

INVITATION

**ALAI 2015** International Congress  
June 18–20, 2015 · Bonn · Kameha Grand Hotel



GERMAN COPYRIGHT ACT



Foto: Kameha Grand Hotel

**ALAI**  
Deutschland

## GREETINGS



In 2015, the ALAI international congress will take place in Bonn. This venue was chosen to commemorate the 50th anniversary of the German Copyright Act. In 1965, the German legislature took a historical step that set a legal trend around the world: recognising that bans on certain use activities that could not be practically enforced were of no use, it instead established collective remuneration systems for right holders.

Current technical challenges make it seem more future-proof than ever to base the law not on rights to prohibit use but on remuneration rights. The “Digital Single Market” envisaged by the European Commission calls for a fully accessible network of content on the Internet; the unlimited exercise of exclusive rights contradicts this vision. According to the Commission, copyrights today generate far more than one billion euros in revenues each year; over five million jobs have been created by the industries directly or indirectly involved. And yet appropriate adjustments to copyright law will boost this potential even more – to the benefit of all.

This potential will be the focal point of the congress in Bonn. On the first day, participants will examine the various mechanisms for

achieving an equitable remuneration of right holders. Based on these mechanisms, the discussion will then focus on how to further develop the current system so that copyright will act not to hamper development, but to promote it. On the second day, the spotlight will be on the latest business models. Different types of use will be analysed to identify the challenges these pose for both law makers and legal practitioners.

The 2015 ALAI congress will be on the cutting edge. Meet us in Bonn from June 18 to 20 to bring yourself up to date on copyright scholarship and copyright reality. The gala dinner on June 19 will be a great opportunity to network.

We look forward to seeing you in Bonn!

A blue ink handwritten signature of Prof. Dr. Reto M. Hilty.

**Prof. Dr. Reto M. Hilty**  
President of ALAI Germany

## REMUNERATION FOR THE USE OF WORKS

### Exclusivity vs. Other Approaches

#### PROGRAMME THURSDAY, JUNE 18 – LEGAL MODELS TO ASSURE REMUNERATION FOR USE

From 9:00	Registration	13:00 – 14:30	Lunch
9:30 – 10:00	Welcome speeches		
	<b>Session 1</b>		<b>Session 2</b>
	<b>Legal models to assure remuneration for use de lege lata</b>		<b>Considerations de lege ferenda</b>
10:00 – 11:20	1. Exclusive rights – Introduction – Scope and enforcement tools to assure remuneration – Mechanisms to ensure adequate remuneration for creators and performers – Discussion	14:30 – 15:30	1. Could and should the approach of the German Copyright Act of 1965 (limitation and statutory remuneration right for private copy) be further developed?
11:20 – 11:50	Coffee break	15:30 – 16:30	2. How could contract law mechanisms be developed to improve economic protection of creators and performers?
11:50 – 13:00	2. Statutory remuneration rights – Scope and enforcement tools to assure remuneration – Mechanisms to ensure adequate remuneration for creators and performers – Discussion	16:30 – 17:00	Coffee break
		17:00 – 18:00	3. Remuneration based on the national budget (examples: Spanish and Israeli private copy system) or alternative models: potential for development?
		19:00 – 22:00	Evening reception of VG Bild-Kunst

Status as of January 2015. Programme amendments remain possible.

## REMUNERATION FOR THE USE OF WORKS

### Exclusivity vs. Other Approaches

## PROGRAMME FRIDAY, JUNE 19 – BUSINESS MODELS TODAY AND OPTIONS FOR THE FUTURE

<b>Session 1</b> <b>Examples for business models in the digital environment and their legal assessment</b>		<b>Session 2</b> <b>Challenges for the legislature and courts</b>	
9:30 – 10:00	Key Note	14:30 – 16:00	Keynote speeches and panel discussion 1. Need for regulation of such business models? 2. Role of collective administration in such business models?
10:00 – 11:10	Introduction 1. Music Flatrates 2. CCC/RightsDirect and VG Wort 3. Micro Licensing	16:00 – 16:30	Coffee break
11:10 – 11:40	Coffee break	16:30 – 17:30	3. Participation of creators and performers
11:40 – 13:00	4. Open Access in Science Publishing 5. Payment-based online access to newspapers 6. Free, advertisement-financed services Discussion	17:30 – 17:45	Conclusions
13:00 – 14:30	Lunch	17:45 – 18:00	Closing remarks
		18:00 – 18:30	ALAI General Assembly (for ALAI members only)
		20:00	Reception and Gala-Dinner

Status as of January 2015. Programme amendments remain possible.

Detailed and up-to-date information on the programme is available at [www.alai2015.org](http://www.alai2015.org).

## SOCIAL PROGRAMME

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### Social Programme

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Wednesday, June 17	07.00 p.m. Welcome Reception at the Kameha Grand Hotel
Thursday, June 18	07.00 p.m. Evening Event of "Verwertungsgesellschaft Bild-Kunst" at Kunstmuseum Bonn
Friday, June 19	08.00 p.m. Gala Evening at the Kameha Grand Hotel
Saturday, June 20	10.00 a.m. Post Congress Tour to the Brühl Palaces and City Tour in Brühl

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### Partners' Programme

An attractive programme for all accompanying persons will be offered.

Please see the conference website [www.alai2015.org](http://www.alai2015.org) for further details and booking conditions.

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### Post Congress Tour

The Post Congress Tour will take you by bus to the famous **Brühl Palaces**, **Augustusburg** and **Falkenlust** with their extensive gardens and park grounds. Since 1984, the palaces are protected as UNESCO World Heritage. The visit will take you to the Palace Augustusburg which can exclusively be visited with a guided tour. After a lunch in a traditional restaurant in the city of Brühl, you will get to know the city even better during a guided walking tour.



Photo: Horst Gummersbach

UNESCO World Heritage: Augustusburg Palace

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For the Social and Partners' Programme, a confirmation of participation is kindly requested during the online registration process.

## REGISTRATION

Registration will open in January 2015 and is available at [www.alai2015.org](http://www.alai2015.org).

Participant Fee	Early Registration up until 29.03.2015	Regular Registration as of 30.03.2015
Member	449,00 €	499,00 €
Non-Member	499,00 €	549,00 €
Accompanying Person	129,00 €	129,00 €
Post Congress Tour	100,00 €	100,00 €

The registration fees are valid for one participant and include entrance to the scientific sessions as well as to the industry exhibition, coffee breaks and buffet lunches, a congress bag incl. the final programme and name badge. The Welcome Reception and the Gala Evening are also included, but require a confirmation of participation during the online registration process.

The registration for partners can be carried out during the online registration for the main congress participant. The registration fees for the **Partners' Programme** are valid for one person, and include two guided sightseeing tours, one in Bonn, and one in Cologne as well as the Welcome Reception and the Gala Evening. The registration to these evening events can be made during the online registration.

Please note: The Early Registration Fee is only valid for registration and payment up until March 29, 2015.

### Registration

The binding registration can be carried out online until June 08, 2015 latest at [www.alai2015.org](http://www.alai2015.org) and only applies when registering and paying by June 08, 2015. After this date, registration will remain possible only according to availability.

Written confirmation of registration and personal participation information will be sent by email.

### Payment

The participation fees may be paid by credit card, by online transfer (via online registration) or by transfer to the following account (Transfer fee has to be paid by the remitter)

Payment Recipient: **ALAI 2015**  
HypoVereinsbank München  
Account number: 658773607  
Bank sort code: 70020270  
IBAN: DE16700202700658773607  
SWIFT (BIC): HYVEDEMMXXX

### Cancellation / No-Show

In the event of written cancellation of participation by April 15, 2015 the participation fees will be refunded minus 75,00 €. When cancelling after this date or in the event of a no-show, the full participation fee will be charged.

## GENERAL INFORMATION

### Accommodation

A number of rooms are reserved for participants in the Kameha Grand Hotel, which is the conference venue. There are also some rooms blocked in the Mercure Hotel Bonn Hardtberg, which is located approximately 7 km to the conference venue. The availability of rooms can only be guaranteed until mid-May 2015.

Reservations at the Kameha Grand Hotel can be carried out during the online registration process. The Mercure hotel can be booked directly using the reservation key word „ALAI 2015“. Should the hotels' internet booking platform not allow to include the ALAI 2015 key word, please proceed by booking via email.

Hotel Name	Single Room	Double Room
Kameha Grand Hotel (Main conference venue)	185,00 €	205,00 €
Mercure Hotel Bonn Hardtberg (approx. 7 km distance to the conference hotel)	90,00 €	115,00 €

The above rates are per room per night and include breakfast and applicable German V.A.T.

The accommodation cost including all extras will be paid upon departure from the hotel.

**Cancellation fees** for hotel bookings at the Kameha Hotel will be applied as follows: For written cancellations received by **March 29, 2015** no charges will be applied. **Between March 30, 2015 and April 30, 2015** one night's hotel accommodation will be charged. **From Mai 01, 2015** onwards no refunds can be made for cancellations of the total booking or single nights. The payment will automatically be taken from the credit card offered as guarantee. Hotel bookings at the Mercure Hotel Bonn Hardtberg can be cancelled until 4 days prior arrival.

### Venue

Kameha Grand Hotel in Bonn  
Am Bonner Bogen 1  
53227 Bonn, Germany  
[www.kamehagrand.com](http://www.kamehagrand.com)

### Congress Languages

The ALAI Congress languages are English, French and German. Simultaneous interpretation will be provided. The Partners' Programme as well as the Post Congress Tour will be held in English. The Partners' Programme as well as the Post Congress Tour will be held in English.

### Congress Hours

Wednesday, June 17 Welcome Reception: 07.00 p.m.  
Thursday, June 18 09.30 a.m. – 06.00 p.m.  
Friday, June 19 10.00 a.m. – 06.30 p.m.  
Saturday, June 20 10.00 a.m. Post Congress Tour  
Congress hours may be subject to amendments.

### Coffee Breaks & Snacks

Coffee breaks, refreshments and a light lunch are included in the registration fee for the main congress participant.

### Name Badge

Upon registration all participants will receive a name badge, which must be worn visibly for the entire duration of the congress. Your name badge acts as your entrance ticket for the congress. Name badges will not be reprinted.

## CONTACT

### Scientific Organisation



#### **ALAI Deutschland e.V.**

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#### **Legal Disclaimer**

Neither ALAI Deutschland e.V. nor EUROKONGRESS GmbH shall be liable for accidents, bodily injury, theft as well as for additional costs due to the change of event date, location, programme or similar. Liability for additional costs due to delays, changes or cancellations of flights, trains or other means of transport as well as due to strike action, illness, weather or environmental disasters is also excluded. It is the responsibility of each participant to arrange appropriate theft-, accident-, health as well as travel cancellation insurance. Participants as well as accompanying persons take part at their own responsibility and risk.

### Congress Organisation and Industry Exhibition

## **EUROKONGRESS**

Congress + Event + Exhibition Management

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