Multi-year Expert Meeting on Trade, Services and Development
Eleventh Session
Room XVII, Palais des Nations, Geneva
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Sixth Session

Presentation

Follow up to the 9th MYEM on Trade, Services and Development:
Data for services trade and development policies

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The digital transformation and services trade

Global services exports

The gap

**Digitally deliverable**: insurance and pension services, financial services, charges for intellectual property, telecommunications, computer and information services, other business services and audiovisual services

**Digitally deliverable ≠ digitally delivered**

Source: WTO
Digital delivery: International bandwidth use

Worldwide International Bandwidth Growth

Content Providers versus Others Bandwidth Growth by Region

Source: © 2024 TeleGeography
A content provider: The recorded music industry

Global recorded music revenue by source

- Recorded music is:
  - Fully digital
  - Global
  - Copyright is territorial
  - Highly concentrated
  - Non-rival
  - ≈ zero marginal cost

Source: IFPI
Next step: in-depth study of the recorded music industry!

- How it is traded
- The tensions between territorial IPR and seamless electronic distribution networks
- The role of technology – including artificial intelligence (AI)
  - For music creation
  - For sharing music and curating playlists
  - For copyright management
  - For excluding non-paying consumers
- To what extent existing product classification, modes of supply and trade rules apply
  - The concept of a transaction
  - Place-based definitions
  - Privacy, cross-border data flows, IPR
- Lessons for other fully digital creative services
Thank you for your attention!