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Day 1 Session 2

Media Content: Problems of Intellectual Property Rights Protection in Digital Economy

Submitted by: Russia



**Workshop on Protection of Intellectual
Property Rights in Digital Content Trade
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MEDIA CONTENT:
PROBLEMS OF
INTELLECTUAL
PROPERTY RIGHTS
PROTECTION IN
DIGITAL ECONOMY

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DIGITALIZATION

- ❖ The crisis phenomena have become a powerful stimulus for accelerating industries digitalization and changes in the cultural development environment in Internet
- ❖ Digitalization is changing the forms of human creative activity and intellectual creation
- ❖ Media-content consumption is taking an increasing share in the structure of human time expenditure
- ❖ Relationship between authors and consumer is transformed
- ❖ Rate of growth and expansion of online media content markets is accelerating
- ❖ Exterritorial nature of Internet

WHAT MEDIA CONTENT IS?

What media is? - main paradigms

- ❖ Technological (*Shannon, Winner, McLuhan*)
- ❖ Humanitarian (*Savchuk, Zhilavskaya*)
- ❖ Enviromental (*Dzialoshinsky, Therin*)
- ❖ Noospheric (*Bergson, Garden, Vernadsky*)

What media content is?

- ❖ **Media content** - information-containing coded data presented to the user in the form of text, graphics, sound, video, and multimedia
- ❖ **Prosumer** - an active network user who at the same time consumes, produces and distributes content

What media content is?

- ❖ There is no unified definition of media content in both international and domestic law
- ❖ "***Audiovisual works/creations***". Article 1263 of the Civil Code of the Russian Federation - "a work consisting of a fixed series of interconnected images (with or without sound) and intended for visual and aural (if accompanied by sound) perception through appropriate technical devices. Audiovisual works shall include cinematographic works as well as similar to them (television and video films and other similar works), regardless of the manner of their initial or subsequent fixation."

Main problems of media content regulation

- ❖ impossibility of monitoring the use of works by copyright owners
- ❖ difficulties in copyright owners identification
- ❖ sharing nature of internet
- ❖ not all rightholders register their rights
- ❖ no metadata database
- ❖ increasing speed of information exchange
- ❖ its extraterritoriality of internet
- ❖ the possibility of accessing content simultaneously by an unlimited number of people

Blockchain and copyright

- ❖ **Blockchain** - A distributed digital ledger of cryptographically signed transactions that are grouped into blocks

Conclusion

- ❖ The sphere of media-content should be regulated by both property and non property (moral) rights of authors
- ❖ The promise of removing traditional intermediaries is unlikely to be fulfilled by blockchain
- ❖ The improvement of legislation should be introducing new concepts relating to technological progress, including such concepts as media, content and the Internet

Thank you for your attention!