



"Navigating New Horizons: Opportunities and Challenges in China's Audiovisual and Music Copyright Landscape"

Date & Time: February 13, 2025, 8:00 PM SG

Location: Online

Registration: <https://lesi-org.zoom.us/meeting/register/qICc53JKT-WhRtGb6fE5LA>

China's entertainment industry, particularly in audiovisual content and music, has seen remarkable growth and transformation since the country's accession to the WTO in 2001. This pivot brought significant reforms to China's copyright law, aligning it closely with international standards. Since then, China joined the ranks of influencers in international copyright, playing host to the Diplomatic Conference on the Protection of Audiovisual Performances in June 2012. The resulting treaty is bears the name of its capital and is commonly referred to as Beijing Treaty.

Together with economic growth, technological advancement, and a selective market access policy for tech, e-commerce and media services, China's entertainment industry has undergone a sea-change. Like many other parts of the world, the rise of digital platforms and 5G connectivity has revolutionized content delivery. Streaming is dominating how audiovisual content and music are consumed where internet has penetrated. In June 2023, online music users account for 729 million or 66.3% of internet users. For online video, it hit 1.07 billion or more than 95% of netizens in June 2024.

China's entertainment market is now worth over US\$241 billion (2023). Video and music (including "live" and short videos) streaming generate US\$34 billion, 14% of the total. Exponential growth has been projected. By 2030, the industry's revenue is expected to reach US\$576.2 billion. Double that of 2023. The streaming platforms would account for US\$116 billion or 20% of the total entertainment market.

Restrictions have prevented access for global platforms like Netflix and Spotify, creating a unique ecosystem. Together with consumer preference for local content, the industry is shaped by local players who lead in content creation, distribution, and streaming. Tencent dominates video and music streaming, while Alibaba owns Youku for video content. In cinema, Wanda Group leads cineplex operations. China's entertainment sector thrives on homegrown innovation, making it one of the most dynamic markets globally.

Leading experts on PRC copyright law and entertainment industry will discuss the interplay and development between policy, technology, market forces and copyright law behind the "Great Firewall".

Why Attend?

- Find out from experts on the unique copyright ecosystem of PRC.
- Learn practical insights into copyright development and protection strategies in the audiovisual and music industries.
- Understand the latest innovations and challenges brought by AI in content creation.

SPEAKERS' PROFILES



GEORGE HWANG
Moderator

George Hwang is a distinguished lawyer with over 20 years of experience specializing in intellectual property (IP) and media law. As the founder of George Hwang LL.C., a boutique law firm in Singapore, he has successfully handled high-profile litigation cases, advised on complex cross-border transactions, and developed regulatory frameworks on emerging technology such as generative AI. George's expertise in copyright law is widely recognized, with his contributions extending to policy advocacy and capacity building through organizations like the World Intellectual Property Organization (WIPO).

George's career spans leadership roles in both private practice and the corporate sector. He served as General Manager at Warner Music Publishing (Hong Kong), where he revolutionized copyright reporting systems. His extensive experience includes advising on industry agreements, corporate restructuring, and novel marketing technology.

A prolific writer and speaker, George has authored chapters on copyright law for international publications, been the country correspondent for Entertainment Law Review, Sweet & Maxwell UK, and is the Content Partner for Lexis Practical Guidance for IP/IT: Corporate and Finance. He has also delivered presentations to global audiences, including 174 member states of WIPO on two occasions. As an educator, George has lectured on media law, copyright, and AI at institutions like Nanyang Technological University (NTU), the National University of Singapore (NUS) and IPOS Academy.

George is the current chair for Licensing Executive International's Copyright Committee.



PATTON YEUNG
Senior Legal Counsel
Tencent Music Entertainment Group
Speaker

Patton Yeung is the senior legal counsel in the copyright compliance center of Tencent Music Entertainment Group (TME). It is largest owner of China's online music platforms, such as, QQ Music, Kugou Music, Kuwo Music and WeSing.

Patton brings nearly a decade of expertise in commercial and music law to his role. Patton's career at TME has been marked by his involvement in high-stakes negotiations with thousands of music labels worldwide, facilitating content distribution across TME's various platforms. His expertise in handling cross-border legal matters has earned him the recognition as a leading problem solver in the organisation.

His academic background is equally impressive. He boasts a double bachelor's degree in Finance and Laws from Shenzhen University, complemented by a master's degree in Corporate and Financial Laws from the University of Hong Kong. This unique blend of financial and legal education has equipped Patton with a multifaceted perspective on the intricate challenges facing the music industry in the digital age.

His expertise is valuable in an era where streaming platforms dominate music consumption in China. With TME at the forefront of this digital revolution, Patton's insights into copyright compliance and licensing strategies is invaluable. It makes him particularly well suited to discuss the evolution of copyright ecosystem in China's expanding entertainment sector.



ALLEN WANG
Managing Partner
Beijing TA Law Firm
Speaker

Allen Wang is a leading figure in China's intellectual property and entertainment law. As the managing partner of Beijing TA Law Firm, he has established himself as one of China's top lawyers in this area. Allen's expertise spans across various sectors of the entertainment industry, including film co-production, international distribution, talent representation, internet technology, gaming, and music.

Recognized for his outstanding contributions to the field, Allen has been consistently named a leading Asia-Pacific TMT/Entertainment lawyer by Chambers & Partners since 2013. His accolades include being listed among China's Top 15 Litigators and Top 15 IP Lawyers by Thomson Reuters' Asian Legal Business. Allen's influence extends beyond private practice; he serves as the chairman of the Copyright Committee of AIPPI China Branch and the Copyright Licensing Committee of LES China.

Allen's impact on the entertainment industry is further exemplified by his role as legal advisor for high-profile projects, including recent hit productions like "Blossoms Shanghai" and "Hot and Spicy" for the 2024 New Year/Spring Festival season.

Allen is the author for the chapter on China for AIPPI's book to be titled, "Comparative Series: AI Generated Contents and Copyright Law". His deep understanding of the intricate relationship between copyright law, technology, and market forces in China's unique entertainment ecosystem makes him an invaluable voice in discussions on the future of the industry.