

IPR and Creativity in the world economy: a perspective from WIPO  
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Abstract

Intellectual property rights are a hot topic for discussion in many national and international fora today. Some of the basic premises of intellectual property are being questioned and the debate at times takes directions which lead us away from one of the rationals of IPRs which remains the protection and promotion of creativity. The transformations in the world of intellectual property do present us with serious challenges to the preservation of the careful balance with public and private interests, between owner's rights and user's expectations. Notwithstanding these major challenges the copyright concept remains one of the cornerstones for successful creative industries around the globe. Therefore in the current debate the issue of empirical evidence comes often in the spotlight.

The World Intellectual property organization has spent considerable amount of time and resources in recent years to assist countries in producing their own set of economic evidence on the importance of the copyright framework for the existence and success of the economic activities that rely on it. Studies in 25 countries at different levels of development confirm similar trends. The creative industries are one of the most dynamic sectors of the knowledge economy, they seem to follow a different logic compared to traditional sectors, they help countries to deal with economic difficulties and boost development and economic growth in many significant ways. The results of these country surveys represent a sea of information which the Creative Industries Division of WIPO is constantly analyzing. Important lessons are being recorded in terms of methodologies, performance, strategies and policies that countries adopt and implement in specific circumstances.

Creative industries can be analyzed from different perspectives. The intellectual property approach has significant advantages as it provides robust evidence, has a direct link to policy making and allows for seeing developments in a context and not as static or isolated phenomena.