

**FOR IMMEDIATE RELEASE**

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*Statement of the International Intellectual Property Alliance (IIPA)*  
**CELEBRATING WORLD INTELLECTUAL PROPERTY DAY 2007**

Washington, D.C. — The International Intellectual Property Alliance (IIPA), a coalition of seven trade associations representing 1,900 U.S.-based copyright companies, celebrates “2007 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, 2007 as “World Intellectual Property Day.” Eric H. Smith of the IIPA issued the following statement:

“The theme for 2007’s World Intellectual Property Day is ‘Encouraging Creativity.’ This message from the Director General of the World Intellectual Property Organization (WIPO), Kamil Idris, is directed at the world’s young people to build awareness about the importance of creativity-- and the protection of the intellectual property that supports that creativity – to the daily lives of every global citizen. Here in the United States, creators of copyrightable 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.

“We too often forget the important cultural and economic benefits that are dependent on a strong intellectual property system. With respect to copyright, 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. These core industries were responsible for 12.96% of the growth achieved in 2005 for the U.S. economy as a whole (this means that the growth contributed by these core industries -- 12.96% -- was almost double their current dollar share of GDP -- 6.56%). In addition, the core copyright industries employed 5.38 million workers in 2005 (4.03% of U.S. workers) in 2005. And the report, for the first time, provides data on the estimated average annual compensation for a worker in the core copyright industries: \$69,839 in 2005, which represents a 40% premium over the compensation paid the average U.S. worker. Finally, estimated 2005 foreign sales and exports of the core copyright industries increased to at least \$110.8 billion, leading many other major industry sectors. In sum, without providing strong copyright protection, many of the great cultural and technological assets that we now take for granted would never have been available to us to improve and enrich our lives.” This report is posted on the IIPA homepage.

**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](http://www.iipa.com). # # #