

The contribution of IP statistics in decision making



Date: September 14-16, 2016

OVERVIEW

**IP, Innovation & Economic
Growth**

Data availability & limitations

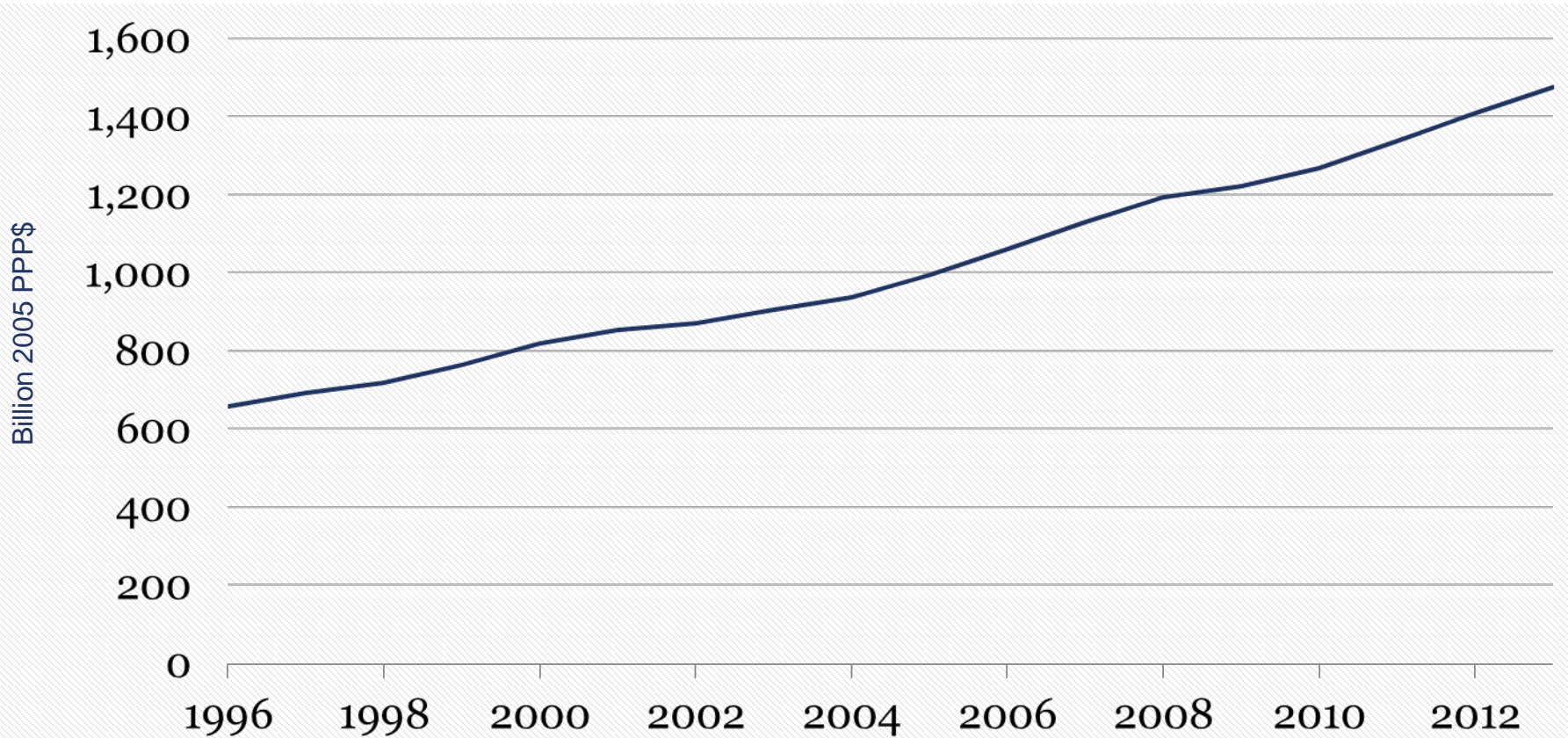
Use of data in decision making

**Challenges faced by office
(to produce policy relevant data)**

IP, INNOVATION & ECONOMIC GROWTH

- Innovation is a central driver of economic growth
- Extensive research on the role of IP in stimulating innovation
- Studies have quantified the contribution of IP to economic growth
- IPRs play a central role in business strategies

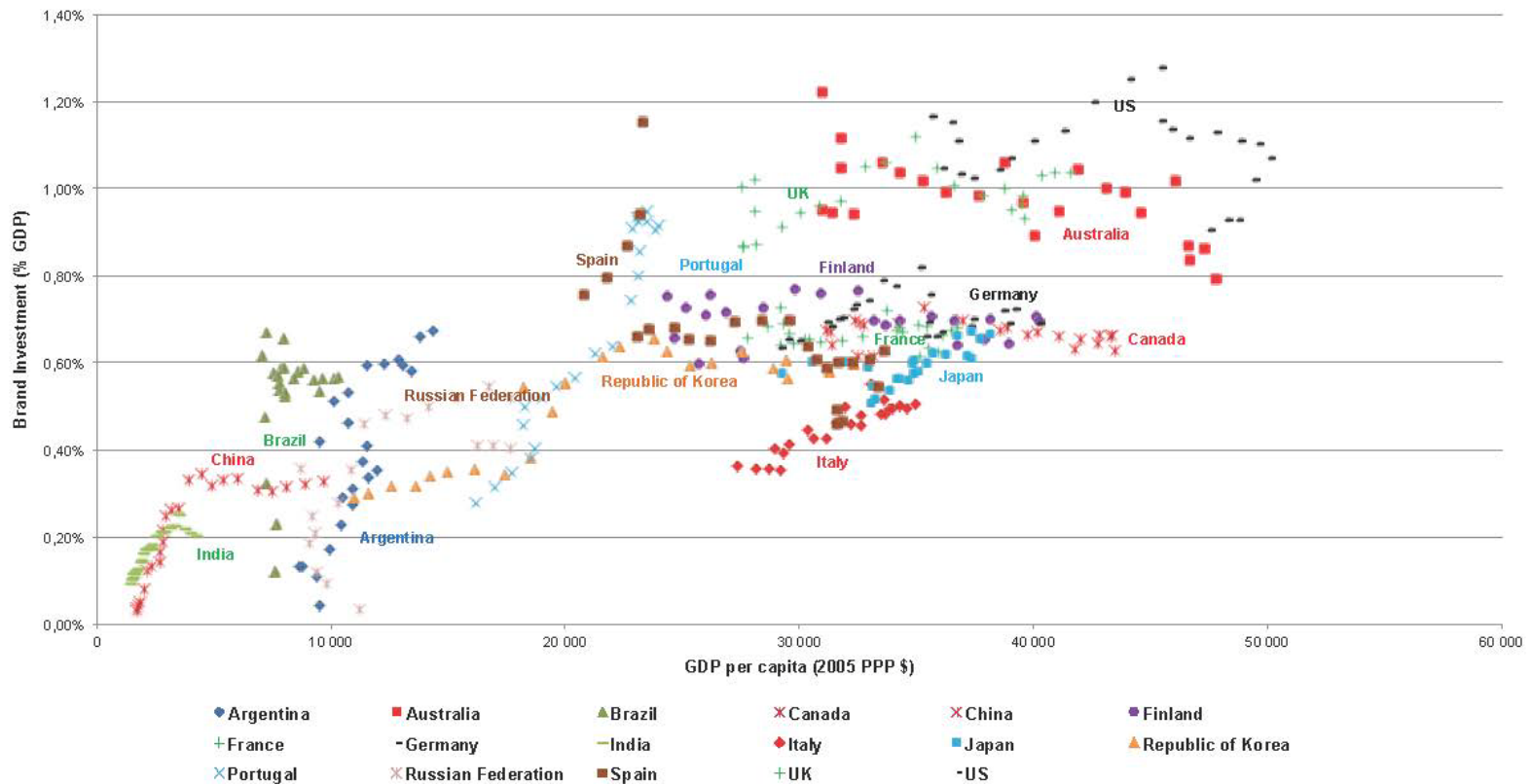
GROWTH IN R&D INVESTMENT WORLDWIDE



INVESTMENT IN BRANDING

Figure 1.4: Branding investment increases compared with economic development, 1988-2011

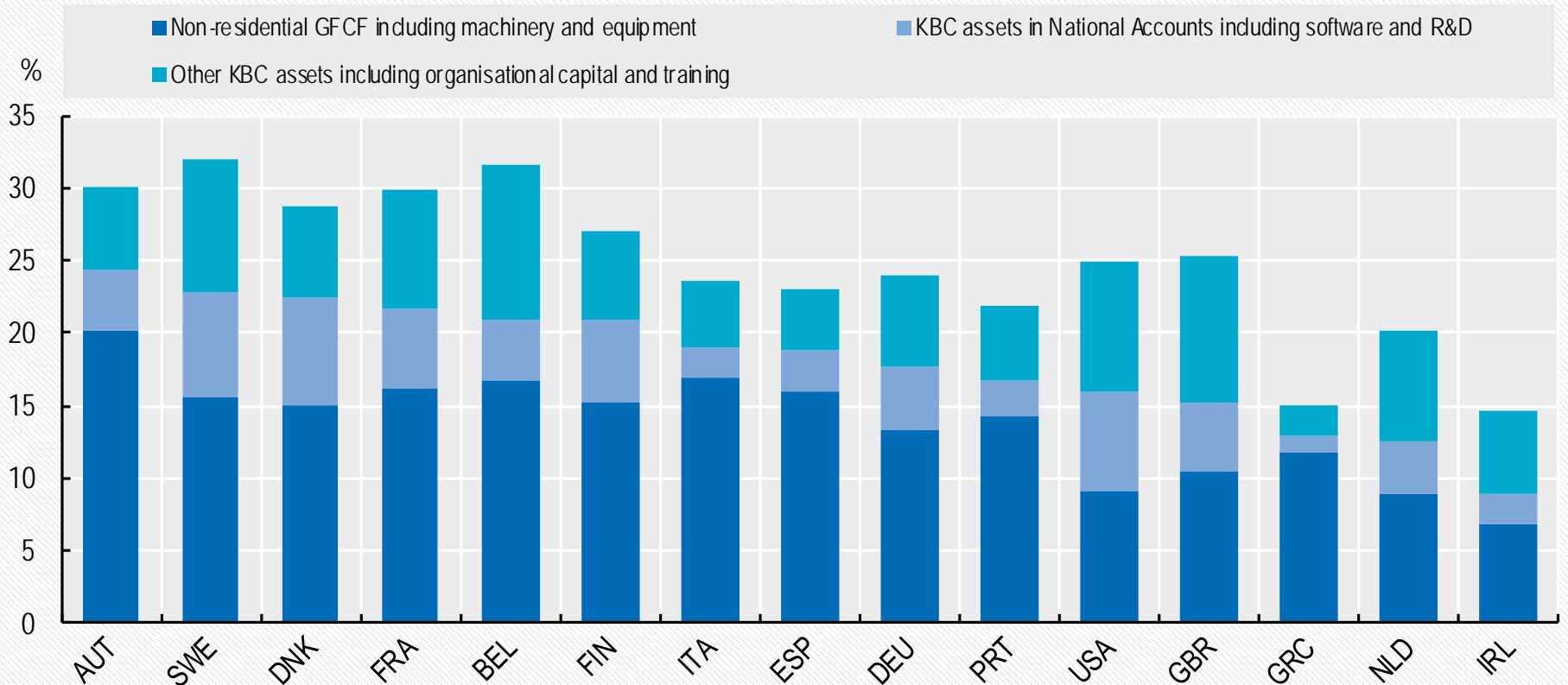
Branding investment as a percentage of GDP, compared with GDP per capita, in 2005 USD PPP



Note: Comparable data on advertising and market research spending (purchased component excluding strategic marketing) for 17 countries. PPP refers to purchasing power parities.

Source: WIPO, based on Corrado and Hao (2013).

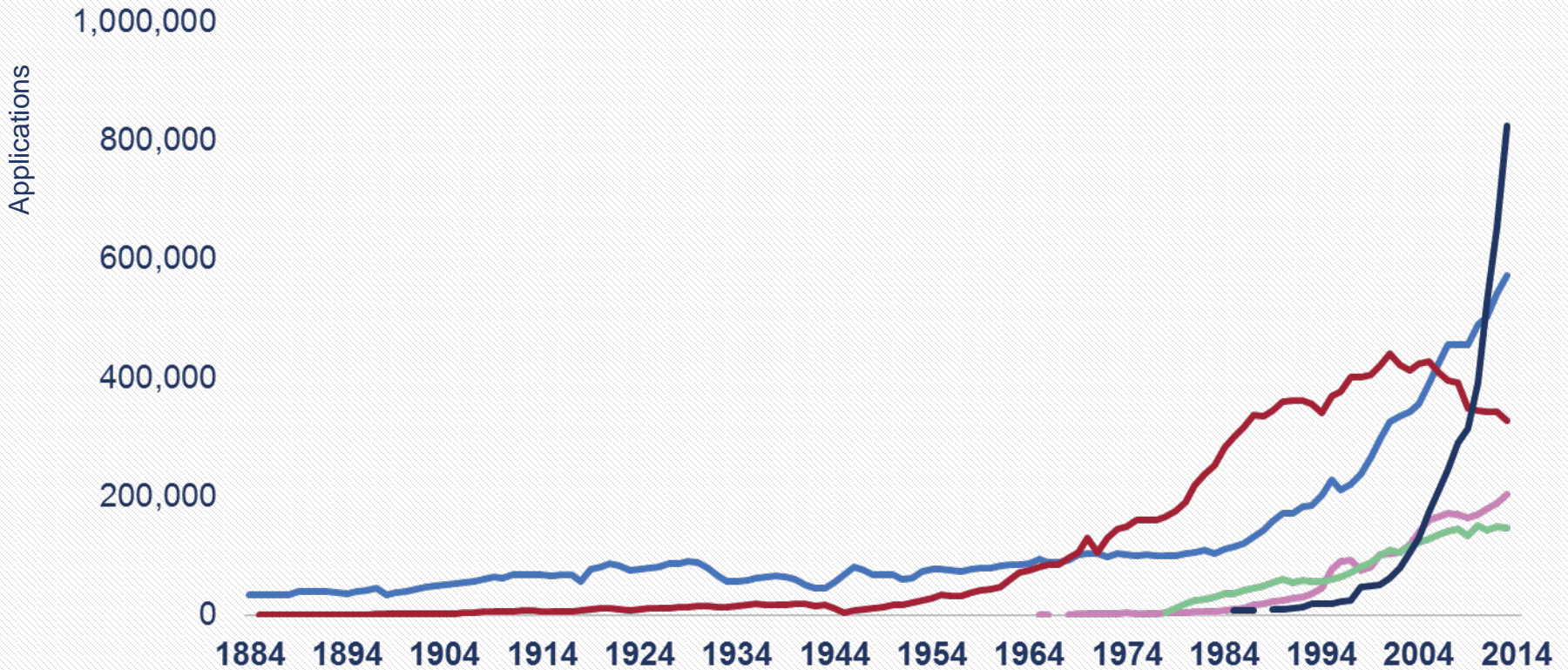
SHIFT TOWARDS INTANGIBLE INVESTMENT



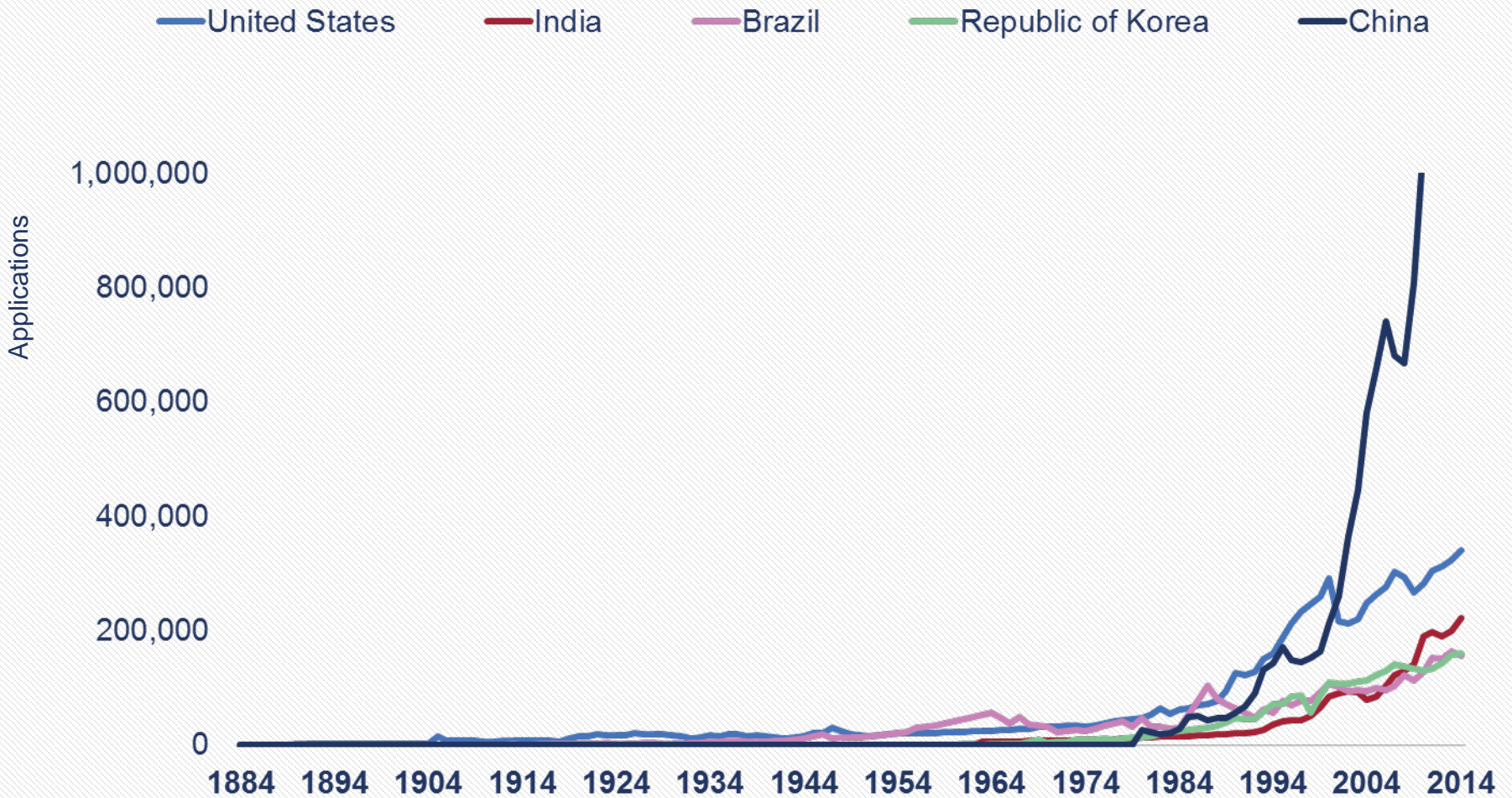
Business investment in fixed and knowledge-based capital as a % of business sector's gross value added

GROWING DEMAND PATENTS

United States Japan Republic of Korea European Patent Office China



....AND TRADEMARKS



BRAND VALUES

Table 1.1: Brand values are high and are important as a proportion of market capitalization

Values of the top ten brands in 2013 in absolute terms and as proportion of the company's market capitalization

Interbrand			BrandZ			Brand Finance		
Company	Brand value 2013 (in billion USD)	Brand value as a percentage of market capitalization	Company	Brand value 2013 (in billion USD)	Brand value as a percentage of market capitalization	Company	Brand value 2013 (in billion USD)	Brand value as a percentage of market capitalization
Apple	98.3	58.0%	Apple	185.1	41%	Apple	87.3	19%
Google	93.3	20.7%	Google	113.7	39%	Samsung	58.8	32%
Coca-Cola	79.2	39.3%	IBM	112.5	56%	Google	52.1	18%
IBM	78.8	26.9%	McDonald's	90.3	94%	Microsoft	45.5	18%
Microsoft	59.6	22.9%	Coca-Cola	78.4	46%	Wal-Mart	42.3	18%
General Electric	47	19.9%	AT&T	75.5	43%	IBM	37.7	19%
McDonald's	42	43.9%	Microsoft	69.8	27%	General Electric	37.2	16%
Samsung	39.6	35.2%	Marlboro	69.4	NA	Amazon	36.8	27%
Intel	37.3	20.0%	Visa	56.1	49%	Coca-Cola	34.2	20%
Toyota	35.4	17.8%	China Mobile	55.4	25%	Verizon	30.7	23%
Average	61	30.5%		91	46.7%		46	21%

Note: The values for market capitalization are based on valuations on the New York Stock Exchange, obtained from Yahoo! Finance, access date September 6, 2013, 2 p.m.

Source: WIPO, based on BrandZ, Brand Finance, Interbrand.

USE OF IP DATA IN DECISION MAKING

POLICY MAKERS

- Innovation
- Science & technology
- Economic analysis
 - IP policy
 - Etc.

BUSINESSES

- Business strategies
- Monitoring technology development
 - Etc.

IP OFFICES

- Budget & planning

DATA AVAILABILITY & LIMITATIONS

- Aggregate data vs unit record data
- Linking IP data with economic data
- Methodologies and classifications
- International comparability

CHALLENGES FACED BY OFFICES

RESOURCES

AWARENESS

Mosahid Khan
Head, IP Statistics
WIPO

mosahid.khan@wipo.int

www.wipo.int/ipstats