



LICENSING MODELS FOR WORKS OF MAS

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THE GOVERNMENT
OF THE REPUBLIC
OF TRINIDAD AND
TOBAGO



THE TRINIDAD
AND TOBAGO
INTELLECTUAL
PROPERTY
OFFICE



THE NATIONAL
CARNIVAL
COMMISSION
OF TRINIDAD
AND TOBAGO



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION





BUSINESS MODEL for T&T

- First question...

WHO OWNS THE RIGHTS?





CARNIVAL – RIO DE JANEIRO – BRAZIL

- **OWNER OF THE RIGHTS** – Samba Schools -> LIESA (Independent League of Samba Schools)
- **LIESA** tries to centralize the rights
- **Samba Schools** – trying new business models





TYPES OF RIGHTS - CARIOCA CARNIVAL

■ INTELLECTUAL PROPERTY RIGHTS

COPYRIGHTS

- Samba Song - Author/Composer/SongWriter





TYPES OF RIGHTS - CARIOCA CARNIVAL

■ INTELLECTUAL PROPERTY RIGHTS

COPYRIGHTS

- **Parade's Manager (Carnavalesque)** - general creator





TYPES OF RIGHTS - CARIOCA CARNIVAL

■ INTELLECTUAL PROPERTY RIGHTS

COPYRIGHTS

- DESIGNERS = Costumes





TYPES OF RIGHTS - CARIOCA CARNIVAL

■ INTELLECTUAL PROPERTY RIGHTS

Trademarks

- The SAMBA SCHOOL NAMES





TYPES OF RIGHTS - CARIOCA CARNIVAL

■ CIVIL LAW RIGHTS

IMAGE RIGHTS

- Dancers, Actors and Artists (Licensing Rights in exchange of the participation)





TYPES OF RIGHTS - CARIOCA CARNIVAL

■ CIVIL LAW RIGHTS

ARENA RIGHTS

- Sambadrome rights (LIESA and TV GLOBO owns the rights and license it for the brands)





LIESA: CARNIVAL AS A PRODUCT

- Since 2009 handles the organization of the Samba School Parade
- **PROFESSIONALIZATION OF CARNIVAL** – The League as well as the Samba Schools are managed as COMPANYS
- Minor companies inside the bigger structure – Owns a Publisher (EDIMUSA) and a Label (GRAVASAMBA) – controls all the music rights
- Adaptable to **SPONSORS AND TV NEEDS**





LIESA + GLOBO BUSINESS MODEL

- FROM FOOTBALL to CARNIVAL.....





ARENA RIGHTS





ARENA RIGHTS

- SECTION 42 of the Law 9.615/98 – Pelé Law

“to the sports entities belongs the right to negotiate, authorize and prohibit the fixation, transmission or retransmission of image of shows or sporting events which are involved”



ARENA RIGHTS





REDE GLOBO - OFFICIAL BROADCASTER



- One of the largest Media Group in the world
- Official Broadcaster since late 70's
- Recently acquired the exclusivity over the broadcasting rights – **OPEN CIRCLE AND CLOSED CIRCLE TV**





THE CARNIVAL “GLOBELEZA”



- Early 90's the graphic designer Hans Doner crafted a series of vignettes – mandatory presence of a half-naked “Mulata”, her body was only covered by visual effects





THE CARNIVAL “GLOBELEZA”



- In 1994, GLOBELEZA which once was only a visual identity, became a TRADEMARK
- Nowadays, GLOBELEZA became the naming rights of Rio Carnival

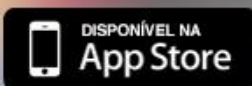




THE CARNIVAL "GLOBELEZA"



Faça o download agora:



Anunciantes





BROADCASTER AND THE MERCHANDISING INSETS

- Each Samba School has a maximum of 90 minutes to cross the catwalk – TV Globo adopts 2 strategy for the merchandising exposure
- **VISUAL EFFECTS** – In 90 minutes there were 23 visual effects insets – **18 WERE SPONSORS RELATED**





BROADCASTER AND THE MERCHANDISING INSERTIONS





BROADCASTER AND THE MERCHANDISING INSETS

- **CAMERA PLACEMENT** – The TV director select angles which allows a background exposure of the sponsors
- Ad placement is directly negotiated by the marketing department of the Broadcaster





CONCLUSIONS

- Business Model for T&T
- NCC rights's owner
- NCC = LIESA





CONCLUSIONS

- How will NCC license the rights?
- Collective management? TTCO?
- Music -> Publisher -> COTT?





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