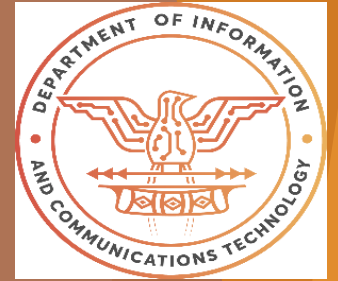


DEPARTMENT OF INFORMATION AND COMMUNICATIONS TECHNOLOGY



OFFICE OF CENSORSHIP MOMASE REGIONAL MUSIC FORUM “Music and Technology: *What Is Government’s Vision?*”

17th February 2025

Lae International Hotel, Port Moresby

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What are the challenges?

- ▶ **Copyright Issues:** With the rise of digital music distribution, protecting intellectual property has become more complicated. Artists and creators often face difficulties in ensuring their work isn't pirated or used without permission.
- ▶ **Privacy Concerns:** With the integration of smart technology and music apps, there are concerns about data privacy and how personal information is being used and shared by these platforms.
- ▶ **Piracy:** is a significant challenge in the music industry, and it comes in various forms, including illegal downloads, file-sharing, and unlicensed streaming. Here are some key points:
- ▶ **Education and Awareness:** Raising awareness about the negative impacts of piracy and promoting respect for intellectual property rights are crucial steps. Many industry organizations run campaigns to educate the public about the importance of supporting artists by using legal channels.

What is the role of the Government in addressing these challenges?

- ▶ **Policy Intervention:** Through policy Governments can intervene and enact and update copyright laws to protect the intellectual property rights of creators and artists. It has directed relevant agencies to develop. They establish frameworks that define the rights and responsibilities of copyright holders and users with the aim to protect digital content and penalize infringement.
- ▶ **International Cooperation:** Government continues to collaborate with international organizations. These agreements will facilitate cooperation between countries in addressing cross-border copyright violations and piracy.
- ▶ **Regulation of Digital Platforms:** Government has taken steps in establishing policy and regulative frameworks to regulate digital platforms and service providers to ensure they comply with copyright laws and privacy regulations. This includes holding platforms accountable for hosting infringing content and requiring them to implement measures to prevent and remove illegal material.

Step taken by Government

- ▶ **National Media Development Policy-Local Content:** Supporting initiatives that preserve and promote traditional music and cultural heritage in the digital age would help balance technological advancements with cultural preservation. This could include funding for digital archiving projects and promoting diverse musical genres.
- ▶ **ICT Cluster Policy-Technological Innovation:** Governments could support research and development in technologies that protect intellectual property and enhance user experience. This might include funding for new digital rights management systems, watermarking technologies, and AI tools to detect and prevent piracy. **Voice for the silent majority.**
- ▶ **Social Media Policy & Cyber Security Policy - Enhanced Copyright Protection:** Governments could streamline and modernize copyright laws to better protect digital content. This might include more robust mechanisms for artists to register their works, automated systems to track usage, and stronger penalties for infringement.

Thank You!

Any Question(s)?