

The Digital Creative Economy, Blockchains and Trade-Related Copyright

By: Keith Nurse, Senior Fellow and WTO Chair, Sir Arthur Lewis Institute of Social and Economic Studies, University of the West Indies, Cave Hill Campus, Barbados. Email: keithnurse@me.com;

Abstract: The paper explores how the rapid growth of digitalization and blockchains are having a profound impact on the creative economy, the music business and copyright administration. What is evident from the analysis is that the main beneficiaries are the digital service providers who have been able to tap into the new technologies such as blockchain. The questions that remains are what are the potential benefits for developing countries and how may they seize the opportunities.

The author proposes four key recommendations which developing countries can pursue to enhance participation in the burgeoning digital marketplace. The first area for implementation would be the promotion and facilitation of digital aggregators. Investment in this arena would also require the establishment of a “clean” database of rights for music catalogues. All the rights should be cleared before uploading of content to digital platforms.

To deepen market penetration strategies to service home, regional, diasporic and global markets, the author suggest the strengthening of the marketing of the various genres and styles of creative content on digital platforms. This critical area of engagement would assist for example artists and rights-holders to establish greater visibility on playlists.

Thirdly, the paper recommends expanding the institutional and human resources in the creative industries to tap into the opportunities in the digital and blockchain arenas. Improving access to finance should accompany incubator and accelerator mechanisms which facilitate market integration.

Finally, the author underlines the necessity for developing countries to strengthen the legal and institutional infrastructure for copyright administration and rights management.

Engaging to the Digital Economy: Issues and Agenda in Quest for the Adoption of Indonesia’s E-Commerce Road Map

By: Riza Noer Arfani, Maharani Hapsari & Putra Perdana, Chair, WCP UGM Indonesia

Abstract: The study aims at exploring issues following the adoption of Indonesia’s e-commerce road map (2017-2019) and its implication to the future of the country’s digital economy. Two major categories of issues are proposed in order to identify problems and challenges confronted by related stakeholders. The first category, i.e. the structural one, relates to the larger governance context of the country’s digital economy to which e-commerce activities are attached. It includes legal/regulation context, its institutionalizing mechanism and implementing phases which involve socio and political economic interplays among its key players. The second category represents practical dimensions which preoccupy questions on mitigation and adaptation to concepts, models and practices in the digital economy. It covers queries on classification (of how to define digital economy and/or e-commerce and what entails “digital products and services”), methods (of its exchanges, deliveries and payments), authorship (i.e. who is responsible to its promotion and protection), and authority (i.e. who controls and regulates all of these processes and activities, and how to do so) which eventually goes back and tightly relates to issues on governance. In order to have a comprehensive assessment on those classified issues and to come up with strategic policy agenda, the study conducts the following methods. First, as issues are classified, stakeholders need to be mapped thoroughly, to identify more detailed division of labor,

pattern of interaction and negotiation, best practices and alternatives for problem solutions, and actual/updated setting of e-commerce and other form of digital economic activities. Second, value chains governance analysis, to comprehend efforts made by related stakeholders in mitigating and adapting to novel landscapes of the digital economy. Two case studies are offered in order to bring in more actual setting of Indonesia's digital economy challenges. The first case is on Indonesia's position towards Moratorium of the WTO Work Programme on E-Commerce. The second one is on the local government of Yogyakarta's initiative to develop digital economy society.

Promoting sustainable and inclusive trade in a digital era by exploring untapped intra-regional trade opportunities in Africa

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Abstract: Greater regional trade integration has been a policy priority in Africa for many years. However, intra-regional trade on the continent is among the lowest in the world at only 10%. Trade has the potential to be a powerful driver for the region's development in increasing productivity, creating quality jobs, spearheading industrialisation and promoting innovation, all which resonate with the 2030 Agenda for Sustainable Development. However, many obstacles to trade in Africa remain, such as poor infrastructure, border inefficiency, high trade costs, diverse network readiness and insufficient information about trade opportunities. If Africa doesn't tackle these fundamental problems head-on, the chances of meaningful development and stronger regional integration are slim. This study contributes in this regard by identifying untapped intra-regional trade opportunities (in the form of specific exporter-product-importer combinations) among the 26 member states of the TFTA using a blend of recognized methodologies. With 70% of matched trade opportunities between TFTA countries being untapped, we explore the constraints that impede trade in the identified products between the countries in question. We suggest specific actions for policy-makers to pursue, such as disseminating information to the relevant traders on intra-regional trade opportunities; prioritising the renegotiation of specific tariffs that hinder the realisation of intra-regional trade potential and driving the ongoing collection of information on non-tariff measures. All of which can be supported by digitalisation.