



FOR IMMEDIATE RELEASE  
April 23, 2010

CONTACT: Eric H. Smith  
(202) 833-4198 esmith@iipa.com

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

### CHALLENGES TO THE COPYRIGHT INDUSTRIES REMAIN AS WE CELEBRATE “WORLD INTELLECTUAL PROPERTY DAY 2010”

Washington, D.C. — The International Intellectual Property Alliance (IIPA), a coalition of seven U.S. trade associations representing 1,900 companies, celebrates “2010 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.” 2010 marks the tenth year of World IP Day, and the theme this year is “Innovation—Linking the World.” Eric H. Smith of the IIPA issued the following statement:

“World IP Day celebrates creativity and innovation and promotes respect for intellectual property. Without strong copyright protection and effective 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. U.S. society has benefited significantly from a strong global system of protection enshrined in treaties and conventions to which virtually all the world’s nations belong. For example 153 and 164 countries are members of the WTO TRIPS Agreement and the WIPO-administered Berne Convention, respectively. 88 and 86 countries, respectively, are now members of the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT). The WCT and WPPT have created the critical infrastructure for the healthy expansion of electronic commerce in countries that implement their obligations into national law. These global agreements have provided jobs, more secure and diversified economies, and greater social and cultural advancement.

“However, as we celebrate the important role that intellectual property plays in our lives today, we also note that, regrettably, copyright laws and treaties have come under attack and copyright piracy, in both the physical and digital world, threatens the livelihood of many creators, authors, performers and the vast infrastructure of companies -- large and small, American and international -- that support them.

“We commend WIPO for its commitment to the protection of intellectual property and hope that the heightened attention of World IP Day 2010 will better promote positive consumer, business and government understanding, awareness and respect for IP rights, including copyright.”

(End of statement; for more details on IIPA’s work on copyright and trade issues, see below)

### **Global Copyright Challenges and Solutions:**

IIPA has a succinct summary of the copyright industries' 2010 global challenges and solutions--which includes reducing copyright piracy, removing market access barriers and strengthening laws--posted online. Go to the IIPA homepage at [www.iipa.com](http://www.iipa.com) or access this paper via direct link at <http://www.iipa.com/pdf/2010Special301Challenges.pdf>. A more detailed description of IIPA's 2010 priorities also is found in our cover letter to our 2010 Special 301 submission to the U.S. Trade Representative (direct link at [http://www.iipa.com/2010\\_SPEC301\\_TOC.htm](http://www.iipa.com/2010_SPEC301_TOC.htm)).

### **The Contributions of the U.S. Copyright Industries on the U.S. Economy and Foreign Trade:**

On July 20, 2009, the IIPA released an economic report entitled Copyright Industries in the U.S. Economy: The 2003 - 2007 Report, the twelfth study written by Stephen Siwek of Economists Inc. for the IIPA.

This report details the economic impact and contributions of U.S. copyright industries to U.S. Gross Domestic Product, employment, economic growth and trade. This is the third IIPA report which follows the statistical methodology outlined by WIPO in its 2003 Guide on Surveying the Economic Contribution of the Copyright-Based Industries.

The latest data show that the "core" U.S. copyright industries accounted for an estimated \$889.1 billion or 6.44% of the U.S. gross domestic product (GDP) in 2007. These "core" industries were responsible for 22.74% of the real economic growth achieved by the U.S. economy in 2006-2007. In addition, the "core" copyright industries employed 5.6 million workers in 2007 (4.05% of U.S. workers) in 2007. Our report also provides data on the estimated average annual compensation for a worker in the core copyright industries: \$73,554, which represents a 30% premium over the compensation paid the average U.S. worker.

Finally, estimated 2007 foreign sales and exports of the core copyright industries increased to at least \$126 billion, leading other major industry sectors. Those sectors include: chemicals and related products (not including medicinal and pharmaceutical products); motor vehicles, parts and accessories; aircraft and associated equipment; food and live animals; and medicinal and pharmaceutical products. The 2003-2007 Report is posted on the IIPA homepage.

### **About the IIPA and its Members:**

The International Intellectual Property Alliance (IIPA) is a coalition of seven trade associations -- Association of American Publishers (AAP), Business Software Alliance (BSA), Entertainment Software Association (ESA), Independent Film & Television Alliance (IFTA), Motion Picture Association of America (MPAA), National Music Publishers' Association (NMPA) and the Recording Industry Association of America (RIAA) -- which represent the U.S. copyright-based industries in bilateral and multilateral efforts to open up foreign markets closed by piracy and other market access barriers.

These member associations represent over 1,900 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 discs and cartridges, personal computer CD-ROMs, and multimedia products); theatrical films, television programs, DVDs and home video and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and textbooks, trade books, reference and professional publications and journals (in both electronic and print media).