

Closing Remarks

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We thank the audience and participants for the stimulating discussion concerning Intellectual Property Right Issues in the New Media. The workshop has certainly fostered the exchange of knowledge about the regulatory concepts in the information society.

As we have seen and heard, there are tremendous benefits in comparative studies to solve significant legal issues that remain unclear in the legal systems. In view of the constant evolution of the online environment, it makes it more comparative to study how the legal framework should be rendered capable of adapting changes in the technology and market situation.

We have discussed various issues from different perspectives - from the viewpoint of practicing lawyers, members of the academic community, government regulators and the courts. Some of the salient issues involved private copying – which is very controversial, Internet Service Liability, Internet governance, enforcement, collective management, Google library, p2p files haring, copyright liability on cinematographic works, trademark dilution and criminalisation of copyright infringement, among others.

The Intellectual Property Right issues in the new media are effectively a history of technology and as new forms of technology have emerged, copyright laws have been amended to incorporate them. However, the law has not kept pace with technology.

There are new issues that have emerged such as IPR issues in text to audio, secondary liability for Internet Service Providers, copyright term extension, criminal liability of copyright infringers, domain name extensions, and the issue of protection of copyright and privacy.

The issue remains how to find the balance between the rights and expectations of various stakeholders. A fair and reliable set of rules for Intellectual Property Rights is the backbone of the information society. Therefore, to make the right regulatory choice in view of technological changes is essential for each and every country.

We hope that that this 1st co-Reach Workshop in the New Media has contributed to a greater understanding of IPR issues in China and Europe, including the enforcement of IPR within the on-line context and regulatory concepts, and their implementations to meet the new challenges brought about by social and technological change.