



**Asia-Pacific
Economic Cooperation**

2021/CTI/WKSP2/005

Day 1 Session 1

An Integrated Approach to Intellectual Property and Trade in Digital Content

Submitted by: United Nations Conference on Trade and Development



**Workshop on Protection of Intellectual
Property Rights in Digital Content Trade
20-21 April 2021**

APEC Workshop on the Protection of Intellectual Property Rights in Digital Content Trade, 20-21 April 2021, Virtual meeting.

An integrated approach to intellectual property and trade in digital content

Ermias Biadgleng, UNCTAD

Ermias.biadgleng@un.org

<https://unctad.org/Intellectual-Property>





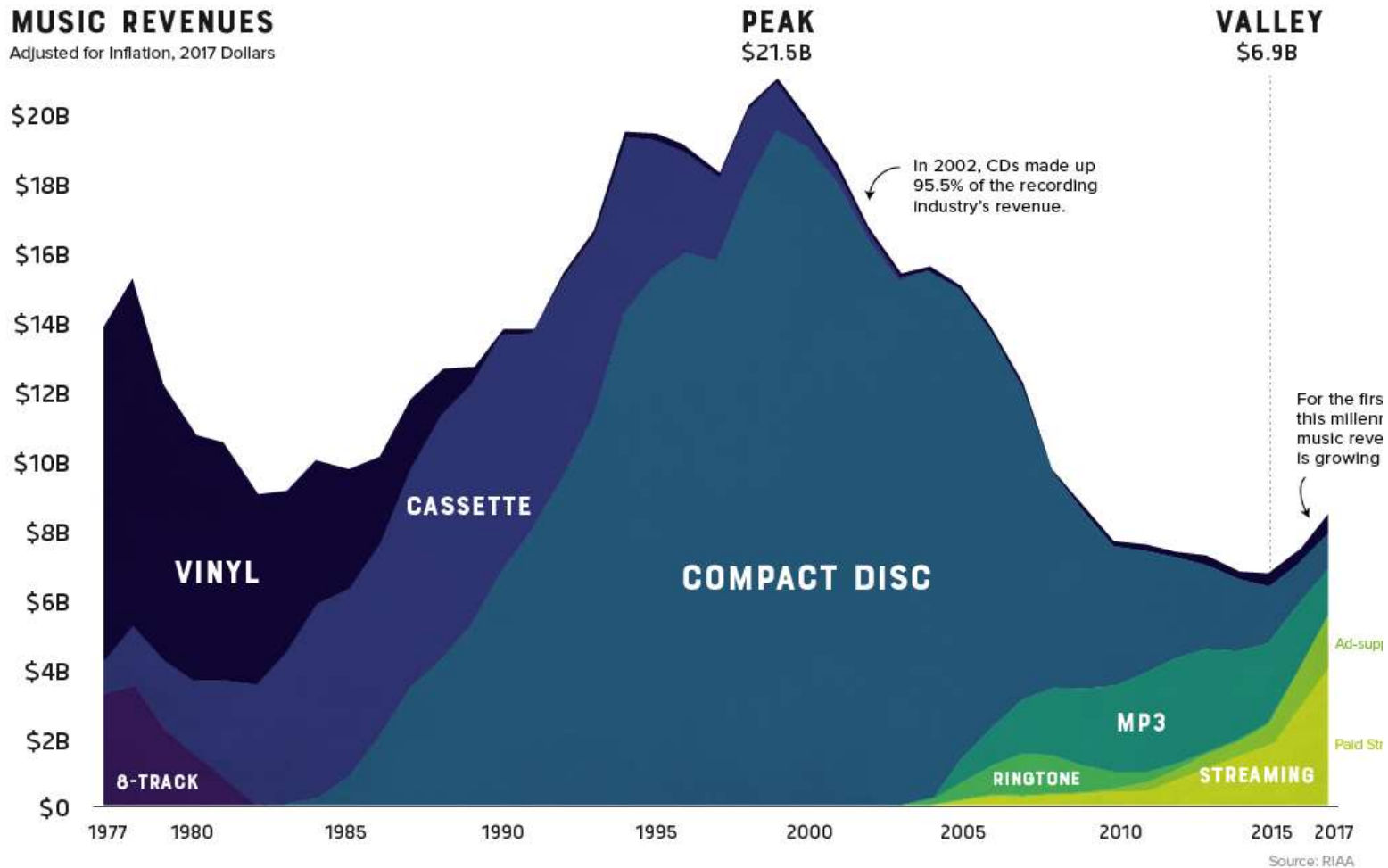
Digital content industry: cultural
creativity + information technology



The internet: opportunities for investment, social and cultural
development, education, human development

MUSIC REVENUES

Adjusted for Inflation, 2017 Dollars



4 decades of U.S. music industry sales data

(Source: "Visual Capitalist"
<https://www.visualcapitalist.com/music-industry-sales/>)



The market power of Big Tech

Interest in enforcement

Concentration of commercial academic publishing in few companies:

The experience from COVID-19 – the need for content, liberal license terms

1. **Supporting investment** into digital firms, and the development of new consumer friendly business models, payment and access systems
2. **Addressing inequities**
 - ✓ between platform owners and consumers:
guidelines on fair use
 - ✓ Promotion of competition between digital firms

3. **Building capacity** of content developers on use of digital technologies and negotiation with platform service providers
4. **Seeking international cooperation.**