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**Statement of the
International Intellectual Property Alliance (IIPA)**

**MANY CHALLENGES TO THE COPYRIGHT INDUSTRIES REMAIN
AS WE CELEBRATE WORLD INTELLECTUAL PROPERTY DAY 2008**

Washington, D.C. — The International Intellectual Property Alliance (IIPA), a coalition of seven trade associations representing 1,900 U.S.-based copyright companies, celebrates “2008 World Intellectual Property Day.” The World Intellectual Property Organization (WIPO), the specialized agency of the United Nations that administers many IP treaties, has designated April 26 as “World Intellectual Property Day.” Eric H. Smith of the IIPA issued the following statement:

“World IP Day celebrates innovation and promotes respect for intellectual property. Here in the United States, creators of copyright materials have benefited significantly from a strong global system of protection enshrined in treaties and conventions to which virtually all the world’s nations belong. Without strong copyright protection and enforcement, many of the great cultural and technological assets that we now take for granted could never have been available to us to improve and enrich our lives.

“As we celebrate the role that intellectual property plays in our lives today, we must note, with considerable dismay, that intellectual property remains under attack. Copyright piracy in both the hard goods and the online environments threatens the livelihood of many creators, authors, performers and the vast infrastructure of companies that support them. This global onslaught is causing massive losses in employment, revenue, taxes and undermines progress in achieving the rule of law in many countries. We hope that the heightened attention of World IP Day 2008 will help promote positive consumer, business and government understanding, awareness and respect for IP rights.”

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About the IIPA: The International Intellectual Property Alliance (IIPA) is a private sector coalition formed in 1984 to represent the U.S. copyright-based industries in bilateral and multilateral efforts to improve international protection of copyrighted materials. IIPA comprises seven trade associations which in turn represent over 1,900 U.S. companies producing and distributing materials protected by copyright laws throughout the world—all types of computer software, including business applications software and entertainment software (such as videogame CDs, DVDs and cartridges, personal computer CD-ROMs and multimedia products); theatrical films, television programs, home videos and digital representations of audiovisual works; musical compositions, records, CDs, and audiocassettes; and textbooks, trade books, reference and professional publications and journals (in both electronic and print media). For more information on IIPA and its members, visit the IIPA website at www.iipa.com.

The IIPA released an economic report in January 2007 entitled, *Copyright Industries in the U.S. Economy: The 2006 Report*, written by Stephen Siwek of Economists Inc. The latest data show that the ‘core’ U.S. copyright industries accounted for an estimated \$819.06 billion or 6.56% of the U.S. gross domestic product (GDP) in 2005. In addition, the core copyright industries employed 5.38 million workers in 2005 (4.03% of U.S. workers) in 2005. Estimated 2005 foreign sales and exports of the core copyright industries increased to at least \$110.8 billion, leading many other major industry sectors.