

WIPO CONNECT

Internal Oversight Division
Pre-Evaluation Review

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July 12, 2024

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Background

The **2024 Oversight Annual Workplan** included the evaluability review of the Copyright Management Division (CMD) WIPO Connect Program.

As part of the Medium-Term Strategic Plan (MTSP) 2022-2026, Strategic Pillar 4, WIPO is committed to supporting Governments, Enterprises, Communities, and Individuals to use Intellectual Property (IP) as a Tool for Growth and Sustainable Development. To contribute to these endeavors, the CMD is further strengthening the global ecosystems for creators and has ramped up its work with Collective Management Organizations (CMOs), especially in developing countries. These organizations play a key role in ensuring that artists and creators receive payment for the use of their work.

WIPO Connect is an Information Technology (IT) solution offered by WIPO that facilitates the management of data and documentation on copyrights and the distribution of royalties. WIPO Connect Local is the web application used for daily operations, installed on a local server or hosted in the cloud. WIPO Connect Shared is a fully cloud-based solution that synchronizes WIPO Connect Local implementations and exchanges data with industry data sources. The system allows CMOs to maintain data and connect to international networks to reach new markets and remunerate foreign rights holders. WIPO has taken the initiative to provide such services as these systems are usually too complex and costly for CMOs to develop for themselves.

The pre-evaluation review aimed to understand the activities that inform the WIPO Connect project and the reliable verifiable data available. The review, therefore, focused on:

- a. Implementation history of WIPO Connect;
- b. Infrastructure of WIPO Connect;
- c. Statistics of beneficiary CMOs;
- d. Impact on promoting copyright management and related rights; and
- e. Plans for continuity.



WIPO Connect 2024 Allocated Budget

CHF 1, 690, 750

WIPO Connect development and maintenance 996, 000

WIPO Connect deployment 694, 750

Source: [Copyright and Creative Industries Workplan Summary Report 2024](#)

Areas covered in the pre- evaluation review

INFRASTRUCTURE AND SOFTWARE IMPLEMENTATION **6**

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Overview of WIPO Connect



It is a **business technical assistance platform** and part of the assistance provided by CMD to **CMOs** in **facilitating rights management** for local and international copyright holders.

- Initiated in 2015 to succeed WIPO Copyright Information System (WIPOCos), a previous rights management software developed in 2010 by the IP Office Business Solutions Division (IPOBSD).
- The software assists CMOs to:
 - Capture, maintain, and manage data accurately;
 - Facilitate the use of protected creations (Musical works, sound recordings, text and image-based works..., etc.) for different usages (public performances, broadcast, digital..., etc.) and their collective management;
 - Enable the fair and equitable distribution of royalties to right holders, including remunerating foreign right holders for use in their local market; and
 - Connect to international industry networks.

WIPO Connect Local Main Menu

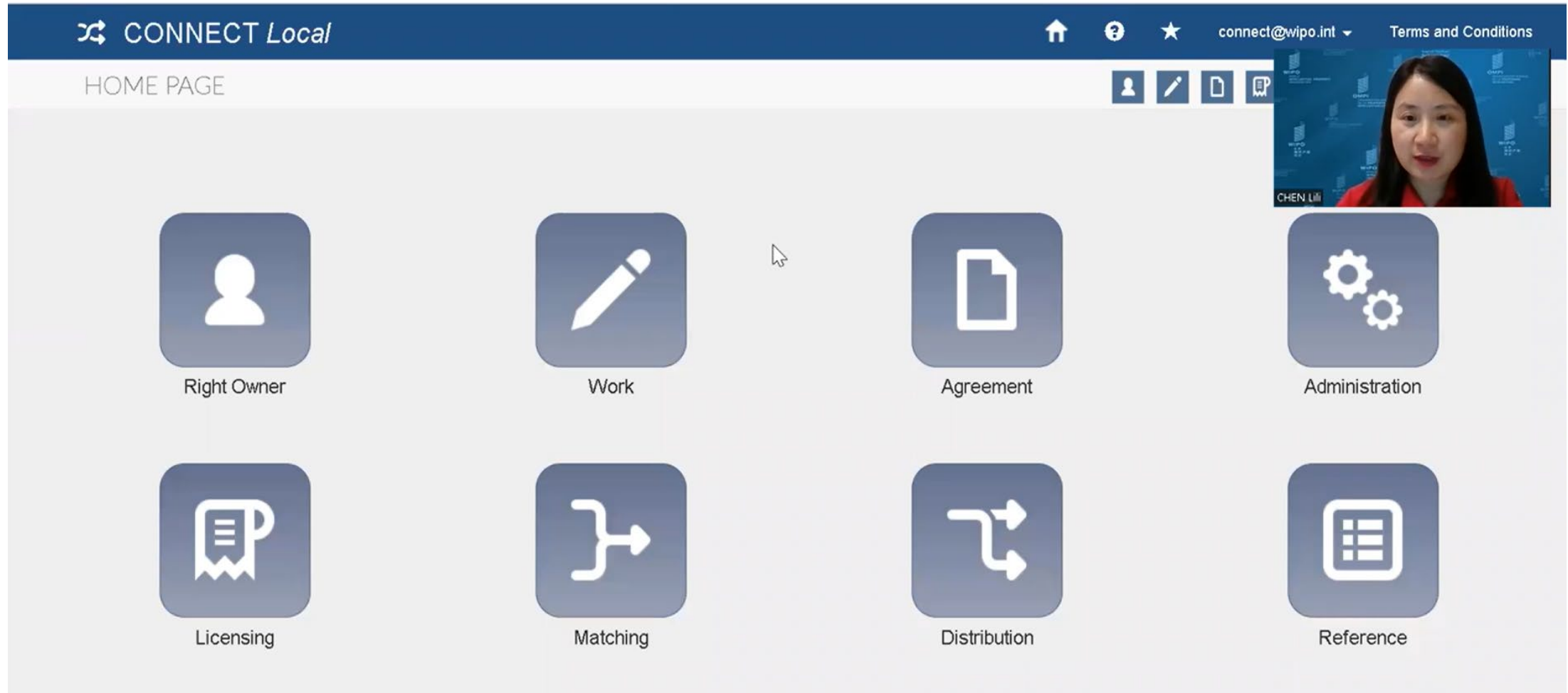
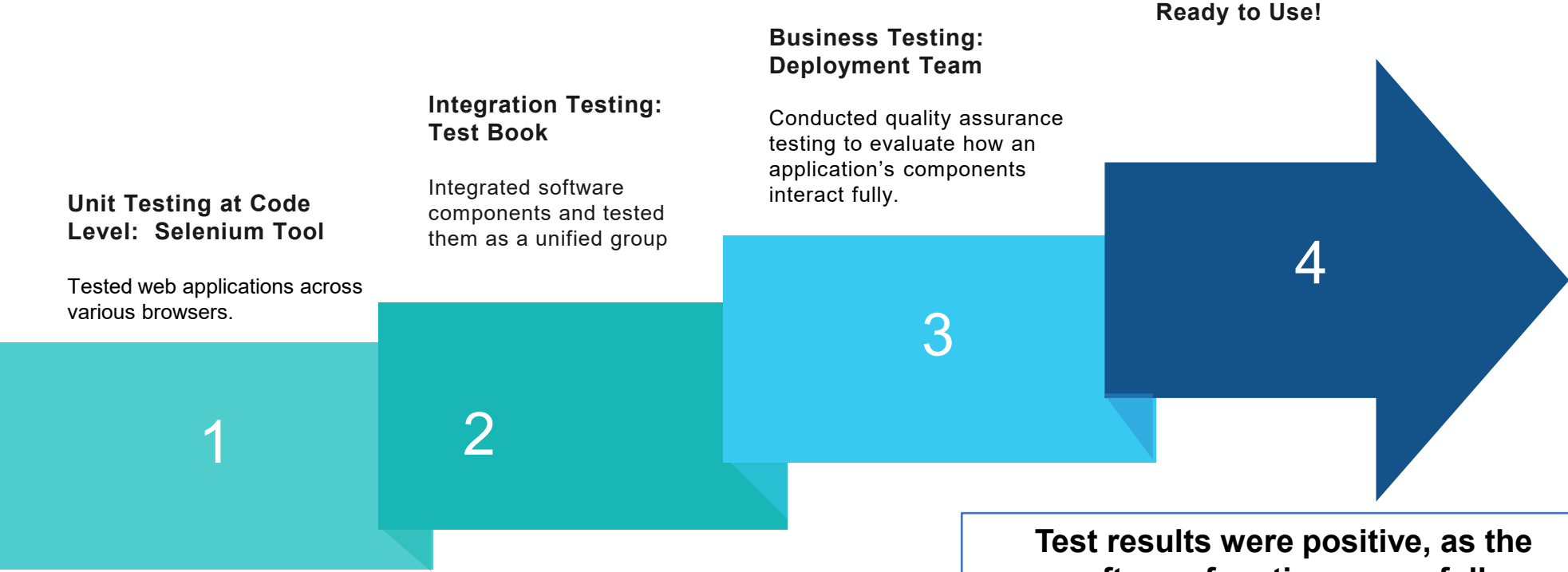


Figure. 1: WIPO Connect Main Menu
Source: [WIPO Connect, Identifiers and Metadata](#)

Software implementation stages for WIPO Connect Local

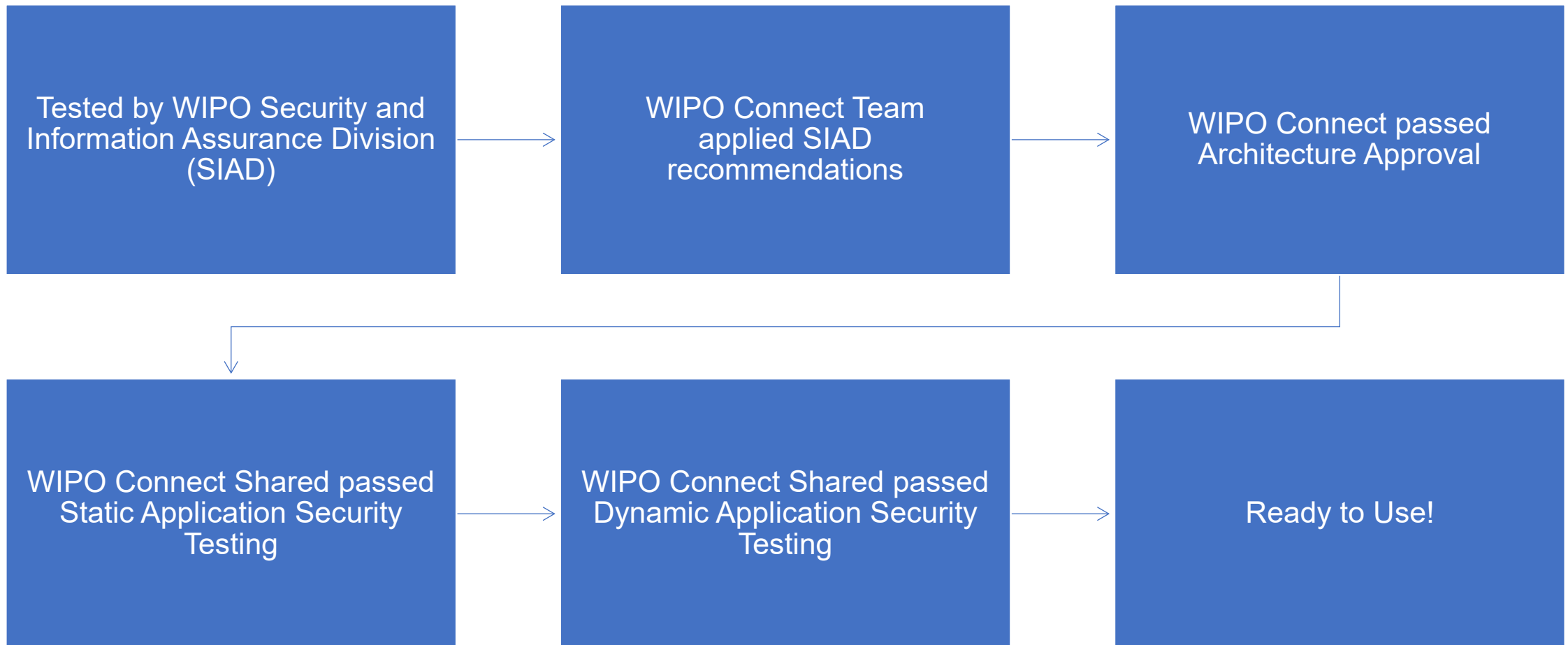


✓

Test results were positive, as the software functions were fully operational, indicating thorough deployment.

CMOs are responsible for WIPO Connect Local. WIPO does not conduct tests on the CMO's IT Infrastructure.

Software implementation stages for WIPO Connect Shared



Software implementation stage for WIPO Connect Shared (cont'd)



✓

SIAD conducted the Static and Dynamic testing of the software weaknesses and recommended remediation.

As of June 2023 – May 2024 (one-year analysis), the SIAD dashboard shows reduced high-priority security issues, meaning the WIPO Connect Team upheld SIAD’s recommendations.

Figure. 2: SIAD trending dashboard for WIPO Connect, which shows the reduction of critical to high findings over a one-year period. Source: Security Information and Assurance Division

Membership

- Membership is **free** for all CMOs from both developing and developed economies.
- Membership can be obtained through:
 - An official request by the government (accreditation by the government; shares By-Laws);
 - CMO acting through a collective body
 - WIPO Connect Team contacts CMO.
- Agreement drafted by WIPO Office of Legal Counsel.
- WIPO Connect currently hosts **forty-five** CMOs, nine of which are under negotiation as of 2024 (*list redacted in line with Non - Disclosure Agreements signed*).
- Three countries are at the primary stage of development and are represented by specific sections within the National IP offices and not CMOs.



WIPO Connect Components: WIPO Connect Local

WIPO Connect Local is the web application used for daily operations, installed on a local server or hosted in the cloud. The software usage is free, but CMOs have to pay for the hosting (server or cloud).

Functions:

- Registration of right holders (name, surname, country, creation class);
- Manage the right holder's work (categorizing according to the different creation classes);
- Management of licensing agreements;
- Identify and match the works, providing usage reports and data capture; and
- Distribution reports provide the royalties to be distributed to the right holders.

Types of Work:

- Multi rights (copyright and related rights);
- Multi-creation classes (Musical Work, Sound Recording, Audio Visual, Text, & Image...) *(Refer to Annex 1)*;
- Multi rights holders (authors, publishers, performers, producers);
- Multilingual (EN, FR, ES, PT), compatible with non-roman characters (i.e. titles in Arabic);
- Multi usages radio/TV broadcast, hotels, restaurants, private copy, reprography, digital platforms; and
- Reciprocal agreements are in place with **digital CMOs in a developed country are expected to cover the costs that WIPO incurs when deploying a WIPO consultant or extra services.**



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WIPO Connect Local Functions Explained

Agreement

CMOs capture accurate data on rights assigned to someone else for a territory or work class.

Work

Right Holder has performance and mechanical rights. CMOs attach necessary documentation (which can include videos, music sheets, soundtrack, etc.).



Matching & Distribution

The matching function is not yet advanced but is used to identify how work was used to calculate percentages for royalties.

Calculations methods:

- Worklist;
- Matching Report;
- Analogy; and
- Non-Title Specific.

Licensing

Includes details of the company name and type of corporation (small, medium, or big corporation). CMOs provide tariffs used or applicable in licensing agreements.

Right Owner

CMO registers the personal details of right owners: name and surname (patron name and pseudonyms), bank account, and tax information. Use of Interested Party Information (IPI), International Performer Numbers (IPN), and International Standard Name Identifier (ISNI) numbers.

WIPO Connect Components: WIPO Connect Shared

WIPO Connect Shared is a fully cloud-based solution that synchronizes WIPO Connect Local implementations and exchanges data with industry data sources.

Functions:

- Data received from WIPO Connect Local CMOs on implementation is synchronized;
- Documentation is submitted to industry databases, and information is retrieved for further synchronization;
- CMOs identify each other and enter into bilateral agreements; and
- There is the dissemination of local repertoires to foreign CMOs (accurate capture of the use of work in foreign countries to process royalties in a simplified manner).

Data exchange between CMOs beneficiaries through WIPO Connect Shared has not yet been operationalized. The team has planned this for 2024. WIPO Shared is in production and intensively used for industry data access.



International Partners: WIPO Connect at the heart of the creative industry



Swiss Society for the Rights of Authors of Musical Works.

Function: represents the authors' rights of music creators and publishers.

Provides WIPO: Checks and retrieval of Interested Party Information (IPI).



International Confederation of Societies of Authors and Composers. Signed [partnership](#) agreement with WIPO on July 30, 2020.

Function: represents the authors' rights of music creators and publishers.

Provides WIPO: Musical Works from WIPO Connect beneficiary CMOS members are published on the global CISAC network CIS-Net (120 countries).



Societies' Council for the Collective Management of Performers' Rights. Signed [partnership](#) with WIPO on October 19, 2022.

Function: strives to improve the exchange of data and performers' rights payments across borders.

Provides WIPO: Allows CMOS to better identify performers and gives these CMOS the possibility to retrieve International Performer Numbers (IPNs) directly on WIPO Connect.



International Standard Name Identifier

Function: to assign to the public name(s) of a researcher, inventor, writer, artist, performer, publisher, etc., a persistent unique identifying number to resolve the problem of name ambiguity in search and discovery; and diffuse each assigned ISNI across all repertoires for accurate identification.

Provide WIPO: assign to the public name(s) of a researcher, inventor, writer, artist, performer, or publisher and diffuse each assigned ISNI across all repertoires for accurate identification.



International Federation of Reproduction Rights Organizations. Signed [partnership](#) agreement with WIPO on April 22, 2021.

Function: advocating for copyright, collective management, and the remunerated use of text and image-based works.

Provides WIPO: collaborate closely with WIPO on developing business specifications that are fit for purpose for all CMOS managing text and image-based works.

Distance Learning Course

Developed in Collaboration with the WIPO Academy.

Course Name: **DL-550, online tutorial in English and French, certificates upon completing the quiz.**

Contents:

- Introduction to the Course (1.5 hours)
- Module 01: Right Owner Documentation (4 hours)
- Module 02: Work Documentation (4 hours)
- Module 03: Agreement and Licensing (5.5 hours)
- Module 04: Matching (2.5 hours)
- Module 05: Distribution (6 hours)
- Module 06: Configuration (5.5 hours)

Certificates:

- Certificate 1 WIPO Connect Documentation
- Certificate 2 WIPO Connect Agreement & Licensing
- Certificate 3 WIPO Connect Matching & Distribution
- Certificate 4 WIPO Connect Configuration

Between 2022 and 2024, 134 participants (list of countries redacted in line with confidentiality) completed the training, collectively completing 3,851 training hours. Registration is still ongoing for 2024.

WIPO Connect Team

Made up of seven team members with combined experience in copyright and related rights management, software engineering, project management, and strong and long experience with CMOs.

Functions:

- Performing data migration during the initial phase for local CMOs;
- Administration and day-to-day operations, including testing and installing new releases, hardware maintenance and upgrades, security configuration and management, backup, disaster recovery, and business continuity planning;
- Training CMOs on how to operate the software and on the best practices they could adopt;
- Routine, timely audits - configuration and support of database management and related systems software; and
- Provide advice on distribution methods and best practices and support and assist beneficiary CMO.

Conclusion and Recommended Actions

WIPO Connect has invested significant efforts in deploying its tool in 45 countries and equipping CMOs to facilitate copyright and related rights management.

Based on the pre-evaluation review, IOD is not to undertake a fully-fledged evaluation in 2024 but recommends a follow-through on the following selected actions extracted from the existing workplan to advance the project:

1. Communication Strategy for WIPO Connect in collaboration with the News and Media Division to evaluate and share beneficiary CMOs' success stories;
2. Engage the Young Experts for the AI for Matching Project for WIPO Connect Local;
3. Implementation of WIPO Connect Suite; and
4. Continue deployment with new CMOs and new creation classes.

Management Comments

No	Recommendations	Priority	Person (s) Responsible	Other Stakeholder	Management Action Plan	Deadline
1	Communication Strategy for WIPO Connect in collaboration with the News and Media Division to evaluate and share beneficiary CMOs' success stories	Medium	WIPO Connect Team	News and Media Division	In progress	All year round 2024 - 2025
2	Engage the Young Experts for the AI for Matching Project for WIPO Connect Local	High	Copyright IT Manager		In progress	AI Matching project at the end of 2024
3	Implementation of WIPO Connect Suite.	High	Copyright IT Manager		Specifications for portal starting summer 2024	WIPO Connect Portal in test by the end of 2024
4	Continue deployment with new CMOs and new creation classes	Medium	Copyright IT Manager		In progress Stretch Objective : 100 creation classes end of biennium	End of biennium

Acknowledgement

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Annex 1: Creation Classes

AD	Documentary audiovisual work
AF	Fiction audio-visual work
AM	Music Videos
AV	Audio-visual work
CW	Choreographic work
DM	Dramatico-musical work
DW	Dramatic work
LF	Literary fiction work
LN	Literary non-fiction work
LS	Lyric Sheet
LW	Literary work
MM	Multimedia work
MW	Musical work
PH	Photographic work
RW	Radiophonic works
SM	Sheet Music
SR	Sound Recording