Statement of the International Intellectual Property Alliance (IIPA)

THE COPYRIGHT INDUSTRIES CELEBRATE “WORLD INTELLECTUAL PROPERTY DAY 2012” AND “VISIONARY INNOVATORS”

NOTE CONTRIBUTIONS OF WORLD’S “VISIONARY INNOVATORS”
TO GLOBAL ECONOMIC GROWTH
CALL UPON GOVERNMENTS TO REDUCE BARRIERS TO ENJOYMENT OF COPYRIGHT PROTECTION IN WORLD CULTURAL MARKETPLACE


Steven J. Metalitz of the IIPA issued the following statement:

“This year’s World IP Day celebrates visionary innovators. The copyright area is replete with examples of visionary creators, whether filmmakers, animators, musicians, game developers, software innovators, and publishers, all plying their trades to enhance our lives with outstanding creative content and thrilling cultural experiences. These visionaries not only enhance our lives culturally and socially, but also economically. In November 2011, IIPA released a report demonstrating that in the U.S. alone, core copyright contributes more than six percent to the gross domestic product, employs more than five million workers with high-paying creative industry jobs, and contributes over $130 billion to foreign sales and exports. The U.S. Commerce Department earlier this month estimated IP-intensive industries contribute upwards of 40 million jobs and over $5 trillion to the U.S. economy. The WIPO has documented gains to over 30 countries’ economies due to copyright, and these studies also support the inextricable link between IP protection and economic development.”

“At the same time, barriers to the creative sector, including copyright piracy, in both the physical and digital world, market access barriers, and other discriminatory market-closing measures and policies, continue to threaten the livelihood of all creators. We thus call upon governments to take action to reduce barriers to legitimate creative content. We also commend WIPO for its commitment to the protection of intellectual property and hope that the heightened attention of World IP Day 2012 will better promote positive consumer, business and government understanding, awareness and respect for IP rights, including copyright.”
Global Copyright Challenges and Solutions:

IIPA has summarized the copyright industries’ 2012 global challenges and solutions, including 1) reducing copyright piracy, 2) removing market access barriers, and 3) strengthening laws, at [http://www.iipa.com/pdf/2012Special301Challenges.pdf](http://www.iipa.com/pdf/2012Special301Challenges.pdf). A more detailed description of IIPA’s 2012 priorities also is found in our cover letter to our 2012 Special 301 submission to the U.S. Trade Representative, available at [http://www.iipa.com/2012_SPEC301_TOC.htm](http://www.iipa.com/2012_SPEC301_TOC.htm).

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

On November 2, 2011, the IIPA released an economic report entitled *Copyright Industries in the U.S. Economy: The 2011 Report*, showing that U.S. copyright industries lead the economy in value added to GDP, foreign sales/exports, and high paying jobs. Among key findings, in 2010 the U.S. industries most dependent on copyright protection:

- Added over $930 billion in value to the U.S. economy, almost 6.4% of the total GDP;
- Employed nearly 5.1 million U.S. workers – nearly 5% of the total private employment sector – with jobs paying an average of 27% more than the rest of the workforce; and
- Accounted for $134 billion in foreign sales and exports, far more than sectors such as aircraft, autos, and agriculture.

This thirteenth such report was prepared by Stephen Siwek of Economists Incorporated for the IIPA, and updates twelve previous studies tracking the economic impact and contributions of U.S. industries creating, producing, and distributing theatrical films, TV programming, home video, DVDs, business software, entertainment software, books and journals, music and sound recordings. The full report and more materials can be found at [http://www.iipa.com/copyright_us_economy.html](http://www.iipa.com/copyright_us_economy.html).

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 appear below, and 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 (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 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](http://www.iipa.com). Members of the IIPA include Association of American Publishers, Business Software Alliance, Entertainment Software Association, Independent Film & Television Alliance, Motion Picture Association of America, National Music Publishers’ Association, and Recording Industry Association of America.