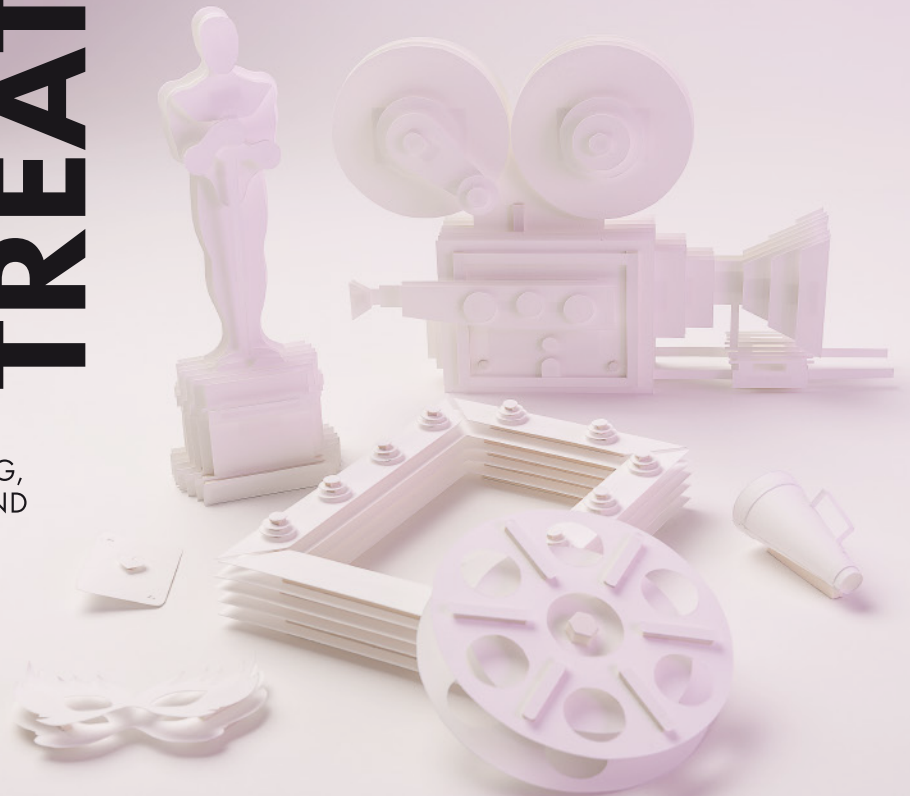


THE WIPO BEIJING TREATY

IP RIGHTS FOR
AUDIOVISUAL
PERFORMERS

A NEW
BEGINNING,
NOT THE END



MAKE IT HAPPEN, RATIFY!

Audiovisual performers require intellectual property rights to make a living, uphold their reputation and protect their image. In a world where content is becoming increasingly audiovisual and exploitation truly global, limiting intellectual property protection only to audio performances is unjust. A performance may be fixed and delivered to the public as an audio or an audiovisual experience. Both equally contribute to the cultural fabric of our society, yet the absence of intellectual property protection still implies that an audiovisual recording is less valuable. Regardless of how a performance is recorded, the fact remains that audio and audiovisual performers both deserve intellectual property protection.

Without a minimum international standard, most countries still have not progressed beyond the minimum provisions of the 1961 Rome Convention and the 1996 WPPT, both of which only protect audio recordings. Fortunately, we now have an instrument to protect our audiovisual

performers: the Beijing Treaty, which was negotiated and supported by all WIPO Member States in June 2012.

This treaty grants significant economic and moral rights to audiovisual performers, a protection they so critically need in today's digital environment. The provisions in the WIPO Beijing Treaty are flexible enough to accommodate very different legal systems, whilst still giving countries valuable choices to maximize the value of these rights for the performers they seek to protect.

Despite its unanimous approval, the Beijing Treaty has not yet entered into force. The ratification of this treaty by at least 30 countries is required to set a new minimum standard in the field of neighbouring rights. Since the 2012 WIPO Diplomatic Conference, only a fraction of that number has materialized.

While thousands of professional performers around the world continue to bring quality content to our screens, tablets and other devices, too many of them still struggle to make a decent living. With no rights and an often-negligible individual bargaining power, they wrestle with job insecurity, low pay and a highly precarious work environment.

It is time for society to provide audiovisual performers the respect they deserve by conferring them the same protection currently enjoyed by audio performers. We therefore urge all WIPO Member States to make this a policy priority and ratify the WIPO Beijing Treaty.

Find out more:
www.beijingtreaty.com

