

IGF 2017 – World Intellectual Property Organization (WIPO) Open Forum

Session Title	Local Content in the Media OF81
Date	Tuesday, December 19
Time	12:20 - 13:20
Session organizers	Paolo Lanteri (WIPO); Victor Owade (WIPO)
Chair/Moderator	Paolo Lanteri (WIPO)
List of Speakers and their institutional affiliations	<p>Giacomo Mazzone & Heijo Ruijsenaars (European Broadcasting Union (EBU))</p> <p>Bobby Bedi (Film Director, India) & Bertrand Moullier (International Federation of Film Producers Associations (FIAPF))</p> <p>Daniel Bergamasco (Digital Editor at Veja, Brazil) & Elena Perotti (World Association of Newspapers and News Publishers (WAN-IFRA))</p>
Main messages	<ul style="list-style-type: none"> - Rich and varied offer of local content requires several essential elements including enabling technologies, adequate internet connection and a sound balanced regulatory framework. - Professionals dedicating their lives to the creation and distribution of local content need and deserve a reward for their output and incentives to keep delivering their essential contributions. In this context, the copyright system plays an important role, because it establishes the rules of the game through which creators and other rightsholders are able to make available local content through different channels and obtain a fair remuneration. - Broadcasters provide crucial support for the production and dissemination of local content and for the promotion of local talent. The regulatory environment must be based on a carefully balanced approach, since excessively high local content requirements would undermine the viability of broadcasters and jeopardize media pluralism. Also, in view of the increasing attractiveness of online distribution methods for such content, EBU stressed that protection of broadcasters' signals on such platforms has become mandatory. - WAN-IFRA highlighted that print advertising, one of the historic main pillars of news media revenues, is steadily decreasing: 25% over the last 5 years. Online advertising revenues are not a solution, mainly because they are controlled by Google and Facebook, which share 89% of all new digital advertising spend and strangle particularly the

	<p>local, small players in the digital market. In these conditions, paying for content is the only means left to ensure that media professionals can stay in business and keep producing great content in conditions of freedom.</p> <ul style="list-style-type: none">- Veja recently implemented a paywall, which allowed for the financing of local correspondents covering stories of corruption that might have gone untold due to the pressures from local governments. The system still allows access for free to a number of stories that everybody should be able to read without charge, consistent with the pursuit of the democratic role of the media to hold the powerful accountable for their actions. News media can be a business, but it enables journalism, which in turn is a public service: it is time to empower professional journalism, democracy itself is at stake. The full speech available here: https://blog.wanifra.org/node/18542/
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