

Regional Conference on Intellectual Property and Creative Industries

Unlocking the Intellectual Property Potential of the Audiovisual Industry

Day 1 — Tuesday, 29 September 2026

08:30 – 09:30 **Registration and welcome coffee**

09:30 – 10:00 Opening remarks

10:00 – 11:00 **Opening Panel: Audiovisual Industries in Transition:
Policy Perspectives, Legal Challenges and Emerging Trends**

11:00 – 11:30 **Coffee break**

11:30 – 13:00 **Panel 1: Intellectual Property in the Audiovisual Industry
(national legal framework)**

Key issues:

- Copyright and Related Rights in Audiovisual Works
- Ownership, Licensing and Transfer of Rights in Film and Audiovisual Production
- Collective Rights Management Mechanisms and Role of IP

13:00 – 14:00 **Lunch break**

14:00 – 15:30 **Panel 2: National Audiovisual Content, Regional
Co-Productions and Cross-Border IP Frameworks**

Key issues:

- International co-production frameworks and agreements
- Cross-border licensing and distribution strategies
- Access to European and international markets
- Managing IP rights in national and multi-country productions
- Case studies from Moldova, the Western Balkans and the European Union

15:30 – 16:00 **Coffee break**

16:00 – 17:30 **Panel 3: Digital Transformation of the Audiovisual Sector:
Opportunities and Challenges for Intellectual Property**

Key issues:

- Artificial Intelligence and Audiovisual Content Creation: authorship challenges
- Digital Rights Management and Technological Protection Measures
- Monetization and Distribution of Audiovisual Content in the Digital Environment: Streaming Services, Video-on-Demand (VOD)
- Streaming Platforms and the Evolving Audiovisual Market: Implications for IP and collective management of rights
- Emerging Trends and Role of CMOs



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Day 2 — Wednesday, 30 September 2026

09:00 – 09:30 **Registration and welcome coffee**

09:30 – 10:45 **Panel 4: Beyond Copyright – Leveraging the Full Spectrum of Intellectual Property in the Audiovisual Industry**

Key issues:

- Trademarks and Brand Development in Film, Television and Digital Media
- Industrial Designs and the Protection of Visual Creative Assets
- Developing Audiovisual Brands and Character-Based Products in Emerging Markets

10:45 – 11:15 **Coffee break**

11:15 – 13:00 **Panel 5: Copyright Protection in the Digital Audiovisual Environment**

Key issues:

- Role of IP offices, regulators and collective management organizations
- Cooperation between platforms, ISPs and rights holders
- Cross-border enforcement challenges in the Western Balkans and Eastern Europe
- Piracy in streaming and online distribution ecosystems
- Enforcement mechanisms: administrative, civil and criminal tools

13:00 – 14:00 **Lunch break**

14:00 – 15:30 **Round Table on Enhancing Audiovisual through Effective Use of Intellectual Property: Reflections and Future Directions for the Audiovisual and IP Ecosystem**

Key issues:

- Identified gaps and challenges in the development of audiovisual industries in the region and the role of IP
- Key takeaways from the Conference: emerging priorities for the audiovisual and IP sectors
- Opportunities for enhanced regional cooperation and cross-border initiatives
- Proposals for follow-up actions, capacity-building activities and future projects with WIPO, EUIPO and other regional partners

15:30 – 16:00 **Coffee break**

16:00 – 16:45 **Conclusions, way forward and closing remarks**

