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IIPA LAUDS USTR COMPLETION OF U.S.-RUSSIA IPR ACTION PLAN

Washington, DC — Today the International Intellectual Property Alliance (IIPA), representing the seven leading trade associations of the U.S. copyright industries, praised the United States Trade Representative (USTR) announcement that it had concluded a U.S.-Russia IPR Action Plan. This plan, which has been in development for many months, sets out a number of important enforcement and legal reform priorities to improve copyright protection and enforcement in Russia.

IIPA Counsel Eric J. Schwartz noted, “We appreciate the U.S. Government’s hard work in negotiating this detailed Action Plan which includes IPR enforcement and legal reform priority actions in Russia. The Action Plan, if properly and fully implemented, should significantly improve the marketplace for American and other foreign rightsholders in Russia, as well as improve the marketplace for Russian creators and producers. It is a detailed plan that is intended by the two governments to serve as a blueprint for specific and enhanced IPR protection and enforcement actions in Russia. Among other priorities, we look to the Russian government to take prompt enforcement actions against sites recently identified as Notorious Markets in USTR’s report. The Russian government’s willingness to take meaningful actions against these notorious sites will serve as a bellwether of its preparedness to meet all of its commitments under the Action Plan, and its obligations under WTO/TRIPS.”

About the IIPA: The IIPA is a private sector coalition, formed in 1984, of trade associations representing U.S. copyright-based industries in bilateral and multilateral efforts working to improve international protection and enforcement of copyrighted materials and open up foreign markets closed by piracy and other market access barriers. IIPA’s seven member associations represent over 3,200 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 (interactive games for videogame consoles, handheld devices, personal computers and the Internet); theatrical films, television programs, 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. Visit www.iipa.com. Members of the IIPA include [Association of American Publishers](#), [BSA | The Software Alliance](#), [Entertainment Software Association](#), [Independent Film & Television Alliance](#), [Motion Picture Association of America](#), [National Music Publishers’ Association](#), and [Recording Industry Association of America](#).

The IIPA-sponsored economic report *Copyright Industries in the U.S. Economy: The 2011 Report*, is the thirteenth study written by Stephen Siwek of Economists Inc. to detail the economic impact and contributions of U.S. copyright industries to U.S. Gross Domestic Product, employment, and trade. The “core” copyright-based industries in the U.S. continue to be major contributors to the U.S. economy, accounting for an estimated \$931.8 billion or 6.36% of the U.S. gross domestic product (GDP) in 2010, and nearly 5.1 million workers in 2010, which is 3.93% of all U.S. workers and 4.75% of all private workers in 2010.¹ The report notes a 27% “compensation premium” for workers in the core copyright industries, amounting to \$78,128 per year. Finally, estimated 2010 foreign sales and exports of key sectors of the core copyright industries amounted to \$134 billion, a significant increase over previous years, and exceeding foreign sales of other major U.S. industries such as aircraft, automobiles, agricultural products, food, and pharmaceuticals. Other countries’ studies similarly show the significant linkage between copyright protection and economic development, as documented by the World Intellectual Property Organization’s 2012 study on the *Copyright + Creativity = Jobs and Economic Growth: WIPO Studies on the Economic Contribution of the Copyright Industries*.²

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¹See Steven E. Siwek, *Copyright Industries in the U.S. Economy: The 2011 Report*, November 2, 2011. The entire report as well as summaries can be accessed at http://www.iipa.com/copyright_us_economy.html.

²In 2003, the World Intellectual Property Organization (WIPO) published a guidebook on the economic parameters to develop such studies entitled *Guide on Surveying the Economic Contribution of the Copyright-Based Industries* (WIPO Publication No. 893) (2003), at http://www.wipo.int/copyright/en/publications/pdf/copyright_pub_893.pdf. The guidelines have been implemented in over 40 countries around the world, and 35 studies have been completed and published, including: Australia (2007), Bhutan (2011), Brunei (2012), Bulgaria (2011), Canada (2004), China (2011), Colombia (2010), Croatia (2010), Finland (2011), Hungary (2006), Jamaica (2008), Kenya (2011), Latvia (2006), Lebanon (2008), Malaysia (2011), Mexico (2008), Netherlands (2011), Pakistan (2011), Panama (2011), Peru (2011), Philippines (2008), Republic of Korea (2012), Romania (2010), Russia (2010), Singapore (2004), Slovenia (2011), South Africa (2012), Thailand (2012), and Ukraine (2010), and United States (2011).