

On #worldipday, let's celebrate a Europe of Creativity, Innovation and Growth



CREATIVITY
WORKS

The EU is a global creative force – and World Intellectual Property day on 26th April is the time to celebrate a Europe where creativity and innovation remain the beating heart of the continent's recovery and growth.

That's why we have built Creativity Works!, an alliance uniting Europe's creative sectors with members ranging from film directors, video games developers, broadcasters, writers, screenwriters and book publishers to sports organisations, cinema exhibitors, picture agencies, music and film/TV producers, publishers and distributors.

Our images, words, sounds and ideas drive growth, jobs and prosperity in Europe. According to the OHIM, copyright-intensive industries generate 7 million European jobs and contribute approximately €509 billion to EU GDP¹.

Our sectors innovate incessantly, delivering ever more creative works to consumers. Today, Europeans can access over 30 million licensed songs²; over 3,500 video-on-demand services³; and over 2 million e-book titles⁴. EU games developers lead the field among the creators of 40% of the 100 top-grossing apps in the EU and US⁵.

Our goal is to ensure Europe is a place where creativity continues to flourish, in a virtuous circle of creative talent, artistic expression and due reward. Copyright works, and keeps creators in work; creative talent backed by investment fuels our global innovative edge. Let's celebrate creative Europe this 26th April – our future depends on it.

To find out more about how #copyrightworks, please visit www.creativityworks.eu, or follow @CreativityW.

¹Office for Harmonisation in the Internal Market and the European Patent Office: *Intellectual property rights intensive industries: contribution to economic performance and employment in the European Union*, 2013

²International Federation of the Phonographic Industry, 2012

³European Audiovisual Observatory MAVISE database, <http://mavise.obs.coe.int/>

⁴Alice Enders, *Progress towards Digital Europe*, 2013

⁵European Commission, *Sizing the EU App Economy*, 2014