leading game companies to overcome enforcement challenges and which innovative business models have worked as a solution for piracy. Learn about judicial trends affecting online and video game copyrights and cases that have set a precedent.

- Fast follow versus knock off infringement
- Unauthorized pirate servers
- Unauthorized third-party sale of digital items

Riley Russel, General Counsel, Sony Computer Entertainment America

Christian Genetski, General Counsel & Senior Vice President, ESA

### 12:00 From Pirate to Pay: Taking a Comprehensive and Strategic Approach to Piracy-Consumption

Creating an environment where "consumers" of our products transition from "pirate" to "pay" takes far more than traditional focus on "suppressing piracy to frustrate demand". It takes a holistic and business-oriented approach based on understanding the segmentation and motivations of those consumers, and creating an integrated set of conditions that are responsive to those motivations and specificities.

- Using Business Intelligence to understand the real issues
- What investigations can really tell you
- Taking a "Consumer PoV"
- Looking at true net-effectiveness of our actions

Richard Atkinson, Director Worldwide Anti-Piracy, Adobe

### **12:45** Networking Luncheon

PANEL DISCUSSION

### 1:45 Understanding Challenges in China to Enhance Your Litigation Strategy

The Chinese market has opened up for more legitimate content and proves to be more fertile for copyright litigation, with 15% more copyright civil cases being filed than in the US. China is facing a change of leadership this year, which will affect the current efforts of the Chinese Intellectual Property Office. This session will outline new copyright law amendments, new rules on ISPs and internet management and the interpretation of online infringement. It will explore the lessons learned from the CyberSitter case and the actions taken by anti-trust authorities in California.

- Overview of developments in China
- Update on amendments in copyright law and new rules for ISPs
- Understanding the new interpretation of online infringement

 Best practices for collaborating with government and enforcement agencies

**Betsy Viola Zedek,** Senior Counsel Content Protection, **Fox Entertainment Group** 

Michael Schlesinger, Vice President and Associate General Counsel, IIPA

**Lucia Rangel**, VP Anti-piracy Operations, Latin America and Asia-Pacific, **Warner Brothers** 

### 2:30 Discussing what ICANN Can Do for Content Protection and how to Tackle Cybersquatting

There are thousands of applications pending for new "top level domains", an expansion being overseen by ICANN. Once these go live there will be exponentially more "spaces" for online infringement to occur. Currently, lawyers are vigorously debating the IP "rules" that should govern these new spaces. Find out how level domain names could be used as a secure trademark in order to differentiate them from rogue sites and how other companies are dealing with cybersquatting. This panel will assess risks and benefits and discuss what collaboration would have to look like.

- Discussing how level domain names could be used as a secure trademark in order to differ them from rogue sites
- Understanding how a possible collaboration would look like and who would need to get involved
- Assessing the risks and benefits

**Scott Bain,** Chief Litigation Counsel & Director, Internet Anti-Piracy, **SIIA** 

Frederick Felman, Chief Marketing Officer, MarkMonitor

#### **3:15** Afternoon Networking and Refreshment Break

## 4:00 Stopping Illegal Online Sales and Advertisement on Rogue Websites through Innovative Technical Tools and Collaborations with Intermediaries

Many rogue websites look legitimate since they feature advertising from reputable companies and accept major credit cards. This session will discuss how criminals are using a range of advertising paths to attract users to rogue websites. Learn about effective tools to detect ads promoting counterfeit goods and agreements with advertising agencies to stop advertisement on websites that sustain global piracy. Find out how payment processors are collaborating with content providers to stop illegal online sales.

- Overview of recent Advertising Transparency Report
- Detailing the online ad networks support of the major pirate movie and music
- Demonstrating the economic connection between the online advertising industry and pirated film, music and video content
- Tools to prevent placing adds on rogue sites
- Highlighting initiatives and collaborations to starve roque sites

Jane Sunderland, Content Protection Strategy Consultant, Lionsgate
Jonathan Taplin, Director, Annenberg Innovation Lab, University of Southern
California

### 4:45 Exploring What "The Next Great Copyright Act" Will look Like?

The US Register of Copyrights, Maria Pallante, has called on Congress to begin a review of copyright law in the U.S with a view to enacting "The Next Great Copyright Act". What will it look like, and how can we ensure it serves the public's interest in fueling the next generation of creativity? This session will explore

- What the US Register has suggested so far
- Revision suggestions proposed by various communities
- Recent copyright act developments in other countries
- What we can learn from history

Sandra Aistars, Executive Director, Copyright Alliance

**5:30** End of Main Summit Day One

### This was a great conference!"

—Piracy Investigator, Lynda.com

### Main Conference Day Two | Wednesday, June 26, 2013



#### **8:30** Registration & Coffee

#### 8:55 Chairperson's Recap of Main Summit Day One

#### 9:00 Discussing the Impact of Emerging Technologies for Content Protection

The transition to 4K technology, which allows broadcasters to transmit a signal that is approximately four times the resolution of 1080p, is imminent, according to many respected industry professionals. When exactly it will happen is uncertain. Find out how this technology can help to protect your content and what other technologies are emerging that could become a game changer when fighting piracy.

- Overview of emerging technologies
- Multi-rights DRM approaches and challenges of interoperability
- Highlighting the meaning of 4k technologies for content protection
- Assessing technologies used by pirates

Spencer Stephens, CTO, Sony Pictures Entertainment

#### 9:45 Highlighting Technical Tools to Protect Live-Broadcasts from Illegal Streaming

Illegal streaming of live events is growing in popularity as a way of distributing unauthorized content. This activity poses a direct threat to legitimate broadcasters and advertisers who pay significant sums for broadcast rights or be associated with the event

- Outlining the scope of the problem
- Overview of new technologies and search capabilities that can help you to monitor the internet and find your pirated content
- Understanding the latest technical trends and search possibilities from fingerprinting to digital graphic searches

Adam Landsman, VP Global Sales & Marketing, Friend MTS

#### **10:30** Morning Networking and Refreshment Break

### 11:15 Highlighting the Impact of Disc-based Content Security on Copying and Downloading

A large and growing audience is consuming content of video titles for free (on DVD and Blu-ray) by illegal copying, ripping and downloading. These viewers are expressing interest in content and if guided and persuaded in the right ways, they can become valuable paying consumers of a publisher's product. Screen Pass is the most effective and most frequently updated anti-piracy solution for video discs allowing content owners to capitalize on piracy and turn pirates into legitimate consumers.

- Ensuring best customer experience and stopping illegal consumption of movies at the same time
- Outlining the impact of disc-based content security on casual copying (using PC / Mac based copy tools)
- Assessing the impact of disc-based content security on illegal downloads

Thomas Goebl, Product Management Content Security, Sony DADC Robert Hernandez, Director Business Development, Sony DADC

### 12:00 Outlining Google's New Tools and Strategies to Shut Down Counterfeiters and Copyright Infringers

Understand what Google is doing to curb piracy and counterfeiting and what happens once it receives your DMCA notices. This session will outline the impact of Google's transparency report and its program to remove URLs based on the number of received DMCA notices.

- Understanding facts and figures of Google's transparency report
- Outlining the steps Google takes once it receives a DMCA notice
- Highlighting innovative steps Google is taking to ban rogue sites

Daniel Lucas, Vice President, Movielabs

#### **12:45** Networking Luncheon

### 1:45 Implementing Best Practices to Prevent Theft from Start to Finish

Everybody who works on your content needs to have the right measures in place to protect it effectively. Find out how you can prevent leaks in the first place and which processes can raise your maturity level. This session will outline best practices for choosing the right vendors and explain how to build a vendor program. Find out how you can prevent theft by implementing regular reports and risk mitigation strategies.

- Steps how to develop a vendor program
- Implementing regular repots
- Risk mitigation strategies
- Preventing theft and leaks
- Trust, but verify

Vicki R. Solmon, Senior Vice President, Anti Digital Theft & Theatrical Distribution, Sony Pictures Entertainment Inc.

### 2:30 Presenting Facts and Figures on the Economic Impact of Piracy

Piracy and counterfeiting activities not only affect the rights of intellectual property right holders, but also harm national economies and social structures. Exact figures of the impact on a worldwide scale are difficult to measure; however certain trends and consequences can be assessed. This session will outline the findings of the latest research on the economic impact of piracy.

- Outlining exclusive findings about consumer trends and the financial impact of piracy in territories worldwide
- Understanding the impact of HADOPI for the decreases in illegal downloading and increases in legitimate sales
- Outlining the effects of the MegaUpload shut down on consumer behavior

Michael Smith, Professor of Information Technology and Marketing, Carnegie Mellon University

#### **3:15** Afternoon Networking and Refreshment Break

### 4:00 Piracy vs. Privacy: How to Balance Rights in an Era of Online Copyright Infringement

How are the "battle lines" being drawn between Protection of Content and the Protection of Individual Rights to Privacy? How are Enforcement Decisions being guided by Constitutional Fourth and Fifth Amendment Boundaries? What's next for the SOPA, PIPA, the OPEN Act, DMCA and other industry-backed Congressional/ Executive Branch Copyright Initiatives? This session will discuss possible answers to these questions and highlight key developments with regards to piracy vs privacy.

- An Overview of Digital Searches and Seizures Procedures and Litigation
- International Developments and Initiatives, such as ACTA in the EU.
- Privacy Disclosures, Mobile Apps and Social Networking Media: New California Attorney General's Office and FTC Guidelines

William Nix, Managing Director, Pepperdine University, School of Law

### 4:45 Developing Long Term Strategies and Assessing the ROI of Your Anti Piracy Efforts

ROUNDTABLES

Participants can choose among a variety of different roundtables, each led by an industry expert, to discuss with peers those issues that matter most to them. Find out what strategies have worked in different parts of the world, how different companies have managed to assess the ROI of their efforts and how they've implemented a dual approach to cover both counterfeiting and piracy in their online brand protection strategy.

**5:30** Chairperson's Closing Remarks & End of Summit

### About our Sponsors:

MarkMonitor® is the only company offering comprehensive, end-to-end solutions that enable an enterprise to both establish and defend their brands against multiple online risks. As the leading global provider of brand protection for the enterprise, MarkMonitor offers solutions that safeguard brands, reputations and revenues from ever-evolving online risks. The company's exclusive access to data, combined with its real-time prevention, detection and response capabilities, enables a more secure Internet for enterprises as well as their customers.





Understanding Legal Trends and Technical Developments to Protect Your Content More Effectively

Pre-Summit Workshops: June 24, 2013 | Main Summit: June 25-26, 2013 | Hyatt Regency Century Plaza at Beverly Hills | Los Angeles, CA

### **5 EASY WAYS TO REGISTER NOW!**

- 1 Web www.antipiracycontentsummit.com
- 2 Email Info@IQPC.com
- 3 Phone 1-800-882-8684
- **4 Fax** 646-378-6025, 24 hours a day
- **5 Mail** IQPC, 535 5th Avenue, 8th Floor New York, NY 10017

## YES

### Register me for:

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Individual Workshops	\$549 each				

Package	Vendor Pricing					
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Individual Workshops	\$549 each					

End Users=Content Creators and Distributors, Government and Industry Associations

Vendors=All others

All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer.

These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

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Your registration will not be confirmed until payment is received and may be subject to cancellation. For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

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**VENUE & ACCOMMODATION: Hyatt Regency Century Plaza Los Angeles, at Beverly Hills** 2025 Avenue of the Stars, Los Angeles, CA 90067, 310-228-1234, www.centuryplaza.hyatt.com

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The IQPC room block is not open yet. If you would like a reminder as soon as the block has opened, please email info@iqpc.com with the following in the subject line: "Anti-Piracy West - Venue Request".