

# Guidelines on the Best Licensing Practices of Collective Management Organizations (CMOs) to MSMEs

Chinese Taipei  
APEC IPEG Feb 27<sup>th</sup>-28<sup>th</sup>, 2018  
(Port Moresby, Papua New Guinea)



# Outline



## ➤ Project Introduction

- ✓ Background
- ✓ Work plans
- ✓ Key objectives

## ➤ How to Implement

- ✓ Main Steps
- ✓ Timetable

## ➤ Project implementation

- ✓ Questionnaire Design
- ✓ Questionnaire Circulation & Workshop

# Introduction

## Background

- Advancement of digital technologies = New types of copyright exploitation
- Necessary for CMOs to establish an efficient and accessible licensing model
- New model = Help MSMEs boost value of goods and services

## Work Plans

Research & analyze  
licensing situations  
& policies in APEC  
Economies

Experience &  
view exchanges  
among experts &  
participants

Workshop



## Objectives

- ✓ *“Guidelines on the Best Licensing Practices of Collective Management Organizations to MSMEs”*
- ✓ Enhance competitiveness of CMOs & MSMEs in the digital age

# How to implement the project?



## Main Steps

21 APEC Economies

Questionnaire

In-depth Interviews

3 Developed Economies

3 Developing Economies

Workshop (2 days)

# Timetable



2018

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- ✓ **Jun-Feb** Set up a research team. Members include experts recommended by co-sponsoring economies (the US, Japan & Korea)

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  - ✓ **Feb-Mar**
    - Design the questionnaire
    - Ask for suggestions from APEC economies

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  - ✓ **Apr-May** Circulate the questionnaire among CMOs via APEC economies

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  - ✓ **Jun-Aug**
    - Analyze returned questionnaires
    - Conduct in-depth interviews with CMOs in 6 APEC economies

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  - ✓ **Sep** Draw up a draft of the *“Guidelines on the Best Licensing Practices of CMOs to MSMEs”*

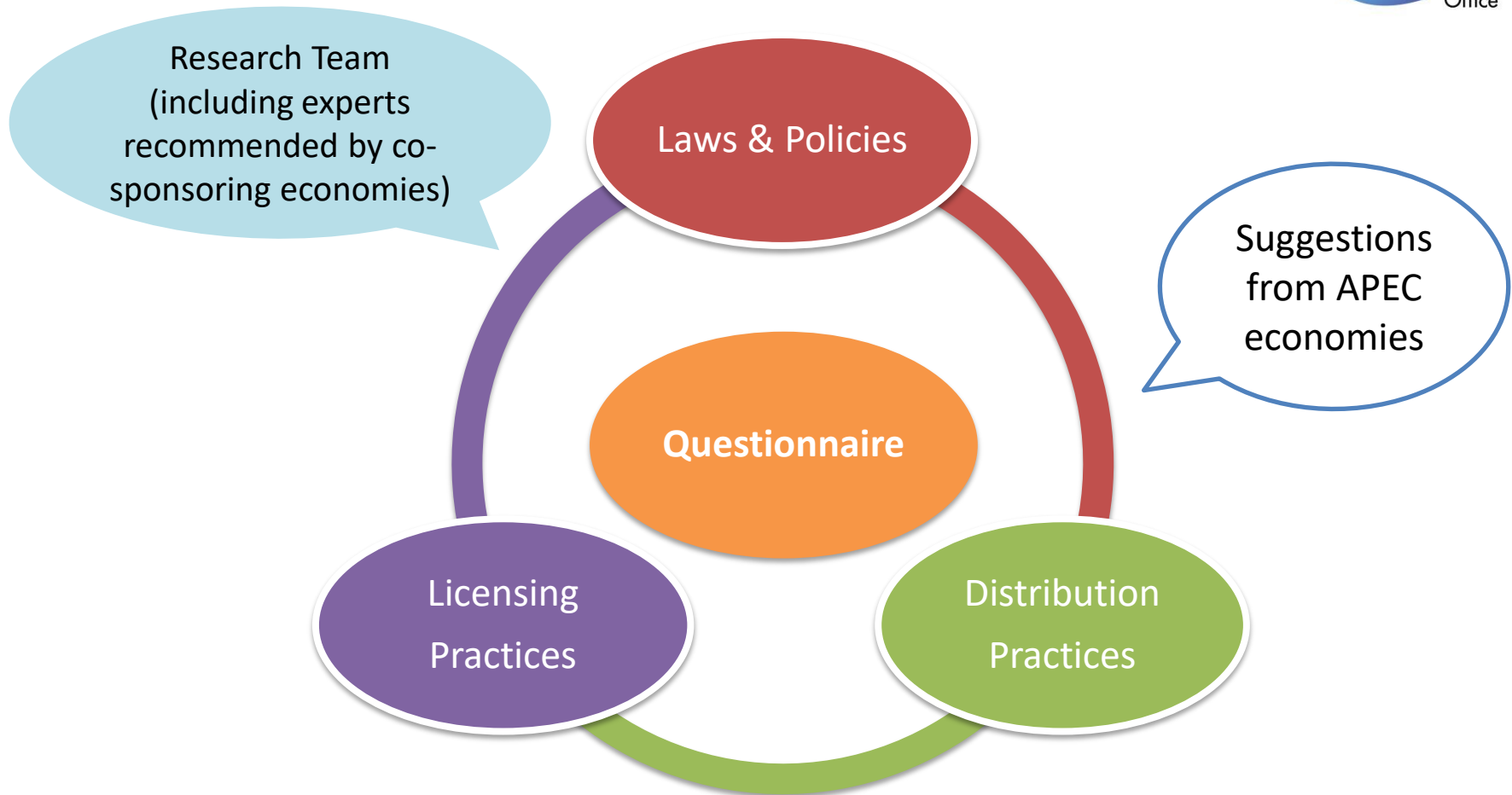
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  - ✓ **Oct** Hold a 2-day workshop for experts from APEC economies

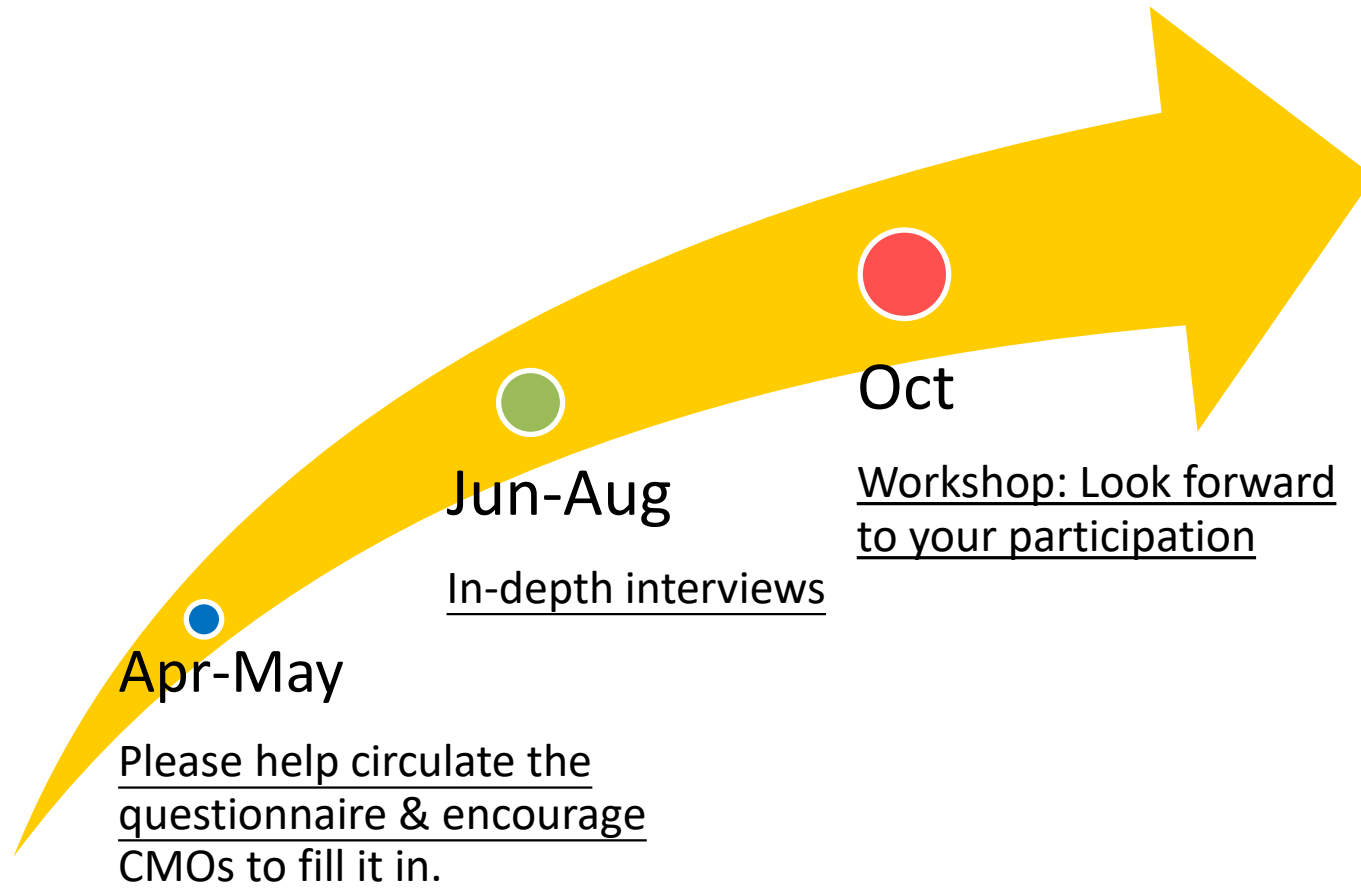
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  - ✓ **Nov** Produce a final draft of the *Guidelines*
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# Questionnaire Design



# Questionnaire Circulation & Workshop



# Thank you

