



Press release

For immediate release

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Creative and cultural sectors welcome study showing value of IP-intensive industries

The cultural and creative sectors welcome the first official European study¹ highlighting the central role of Europe's IP-intensive industries as drivers of innovation, growth and jobs. This was carried out by the Office for Harmonization in the Internal Market (OHIM) and the European Patent Office (EPO) and presented today in Brussels.

The study shows that IP-intensive industries overall contribute 26% of employment and 39% of GDP in the EU, within which the copyright-intensive industries play an important part. *"As an important source of jobs, especially for young people, the cultural and creative sectors continuously invest in Europe's future,"* said Helen Smith, IMPALA.

The IP-intensive industries are Europe's most effective global ambassadors, making up the biggest share of Europe's trade with the rest of the world. *"Innovation is our lifeblood. Citizens throughout the world love our creative works. The fact that the copyright-intensive sectors generate a trade surplus attests to that,"* Smith said.

"Our sectors' competitive advantage depends above all on millions of innovative, creative and highly valued people," said Ross Biggam, Association of Commercial Television in Europe. Commenting on the study's finding that *"IPR-intensive industries also pay significantly higher wages than other industries, with a wage premium of more than 40%,"* he added that this *"shows the social and economic value of creativity and innovation"*.

The dynamism of the cultural and creative industries depends on Europe's strong intellectual property framework. *"Creative talent, artistic expression, entrepreneurship and reward are essential ingredients in ensuring that the cultural and creative sectors can continue to thrive,"* said Elisabeth O. Sjaastad, Federation of European Film Directors.

In this respect, our sectors also welcome national initiatives to promote the role of the copyright-intensive industries. We were very encouraged by a UK parliamentary report² that warned this week against any watering down of intellectual property rights and the failure to tackle online piracy.

¹ OHIM/EPO study: www.oami.europa.eu

² UK House of Commons Culture Committee report: www.parliament.uk/business/committees/committees-a-z/commons-select/culture-media-and-sport-committee/news/130923-creative-economy-report



About Creativity Works!

Like-minded organisations, federations and associations from the European cultural and creative sectors have formed a coalition: **Creativity Works!**. Its objective is to kick-start an open and informed dialogue with EU policy-makers about the economic and cultural contribution made by creators and the cultural and creative sectors in the digital age. Members are brought together by a sincere belief in creativity, creative content, cultural diversity and freedom of expression. Creativity Works! will hold its launch event on 16 October at the Royal Museums of Art and History, Parc du Cinquanteenaire, Brussels.

Anne Bergman-Tahon, Director, Federation of European Publishers (FEP)

Ross Biggam, Director General, Association of Commercial Television in Europe (ACT)

Benoit Ginisty, Director General, International Federation of Film Producers Associations (FIAPF)

Elena Lai, Secretary General, European Coordination of Independent TV Producers (CEPI)

Simon Little, Managing Director, Interactive Software Federation of Europe (ISFE) - Representing the European Video Games Industry

Chris Marcich, President Managing Director, EMEA, Motion Picture Association (MPA)

Mathieu Moreuil, Head of European Public Policy, Premier League

Jan Runge, Chief Executive, International Union of Cinemas (UNIC)

Elisabeth O. Sjaastad, Chief Executive, Federation of European Film Directors (FERA)

Helen Smith, Executive Chair, IMPALA – Independent Music Companies Association

Charlotte Lund Thomsen, Director General, International Video Federation (IVF)

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