



Collectieve Beheersvennootschap  
voor het kopiëren voor eigen gebruik van beschermde werken CVBA - Burg. Van.

Société de gestion collective  
pour la copie privée d'œuvres protégées SCRL - Soc. Civ

Collecting Society  
for private copying of protected works

# THE VALUE OF CONTENT

23 APRIL, 2018  
14:00



EVENT@AUVIBEL.BE



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WWW.AUVIBEL.BE

## OBJECTIVE

Auvibel, the collecting society for private copying of protected works, on how to valorise and incentivise content in a dematerializing world

## VENUE

To be confirmed – Brussels, Belgium  
(INVITATION WILL FOLLOW)

## VALUATION & CONTENT LICENSING MODELS

### WELCOME

Prof. Em. Leo Neels

### HOW TO PUT A PRICE ON LICENSING CONTENT

The Auvibel model. First run ø Karel Volckaert, riverrun

### CREATIVE CONTENT – A FREE RIDE?

Keynote ø Christian Van Thillo, De Persgroep

### BREAK

### CASE STUDY – PRIVATE COPY COMPENSATION. THE AUVIBEL MODEL

The Auvibel model. Return ø Karel Volckaert, riverrun  
Peer review ø Timothy Desmet, Profacts ø Geert Vanbuggenhout, EY

### LICENSING CONTENT IN A “FREE” WORLD - DEBATE

Prof. dr. em. Leo Neels (moderator)  
ø Philippe Ledent, ING ø Ben Appel, Medialaan ø Katrien Lefever, Medialaan  
ø Serge Vloeberghs, Sabam ø rightholders ø Karel Volckaert, Riverrun

### CLOSING STATEMENT

Vice-prime Minister Peeters (tbc)  
François Stroobant/ Frédéric Young, Auvibel

### DRINKS

## AUDIENCE

content creators ø rightholders ø regulators ø valuation specialists ø IP experts ø legislators ø media ø consumer representatives ø industry

The language of the conference will be International English