

Programme

- 9:30 - 9:55** **Registration and refreshments**
- 10:00** **Virtual reality: this year's buzzword or tomorrow's mass platform?**
VR, the buzzword of the moment, is receiving as much investment as it is attention in the areas of gaming, mobile videos, online applications and VR headsets. Steve Hercher, Commercial Director of 360Cities.net, shares his company's perspective on the current hype curve as well as their experience from years working with stock 360-degree images and now video.
- Speaker: Steve Hercher (Commercial Director, 360Cities.net)
- 10:30** **Simplifying rights**
Research by the BAPLA Rights Group suggests that clients are requesting a simplification of rights and expecting wider rights for lower fees, while the boundaries are blurring between the traditional rights-managed and royalty-free models. A range of agency speakers consider the evolving demands of the market and how to respond.
- Chair: Tim Harris (Sales & Marketing Manager, Nature Picture Library / BAPLA Treasurer)
Speakers: Benji Lanyado (Founder & CEO, Picfair), Guy Thorneloe (Senior Sales Director, Getty Images / BAPLA Executive Board Member), Giancarlo Zucotto (Managing Director, Science Photo Library)
- 11:15** **SmartFrame**
Robert Sewell CEO of SmartFrame will discuss how they can help protect content, raise awareness of copyright & increase online presence.
- 11.30** **Morning refreshments**
- 11:45** **Brexit, copyright and challenges to business**
With Brexit looming, legal expert Anna Skurczynska considers the implications for copyright while Eddy Leviten of Alliance for Intellectual Property discusses the dialogue between the creative industries and government.
- Speakers: Eddy Leviten (Director General, Alliance for Intellectual Property), Anna Skurczynska (Solicitor, Open Plan Law)
- 12:30** **The "Monkey Selfie"**
When David Slater coaxed a crested black macaque to hit the camera button in an Indonesian jungle he created a story that went viral, attracting attention from around the globe. It never occurred to him

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that he would also attract a copyright case that he has had to fight for years, battling over whether it is he or the monkey who created the image. David makes his first speaking appearance after finally reaching an out of court settlement of the long-running case.

Speaker: David J Slater (Photographer)

13:00 Lunch

14:00 Third party rights

Your client wants to run an online video featuring a celebrity to promote their services? Or they want to use an image in their advertising campaign but there is a trademark or artist copyright in the image? Sonia Bouadma guides us through the challenges of third party rights clearances.

Speaker: Sonia Bouadma (Director, Client Services, GreenLight)

14:30 The provenance of images online: exploring social media, AI & blockchain technology introduced by COPYTRACK

The Internet has provided a voice for millions and has great potential for sharing and democratising, but ensuring that creators are credited and remunerated is challenging for agencies and image makers. How can technology be utilised to license in new ways and retain control? How can it help picture editors locate the original source so they can license content?

Chair: Isabelle Doran (Picture Library Manager, Loupe Images / BAPLA Chairperson)

Speakers: Olga Egorshva (Co-founder & CEO, Lobster), Masha McConaghy (Co-founder & CMO, BigchainDB)

15:15 Afternoon refreshments

15:45 Real newsgathering in the age of fake news

When it is ordinary everyday people rather than professional photographers who provide the images and video, news outlets have a special responsibility to verify the content they distribute. Our panel discusses the potential and pitfalls of user generated content and social media.

Chair: Toby Hopkins (Sales Director, Bridgeman Images / BAPLA Executive Board Member)

Speakers: Alastair Reid (Social Media Journalist, Press Association), Rachael Kennedy (Senior Journalist, Storyful)

16:30 - 17:30 Drinks reception sponsored by ImageRights
