

WIPO-ITC REGIONAL TRAINING SEMINAR ON ASSESSING THE ECONOMIC CONTRIBUTION AND PERFORMANCE OF CREATIVE INDUSTRIES TO NATIONAL ECONOMIES

March 29 to 31, 2011, Castries, St. Lucia

Overview of WIPO Methodology on Assessing the
Economic Contribution of Copyright-Based Industries and
Results from Studies

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The Shift in Focus

- For the past 30 yrs the world has experienced an increased interest on the economic contribution of CBIs
- Countries like USA, UK, New Zealand, Netherlands, Japan, German, Finland
- MERCOSUR countries (Argentina, Brazil, Paraguay and Uruguay) + Chile

The Shift in Focus contd.

- Results from these studies were impressive
 - A US Study of 2002 showed that in the period 1977 – 2001 core CBIs share of GDP grew more than twice compared growth of the US economy (i.e. 7% versus 3%)
 - Average annual growth of CBIs in Australia was 5.7% compared to 4.85% growth of general economy (from 1996-1997 to 1999-2000)

The Shift in Focus contd.

- In Europe
 - In Netherlands Copyright sector grew 5.6% compared to general economy which was 3.2% (i.e. about 1.5 faster)
 - Study in Finland showed that in the period 1988 – 1997 average annual growth of core CBIs was 8.3% while that of the general economy was 4.05%

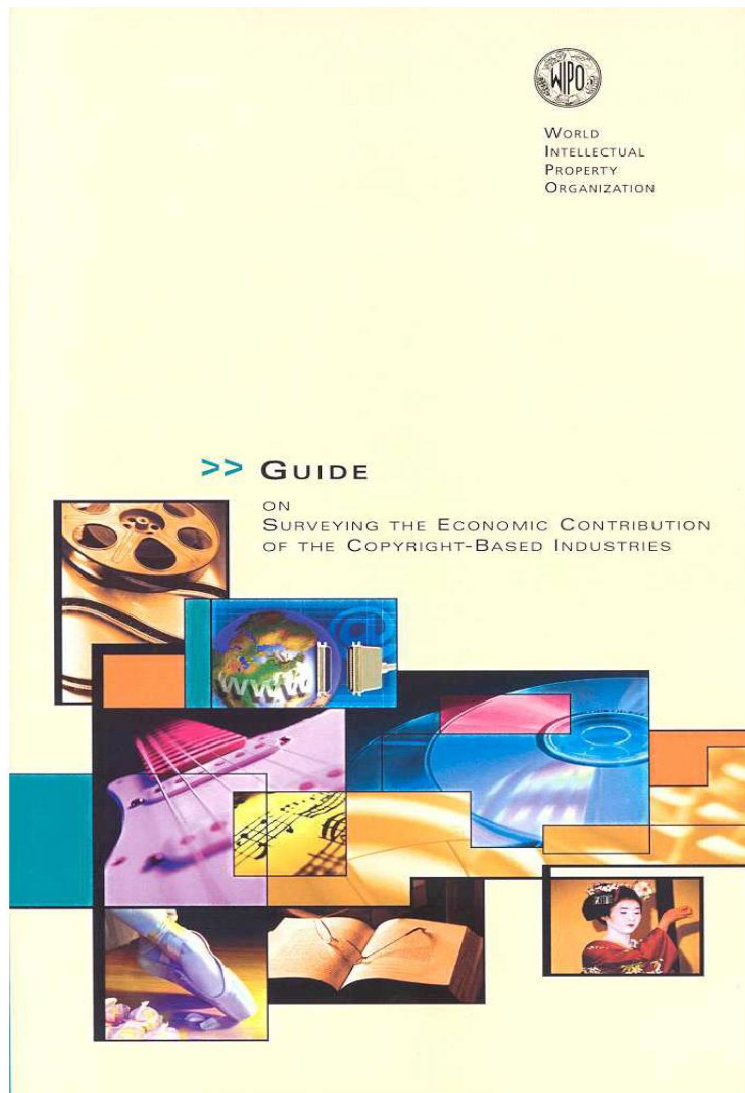
The Shift in Focus contd.

- Growing interest towards economic contribution of creativity:
 - Is creativity a driver in the knowledge economy?
 - Can creativity bring more development?
 - Can nations capitalize on creative assets?
- specific policy objectives leading to specific measurement tools
 - variety of approaches - social, economic and cultural

The Shift in Focus contd.

- Clarity is needed on concept, definition and criteria of creative industries at,
 - International level
 - National level
- Importance of IP in the development and success of creative industries should be highlighted

The WIPO Guide



The WIPO Guide contd.

- The Guide aimed at
 - linking copyright to quantifiable indicators
 - Gross Domestic Product
 - Employment
 - Trade
 - developing practical guidelines for measurements
 - Shows advantages and limitations of approaches suggested
 - Identifies ways of determining the copyright factor
 - Guidance on analysis and presentation of results
 - providing consistency of approach
 - Official data sources
 - Supplementary statistics

The WIPO Guide contd.

- Core

- Press & Literature; Music, Theatrical Productions & Operas; Motion Picture & Video; Radio & TV; Photography; Software & Databases; Visual & Graphic Arts; Advertising Services; Copyright Collecting societies

- Interdependent

- TV sets, Radio, VCRs, CD Players, DVD Players, Cassette Players, Electronic Game Equipment and Other Similar Equipment; Computers & Equipment; Musical Instruments; Photographic & Cinematographic Instruments; Photocopiers; Blank Recording Material; Paper

The WIPO Guide contd.

- **Partial**

- Apparel, Textiles and Footwear; Jewelry & Coins; Other Crafts; Furniture; Household Goods, China and Glass; Wall Coverings and Carpets; Toys and Games; Architecture, Engineering, Surveying; Interior Design; Museums

- **Non-Dedicated**

- General Wholesale and Retailing, General Transportation, Telephony and Internet

The WIPO Guide contd.

- The Studies would enable
 - Positioning of the creative sector in the national economy
 - International and cross-sectoral comparisons
 - Identification of competitive advantages

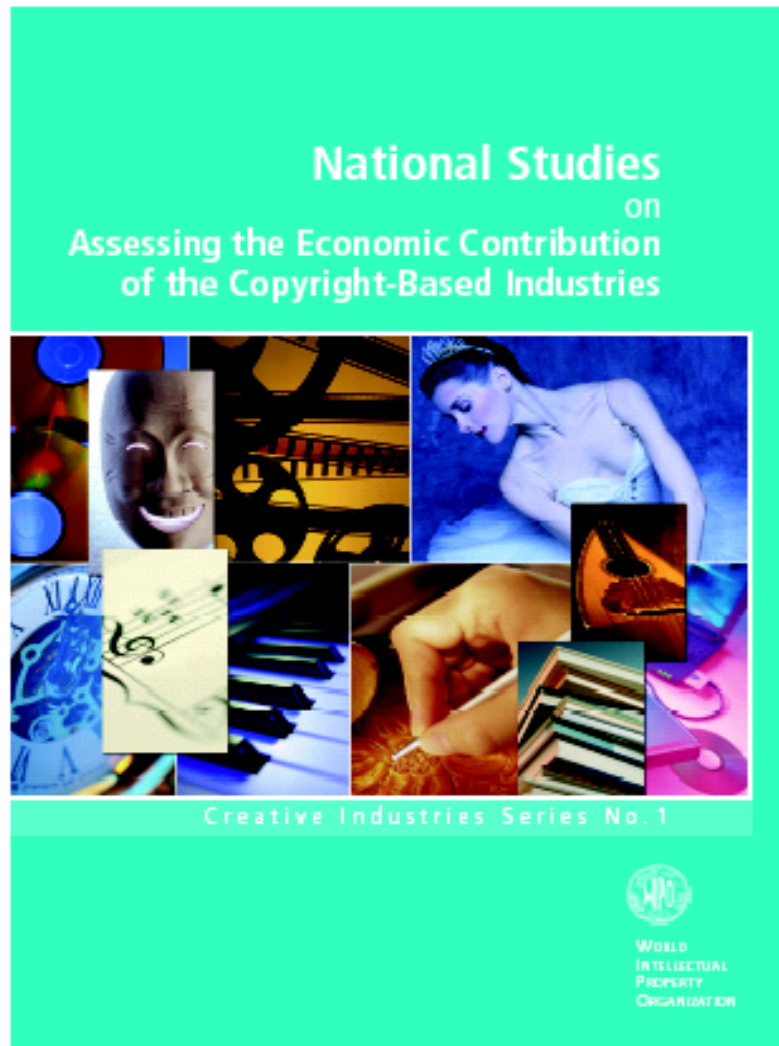
The WIPO Guide contd.

- Thus Providing
 - input for policy formulation
 - adjustment of national policies and practices
- A reinforced perspective on IP and copyright
- Relating copyright to business activities

The WIPO Guide contd.

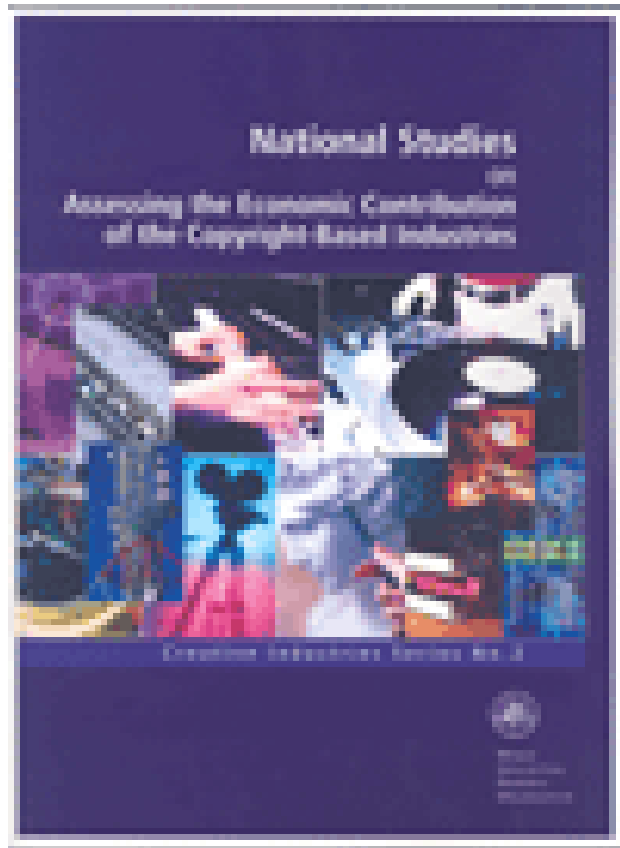
- Indicative of structural changes in the economy
- Useful in identifying
 - competitive advantages
 - drivers
 - problem areas

Results of Studies



Singapore
Canada
USA
Latvia
Hungary

Results of Studies contd.



Philippines
Mexico
Jamaica
Bulgaria
Lebanon

Results of Studies contd.

Third Volume

Colombia
Croatia
Romania
Russia
Ukraine

Fourth Volume

Malaysia
Kenya
Panama
Peru
Slovenia

Results of Studies contd.

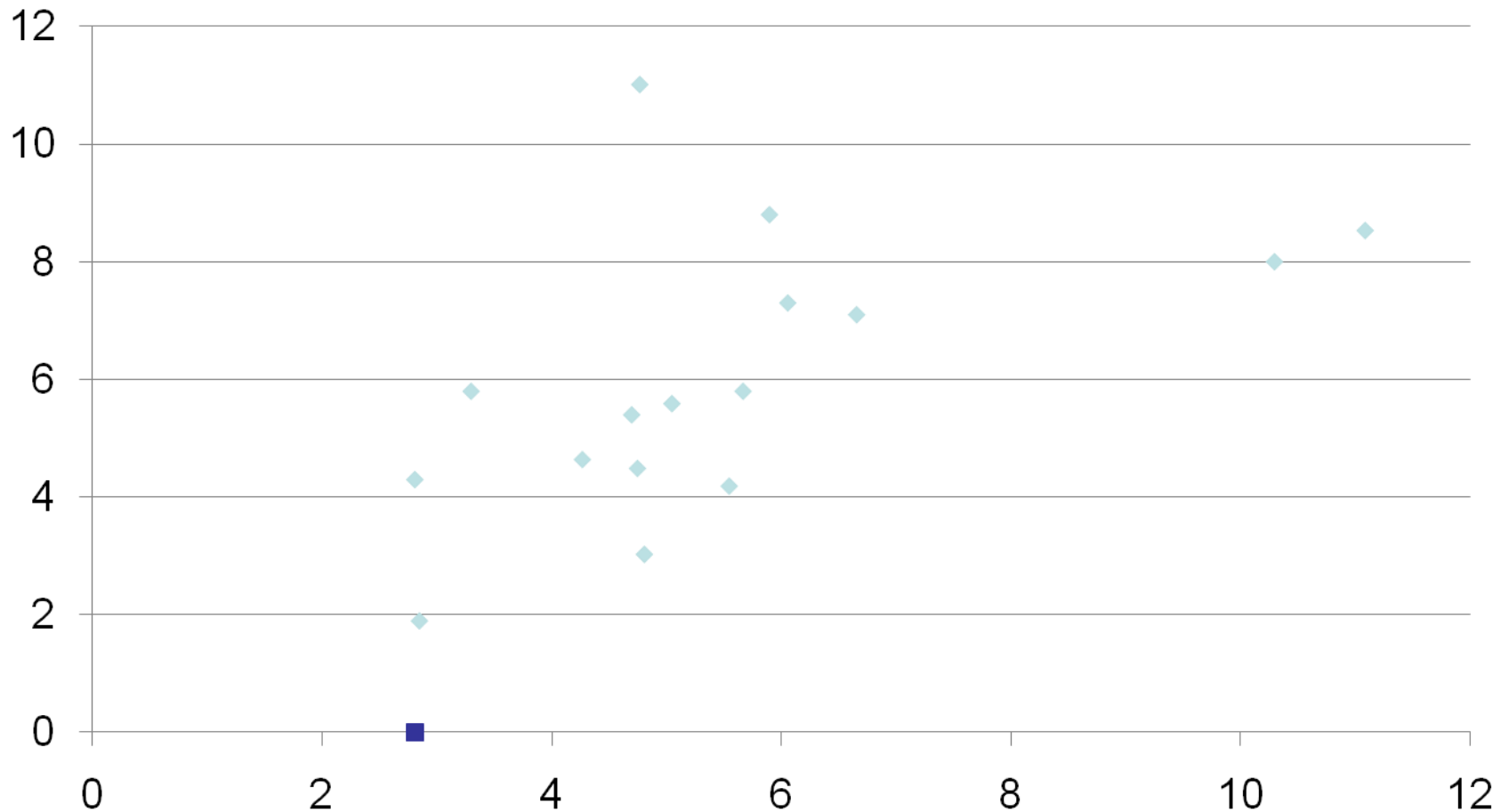
Country	GDP	Employment	Country	GDP	Employment
Bulgaria	2.81	4.30	USA	11.09	8.53
Jamaica	4.81	3.03	Australia	10.30	8.0
Lebanon	4.75	4.49	Croatia	4.27	4.64
Mexico	4.77	11.01	Romania	5.55	4.19
Philippines	4.82	11.10	Colombia	3.30	5.80
Canada	4.7	5.4	Russia	6.06	7.30
Hungary	6.66	7.1	Ukraine	2.85	1.90
Latvia	5.05	5.59	Netherlands	5.90	8.80
Singapore	5.67	5.80	Malaysia	5.80	7.50

Results of Studies contd.

Country	GDP	Employment
Kenya	5.32	3.26
Panama	6.35	3.17
Peru	2.70	4.50
Slovenia	5.10	6.80
China	6.4	6.78

Results of Studies contd.

Economic contribution of CBIs



Results of Studies contd.

- The results can be used to
 - Raise awareness of policy makers and other stakeholders on the economic contribution of CBIs
 - Position the CBIs in the context of the national economy i.e. contribution to GDP, Employment and Trade
 - Comparative analysis with other countries
 - Adjustment of national legislation and policies

Results of Studies contd.

- Feedback,
 - Growing interest from Member-States, IGOs and NGOs
 - Policy and professional interest and support
 - Indicators are generally acceptable
 - results are not a function of the overall economic development level of the country
 - strong influence of economic cycles and classification system

Results of Studies contd.

- Challenges
 - Relation between an industrial approach and individual creative activities (adjustments to data collection)
 - It is a production, not consumption based approach
 - underdeveloped statistical framework adds to the cost of the studies

Finally

Thank you once again for your kind attention

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