



MEDIA ADVISORY

Event: **Release of economic study on the strength of the U.S. copyright-based industries --**
Copyright Industries in the U.S. Economy: The 2003-2007 Report
 Prepared by Economists Inc. for the International Intellectual Property Alliance (IIPA)

Speakers: **The Honorable Gary Locke**, Secretary of Commerce
 joined by
Tom Allen, President & CEO, Association of American Publishers (AAP)
Robert Holleyman II, President & CEO, Business Software Alliance (BSA)
Jean Prewitt, President & CEO, Independent Film & Television Alliance (IFTA)
Dan Glickman, Chairman & CEO, Motion Picture Association of America (MPAA)
David Israelite, President & CEO, National Music Publishers' Association (NMPA)
Mitch Bainwol, Chairman & CEO, Recording Industry Association of America (RIAA)
Eric H. Smith of the International Intellectual Property Alliance (IIPA) and
Stephen Siwek of Economists Incorporated (author of the report)

Date/Time: **Monday, July 20, 2009, 12:15 pm -- 1:00 pm**

Location: **Main Auditorium at the U.S. Department of Commerce**
 1401 Constitution Avenue, N.W., Washington, DC

RSVP: Your RSVP is required so that your name appears on the security list to enter the building.
RSVP by July 17 to Molly Torsen at molly.torsen@mail.doc.gov or call 202.482.0849.

Entrance: Press only: Use the Aquarium entrance to the Commerce Department, located on 14th Street.
All other guests: Use the main entrance to the Commerce Department, also on 14th Street.
 In order to clear security in time, please plan to arrive by 12:00 noon.

Background: This new report, Copyright Industries in the U.S. Economy: The 2003-2007 Report, completed by Economists Incorporated, is the twelfth study prepared for the IIPA since 1990. It presents data reflecting the copyright industries' contribution to the U.S. economy for the years 2003-2007, which reflects the most recent full-year data (2007) available at the time of the publication. This report demonstrates the continuing positive impact these industries have on the U.S. economy in terms of contribution to economic growth, high-paying jobs and international trade. The U.S. copyright industries' contribution to our national economy is measured by several indicators:

- the contribution of the copyright industries to the real annual growth of the U.S. economy
- value-added to the U.S. current dollar gross domestic product ("GDP");
- revenues generated from foreign sales and exports;
- share of national employment; and
- compensation per employee.

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 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 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). Visit www.iipa.com.