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WORLD INTELLECTUAL PROPERTY ORGANIZATION
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STANDING COMMITTEE ON COPYRIGHT AND RELATED RIGHTS

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**WIPO GUIDE ON SURVEYING THE ECONOMIC CONTRIBUTION OF THE
COPYRIGHT-BASED INDUSTRIES**

prepared by the Secretariat

1. At its eighth session in November 2002, the Standing Committee on Copyright and Related Rights (SCCR) considered document SCCR/8/2 “Short Description of Possible Subjects for Future Review by the Standing Committee.” The Committee adopted a decision that an item on Other Issues for Review would be kept on the Agenda for the next session of the SCCR so that the Secretariat could report on the progress of work done on those issues.¹ The present document describes a project undertaken by the Secretariat regarding the issue of the economic contribution of the copyright and related rights sector.
2. Work by WIPO on the economics of copyright received strong support by many delegations at the said session of the SCCR.² As a first step in clarifying the importance of copyright and related rights as a tool for economic, social and cultural growth, the Secretariat has developed a Guide on Surveying the Economic Contribution of the Copyright-Based Industries.³
3. Understanding the economic contribution of activities based on copyright protection will facilitate the identification and development of appropriate policies to support the relevant industries and activities. Although existing research in this field has provided evidence of the contribution of the copyright-based industries to the national economy, that contribution remains largely unstudied, particularly in developing countries and countries in transition. Of the studies done so far differences in methodologies, practices and objectives adopted have made it difficult to compare their results. Hence the purpose of the Guide is threefold: (1) to summarize existing experience in surveying the copyright-based industries; (2) to develop a practical instrument in the form of guidelines, recommendations and survey methods; and (3) to establish a basis for comparison of future surveys built on reliable data and common methodologies.
4. In order to achieve these goals WIPO convened in 2002, with the support of the Government of Finland, a Working Group of well-known economists, who are experienced in the preparation of studies on the subject or in the field of economic research on the copyright-based industries. The members of the group were Mr. Jeremy Thorpe (Australia), Mr. Antonio Marcio Buainain (Brazil), Mr. Ahmed Ghoneim (Egypt), Mr. Robert Picard (Finland), Mr. Jules Theeuwes (Netherlands), Dr. Ruth Towse (Netherlands), Professor Richard Watt (Spain) and Mr. Stephen Siwek (United States of America). The Working Group was chaired by Mr. Jukka Liedes, Special Adviser to the Government of Finland. Relevant input was also received from the following international non-governmental organizations: the International Confederation of Societies of Authors and Composers (CISAC), the International Federation of Reproduction Rights Organizations (IFRRO), the International Federation of the Phonographic Industry (IFPI), the International Intellectual Property Alliance (IIPA) and the International Publishers Association (IPA). The deliberations of the Working Group formed the basis for preparation of the Guide by the Secretariat. Various other sources, including academic research, official publications and statistics, were also used.
5. The Guide will assist countries in quantifying the economic contribution of creative activities based on copyright protection, as an area of growing interest to policy makers and to industry where, as yet, little international cooperation has taken place. Through application of

¹ SCCR/8/9 paragraph 126 (d).

² The subject is addressed in SCCR/8/2, VII, paragraphs 27 to 30.

³ WIPO publication No. 893 (E), ISBN 92-805-1225-7.

the measurement procedures described, countries will be able to reach heightened understanding of the numerous positive effects of copyright on the economy and, as a consequence, of the economic importance of copyright protection generally.

6. The Guide addresses three main indicators of the size of the copyright-based industries – the value added, employment and foreign trade generated by them. It outlines the methodology of the survey, justifies the choice of indicators, describes their characteristics and elaborates on existing approaches to their measurement. The social effects of copyright and the effects of copyright piracy are not covered in the Guide as there is an insufficient body of thinking and research in these two areas. These topics could be the subject of possible future work.

7. The recommendations contained in the Guide were developed against the background of existing research experience, United Nations statistical methodologies and other international efforts in this field. Any first survey undertaken on the basis of the Guide requires a multidisciplinary approach from its inception, so that a firm foundation is laid for subsequent studies.

8. As this is the first compilation of guidelines, the Guide will need to be tested in specific national surveys in cooperation with interested governments. It will be refined on the basis of the testing and the experience thus gained. The Secretariat will be pleased to support, resources permitting, surveys to be carried out by Member States.

9. The Standing Committee is invited to note the contents of this document.

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