



10 min

Intellectual Property Rights

Discussion: EU Copyright Directive



PROS

- Overdue adaption of copyright legislation to the requirements of the digital economy
- Stronger position for rightsholders when negotiating with platforms
- Stimulation of quality content and fair remuneration
- More security for authors and performers (dispute resolution, remuneration, contracts)



CONS

- Potential growth limitations for user-generated business models
- Measures could restrict freedom of expression and reduce access to knowledge in the online sphere
- Upload filters and global licensing involve considerable costs and practical application problems

- 1) What do you think about the EU Copyright Directive?**
- 2) Where do you see the relevance for developing countries?**

Intellectual Property Rights

Relevance

Intellectual Property Rights (IPR) in the digital age:

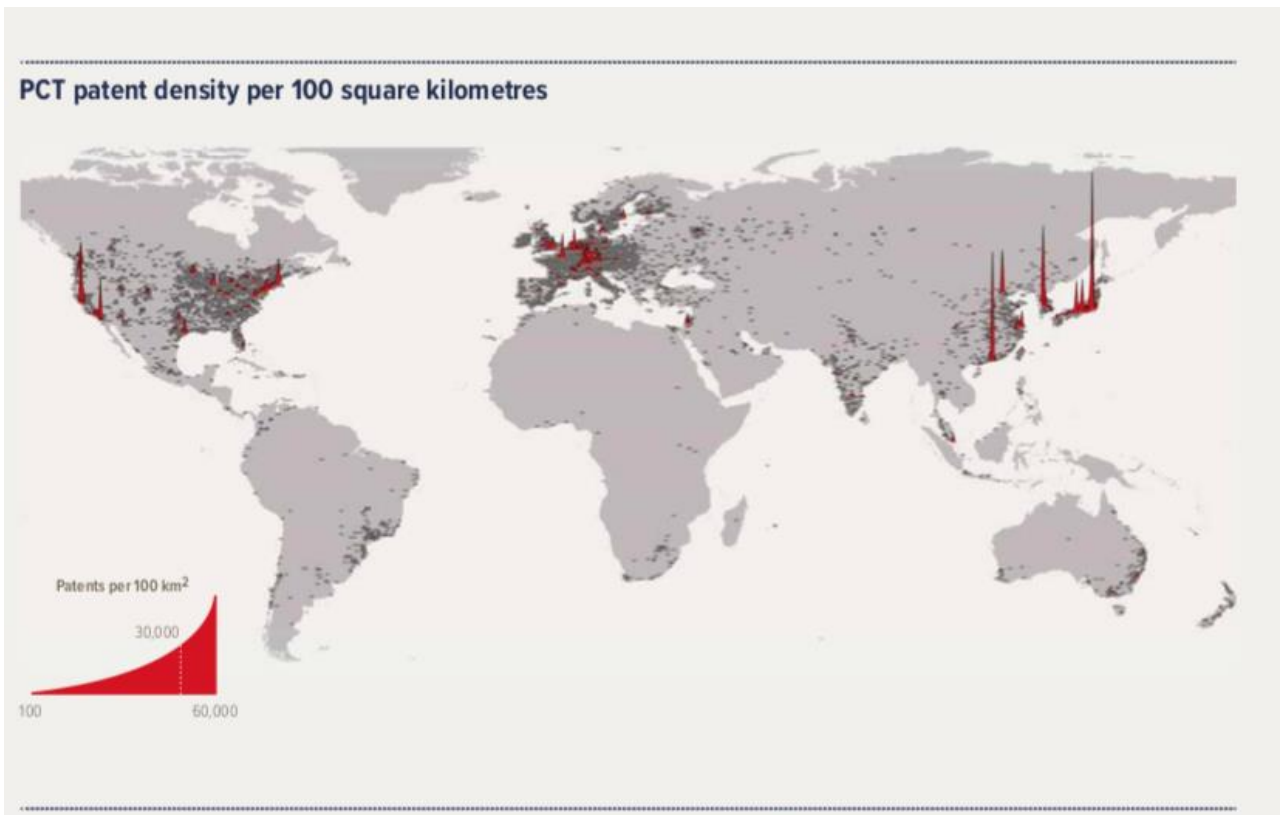
- encourage new ideas
- affect innovation performance
- provide incentives for investment and for universities to transfer knowledge
- impact how individuals and firms can access and exploit existing knowledge on efficient terms



→ The data-driven economy builds on the knowledge-based economy, in which the essential capital is intellectual property (IP).

Intellectual Property Rights

Status quo in Africa



Patent Cooperation Treaty (PTC) is an international law treaty.
Source: Table taken from the International Innovation Index 2018

Where African economies fall short is in two predominant areas:


First, there is a lack of legal enforcement of IP rights.


Second, simply not enough people in Africa are registering their IP.

In sum, the current local systems in place to register IP are inaccessible, time consuming and difficult to use.

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Example: Microsoft4Afrika

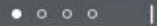
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Turning Today's Ideas Into Tomorrow's Solutions

Due to her unique challenges and the digital revolution, Africa has the potential to give the world more solutions than ever.



Intellectual Property Rights

Wrap Up

- The digital transformation raises novel challenges on **Intellectual Property Rights (IPR) and data**: e.g. commercialisation of data, patentability of data bases and ownership of data.
- The suitability of traditional measures for **incentivizing** the production of IP (patents and copyright) has to be discussed.
- Because of different national circumstances and optimal policy choices, **IPR protection is uneven** across countries.