

NOLLYWOOD WORKSHOP

University of California, Irvine School of Law

Friday, February 5, 2016

9:15 – 9:50 Welcome and Introduction
Olufunmilayo Arewa, Professor of Law at UC Irvine

PART I: BUSINESS MODELS AND DIGITAL DISTRIBUTION (EDU 1111)

9:50 – 10:20 **Presentation** | **Business Models
in TV and Film**

Dayo Ogunyemi, CEO 234 Media Ltd.

10:20 – 11:50 **Workshop Discussion:**
Nollywood Business Models and Industry Segments

11:50 – 12:05 **Break**

**PART II: COPYRIGHT REFORM
(LAW 3500)**

12:15 – 12:45 Presentation | Copyright Reform

Adebambo Adewopo, Nigerian Institute of
Advanced Legal Studies

12:45 – 2:30 Lunch and Workshop Discussion:
Copyright Institutions and Copyright Reform
Approaches

2:30 – 2:45 Break

**PART III: DISTRIBUTION AND BRANDING
(LAW 3500)**

**2:45 – 3:15 Presentation | Distribution and
Branding in Nollywood**

Jude G. Akudinobi, Department of Black Studies,
UC Santa Barbara

**3:30 – 4:00 Break / Optional Tour of University of California,
Irvine with Professor Joe DiMento, Professor of
Law at UC Irvine**

4:00 – 5:00 Workshop Discussion:
Nollywood Distribution and Branding Strategies

**5:00 – 6:30 Working Dinner and Concluding Discussion
(LAW 3500) – Presentation of Certificates**