



CHINA

EU-China Roundtable on Copyright Protection in the Digital Environment

中欧数字环境下版权保护研讨会

Co-hosted by the National Copyright Administration of China and the IP Key China Project

中国国家版权局、IP Key 中国项目联合主办

AGENDA 议程

Shanghai, China 中国·上海

September 24-25, 2019

2019 年 9 月 24-25 日

www.ipkey.eu



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NATIONAL COPYRIGHT ADMINISTRATION OF THE PEOPLE'S REPUBLIC OF CHINA



Directed by the European Commission, IP Key is implemented by the European Union Intellectual Property Office (EUIPO).

IP Key由欧盟委员会指导，欧盟知识产权局（EUIPO）实施。

Monday 24 September 2019

2019 年 9 月 24 日

08:30-08:45

Welcome remarks 开幕致辞

**Chaired by HU Ping, Director, International Affairs Division,
Copyright Department, NCAC**

主持人：胡萍，中国国家版权局版权管理局国际事务处处长

YU Cike, Director General, Copyright Department, NCAC

于慈珂，中国国家版权局版权管理局局长

XU Jiong, Director General, Shanghai Copyright Bureau

徐炯，上海市版权局局长

Ruben Schellingerhout, Counsellor for Intellectual Property Rights
European Union Delegation to China

何林豪，知识产权参赞-欧洲联盟驻华代表团

Andrea Caballe, Activity Coordinator, IP Key

安德莉亚·卡巴莱，IP Key 中国项目主管

08:45-12:00

**Updates on China-EU copyright protection in the digital environment
数字环境下中欧版权保护最新进展**

Session 1: China 第一部分：中方

**Chaired by HU Ping, Director, International Affairs Division,
Copyright Department, NCAC**

主持人：胡萍，中国国家版权局版权管理局国际事务处处长

Recent developments on Copyright enforcement in China

ZHENG Xiaofei, Deputy Director, Division of Enforcement and
Supervision, Copyright Department, NCAC

中国版权执法工作最新进展——郑晓飞，中国国家版权局版权管理局执法
监管处副处长

Recent Development of the Online Copyright Industry of China

ZHANG Qinkun, General Secretary of Tencent Research Institute &
General Secretary of Digital Copyright Industry Research Centre of
NCAC



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中国网络版权产业发展情况——张钦坤，腾讯研究院秘书长，国家版权局
网络版权产业研究基地秘书长

[tea break 15 minutes] 茶歇 15 分钟

Session 2: EU 第二部分：欧方

Chaired by HU Ping, Director, International Affairs Division,
Copyright Department, NCAC

主持人：胡萍，中国国家版权局版权管理局国际事务处处长

EU Copyright Protection Updates

Dr Silke von Lewinski, Max Planck Institute for Intellectual Property,
Munich, Germany

欧盟版权保护最新进展

Silke von Lewinski 博士，德国慕尼黑马克斯·普朗克知识产权研究所

Provider Liability in China and the EU – Comparative Observations

Professor Peter Ganea, Co-Director, Sino-German International
Economic Law Institute at Tongji University, China

中欧的提供商责任-比较观察

Peter Ganea 教授，中国同济大学中德国际经济法研究所副主任

Copyright Protected Acts

Xenia Manning, International Federation of the Phonographic Industry
(IFPI)

版权保护法案

Xenia Manning 国际唱片业协会 (IFPI)

Semi-structured panel discussion and Q&A

Moderated by WANG Qian, Professor, East China University of Political
Science and Law

半结构化小组讨论和问答，主持人：王迁，华东政法大学教授

12:00-13:30

Lunch 午餐休息

14:00-17:30

International Emerging Issues on Copyright Practice
国际版权热点焦点问题

Session 3: China 第三部分：中方



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Chaired by Andrea Caballe, Activity Coordinator at IP Key China

主持人: 安德莉亚·卡巴莱, IP Key 中国项目

Signal Protection for Broadcasting Organizations in the Digital Environment

ZHENG Zhi, Director, Copyright and Legal Affairs Office, China Central Television (CCTV)

数字环境下广播组织信号保护——郑直, 中央电视台办公室版权和法律事务室主任

Beijing Treaty on Audio-visual Performances and the Protection for Performers

WANG Qian, Professor, East China University of Political Science and Law

视听表演北京条约与表演者保护——王迁, 华东政法大学教授

New Challenges of Copyright Protection Faced by the Video Industry

XU Qiuhua, General Counsel of Bilibili

视频行业版权发展趋势及带来的新问题——徐秋华, 哔哩哔哩总法律顾问

[tea break 15 minutes] 茶歇 15 分钟

Session 4: EU 第四部分: 欧方

Chaired by Andrea Caballe, Activity Coordinator at IP Key China

主持人: 安德莉亚·卡巴莱, IP Key 中国项目

Protection of TV Formats

Lisette van Diepen, Format Recognition and Protection Association

TV 模式保护

Lisette van Diepen 模式认可及保护协会

TPMs for the Entertainment Industry

Tim Smith, Rouse Consultancy

娱乐业的 TPM

Copyright Protection of Creators in the Digital Environment: Transfer of Value

Benjamin Ng, International Confederation of Societies of Authors and Composers



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数字环境下的创作者版权保护：价值转移

Benjamin Ng 国际作者作曲者协会联合会

Semi-structured panel discussion and Q&A

Moderated by Peter Ganea, Co-Director Sino-German International
Economic Law Institute at Tongji University

半结构化小组讨论和问答，主持人：Peter Ganea 教授，同济大学

中德国际经济法研究所副主任

Tuesday 25 September 2019

2019 年 9 月 25 日

09:00–12:00

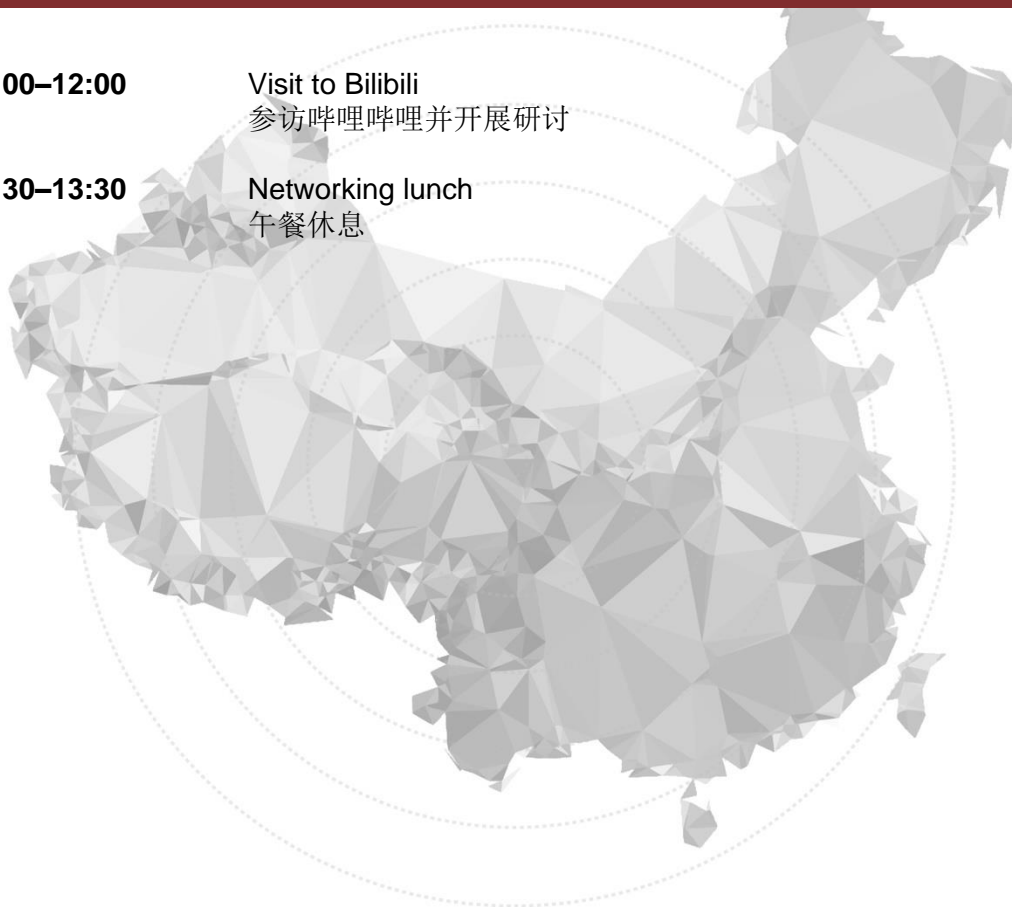
Visit to Bilibili

参访哔哩哔哩并开展研讨

12:30–13:30

Networking lunch

午餐休息



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Speaker & Moderators 演讲嘉宾与主持人

ZHENG Xiaofei 郑晓飞

Deputy Director, Division of Enforcement and Supervision, Copyright Department, NCAC
中国国家版权局版权管理局执法监管处副处长



ZHENG Xiaofei, joined the National Copyright Administration of China (NCAC) in 2006, and worked in the International Affairs Division, General Office, and Division of Enforcement and Supervision, Copyright Department, NCAC. She is now Deputy Director, Division of Enforcement and Supervision, Copyright Department, NCAC.

郑晓飞，2006 年加入中国国家版权局，先后在版权管理局国际处、综合处、执法监管处工作，现任版权管理局执法监管处副处长。

ZHANG Qinkun 张钦坤

General Secretary of Tencent Research Institute & General Secretary of Digital Copyright Industry Research Center of NCAC

腾讯研究院秘书长，国家版权局网络版权产业研究基地秘书长，法学博士



ZHANG Qinkun is General Secretary of Tencent Research Institute, as well as General Secretary of Digital Copyright Industry Research Centre of National Copyright Administration. Dr. Zhang's research interests lie in digital content, digital copyright, network-related unfair competition, digital business ecosystem and internet regulation. He has contributed to China's leading journals, offering perspectives on Chinese internet development, regulatory issues and unfair competition.

张钦坤，腾讯研究院秘书长，国家版权局网络版权产业研究基地秘书长，法学博士。张钦坤博士的主要研究领域为数字内容产业、网络版权、网络不正当竞争、网络商业生态、互联网监管法律等，在中国权威期刊发表相关论文十多篇。其作品。多年来，在中国互联网发展、监管问题和不公平竞争等方面提供观点，在中国互联网学术界和产业界引起广泛关注。



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ZHENG Zhi 郑直

**Director, Copyright and Legal Affairs Office, China Central Television (CCTV) 中央电视台
办公室版权和法律事务室主任**



Mr Zheng Zhi, Bachelor of Law, China University of Political Science and Law; Master of Management, Tsinghua University; Doctor of Economics, Renmin University of China; Currently, he is director of Copyright and Legal Affairs Office of China Central Television (CCTV); Executive vice President, Secretary-General of Television Copyright Committee under China Alliance of Radio, Film and Television.

郑直，中国政法大学法学学士，清华大学管理学硕士，中国人民大学经济学博士。现担任中央电视台版权和法律事务室主任，中国广播电影电视社会组织联合会电版权委员会常务副会长兼秘书长。

Professor WANG Qian 王迁
East China University of Political Science and Law
华东政法大学教授



WANG Qian is a professor of law and the Vice Chairman of the academic committee in East China University of Political Science and Law as well as the Chang Jiang Youth Scholar at the Ministry of Education. His published books include "Copyright Protection in the Internet", "Copyright Law", "Intellectual Property Law", "On Genetic Discrimination and Legal Countermeasures". He is an IP expert adviser for several governmental agencies and courts, including the Shanghai Expo, Shanghai IP Court and Beijing High Court.

王迁，华东政法大学教授、博士生导师、校学术委员会副主任委员，享受国务院政府特殊津贴。入选国家百千万人才工程并被授予“有突出贡献中青年专家”称号，入选教育部“长江学者奖励计划”青年学者项目和“新世纪优秀人才计划”，被评为“全国知识产权保护最具影响力人物”、“上海市优秀中青年法学家”。在世界知识产权组织 2012 年《视听表演北京条约》和 2013 年《马拉喀什条约》外交会议中，任“起草委员会”成员和中国代表团成员。



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XU Qiuhua(Sabrina)徐秋华**General Counsel of Bilibili 哔哩哔哩总法律顾问**

Qiuhua (Sabrina) Xu, General Counsel of Bilibili (NASDAQ: BILI). She serves on the company's executive team and all legal matters, including securities compliance from 2016. Prior to that, Sabrina joined 360 group (NYSE: QIHU) in 2009 as Legal Director and Assistant to the President. Sabrina started practicing from 1990 as a litigation lawyer. Her specialties expanded to Corporate Finance, Securities and IPO. After studying as a visiting scholar in the United States from 1998, she received a Master's degree in international commercial law from the University of California at Davis.

徐秋华，哔哩哔哩总法律顾问，1990年中山大学毕业，从事专职诉讼律师工作，1998年在美国做知识产权方面的访问学者，后取得加州大学的国际贸易法硕士学位，并开始从事投融资及境内外上市业务。2009年加入360公司担任法务总监及总裁助理，2016年加入哔哩哔哩，全面负责法务部门和上市相关业务等。

Andrea CABALLE 安德莉亚**Activity Coordinator, IP Key China IP Key 中国项目，项目主管**

Andrea Caballe, is an IP lawyer with considerable experience in the EU and China. Previously, she was an IP Expert at the China IPR SME Helpdesk. She graduated from Paris I Panthéon-Sorbonne and proceeded to become a qualified lawyer with the Barcelona Bar Association in Spain. She has also worked at several law firms, most recently at the Beijing office of Schmitt & Orlov, an international Intellectual Property firm where she specialised in IP enforcement strategies for foreign companies. In her current position she provides first line advice to European SME, as well as IP trainings. She has been a resident of Beijing for more than six years.

Andrea Caballe 是一名在欧盟和中国拥有丰富经验的 IP 律师。此前，她是 China IPR SME Helpdesk 的 IP 专家。她毕业于巴黎第一大学，并成为西班牙巴塞罗那律师协会的合格律师。她曾就职于几家律师事务所，最近一次是在一家国际知识产权公司-Schmitt&Orlov 的北京办事处，她在此专门从事于外国公司的 IP 执行策略。在目前职位上，她为欧洲 SME 提供一线建议以及 IP 培训。她在北京的居住时间已超过六年。



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Peter Ganea**Co-Director, Sino-German International Economic Law Institute at Tongji University**
同济大学中德国际经济法研究所副主任

Peter is Co-Director of the Sino-German International Economic Law Institute at Tongji University. He has been Head of the Asia Department of the Max Planck Institute for Innovation and Competition in Munich and has coordinated an interdisciplinary M.A. programme on modern East Asian Studies at Frankfurt University. He has published on intellectual property and competition law in Asia and he has taught numerous courses on intellectual property law and law in general.

Peter 是同济大学中德国际经济法研究所的副主任。他曾担任慕尼黑马克斯普朗克创新和竞争研究所的亚洲部负责人，并在法兰克福大学，在现代东亚研究中协调开展跨领域的 M.A.项目。他已发表关于亚洲知识产权和竞争法文章，并教授许多知识产权法和一般法律课程。

Xenia MANNING**Director of International Trade, International Federation of the Phonographic Industry (IFPI) 国际唱片业协会国际贸易司主任**

Xenia is the Director of International Trade at IFPI, the music industry trade body representing the interests of companies such as Universal Music, Sony Music, Warner Music and over 1,300 independents globally. She works with the music sector and governments to optimize the regulatory environment for trade and investment in music production and services in some 60 jurisdictions around the world. She has presented on trade, copyright and IPR enforcement topics at events in Europe, Asia and the Americas.

国际唱片业协会（IFPI）国际贸易司主任。作为音乐产业贸易组织，IFPI 代表环球音乐、索尼音乐、华纳音乐和全球 1300 多家独立唱片公司的利益。Iwaszko 与音乐界和政府一道，致力于优化全球约 60 个司法辖区内与音乐制作和服务相关的贸易和投资监管环境。



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Benjamin Ng 吴铭枢
Regional Director for Asia-Pacific, CISAC
国际作者和作曲者协会联合会 (CISAC) 亚太区总裁



Benjamin Ng is the Regional Director for Asia-Pacific of the International Confederation of Societies of Authors and Composers (CISAC). He is intimately involved in copyright collective management and legislative lobbying in the region. He holds an LL.B. and LL.M. majoring in Information Technology and Intellectual Property Law at University of Hong Kong. He also received a Bachelor's degree with a joint major in Computer Science and Information System from University of Waterloo.

吴铭枢先生是 CISAC 亚太区总裁，密切参与亚太区版权集体管理及立法游说等各项工作。吴铭枢先生拥有香港大学法学学士学位，信息技术及知识产权法专业法学硕士学位。此外，还拥有加拿大滑铁卢大学计算机科学与信息系统联合数学学士学位。

Ruben SCHELLINGERHOUT 何林豪
Counselor for Intellectual Property Rights-European Union Delegation to China 知识产权参赞-欧洲联盟驻华代表团



Ruben Schellingerhout is Counsellor in the Trade section of the European Union Delegation in Beijing working on intellectual property rights issues. He has also dealt extensively with market access for pharmaceuticals and medical devices in China. Before coming to Beijing he worked in the European Commission's trade department on intellectual property rights protection in third countries.

何林豪先生是欧洲联盟驻华代表团贸易处负责知识产权的参赞。他还负责药物和医疗器械市场准入的工作。来北京任职之前，何林豪先生在欧洲委员会贸易部门工作，负责与第三国相关的知识产权保护，例如通过自由贸易协定途径。

Lisette van Diepen
Format Recognition and Protection Association (FRAPA)
模式认可及保护协会 (FRAPA)



Based in The Netherlands, Lisette has worked in the entertainment television industry for over 20 years, focusing on identifying, negotiating and acquiring program rights for international production and distribution. Lisette started her professional career at Endemol International, worked for John de Mol's Talpa and joined Sony Pictures Television International.

Lisette 居住于荷兰，她已从事于娱乐电视业 20 多年，专注于识别、谈判和获取节目权利以进行国际制作和发行。Lisette 在 Endemol International 开始她的职业生涯，曾为 John de Mol 的 Talpa 工作并加入索尼影视国际电视公司。

Tim Smith
Principal, Rouse Consultancy



Tim is a Principal at Rouse Consultancy and advises businesses from developed markets-from MNCs to SMEs-on their intellectual asset strategy and new ventures in China. Based in the UK, Tim frequently returns to China. Tim helps his clients develop and maintain competitive advantage through the creation, enforcement and commercialisation of their intellectual assets, including their IP rights, in the Chinese environment.

Tim 是 Rouse Consultancy 的总裁，为发达市场的企业-从 MNC 到 SME-提供知识资产策略和在中国建立新企业方面的建议。Tim 居住于英国，但经常返回中国。Tim 通过在中国环境中为客户创造、执行知识资产（包括知识产权）并使之商业化，帮助客户发展和维持竞争优势。



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Silke von Lewinski
Max Planck Institute for Intellectual Property
马克斯普朗克知识产权研究所



Silke is tenured at the Max Planck Institute for Intellectual Property, Munich and specialises in international and European copyright law. She is also Adjunct Professor at Franklin Pierce Centre for IP at the University of New Hampshire Law School, Concord, N.H., USA. She has consulted the European Commission, on issues including the Rental Rights Directive (drafting of EC proposal and steering it through legislative process), and regarding the WIPO Diplomatic Conference 1996.

Silke 就职于慕尼黑马克斯普朗克知识产权研究所，专门研究国际和欧洲版权法。她还是美国新罕布什尔州康科德市，新罕布什尔大学法学院富兰克林皮尔斯知识产权中心的副教授。她就诸如租赁权指令（起草欧共体提案并通过立法程序指导）和关于 1996 年 WIPO 外交会议（筹备；欧共体代表团成员）。



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