

DRAFT PROGRAM

BLOCK 1: IP IN SPORTS AND ENTERTAINMENT

Key topics: What's the role of IP in Sports? Value creation through IP and benefits for sponsors, branding and merchandising.

- a. IP Sports and entertainment - Background brief.
- b. The role of IP in sports – New approach for sponsorship, media rights and merchandising
- c. Creating value in the sports industry: IP creation and global branding.

BLOCK 2: MANAGEMENT IN PARTICULAR EVENTS AND COMPETITIONS

Key topics: Owners' and broadcasters' insight into major global competitions. Applicable laws. Rights management, marketing and distribution models

- a. The protection of sports events in the EU. Intellectual property, unfair competition and special forms of protection.
- b. Management of audio-visual sports rights.
- c. Intellectual property around sport events
- d. Different models and deals on the sport leagues rights and its distribution.
- e. How to transform a traditional "print" business into one of the leaders in new media.
- f. Olympics. IP and broadcasting management.
- g. Competitions' and broadcasters' rights. Green Paper on the online distribution of audio-visual works.
- h. Framework: Rome Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations.

BLOCK 3: INDIVIDUAL ATHLETES IP RIGHTS

Key topics: Professional athletes image rights management. Personal branding and opportunities.

- a. Personal product: players and trademarks.
- b. Sport agencies: vision from the fans to engage with the “personal brands” and sponsors.
- c. Consumers protection and athletes image rights: dealing with product placement and commercial campaigns issues in the new media.
- d. Round table with athletes and agencies. Best practices.

BLOCK 4: CONTENT PRODUCTION AND DIGITAL MARKETS

Key topics: New media. Digital markets. Trends in content creation and distribution. Big data and Business opportunities. Rise of e-Sports and challenges.

- a. New Media and international sport.
- b. Copyright and Innovation in digital markets.
- c. Content production in sport: new paradigm from the fan inclusion.
- d. Sports/Media complex in the new media and new content distribution.
- e. Digital Media Platforms – IP & business opportunity combining raw data and live content.
- f. e-Sports. The change of the roles on distribution and monetization.