An Integrated Approach to Intellectual Property and Trade in Digital Content

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https://unctad.org/Intellectual-Property
Digital content industry: cultural creativity + information technology

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