

❖ Non Legal Protection– **Marketing Strategies**

- **Nurturing the format and corporate brand**
 - Depends on territory or country OR genre OR company size/ resources available?
- **Brand innovation/ brand extensions/ first mover advantage**
 - Depends on territory or country OR genre OR company size/ resources available?
- **For-Buyer Promotions and For-Viewer promotions (B2B & B2C)**
 - Depends on territory or country OR genre OR company size/ resources available?
- **Viral marketing / nurturing fans and support groups**
 - Depends on territory or country OR genre OR company size/ resources available?

❖ Non Legal Protection– **Business networks, access control and other strategies**

- **Power Relations & Clout (*Big boys can get away with it*)**
 - Depends on territory or country OR genre OR company size/ resources available?
- **Access Control & Confidentiality (*attending trade fairs, showing format to registered buyers, forms to track who has seen the format, etc.*)**
 - Depends on territory or country OR genre OR company size/ resources available?
- **Trust (*Gentleman's Agreement*) and Reputation**
 - Depends on territory or country OR genre OR company size/ resources available?

❖ Legal Protection – **Copyright and other IP Rights**

- **Current IP laws (copyright, etc.) are robust for formats trading?**
 - Depends on territory or country OR genre OR company size/ resources available?
- **Which IPR is most important?**
Copyright / Trademark / Confidentiality Agreements/ Mediation
 - Depends on territory or country OR genre OR company size/ resources available?
- **How often is your format copied from a legal point of view?**
 - Depends on territory or country OR genre OR company size/ resources available?

- ❖ **Other things** which help protection of format rights? Suggestions on increasing protection...