

3. India Intellectual Property (IP) Guide

Prelims: Economics

Mains: GS-III- Issues relating to Intellectual Property Rights.

Why in News?

- ▶▶ The Services Export Promotion Council (SEPC), set up by the Ministry of Commerce & Industry, has brought out the India Intellectual Property (IP) Guide at Cannes in MIPCOM 2019 for the Media and Entertainment (M&E) industry.

India Intellectual Property (IP) Guide:

- ▶▶ The guide features a catalogue of over 60 Indian IPs, popular in over 160 countries.
- ▶▶ It tries to comprehensively break the narrative of only low-end work being done in India.
- ▶▶ IP is the most important asset for its creators in the media and entertainment sector.
- ▶▶ Intellectual Property (IP) is vital to a large number of SEPC's stakeholders. Creation, protection and expansion of IP products alone will bring huge benefits to the sector.
- ▶▶ SEPC will also be setting up a committee to help small and medium entertainment companies to navigate critical aspects of IP creation.
- ▶▶ The aim is to assist companies and content creators to maximise the value that IPs can provide.

MIPCOM:

- ▶▶ MIPCOM stands for Marché International des Programmes de Communication (French). In English, it can be translated as the International Market of Communications Programmes. It is a trade show held annually primarily geared towards the television/entertainment industry. It is held in Cannes, France.
- ▶▶ It is the world's largest exhibition of studios and distributors, and also the top showcase for content across all platforms and genres.
- ▶▶ Many important personalities from the global entertainment industry participate in the 4-day event. It also serves as a global premier for highly anticipated programmes.
- ▶▶ A spinoff event called the MIPJunior also takes place prior to MIPCOM, which is targeted towards the children's television industry.
- ▶▶ MIPCOM 2019 is being attended by some of the top renowned Indian media and entertainment companies.
- ▶▶ The Indian exhibitors and visiting companies are participating to buy, sell, serve and partner with companies present at MIPCOM from over 111 countries across the world.

- ▶▶ The India Pavilion is the one-stop place to meet content creators, audio-visual service providers in animation, VFX, AR/VR, gaming, new media services, film production services and much more.
- ▶▶ Many of the Indian companies are at Cannes with their completed IPs or pitch for their in-production properties.

Services Export Promotion Council (SEPC):

- ▶▶ SEPC is an Export Promotion Council set up by the Ministry of Commerce & Industry, Government of India, in 2006.
- ▶▶ It is an apex trade body which facilitates service exporters of India.
- ▶▶ As an advisory body, it actively contributes to the formulation of policies of the Government and acts as an interface between the Services Industry and the Government.
- ▶▶ SEPC has been instrumental in promoting the efforts of the Indian service exporting community, and in projecting India's image abroad as a reliable supplier of high-quality services.
- ▶▶ It organizes a large number of promotional activities such as buyer-seller meets (BSM) – both in India and abroad, overseas trade fairs/exhibitions, and India pavilion/information booths in selected overseas exhibitions to demonstrate the capabilities of the Indian Services Industry.
- ▶▶ It currently has a membership base of over 3000 companies from 14 service sectors including accounting/auditing/bookkeeping, advertising, architectural, consultancy, distribution, educational, entertainment, environmental, healthcare, hotel and tourism, legal, maritime, market research/management, printing and publishing services.