



FOR IMMEDIATE RELEASE

January 10, 2014

Copyright Industries Welcome Introduction of Trade Promotion Bill

WASHINGTON – The International Intellectual Property Alliance (IIPA) welcomes yesterday’s introduction of legislation setting important congressional trade priorities.

The copyright industries remain a vital engine of the creative economy in the United States and abroad, contributing over \$1 trillion in value to the U.S. economy in a single year, and accounting for \$142 billion in foreign sales and exports. Steven J. Metalitz, IIPA, welcomed the introduction of Congressionally-mandated objectives to protect the copyright sectors in foreign markets, stating, “It is critical that our trade negotiators promote strong legal protections for U.S. creativity and innovation in the United States and abroad, to preserve and enhance jobs, exports and economic contributions in the copyright and related sectors. The IIPA welcomes this bipartisan initiative to expand markets for U.S. products and services. This legislation promotes a trade agenda that seeks effective measures to protect copyright materials, is flexible enough to accommodate the evolution of technology and digital distribution, and balances the interests of a broad array of U.S. stakeholders.”

For more information on the experience of the U.S. copyright industries in foreign markets, please see <http://www.iipa.com>, or contact Amanda Wilson Denton, (202) 355-7900.

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 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.