The Creative Industries and Intellectual Property Conference

Intellectual Property Rights and Creativity in the World Economy: A Perspective From WIPO

Dimiter Gantchev
Creative Industries Division
World Intellectual Property Organization
The Global IPR System Today

Central role of IP in the global knowledge economy

- Over 20 international treaties
- High rates of accession to WIPO treaties
- Growing use of the system
- IP at the heart of trade negotiations
- Higher demand for
  - IP protection and
  - broadening its scope
Challenges

• Technology-driven
• Political
  – Empowerment of a broader range of participants
  – Emergence of horizontal global alliances with diverging agendas
  – IP becomes a global and national policy issue
• Legal
  – Increasing complexity and interaction in competences
  – Attempts to use the IP system to achieve objectives in other policy areas
WIPO in a Changed Environment

• The new demand results in:
  – Slowing down of normative activities
  – Providing more flexible solutions
  – Focusing on the commercial management of IP

• The mission
  – Keep the equilibrium in the system while balancing ownership and access rights
  – Ensure socially equitable solutions
  – Provide the forum for international consensus building
Intellectual Property and Creativity

- Creativity at the origins of the IP system
- Creativity as such poses definitional problems
- Copyright is a well-defined concept
  - a set of economic and moral rights
  - a financial mechanism that adds stability
  - a legal framework and a business asset
  - a category with economic characteristics, functions and consequences
Using Copyright to study the Creative Industries

• Clarity
  – In scope
  – Resolves the issue of subjectivity by introducing a clear criteria

• Functionality
  – Enables transforming creative outputs into economic goods
  – Enables monitoring the supply and demand on creative products
  – Provides evidence on the importance of the creative economy

• Transparency

• Strong links to policy making
The Interest in Empirical Evidence

- Growing political interest towards measurement
  - to investigate if creativity is a driver in the knowledge economy
  - to evaluate the potential, performance and competitiveness
  - to monitor trends and provide policy options
- Often research is undertaken to make the case for copyright protection
- specific policy objectives lead to specific measurement tools
<table>
<thead>
<tr>
<th>Country</th>
<th>Contribution to GDP</th>
<th>% of Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>11,12</td>
<td>8,49</td>
</tr>
<tr>
<td>Singapore</td>
<td>5,80</td>
<td>5,90</td>
</tr>
<tr>
<td>Canada</td>
<td>4,50</td>
<td>5,55</td>
</tr>
<tr>
<td>Latvia</td>
<td>4,00</td>
<td>4,50</td>
</tr>
<tr>
<td>Hungary</td>
<td>6,67</td>
<td>7,10</td>
</tr>
<tr>
<td>Philippines</td>
<td>4,92</td>
<td>11,10</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>3,42</td>
<td>4,31</td>
</tr>
<tr>
<td>Mexico</td>
<td>4,77</td>
<td>11,01</td>
</tr>
<tr>
<td>Lebanon</td>
<td>4,75</td>
<td>4,49</td>
</tr>
<tr>
<td>Jamaica</td>
<td>4,80</td>
<td>3,03</td>
</tr>
<tr>
<td>Russia</td>
<td>6,06</td>
<td>7,30</td>
</tr>
<tr>
<td>Romania</td>
<td>5,54</td>
<td>4,17</td>
</tr>
<tr>
<td>Croatia</td>
<td>4,42</td>
<td>4,65</td>
</tr>
<tr>
<td>Peru</td>
<td>3,60</td>
<td>2,51</td>
</tr>
<tr>
<td>Ukraine</td>
<td>3,47</td>
<td>1,91</td>
</tr>
<tr>
<td>Korea</td>
<td>8,67</td>
<td>4,31</td>
</tr>
</tbody>
</table>

Ongoing: Brazil, China, Colombia, Kenya, Malaysia, Morocco, Nigeria, Pakistan, Sudan, Tanzania

Source: WIPO

Mr. D. Gantchev
Contribution of Creative industries to GDP and Employment

[Bar chart showing contribution of creative industries to GDP and employment in various countries, with data points for each country and the corresponding contribution values.]
The Evidence-Based Story

• Specific patterns of economic behaviour
  – results are not necessarily a function of the overall economic development
  – strong influence of economic cycles
• impressive dynamics
• multiplier effects
• productivity
• indicative of structural changes in the economy
• helps identify
  – competitive advantages
  – drivers and
  – problem areas
Future Avenues for the Creative Industries

• Working on the Evidence
• Using the evidence for policy making
• Conceptualizing the creative industries
• Methodology development
• Addressing the needs of creators
• Issues for further analysis
  – Causality
  – Impact assessment
  – Modeling optimal copyright
Thank You!