

INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE®



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Statement of the International Intellectual Property Alliance (IIPA)

THE COPYRIGHT INDUSTRIES CELEBRATE “WORLD INTELLECTUAL PROPERTY DAY 2013” CALL UPON GOVERNMENTS TO OPEN MARKETS TO CREATIVITY AND REDUCE GLOBAL PIRACY

Washington, D.C. — The International Intellectual Property Alliance (IIPA), a coalition of seven U.S. trade associations representing 3,200 companies of the creative industries, celebrates “2013 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.” 2013 marks the thirteenth year of World IP Day, and the theme this year is “Creativity: the Next Generation.” IIPA counsel issued the following statement:

“World IP Day 2013 appropriately celebrates the next generation of creativity, promoting respect for intellectual property rights as a key component fostering creativity. Strong copyright protection and effective enforcement are necessary to sustain the continued production of the many great cultural and technological assets that we now take for granted. It will take continued vigilance to ensure that copyright piracy, in both the physical and digital world, as well as increasing market access and other discriminatory barriers to trade and services in creative materials, do not threaten or destroy the livelihoods of countless creators, authors, performers, and the vast infrastructure of companies – large and small – 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 2013 will better promote positive consumer, business and government understanding, awareness and respect for IP rights, including copyright.”

About the IIPA

The 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 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 operating systems, systems software such as databases and security packages, business applications, and consumer applications such as games, personal finance, and reference software, free software, open source software, and software as a service, entertainment software including interactive games for videogame 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](#), [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](#).

Demonstrating the Contribution of Copyright to the Economy

In November 2011, IIPA released a comprehensive economic report, *Copyright Industries in the U.S. Economy: The 2011 Report*, prepared by Stephen Siwek of Economists Inc. This report details the economic impact and contributions of U.S. copyright industries to U.S. gross domestic product (GDP), 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. GDP in 2010. These industries provide nearly 5.1 million U.S. jobs, which is 4.75% of the entire private sector labor force in 2010, and pay on average over \$78,000, 27% higher than the overall workforce average. 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 more than foreign sales of other major U.S. industry sectors such as aircraft, automobiles, agricultural products, food, and pharmaceuticals.¹ Linkages between copyright protection and economic development in other countries are documented by the World Intellectual Property Organization’s 2012 study, *Copyright + Creativity = Jobs and Economic Growth: WIPO Studies on the Economic Contribution of the Copyright Industries*, compiling similar studies in 30 countries.² WIPO reports the completion of a total of 39 country studies, with more in the pipeline. Other studies have measured the contribution of certain sectors to national economies,³ or the multiplier effects of reducing piracy on contribution to GDP, job growth, and tax revenues.⁴

¹See Stephen 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. Core copyright industries are those whose primary purpose is to create, produce, distribute or exhibit copyright materials. These include books, journals, newspapers, and periodicals; motion pictures; recorded music; radio and television broadcasting; and computer software.

²World Intellectual Property Organization, *Copyright + Creativity = Jobs and Economic Growth: WIPO Studies on the Economic Contribution of the Copyright Industries*, 2012 (on file with IIPA). In 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 39 countries around the world, and studies have been published so far in 30 countries, 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).

³For example, the Motion Picture Association Asia Pacific has issued a series of “Economic Contribution of the Film and Television Industry” studies for Indonesia (2012), Japan (2012), South Korea (2012), Thailand (2012), New Zealand (2009, 2012), Australia (2011), India (2010), and Hong Kong (2009).

⁴See, e.g., BSA (now BSA | The Software Alliance) and IDC, *Piracy Impact Study: The Economic Benefits of Reducing Software Piracy: Israel*, 2010, at http://portal.bsa.org/piracyimpact2010/cps/cp_israel_english.pdf.