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The Copyright Industries Celebrate “World Intellectual Property Day 2014: Movies – A Global Passion”

Note Contributions of Creativity to Global Economic Growth; and the Continued Need to Address Barriers to, and Foster Growth of, Legitimate Copyright, Including Digital and Online Trade

Washington, D.C. —The International Intellectual Property Alliance (IIPA), a coalition of seven U.S. trade associations representing over 3,200 companies of the creative industries, celebrates April 26, 2014, “World Intellectual Property Day,” as designated by the World Intellectual Property Organization (WIPO). This year marks the fourteenth World IP Day, and the theme this year is “Movies – A Global Passion.”

IIPA Counsel issued the following statement: **“This year’s World IP Day celebrates the movies. Virtually all the copyright-based industries touch the movies in some way, of course starting with all those associated with the filmmaking and film distribution process. It would be impossible, however, not to mention the stories underlying the film, the music used in films, whether background scores or featured songs, the rendering software used to make special effects, or the interactive experiences created by software and game developers, as just some examples. All of the creators and rights holders involved – including filmmakers, animators, musicians, game developers, software innovators, publishers, and others – rely on a stable marketplace for their products, goods and services so that they can continue to invest in producing valuable intellectual property and creating entertainment that can be enjoyed by the public. Put together, these core creators make up almost 5% of all private sector employment in the United States – 5.4 million workers. The importance of their economic contribution cannot be overstated – amounting to \$1 trillion in value-added to the U.S. economy in 2012 – nearly 6.5% of GDP – and growing at a rate twice that of the rest of the economy. Globally, WIPO has conducted studies in over 40 countries, all demonstrating the increasingly significant role copyright plays in our global economy.”**

“Unfortunately, copyright piracy and market access barriers continue tipping the scale as to create an unfair marketplace for our creators to survive and thrive. We call upon governments to take action to reduce barriers to legitimate creative content, refrain from policies closing off or discouraging the development of legitimate copyright markets or engaging in discriminatory practices that leave creators vulnerable due to such unfair treatment.”

IIPA highlights 12 key copyright and market access challenges faced by U.S. industries as they seek to reach foreign markets.¹

¹These include: 1) The Need for Deterrent Enforcement Responses to Copyright Piracy, 2) Internet Piracy, 3) Enterprise (Including Government) End-User Piracy of Software and Other Copyright Materials, 4) Hard-Disk Loading, Mobile Device Piracy, and “Media Boxes,” 5) Circumvention of Technological Protection Measures (TPMs), 6) Illegal Camcording of Theatrical Motion Pictures, 7) Piracy of Books and Journals, 8) Optical Disc Piracy, 9) Pay TV Piracy and Signal Theft, 10) Implementation of IPR Provisions in Trade Agreements, 11) Implementation of the WCT and WPPT, and 12) Market Access Barriers.



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 copyright 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. This includes 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](#).

In November 2013, IIPA released the latest update of the comprehensive economic report, *Copyright Industries in the U.S. Economy: The 2013 Report*, prepared by Stephen Siwek of Economists Inc. The study tracks the economic impact and contributions of U.S. industries creating, producing, distributing, broadcasting or exhibiting copyright materials, including computer software, videogames, books, newspapers, periodicals and journals, motion pictures, music, and radio and television programming. For the first time, we reported that the “core” copyright industries:

- added over \$1 trillion in value to the U.S. economy in a single year, accounting for almost 6.5% of the total U.S. gross domestic product (GDP)
- employed nearly 5.4 million U.S. workers – nearly 5% of the total private employment sector – with jobs paying an average of 33% more than the rest of the workforce
- grew at an aggregate annual rate of 4.7%, more than twice the rate of growth for the U.S. economy
- accounted for \$142 billion in foreign sales and exports, far more than sectors such as aerospace, agriculture, food, and pharmaceuticals and medicines.²

The link between copyright protection and economic growth is documented by the World Intellectual Property Organization (WIPO) study, *WIPO Studies on the Economic Contribution of Copyright: Overview* (2013), compiling studies employing virtually the same agreed-upon methodology in 40 countries.³

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²See Stephen E. Siwek, *Copyright Industries in the U.S. Economy: The 2013 Report*, November 19, 2013, 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.

³WIPO *Studies on the Economic Contribution of Copyright: Overview* (2013), available at http://www.wipo.int/export/sites/www/copyright/en/performance/pdf/economic_contribution_analysis_2012.pdf, last accessed February 3, 2014.