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The Copyright Industries Celebrate “World Intellectual Property Day 2015: Get up, stand up. For music.”

*Highlight the Importance of Creativity to National Economies;
Seek to Bolster Local Creativity Through Support for Legitimate Copyright*

Washington— The leading creative industries in the United States are joining with others around the globe to celebrate “World Intellectual Property Day” on April 26, 2015. This event marks forty-five years since the World Intellectual Property Organization Convention came into force, and the theme this year is “Get up, stand up. For music.”.

On behalf of IIPA members, its legal counsel Steven Metalitz issued the following statement: “Each year, World IP Day is an occasion to honor the many ways that creative works, goods and services enhance our world and drive the global economy. This April 26, we celebrate the music that enriches our lives both in its own right and as an integral part of—and inspiration for—so many other creative products. We commend WIPO for its commitment to the protection of intellectual property and for declaring this occasion to highlight the many ways that music entertains us, unites us, informs us, and moves us. Musicians, like filmmakers, animators, game developers, publishers, and creators of all kinds, thrive where economies value and protect intellectual property, promoting a strong marketplace for continued investments in the creative works that we all enjoy. In the United States, these core copyright industries together generated over \$1.1 trillion dollars of economic output in 2013, and employed nearly 5.5 million workers, nearly 5% of total private employment.

“Continued production of the great cultural assets that we enjoy depends on expanding economic opportunities for creators through effective action against persistent copyright piracy and creating enhanced accountability in the digital marketplace. Decisions made today around the world will determine the vitality of the creative sector for years to come, with consequences for cultural diversity, economic development and employment. For far too many, the allure of free content drives short term decision-making and irresponsible business practices. Let’s hope that today’s celebration of music will cause governments around the world to stand up for what is right. For today, and for tomorrow.”

About the IIPA: IIPA is a private sector coalition, formed in 1984, of trade associations representing U.S. copyright-based industries working to improve international protection and enforcement of copyrighted materials and to open foreign markets closed by piracy and other market access barriers. IIPA’s five member associations represent over 3,200 U.S. companies producing and distributing materials protected by copyright laws throughout the world. These include entertainment software including interactive games for video game consoles, handheld devices, personal computers and the Internet, and educational software; motion pictures, television programming, DVDs and home video and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and fiction and non-fiction books, education instructional and assessment materials, and professional and scholarly journals, databases and software in all formats. Members of the IIPA include Association of American Publishers (www.publishers.org), Entertainment Software Association (www.theesa.com), Independent Film & Television Alliance (www.ifta-online.org), Motion Picture Association of America (www.mpa.org), and Recording Industry Association of America (www.riaa.com).

In December 2014, IIPA released the latest update of its economic report, *Copyright Industries in the U.S. Economy: The 2014 Report*, prepared by Stephen E. Siwek of Economists Inc, documenting that the “core” copyright industries in the U.S. generated over \$1.1 trillion dollars of economic output in 2013, accounting for 6.71% of the entire economy. The core copyright industries also employed



nearly 5.5 million workers in 2013, accounting for over 4% of the entire U.S. workforce, and nearly 5% of total private employment in the U.S. These workers earn on average 34% higher wages than other U.S. employees. The core copyright industries also outpaced the U.S. economy, growing at 3.9% between 2009 and 2013, while the U.S. economy grew by 2.25%. Finally, the report highlights the positive contribution of selected copyright sectors to the U.S. overall trade balance. In 2013, these sectors contributed \$156 billion in foreign sales and exports, exceeding that of many other industry sectors, including: chemicals, aerospace products and parts, agriculture, and pharmaceuticals and medicines. Studies such as this amply demonstrate the contribution of creators, and the copyright-based industries that support them, to the economy.