2014

WIPO STUDIES ON THE ECONOMIC CONTRIBUTION OF THE COPYRIGHT INDUSTRIES

OVERVIEW

World Intellectual Property Organization (WIPO)

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WIPO STUDIES ON THE ECONOMIC CONTRIBUTION

OF THE COPYRIGHT INDUSTRIES

1. BACKGROUND

Since 2002 the World Intellectual Property Organization (WIPO) supports research on assessing the economic contribution of industries which are dependent on copyright and related rights protection – "the copyright industries". In 2003 WIPO published common guidelines on carrying out such research throughout the world[1]. This methodology outlines four groups of copyright industries, identified on the basis of their level of dependence on copyright material. It establishes a set of major indicators – contribution to GDP, employment and foreign trade, and lays out research standards and approaches. The WIPO guidelines were developed on the basis of best international practices by a group of renowned economists. The guidelines have been implemented in over 40 countries around the world and their improvement continues with the experience gained. A new edition of the WIPO methodology is currently under preparation.

The present analysis is built on data from 42 national studies which have been finalized until December 2013[2]. The analysis seeks to present the available data in a harmonized manner in order to facilitate further research in this area. The data matrix that has been created enables constant update of the overview of results from country studies and the presentation of the variables surveyed. Currently the data base includes over 60 variables, including data from other relevant sources that enhance reporting and analysis on the subject matter.

The analysis contained in this document presents an overview of the performance of the copyright industries in selected countries in terms of macroeconomic indicators. It compares this performance with other socio-economic indicators and analyses the structure of this economic contribution, outlining trends and patterns in a comparative perspective. The direct data analysis is followed by a data relationship analysis and a more detailed specific industry analysis.

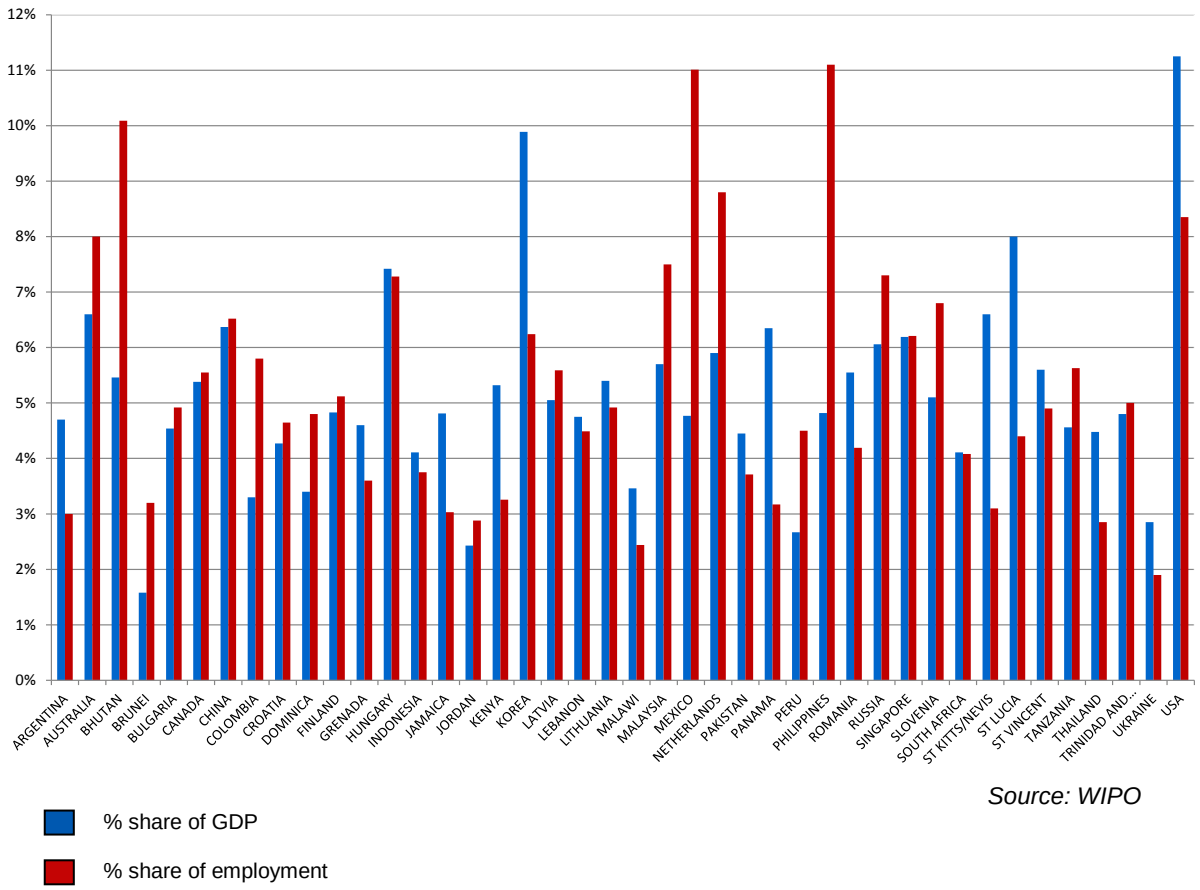
Studies undertaken on the basis of the WIPO methodology have been implemented upon request of interested governments. Their primary objective has been to provide empirical evidence on the size and performance of the sector of the economy, which is underpinned by copyright and related rights protection. An important characteristic of this research has also been its close link to government policies in the area of copyright and creativity. Finally, research on the copyright industries seeks to provide additional statistical information in areas of growing interest, where data is generally insufficient.

2. DIRECT DATA ANALYSIS: COUNTRY COMPARISONS

The direct data analysis in this document is based on two major indicators employed to measure performance of the copyright industries: Contribution to GDP (%) and Share of Employment (%). On the basis of the two a country positioning scheme is established.

2.1. Copyright Industries Contribution to GDP and Employment

Chart 1: ***Overall Contribution of Copyright Industries to GDP and Employment***[3]



Source: WIPO

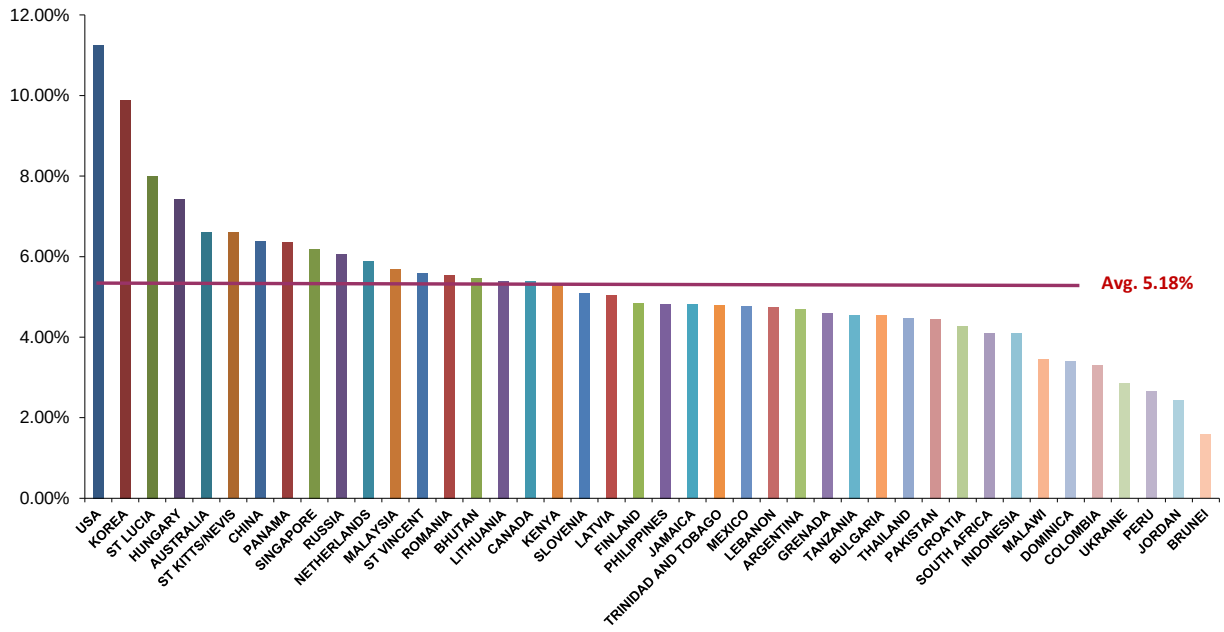
The overall performance of the copyright industries in the countries surveyed indicates the existence of a sizeable sector, which in most countries was found to be beyond the level of expectations. Copyright has often been perceived predominantly as a legal category and has not been analyzed as a factor of social and economic importance. The overview suggests that copyright industries have a significant economic contribution of ten exceeding the contribution of traditional sectors of the economy. The information on the overall economic contribution has often been used to focus the attention on the potential of copyright industries, to contribute to achieving the development objectives of the country.

2.1.1. Contribution to GDP

The value-added produced by the copyright industries, expressed as a percentage of the Gross Domestic Product (GDP), is a central indicator used in numerous studies to project the importance of an industry. The contribution of copyright industries to GDP varies significantly of across countries from over 11% in the USA to under 2% for Brunei.

With the average 5.18 %, three quarters of the countries have a contribution between 4% and 6.5%. Countries that have experienced rapid economic growth typically have above average share of GDP attributed to copyright industries.

Chart 2: Contribution of Copyright Industries to GDP[4]

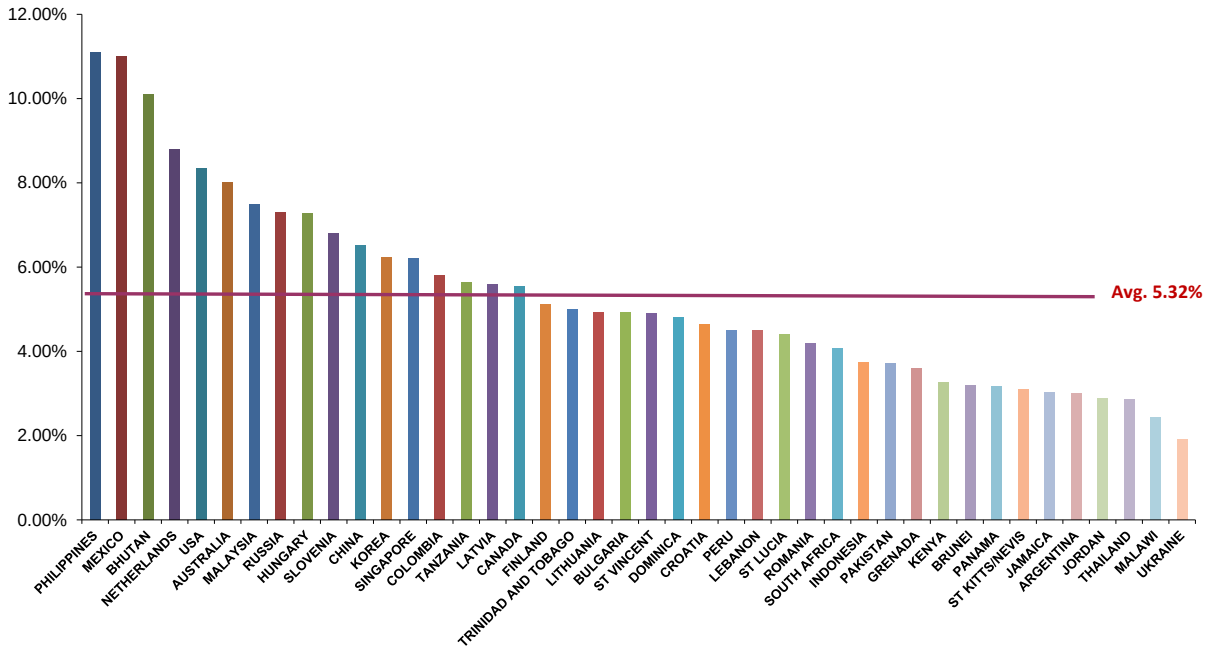


Source: WIPO

2.1.2. Contribution to National Employment

The contribution of copyright industries to national employment is slightly higher than the share of GDP and stands at an average of 5.32%. Nearly three quarters of the countries fall in the range between 4% and 7% contribution to national employment. Mexico and the Philippines have by far the highest share of their labor force in the copyright Industries. Most countries with above average share of the copyright industries[5] in GDP also exhibit above average share of employment. Employment generation has been a most important indicator for the socio-economic importance of the copyright sector.

Chart 3: ***Contribution of Copyright Industries to National Employment***

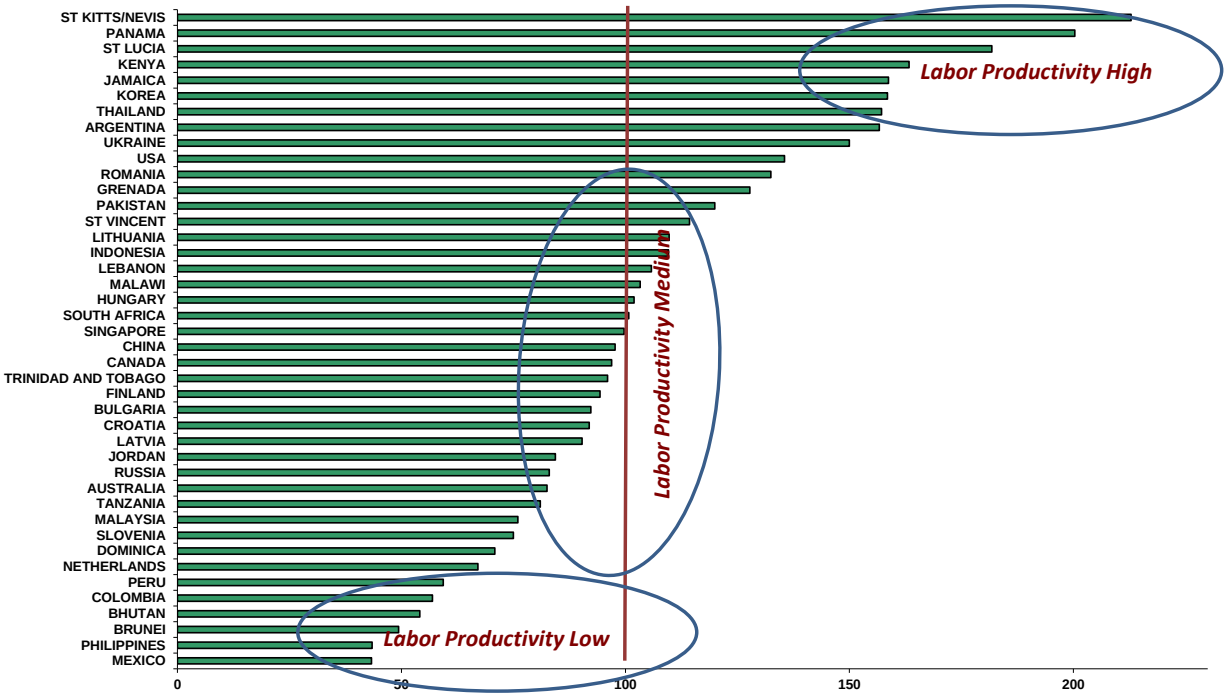


Source: WIPO

2.2. Labor Productivity

On the basis of the GDP and employment contributions a Labor Productivity Index can be calculated. Labor Productivity is defined as the ability to produce a given contribution to the national GDP by employing a given share of labor resources. It is calculated as the proportion between the share of GDP, and share of national employment attributed to copyright industries. With 100 being the base, an index above indicates that higher share of creative industries GDP output is achieved with lower share of labor input.

Chart 4: ***Labor Productivity Index for Copyright Industries***



Source: WIPO

Countries that have the highest calculated Labor Productivity do not necessarily have a high contribution to GDP. High productivity index indicates increased monetary value per unit of labor. In some cases the values of the index can be explained with a relatively low share of formal employment in the creative sector.

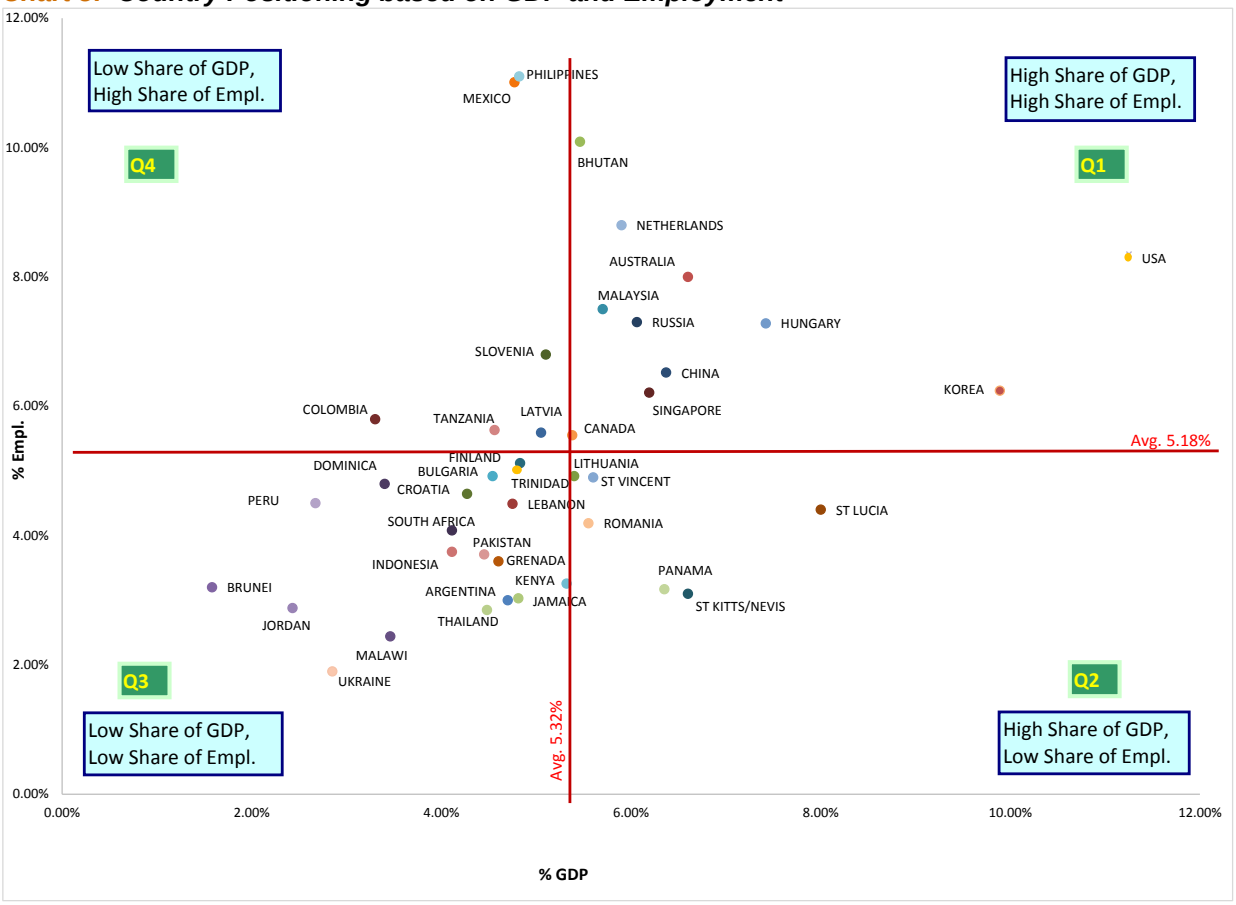
2.3. Country positioning

The country positioning is analyzed through the four quadrant paradigm. Based on the values the two indicators, share in GDP and share in employment, countries can be attributed a position on the four quadrants chart. This analysis is of practical use when following a country's development over time with the goal of monitoring performance tendencies.

The national studies suggest that some of the factors that define the position of countries on the plot could be summarized as follows:

- Positioning of copyright industries in domestic and global markets;
- Monetary value attached to creative products
- National policies supporting this sector of the economy
- Cultural characteristics and national traditions[6]

***Chart 5:* Country Positioning based on GDP and Employment**



Source: WIPO

The majority of the countries are clustered either in the upper right quadrant (Q1; high share of GDP, high employment) or in the lower left quadrant (Q3; low share of GDP, low share in employment). Keeping in mind that this clustering is relative to the average contribution of copyright industries in the sample, it could reveal potentially important patterns in the development of copyright industries over time.

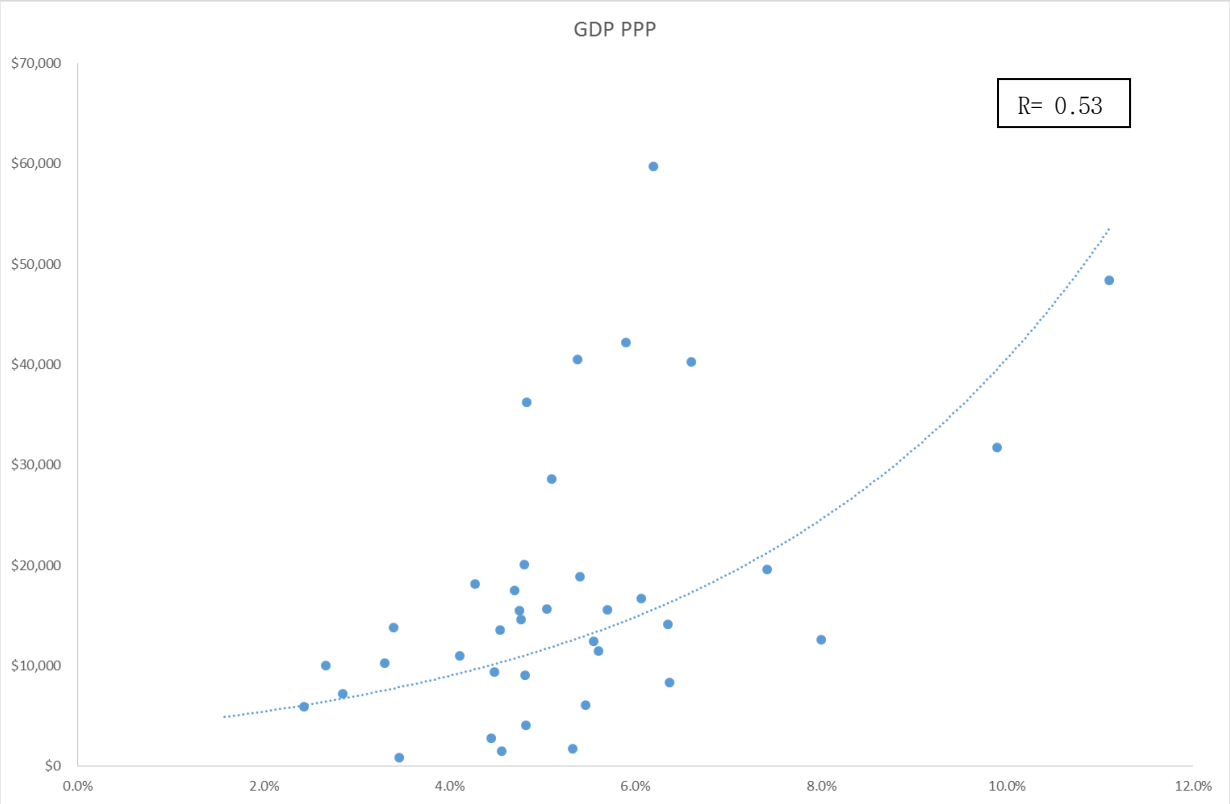
3. DATA RELATIONSHIP ANALYSIS

The data relationship analysis seeks to establish statistically significant relationships between the contribution of copyright industries to GDP and Employment on one hand, and other available indicators and indexes of socio-economic performance.

3.1. Gross Domestic Product per Capita (Purchasing Power Parity)

There is a positive relation between the contribution of copyright industries to GDP and the GDP per Capita[7]. GDP calculated on the bases of Purchasing Power Parity is the gross domestic product converted to international dollars using purchasing power parity rates. The correlation with the copyright industries' contribution to GDP is much higher, and more relevant than using GDP per Capita alone. However, it is a broad indicator, and as considerable differences exist between countries within the same GDP per capita brackets, we will examine other more concrete indicators.

Chart 6: ***Relationship between Contribution of Copyright Industries to GDP and GDP per Capita (PPP) (2012)***



Source: The World Bank Development Indicators

3.2 Global Innovation Index

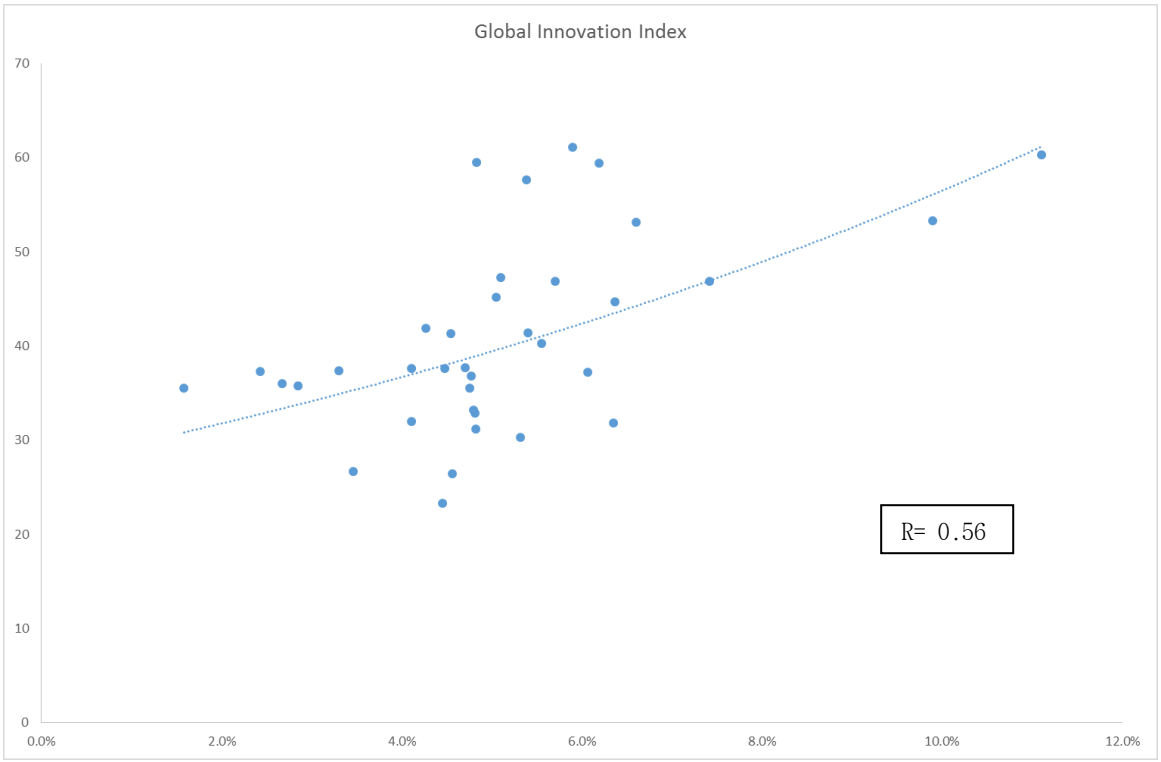
Cornell University and INSEAD, supported by WIPO and other partners produce in partnership the Global Innovation Index (GII), recognizing the key role of innovation as a driver of economic growth and prosperity.

The GII acknowledges the need for a broad horizontal vision of innovation that is applicable to both developed and emerging economies, with the inclusion of indicators that go beyond the traditional measures of innovation, to also include:

- Institutions
- Human capital and research
- Infrastructure
- Market and business sophistication

The GII is evolving into a valuable benchmarking tool to facilitate public-private dialogue, whereby policymakers, business leaders and other stakeholders can evaluate progress on a continuous basis.

Chart 7: ***Relationship between Contribution of Copyright Industries to GDP and the Global Innovation Index 2013***



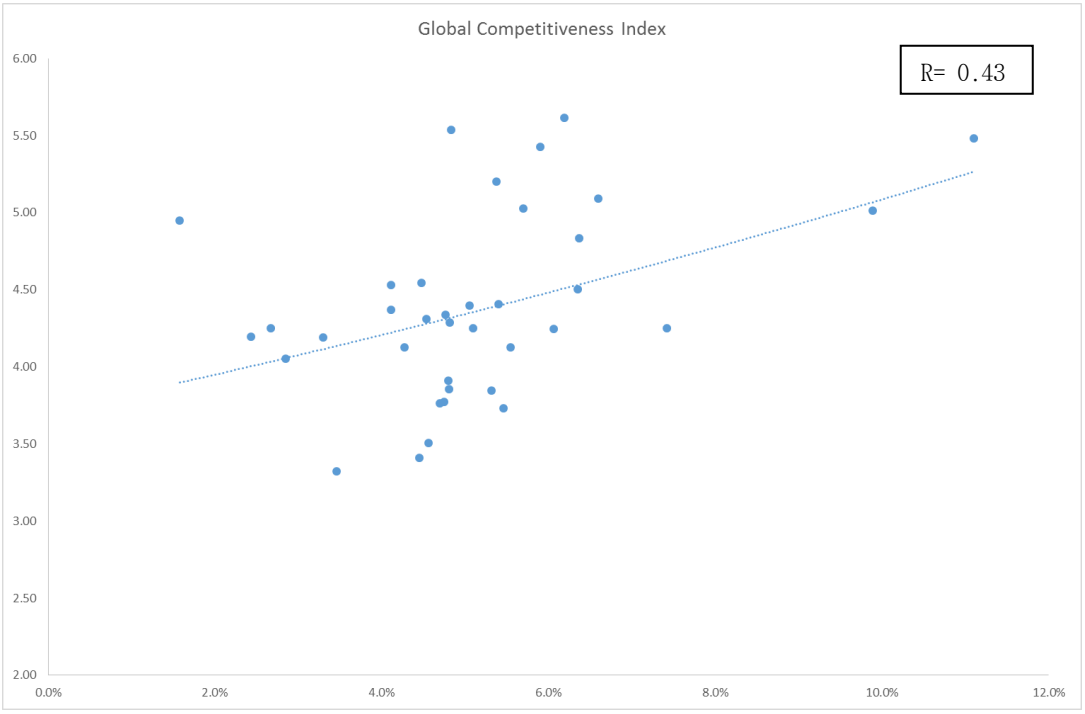
Source: Cornell University, INSEAD and WIPO

This indicator has a positive and highly significant relation with performance of the creative industries. This relationship implies that innovation and creativity are inherently and positively connected. The innovation leaders such as developed economies and some of the rapidly growing developing countries (Korea, Singapore, China, Malaysia), but also countries in transition such as Hungary and Slovenia, are a testimony to this close relationship.

3.3 Global Competitiveness Index

The World Economic Forum's Competitiveness Report and report series, as the world's most comprehensive and respected assessment of countries' competitiveness mirrors the business operating environment and competitiveness of over 140 economies worldwide. The report series identify advantages as well as impediments to national growth thereby offering a unique benchmarking tool to the public and private sectors as well as academia and civil society. In addition to statistical data, the index also features data from the Executive Opinion Survey carried out by the World Economic Forum with over 13,000 business leaders representing the 142 countries in the report.

Chart 8: Relationship between Contribution of Copyright Industries to GDP and the Global Competitiveness Index 2013



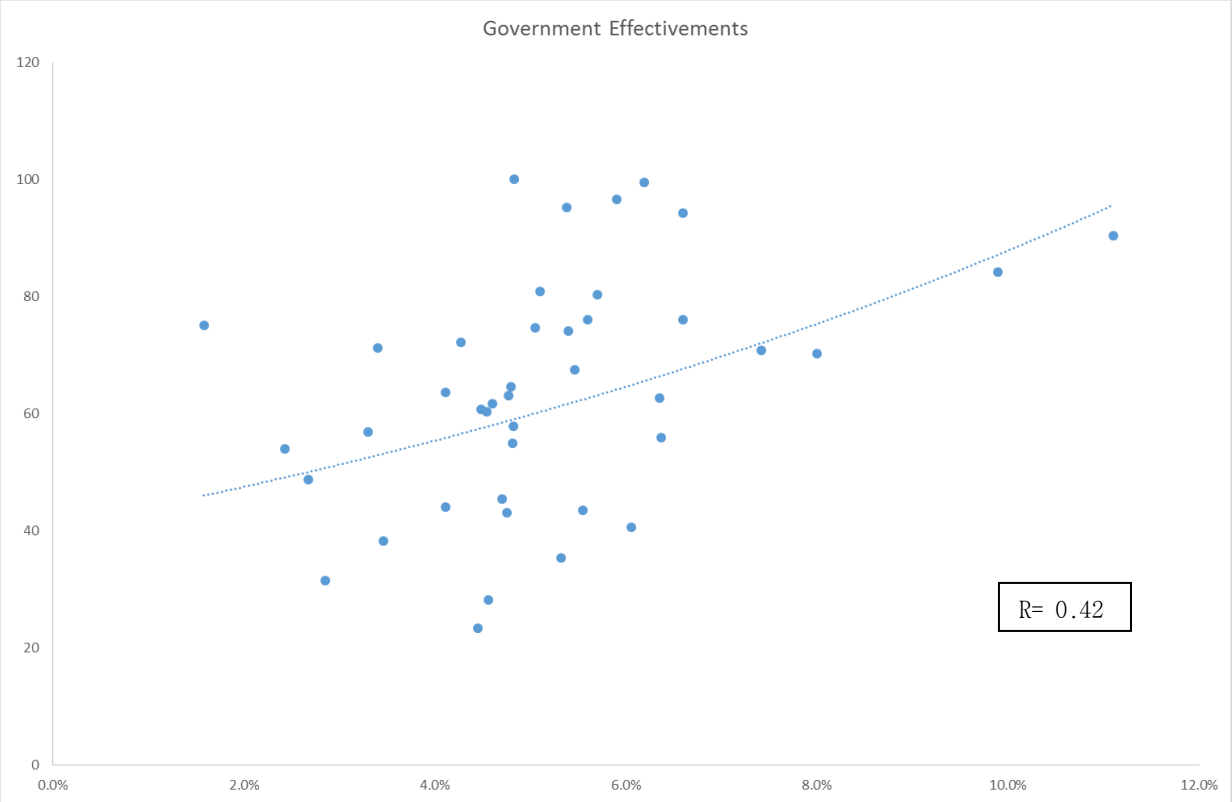
Source: The World Economic Forum (WEF)

The analysis suggests that there is a strong and positive relationship between the contribution of copyright industries to GDP and the Global Competitiveness Index. There is high level of clustering of the sample at the high end of the competiveness and the GDP contribution scale, and at medium-low end of the scale. The clustering at the high end of the scales suggests that countries with high level of competitiveness have a strong presence of copyright industries in the economy as CRI are symbols of advanced knowledge, ideas and innovation.

3.4 Government Effectiveness

One of the World Bank Worldwide Governance Indicators, Government Effectiveness captures perceptions of the quality of public services, the quality of the civil service and the degree of its independence from political pressures, the quality of policy formulation and implementation, and the credibility of the government's commitment to such policies

Chart 9: ***Relationship between Contribution of Copyright Industries to GDP and Government Effectiveness Indicator:***



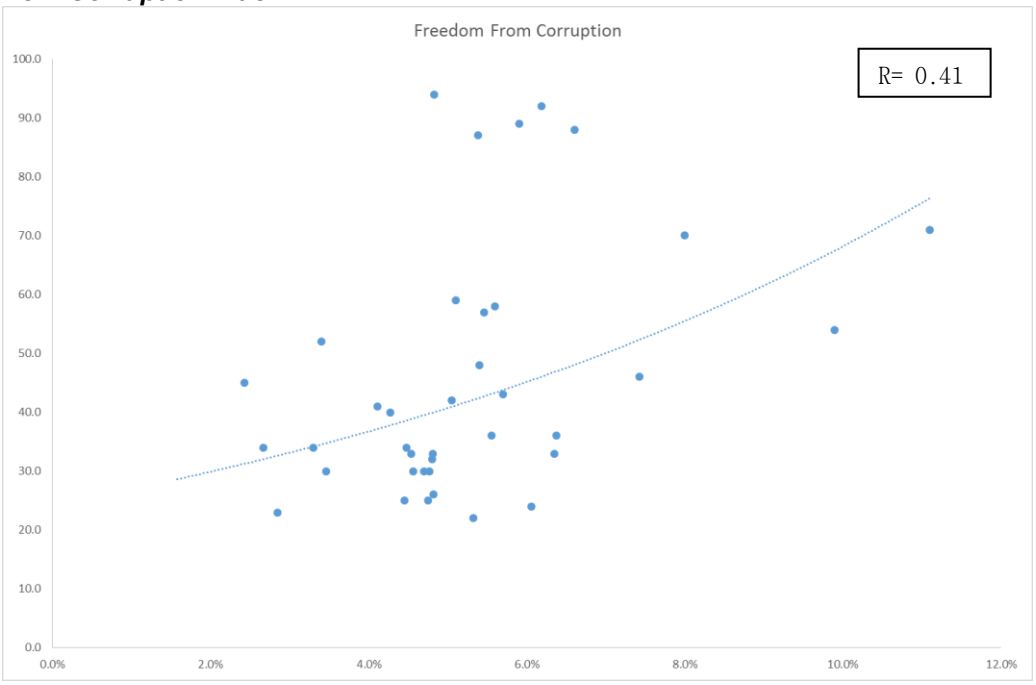
Source: The World Bank

3.5 Freedom from Corruption[8]

Corruption erodes economic freedom by introducing insecurity and uncertainty into economic relationships. The score for this component is derived from Transparency International's Corruption Perceptions Index (CPI), which measures the level of corruption in 180 countries. The Index is based on a 10-point scale in which a score of 10 indicates very little corruption and a score of 0 indicates existence of wide spread corruption.

For countries that are not covered in the CPI, the freedom from corruption score is determined by using the qualitative information from reliable internationally recognized sources.

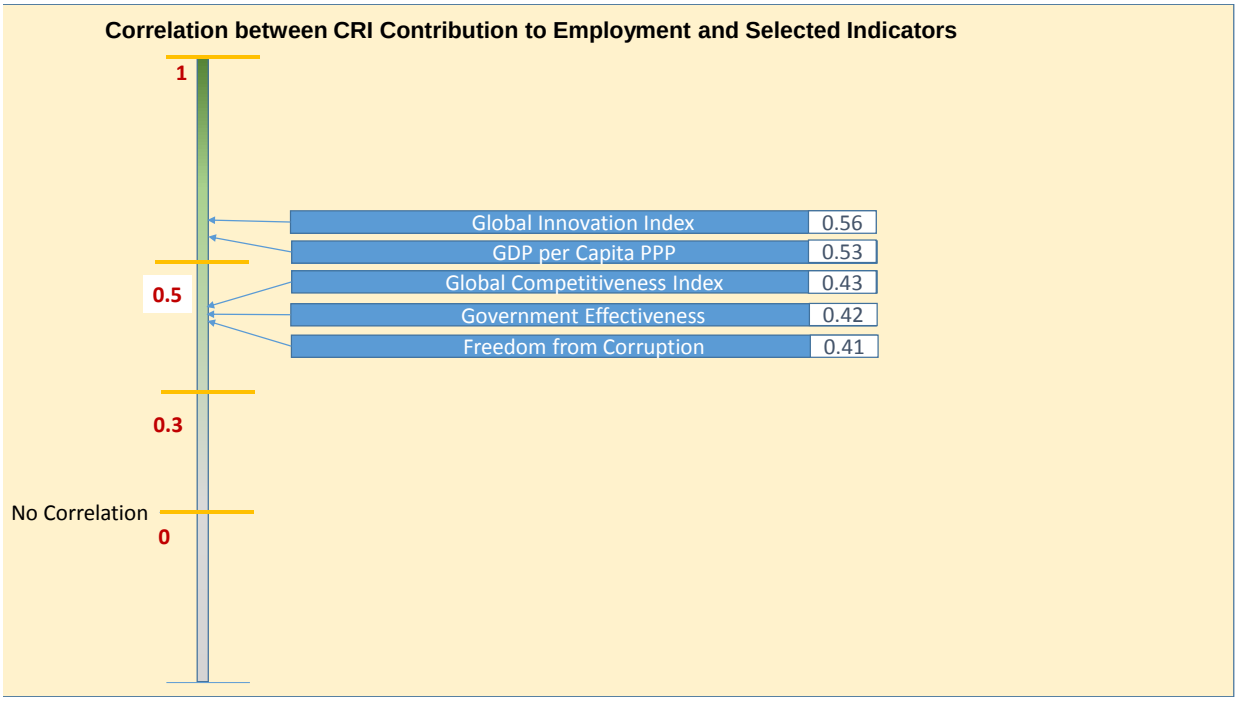
Chart 10: ***Relationship between Contribution of Copyright Industries to GDP and the Freedom from Corruption Index***



Source: The Heritage Foundation and Transparency International

Contribution of Copyright industries to GDP exhibits strong and positive relationship with the Freedom from Corruption indicator. Greater freedom from corruption is associated with greater transparency and predictability in the institutional context, which is important for investment in creative industries.

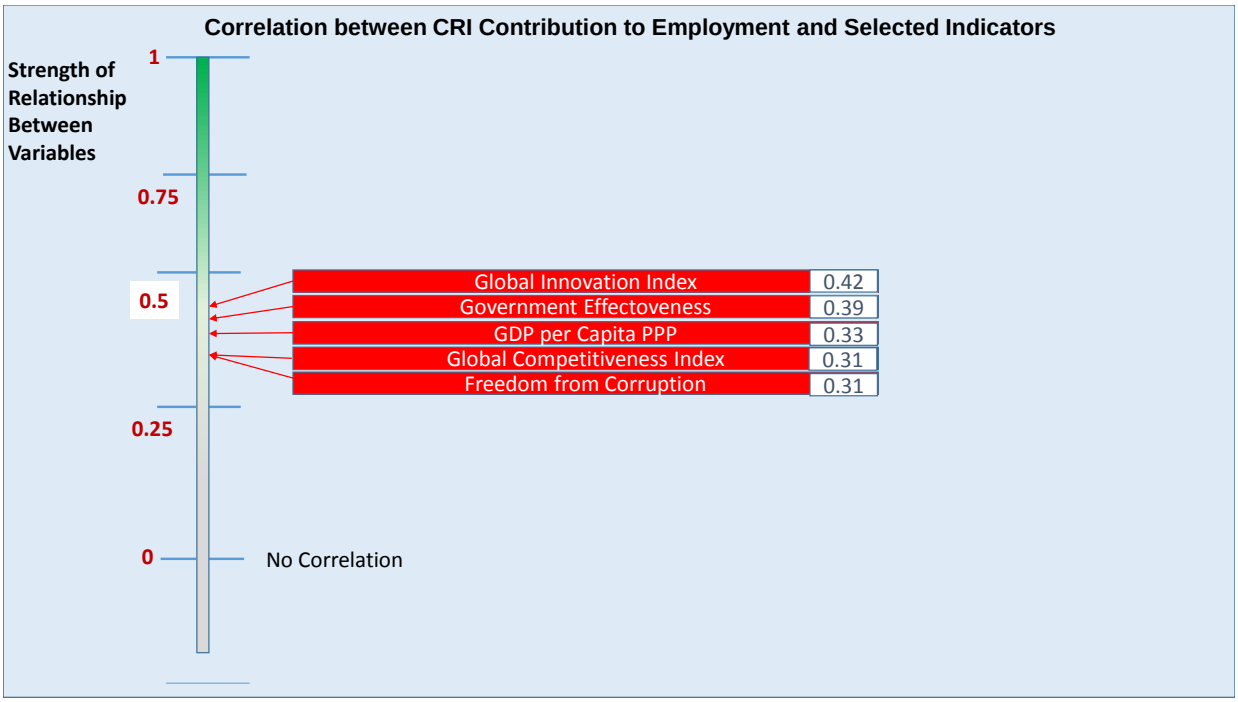
Chart 11: ***Summary of correlations with Contribution of CRI to GDP***



Source: WIPO

The summary of the correlation coefficients suggests a definitive positive relationship between the GDP contribution of the creative sector and innovation, competitiveness, international property rights and freedom from corruption.

Chart 12: ***Summary of correlations with Contribution of Employment to GDP***



Source: WIPO

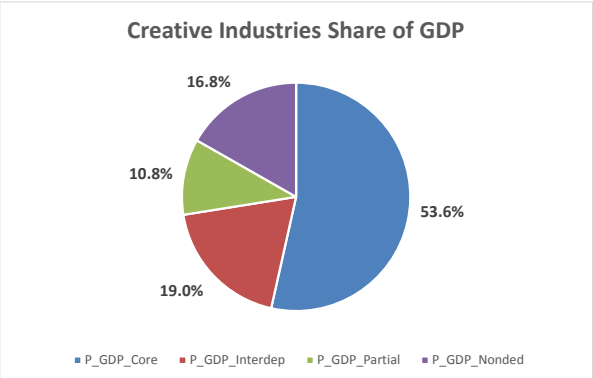
There is a correlation between the copyright industries' Contribution to Employment and the above represented indexes as well, although the strength of the relationships is lower than that of the CRI Contribution to GDP.

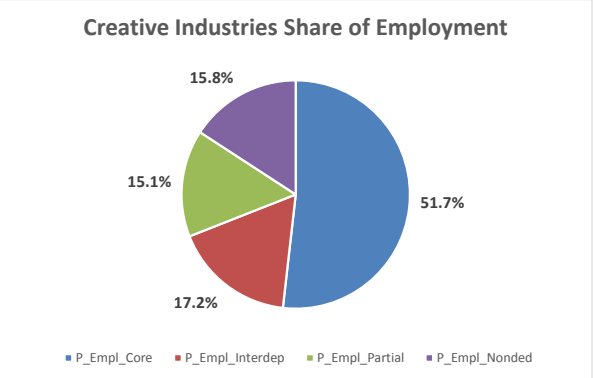
4. BREAKDOWN OF THE CONTRIBUTION BY GROUP AND INDUSTRY

The WIPO methodology distinguishes between 4 different groups of copyright industries in function of the level of dependence on copyright material – core, interdependent, partial and non-dedicated support industries[9]. This section will review in some detail the contribution of the core copyright industries, while the remaining three groups of industries representing the non-core copyright industries are reviewed in the subsequent section of the report.

More than half of the total contribution of the copyright industries to GDP and employment comes from the core copyright industries.

Chart 13: ***Contribution of Copyright Industries to GDP and Employment by Groups of Industries.***





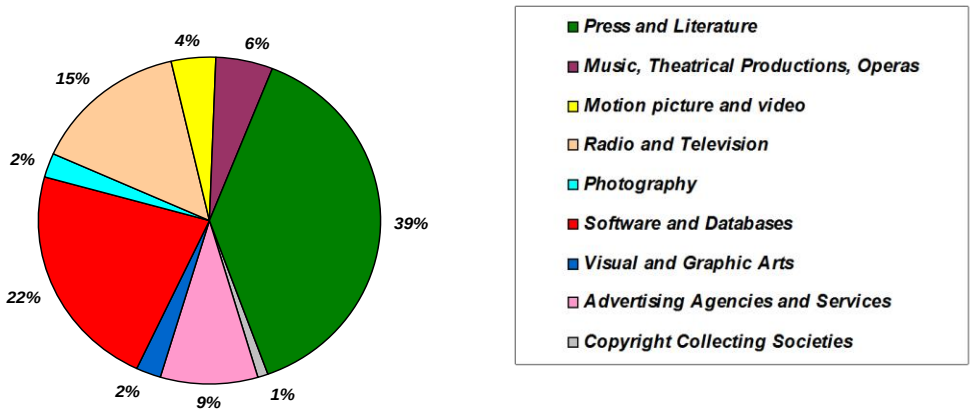
Source: WIPO

4.1. Contribution of the core copyright industries to GDP

The pie chart reveals the average break-down of industry formation of the core sector
With 39%, Press and Literature is by far the biggest contributor to generating added value. The other driver industries – Software and Databases, Radio & TV, Music & Theatre, Advertising,

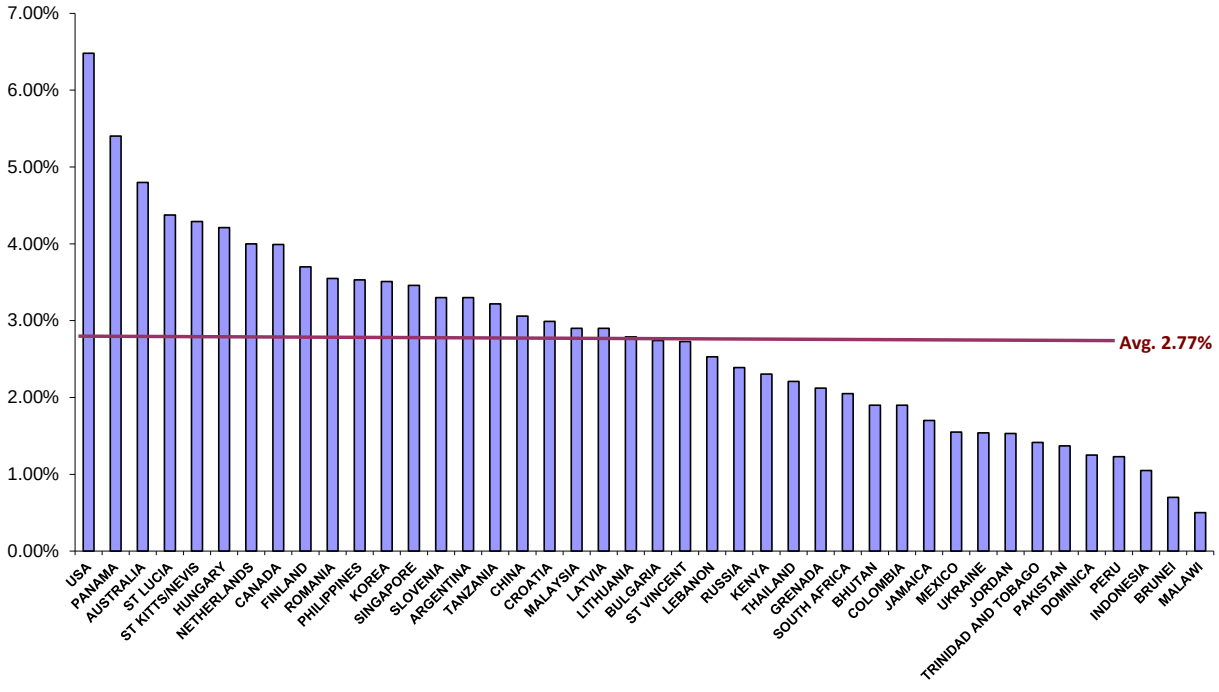
Motion picture and video exhibit together over 50% of the share, with Software and Databases alone standing for almost half of that contribution.

Chart 14: Contribution of Core Copyright Industries to GDP by Industry[10]



Source: WIPO

Chart 15: Contribution of Core Copyright Industries to GDP by Country

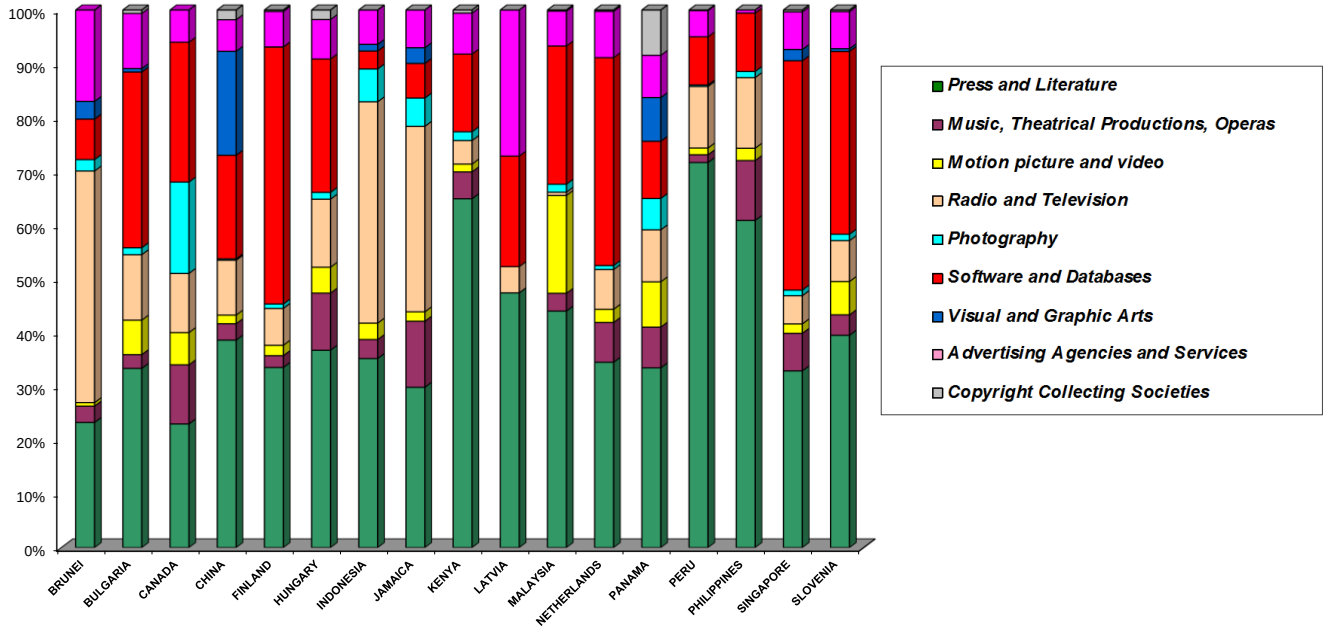


Source: WIPO

4.2. National diversity

The economic contribution of Copyright industries is not evenly distributed between different industries, and neither between countries. Although Press and Literature appears to have the highest share for most of the counties, it is not the case for all countries. Chart 15 presents a visualization of the creative diversity across countries represented by the different weight of the creative sector in each nation.

Chart 16: ***Contribution of Core Copyright Industries by Industry in Specific Countries***

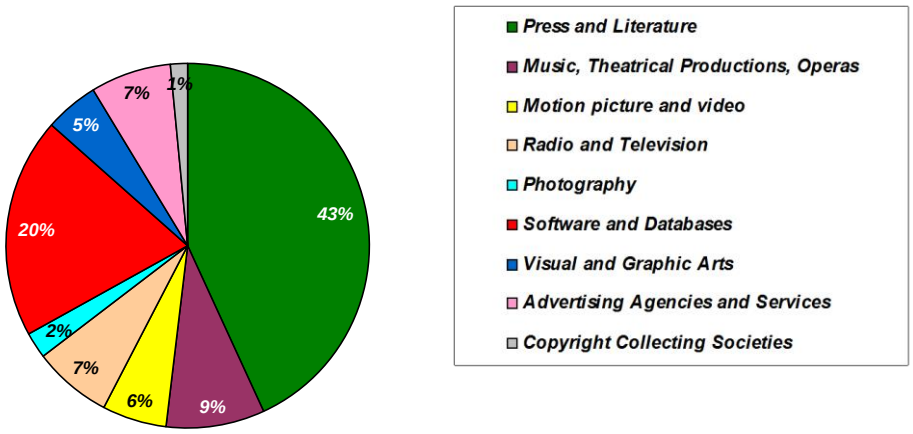


Source: WIPO

4.3. Average Share of the Core Industries in Employment

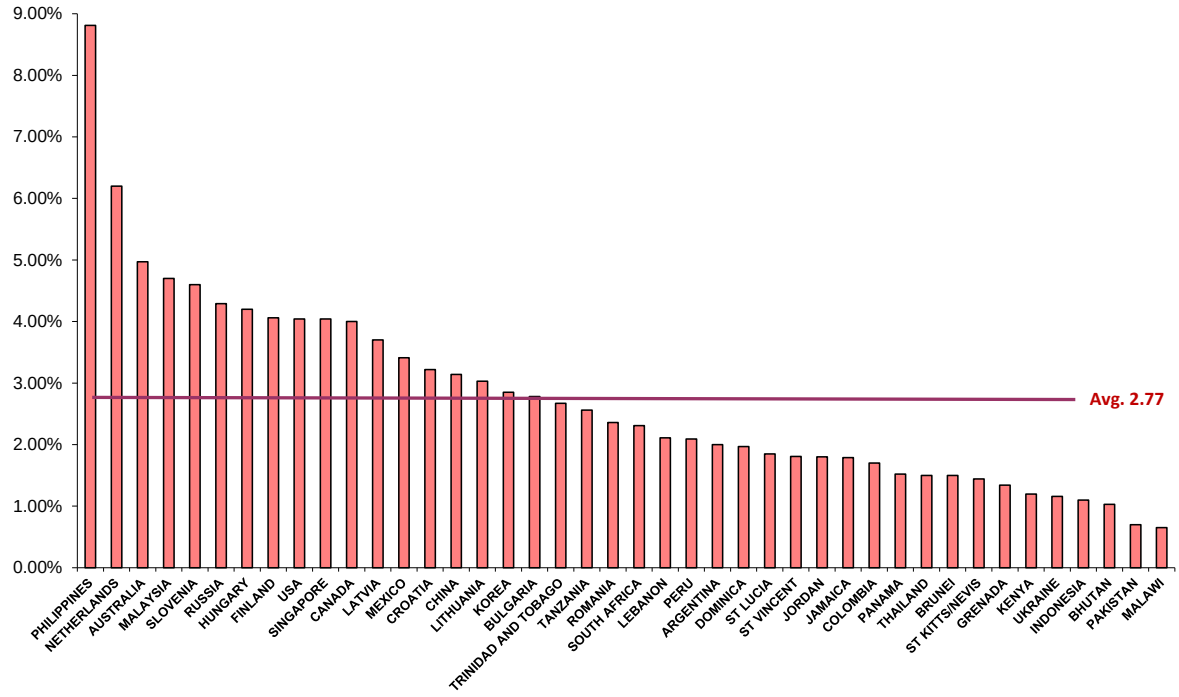
Just under half of the labor force in the Core copyright industries is employed in Press and Literature. The top 5 industries in terms of share of employment account for over 80% of the total employment. Software and Databases and Radio & TV are the most labor intensive sectors, providing higher contribution to GDP compared to the labor input in them.

Chart 17: ***Contribution of the Core Copyright Industries to Employment by Industry***



Source: WIPO

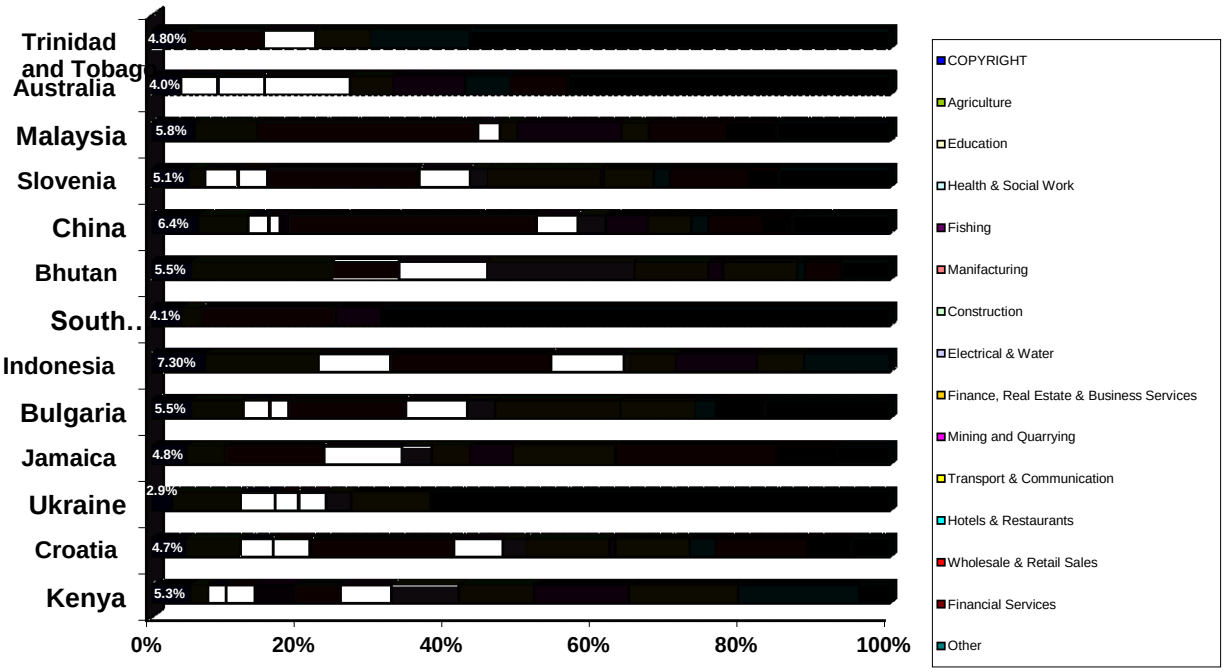
Chart 18: ***Contribution of Core Copyright Industries to Employment by Country***



Source: WIPO

4.4. Comparison between the Contributions of the Copyright Industries with Other Key Industries in Selected Countries

Chart 19: ***Contribution of Copyright Industries and Other Sectors of the Economy in Selected Countries***



Source: WIPO

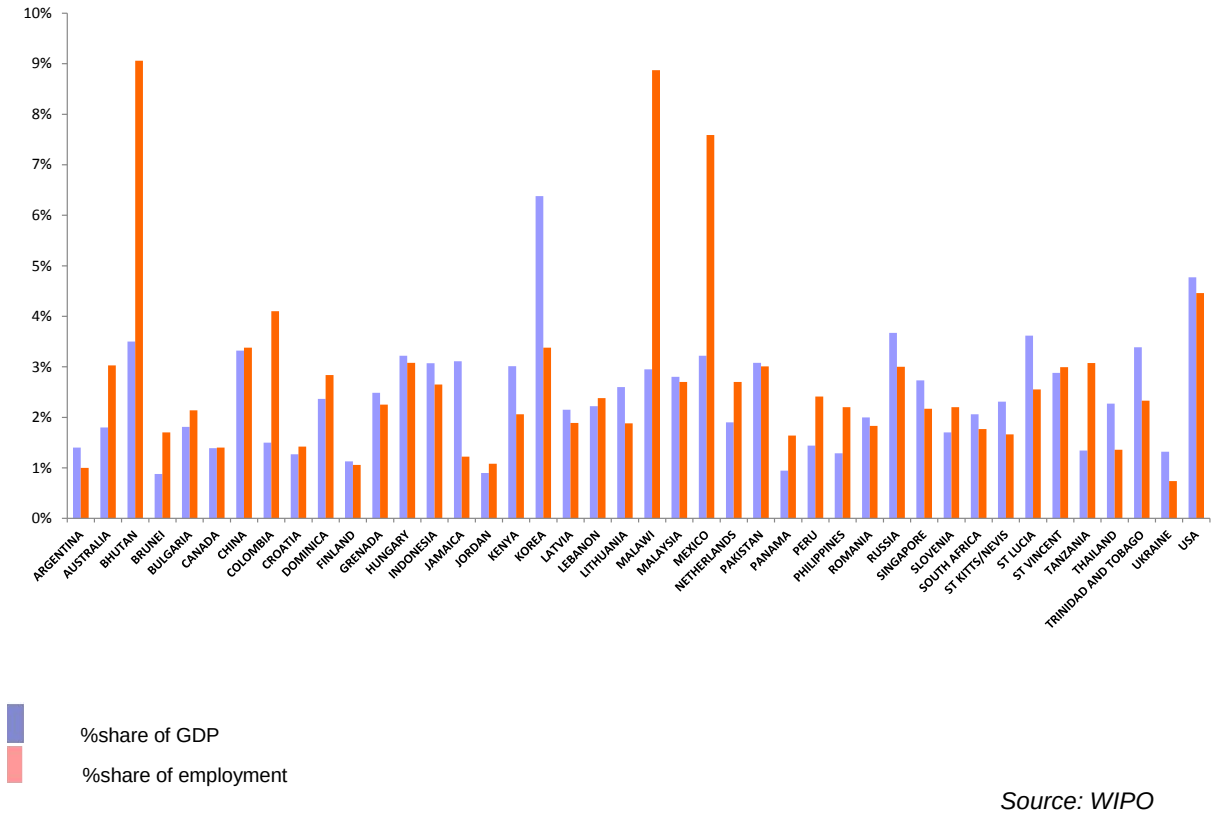
Chart 19 suggests that the copyright industries are a sector which is gaining weight in comparison with other sectors. In many countries it is more substantive in size than traditional economic sectors such as agriculture and fully comparable with tourism, hotels and restaurants.

5. CONTRIBUTION OF THE NON-CORE COPYRIGHT INDUSTRIES

The non-core copyright industries are the interdependent, partial and non-dedicated support industries. The analysis suggests a great degree of variability among countries in terms of the overall contribution of the non-core copyright industries to GDP and employment.

5.1. Overall Contribution of the non-core group

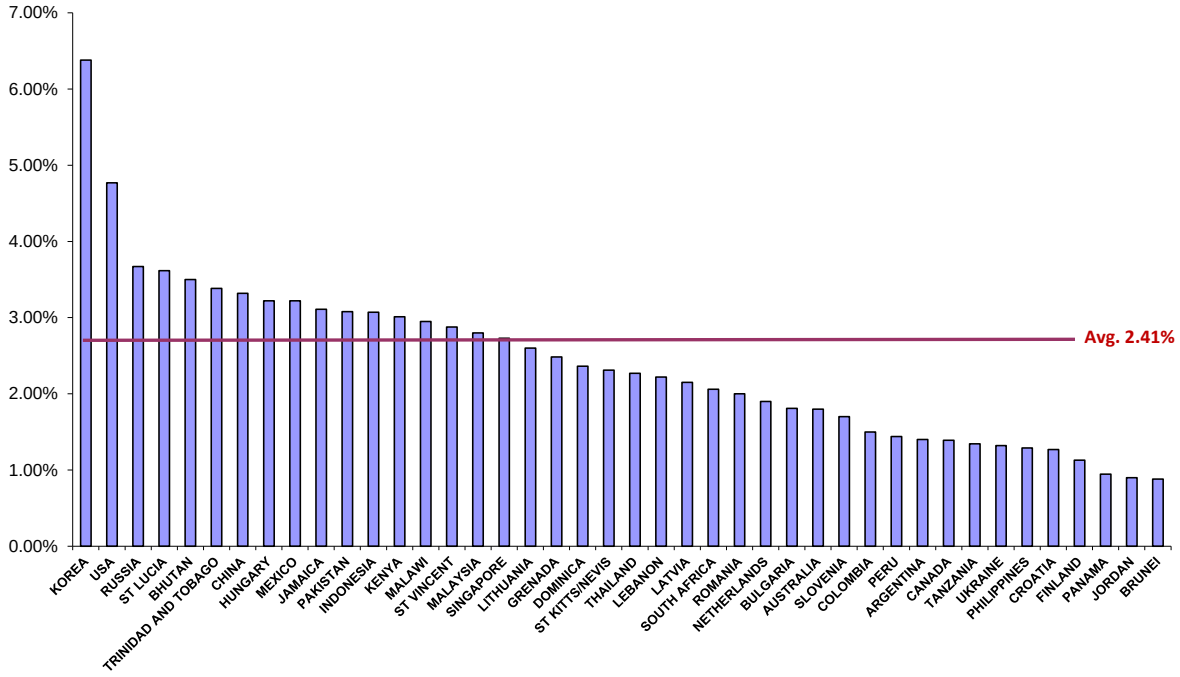
Chart 20: ***Major Performance Indicators for the Economic Contribution of the Non-Core Copyright Industries***



Source: WIPO

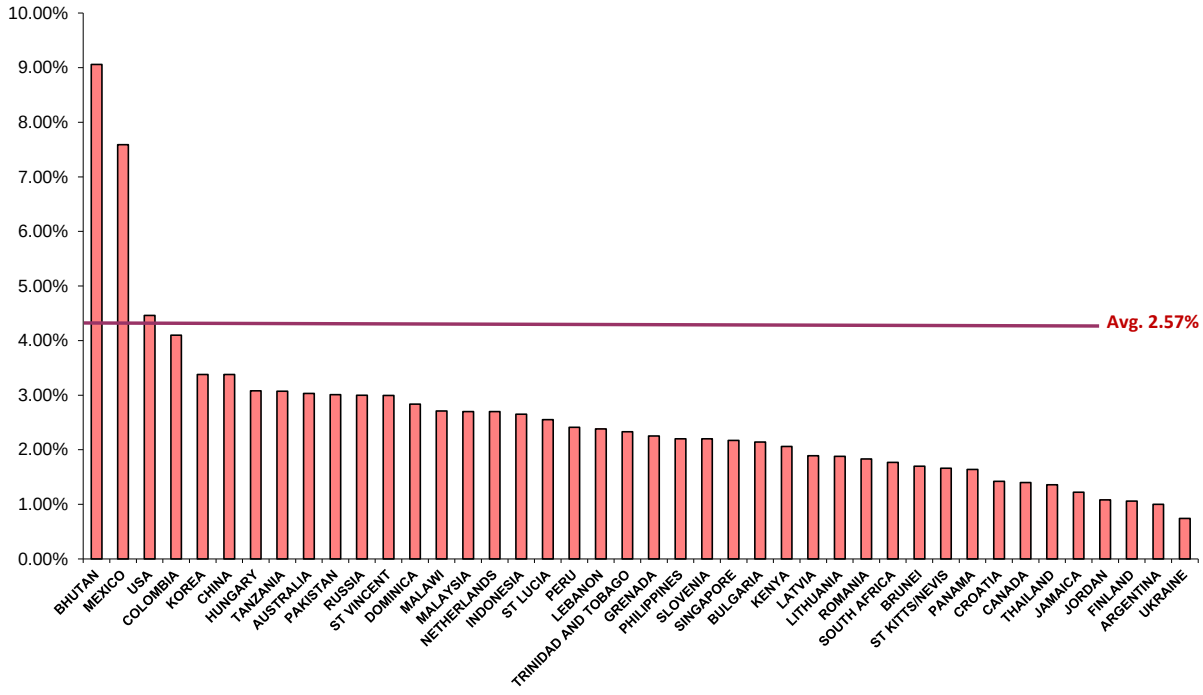
The positioning of countries presented on Chart 20 and Chart 21 indicates a somewhat different pattern than the contribution of the core sector to GDP.

Chart 21: Contribution of Non-Core Copyright Industries to GDP



Source: WIPO

Chart 22: Contribution of Non-core Copyright Industries to Employment



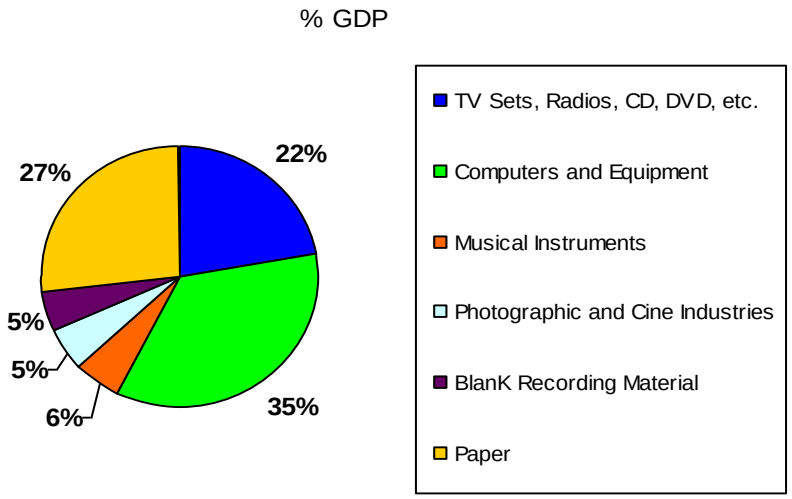
Source: WIPO

5.2. Contribution of interdependent industries

5.2.1. Contribution of interdependent industries to GDP

Chart 23 reveals the average break-down of industry formation of the interdependent copyright industries. With 35% of the share *Production of Computers and Equipment* is the leader in terms of generated value added among the group of interdependent industries. The top three industries account for over 80% of the share of the subsector

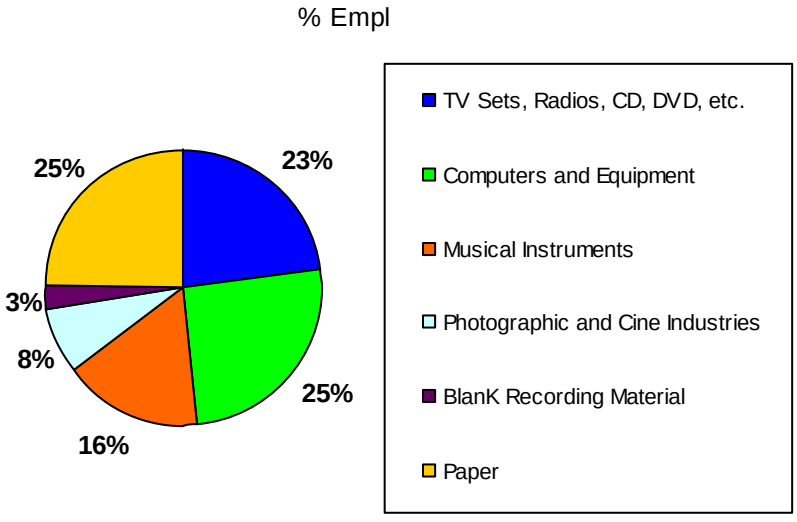
Chart 23: ***Contribution of Interdependent Industries to GDP***



Source: WIPO

5.2.2. Contribution of interdependent industries to employment

Chart 24: ***Contribution of Interdependent Industries to Employment***



Source: WIPO

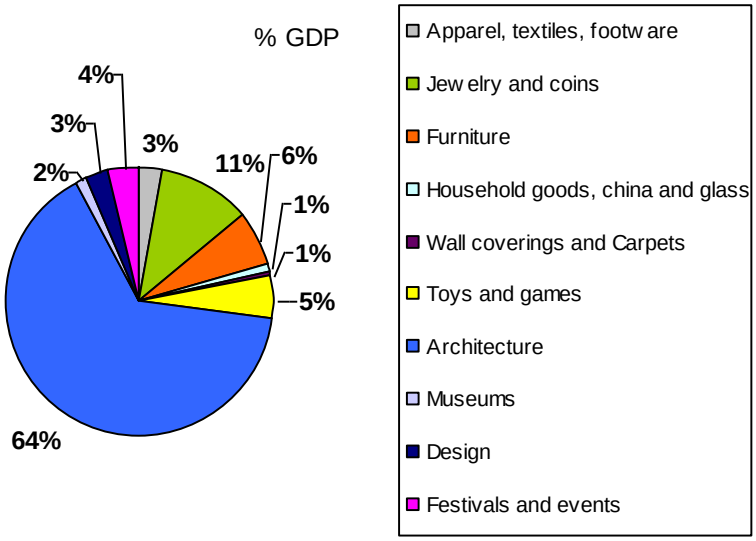
The pie chart reveals the average break-down of industry share of employment of the interdependent non core industries. It indicates that the % employed in the manufacturing of TV sets and Radio is significantly lower than the % employed in the manufacturing of musical instruments. Computer manufacturing remains an area of major importance in terms of job creation in the interdependent group.

5.3. Contribution of the partial copyright industries

The partial copyright industries represent activities where copyright stands only for a portion of the produced value added and employment, weighted with an assigned copyright factor.

5.3.1. Contribution of partial copyright industries to GDP

Chart 25: ***Contribution of Partial Copyright Industries to GDP***

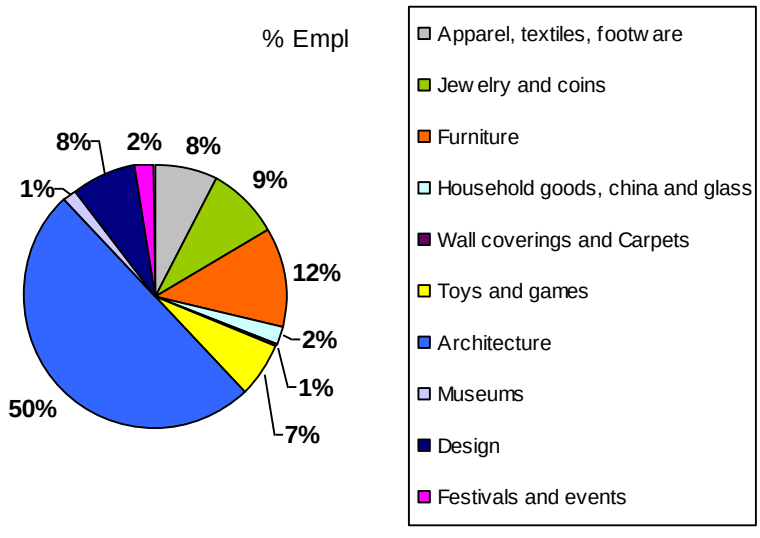


Source: WIPO

The chart shows that architecture by far provides the highest share of GDP in the group of partial industries.

5.3.2. Contribution of partial industries to employment

Chart 26: ***Contribution of Partial Industries to Employment***



Source: WIPO

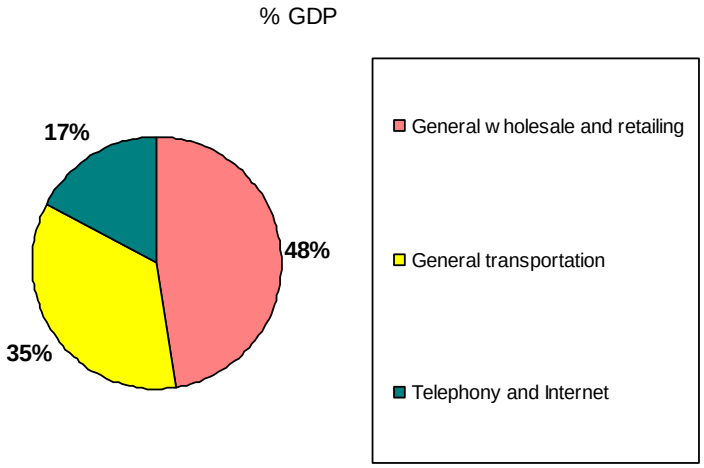
While Architecture still holds the leading position in terms of % employment, it has given way to an increased share of employment in Furniture, Apparel and Toys and Games manufacturing.

5.4. Contribution of non-dedicated support industries

Non-dedicated industries measure secondary impacts and spillover effect of the copyright industries on the economy. The contribution of these industries is weighted with a copyright factor. This information provides insights on the effect of copyright on other spheres of the economy.

5.4.1. Contribution of non-dedicated industries to GDP

Chart 27: ***Contribution of Non-Dedicated Copyright Industries to GDP***

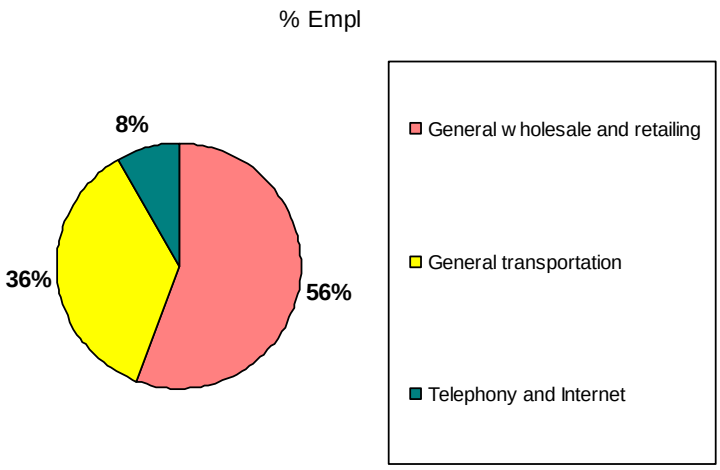


Source: WIPO

General Wholesale and Retail assures half of the contribution to GDP of this group of copyright industries.

5.4.2. Contribution of non-dedicated support industries to Employment

Chart 28: ***Contribution of Non-dedicated Copyright Industries to Employment***

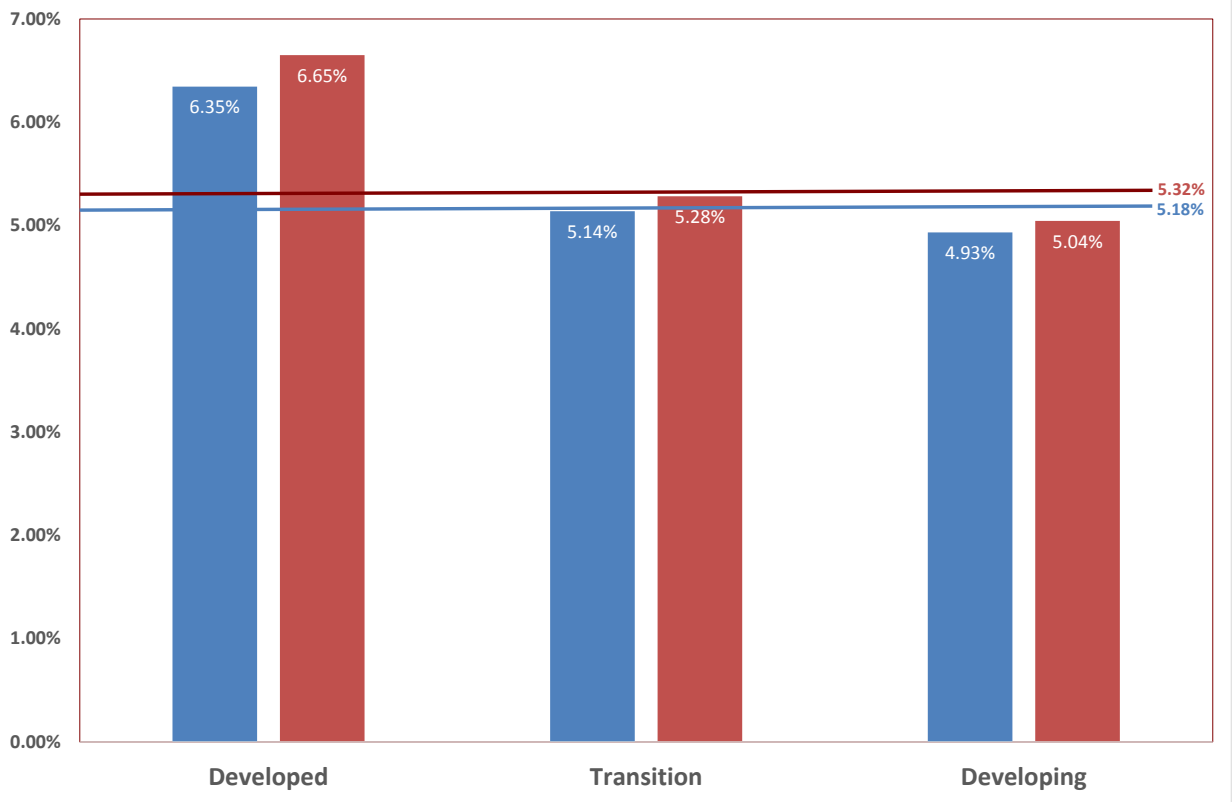


Source: WIPO

General wholesale accounts for an even higher share of Employment with 56%, followed by a large share (36%) of employment in General Transportation. However, studies containing time series suggest a growing share of internet related services.

Developed Countries contribution to GDP and Employment is considerably higher than the contribution in Developing and Transition economies respectively.

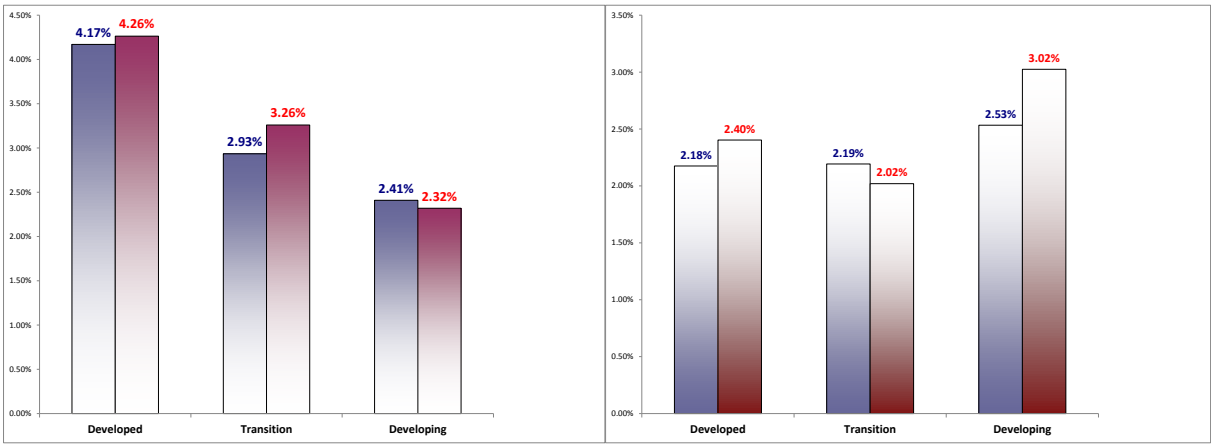
Chart 29: ***Contribution to GDP and Employment by Groups of Countries in the Development Context***



Source: WIPO

Within the Core industries only, Developed countries have a GDP share 75% higher than Transition, and two times higher than Developing countries. Within the Non-Core Industries however, the Developing countries have the highest average share of GDP, as well as the highest share of employment.

Chart 30: ***Contribution to GDP and Employment by Industry Groups in the Developmental Context***



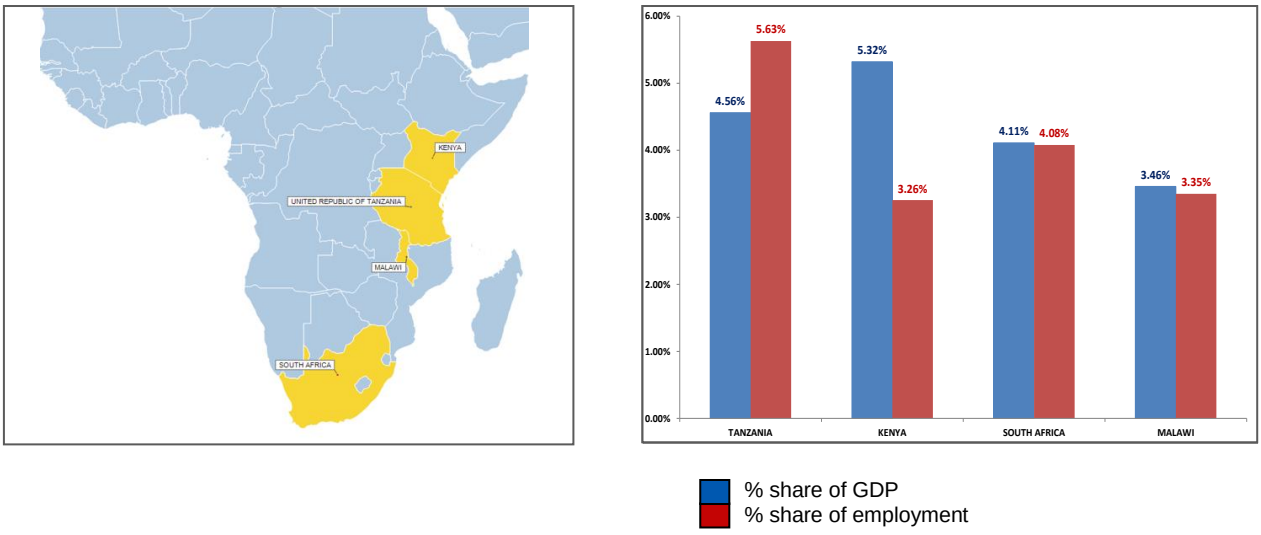
CORE CREATIVE INDUSTRIES NON-CORE CREATIVE INDUSTRIES

Source: WIPO

The Chart suggests that the developed economies produce more value and jobs in their core copyright industries. For the developing world non-core sectors are of higher significance in terms of employment generation and value creation. This conclusion points to the importance of including non-core sectors in any analysis of the copyright contribution, incl. non-direct impacts, which could more comprehensively capture the economic linkages and spillover effects of copyright in developing economies.

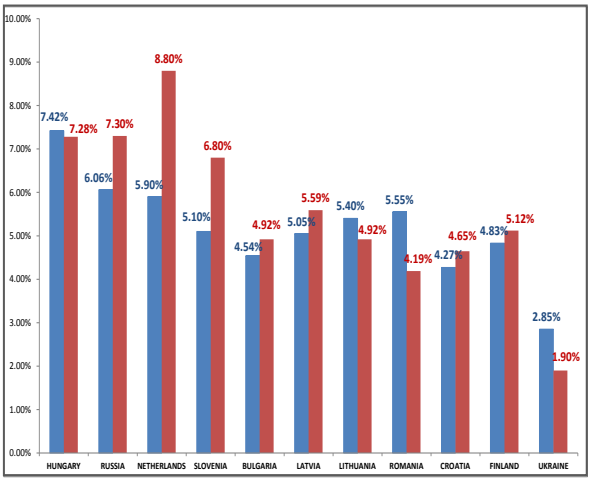
7. REGIONAL OVERVIEW

7.1. Africa



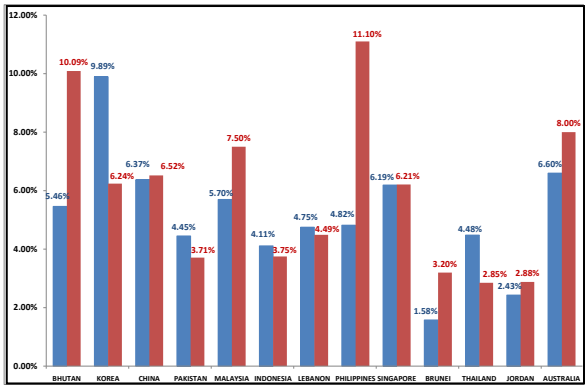
Source: WIPO

7.2. Europe



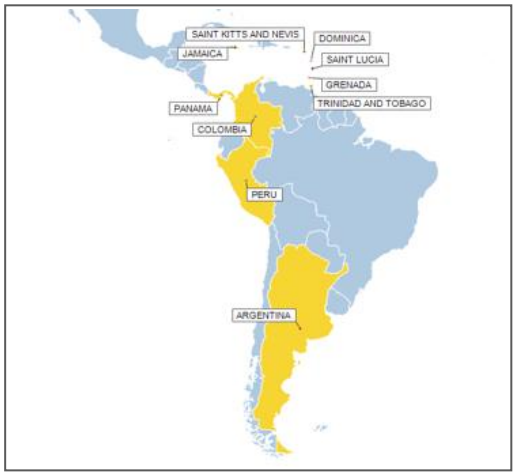
Source: WIPO

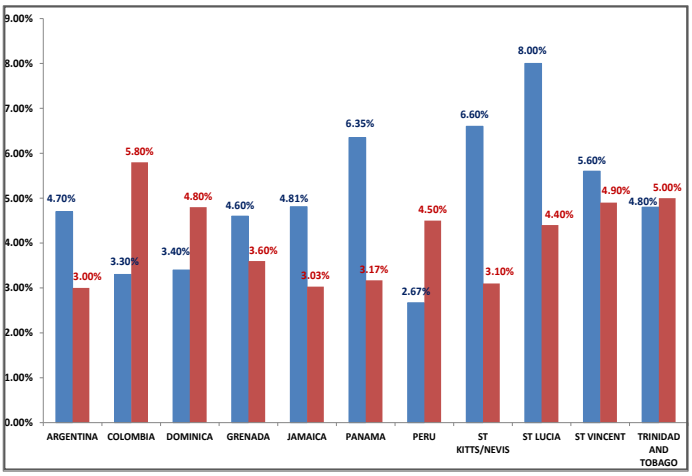
7.3. Asia, Australia and Middle East



Source: WIPO

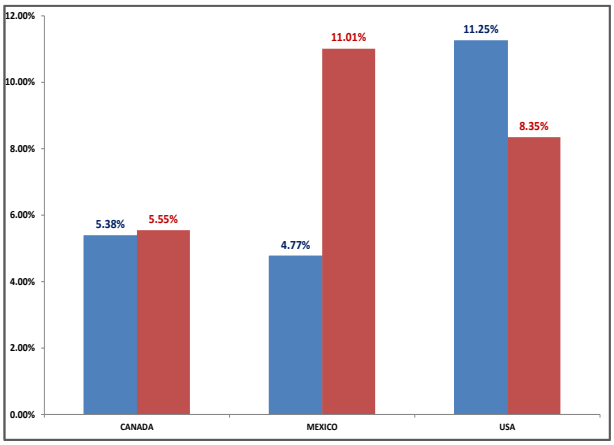
7.4. Latin and Central America and the Caribbean





Source: WIPO

7.5. North America



Source: WIPO

7.6. Country profiles

Selected information from the national studies is provided in a country sheet format. The available fact sheets are presented in Annex II.

8. LIMITATIONS OF THE USED METHODOLOGY

The WIPO methodology is only one of the available tools for assessing the economic importance of the creative sector. While this method is gaining acceptance and credibility with each new study which is undertaken, it has to be borne in mind that it has some important limitations, which need to be considered in the interpretation of the results of the studies.

The assessment of the size of the copyright industries is based on the method of measuring the value added, created in the copyright-industries as a percentage of the GDP. The value added approach is a universally adopted industry-centered approach, based on a standardized measurement technique, which allows the identification of the contribution by industry, as recorded in National accounts. The value added method reduces the chances of double-counting; it makes use of input-output tables and indicates important relationships in the economy.

However this method does not differentiate between copyright-related and non copyright-related activities within a selected industry. It may inevitably also omit some elements, related to copyright in industries which are not included in the study. The method does not disclose which part of the value is added to the product while creating and producing it and which part is added in the modification, distribution or consumption phases of the value chain. This may limit a more in-depth analysis of the copyright industries.

The methodology is based on official data sources as it focuses on comparability between countries. In many cases, however, creative products are produced and distributed in the informal economy and may not be accounted for in national accounts statistics. Same applies to job generation, which may not be fully reflected in census statistics if creative activities fall outside the scope of the adopted statistical survey methodology.

When interpreting the results of the studies it should also be borne in mind that occasionally the figures may reflect statistical adaptations, for example more recent industrial classification systems may group differently economic activities. This may result in higher or lower shares of certain industries or industry groups which may not necessarily be linked to a better or worse performance of the industry, but simply reflect a change in the adopted model for statistical reporting.

Finally, the surveying of macroeconomic indicators is based on a number of assumptions, the most important of which is that copyright is enforced, i.e. that the economic activities that are measured are based on respect for copyright and related rights. This assumption is needed for the measurement purposes, however the results obtained through the study should not be interpreted as a direct indicator of the strength of copyright enforcement in each individual country.

9. THE WAY FORWARD

The results of the national surveys confirm the importance of copyright industries in the overall economic performance. Copyright industries are well connected with the rest of the economy and have an active presence in the economic cycle. In many countries, copyright industries are playing a more important role than some traditional industries. Creative industries performance is enhanced when stimulated by governments (economic freedom), the legal system (well established property rights) and the businesses environment (competitiveness, innovation).

National studies confirm the applicability of the WIPO methodology in countries at various levels of development. Developed countries performance in terms of contribution to GDP is higher in core copyright industries, while the developing countries have higher contribution in the non-core industries. New studies that are being carried out across the world will enhance the analysis and the overview of the performance of the creative industries in the global economy.

More broadly representative sample to include a greater share of emerging and developed economies will strengthen the robustness of the analysis. The next steps could involve time series analysis, cluster/regional analysis, deeper examination of the relationships through a statistical model that would seek to disclose closer causal relationships between copyright industries performance measures and relevant explanatory variables.

The merit of further studies and deeper analysis of the copyright industries is in outlining the potential of copyright for development, the need of linking the implementation of a robust copyright regime to the achievement of development objectives. This can be achieved through streamlining and applying uniform approaches to future research. The WIPO model is a valuable tool in the context of such analysis.

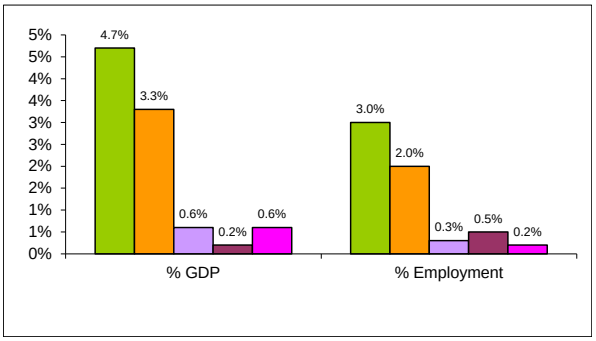
January 2014

Annex 1: OVERALL CONTRIBUTION BY COUNTRY AND INDUSTRY GROUP

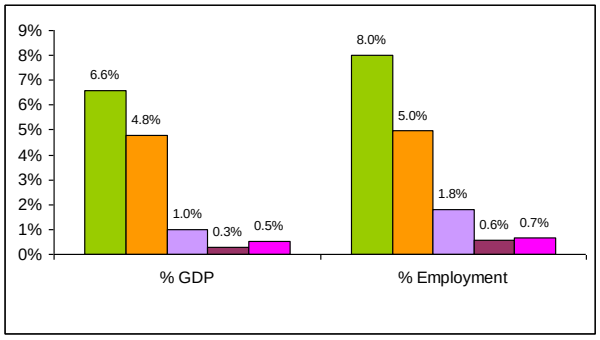
COUNTRY	YEAR OF PUBLICATION	% CONTRIBUTION OF COPYRIGHT-BASED INDUSTRIES TO GDP					% CONTRIBUTION OF COPYRIGHT-BASED INDUSTRIES TO EMPLOYMENT				
		Total Share	*Core*	*Interdependent*	*Partial*	*Non-dedicated*	*Total Share*	*Core*	*Interdependent*	*Partial*	*Non-dedicated*
ARGENTINA	2013	4.70%	3.30%	0.60%	0.20%	0.60%	3.00%	2.00%	0.30%	0.50%	0.20%
AUSTRALIA	2011	6.60%	4.80%	1.00%	0.30%	0.50%	8.00%	4.97%	1.81%	0.57%	0.65%
BHUTAN	2011	5.46%	1.90%	0.60%	2.20%	0.70%	10.09%	1.03%	0.29%	7.16%	1.61%
BRUNEI	2011	1.58%	0.70%	0.10%	0.70%	0.08%	3.20%	1.50%	0.40%	1.10%	0.20%
BULGARIA	2011	4.54%	2.74%	1.08%	0.29%	0.44%	4.92%	2.78%	1.34%	0.31%	0.49%
CANADA	2004	5.38%	3.99%	0.90%	0.11%	0.38%	5.55%	4.00%	0.91%	0.16%	0.33%
CHINA	2009	6.37%	3.06%	1.92%	0.48%	0.92%	6.52%	3.14%	1.90%	0.85%	0.63%
COLOMBIA	2008	3.30%	1.90%	0.80%	0.30%	0.40%	5.80%	1.70%	0.70%	1.90%	1.50%
CROATIA	2007	4.27%	2.99%	0.88%	0.32%	0.07%	4.65%	3.22%	0.93%	0.41%	0.08%
DOMINICA	2012	3.40%	1.25%	0.30%	0.68%	1.38%	4.80%	1.97%	0.06%	0.28%	2.50%
GRENADA	2012	4.83%	3.70%	0.47%	0.20%	0.46%	5.12%	4.06%	0.43%	0.25%	0.38%
FINLAND	2010	4.60%	2.12%	0.30%	0.96%	1.22%	3.60%	1.34%	0.38%	0.82%	1.05%
HUNGARY	2010	7.42%	4.21%	1.79%	0.41%	1.02%	7.28%	4.20%	1.37%	0.58%	1.13%
INDONESIA	2013	4.11%	1.05%	0.65%	2.06%	0.36%	3.75%	1.10%	0.27%	2.05%	0.33%
JAMAICA	2007	4.81%	1.70%	0.74%	0.47%	1.90%	3.03%	1.79%	0.31%	0.23%	0.68%
JORDAN	2012	2.43%	1.53%	0.12%	0.21%	0.57%	2.88%	1.80%	0.08%	0.20%	0.80%
KENYA	2009	5.32%	2.30%	2.17%	0.41%	0.43%	3.26%	1.20%	0.75%	1.04%	0.27%
KOREA	2012	9.89%	3.51%	4.75%	0.66%	0.97%	6.24%	2.85%	1.59%	0.67%	1.12%
LATVIA	2004	5.05%	2.90%	1.10%	0.28%	0.77%	5.59%	3.70%	0.70%	0.44%	0.75%
LEBANON	2007	4.75%	2.53%	0.71%	0.62%	0.89%	4.49%	2.11%	0.73%	0.70%	0.95%
LITHUANIA	2012	5.40%	2.79%	1.27%	0.26%	1.07%	4.92%	3.03%	0.80%	0.26%	0.82%
MALAWI	2013	3.46%	0.50%	2.63%	0.07%	0.25%	3.35%	0.65%	2.43%	0.11%	0.17%
MALAYSIA	2008	5.70%	2.90%	2.10%	0.60%	0.10%	7.50%	4.70%	1.60%	0.90%	0.20%
MEXICO	2006	4.77%	1.55%	1.69%	0.85%	0.68%	11.01%	3.41%	3.65%	2.53%	1.41%
NETHERLANDS	2009	5.90%	4.00%	0.40%	0.90%	0.60%	8.80%	6.20%	0.60%	1.10%	1.00%
PAKISTAN	2010	4.45%	1.37%	0.11%	0.98%	1.99%	3.71%	0.70%	0.04%	1.37%	1.60%
PANAMA	2009	6.35%	5.40%	0.06%	0.05%	0.84%	3.17%	1.52%	1.20%	0.31%	0.13%
PERU	2009	2.67%	1.23%	0.28%	0.02%	1.14%	4.50%	2.09%	0.14%	0.07%	2.20%
PHILIPPINES	2006	4.82%	3.53%	0.96%	0.04%	0.29%	11.10%	8.81%	1.40%	0.20%	0.60%
ROMANIA	2008	5.55%	3.55%	1.08%	0.53%	0.39%	4.19%	2.36%	0.58%	0.82%	0.43%
RUSSIA	2007	6.06%	2.39%	0.76%	0.27%	2.64%	7.30%	4.29%	0.75%	0.56%	1.69%
SINGAPORE	2007	6.19%	3.46%	1.56%	0.09%	1.08%	6.21%	4.04%	1.15%	0.20%	0.82%
SLOVENIA	2010	5.10%	3.30%	0.60%	0.50%	0.60%	6.80%	4.60%	0.80%	0.70%	0.70%
SOUTH AFRICA	2011	4.11%	2.05%	0.56%	0.21%	1.29%	4.08%	2.31%	0.51%	0.23%	1.03%
ST KITTS/NEVIS	2012	6.60%	4.29%	0.56%	0.93%	0.82%	3.10%	1.44%	0.45%	0.81%	0.41%
ST LUCIA	2012	8.00%	4.38%	0.26%	2.13%	1.23%	4.40%	1.85%	0.33%	1.09%	1.14%
ST VINCENT	2012	5.60%	2.73%	0.13%	1.09%	1.66%	4.90%	1.81%	0.17%	1.01%	1.81%
TANZANIA	2012	4.56%	3.22%	1.24%	0.00%	0.10%	5.63%	2.56%	2.14%	0.29%	0.64%
THAILAND	2012	4.48%	2.21%	1.02%	0.71%	0.54%	2.85%	1.50%	0.29%	0.68%	0.39%
TRINIDAD AND TOBAGO	2011	4.80%	1.41%	0.13%	0.97%	2.28%	5.00%	2.67%	1.73%	0.20%	0.41%
UKRAINE	2008	2.85%	1.54%	0.68%	0.10%	0.54%	1.90%	1.16%	0.46%	0.08%	0.20%
USA	2013	11.25%	6.48%	2.24%	0.24%	2.29%	8.35%	4.04%	2.17%	0.26%	2.03%

Source: WIPO

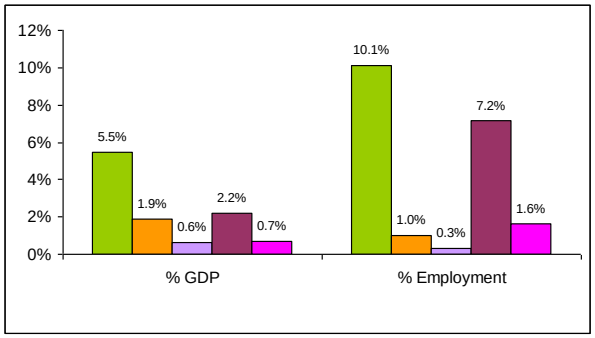
Annex 2: COUNTRY PROFILES



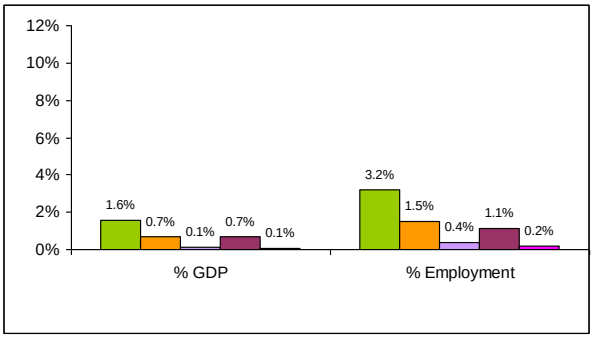
Argentina



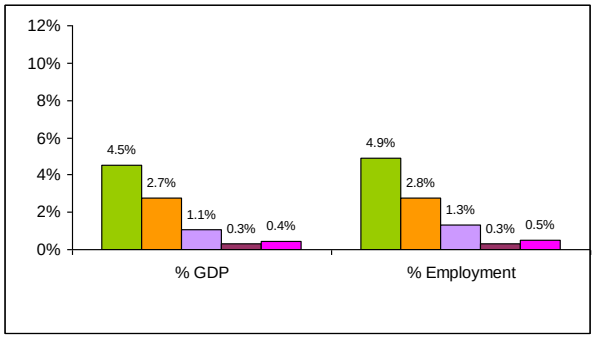
Australia



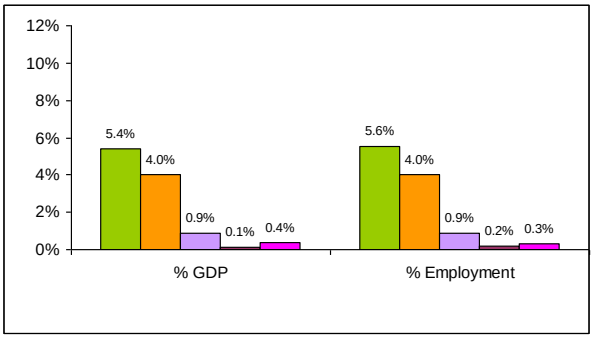
Bhutan



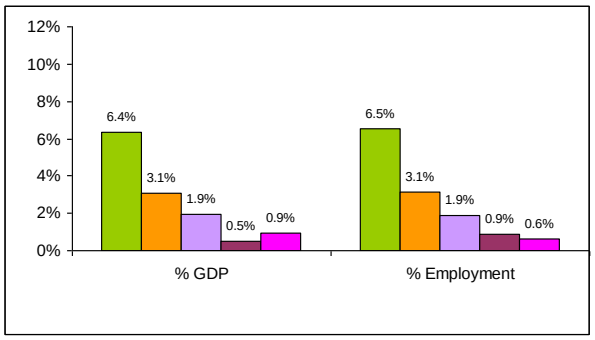
Brunei Darussalam



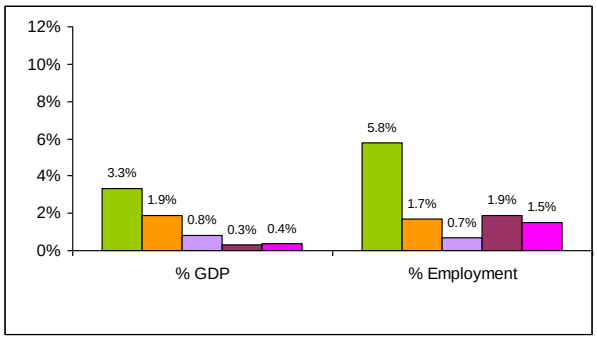
Bulgaria



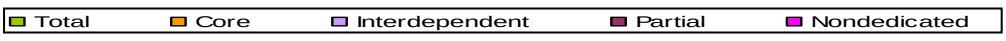
Canada



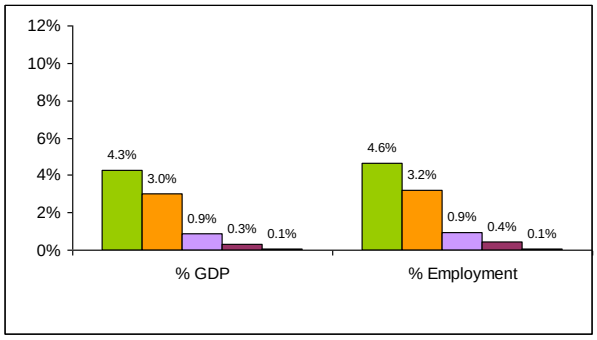
China



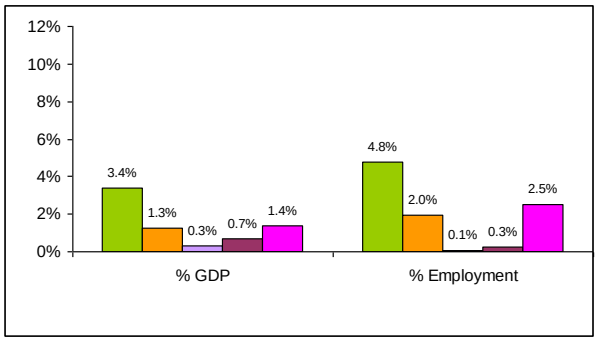
Colombia



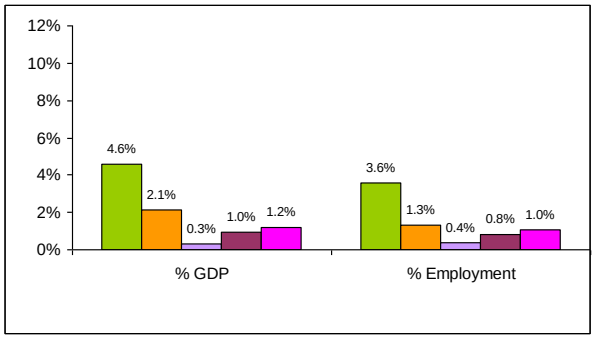
Source: WIPO



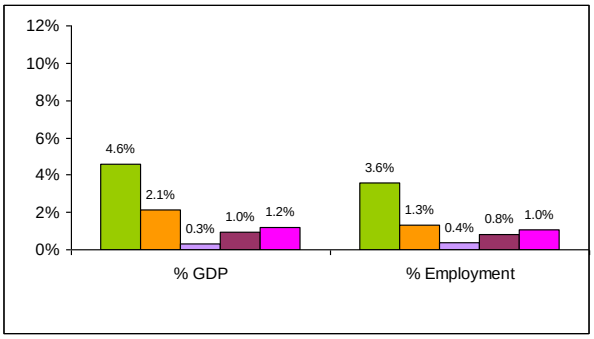
Croatia



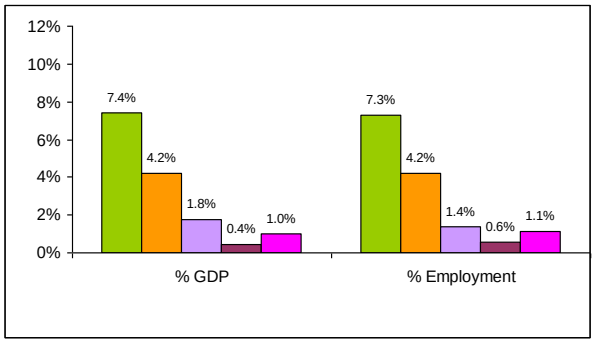
Dominica



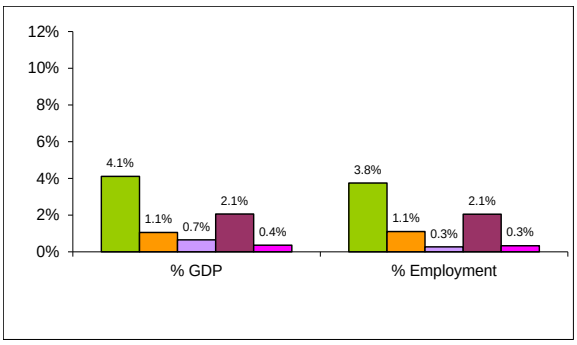
Finland



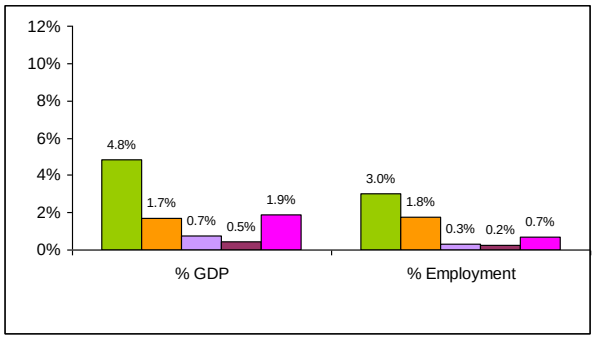
Grenada



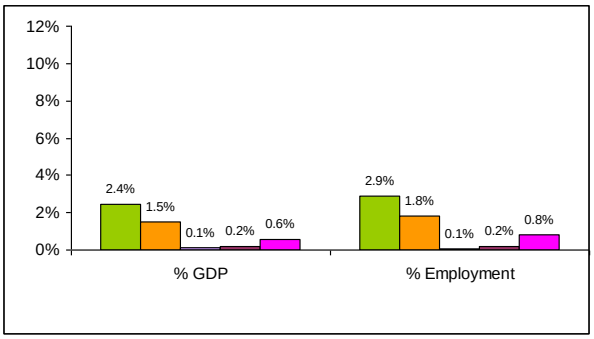
Hungary



Indonesia

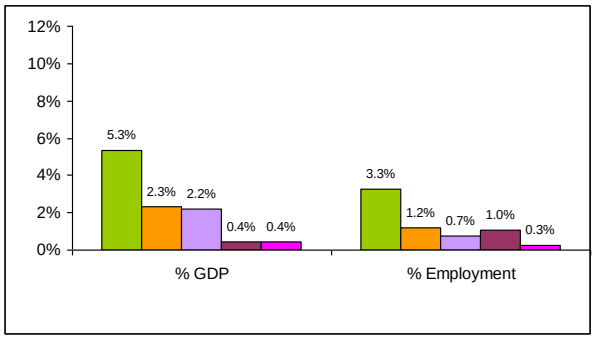


Jamaica

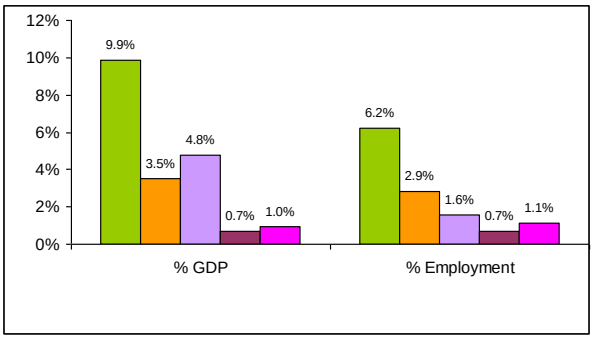


Jordan

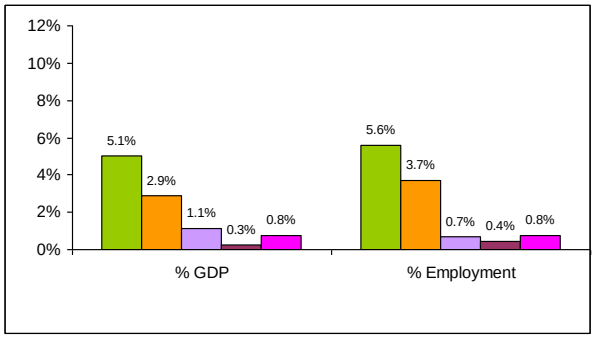
Source: WIPO



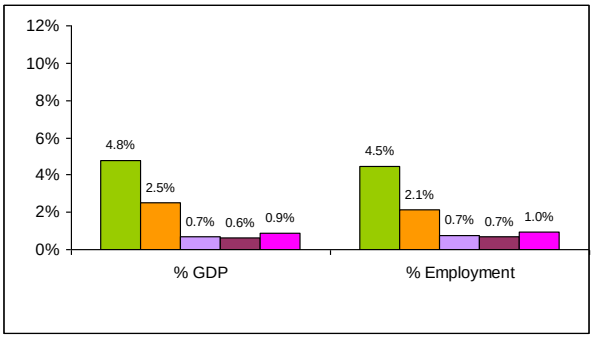
Kenya



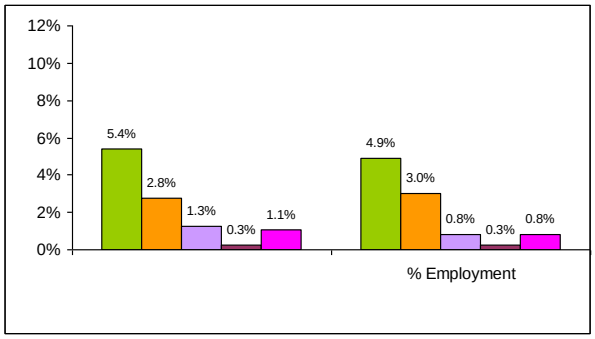
Korea



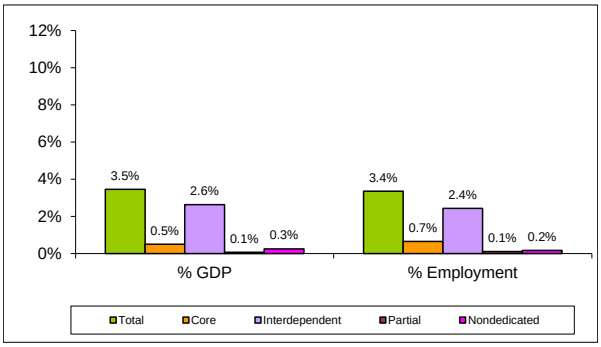
Latvia



Lebanon



Lithuania



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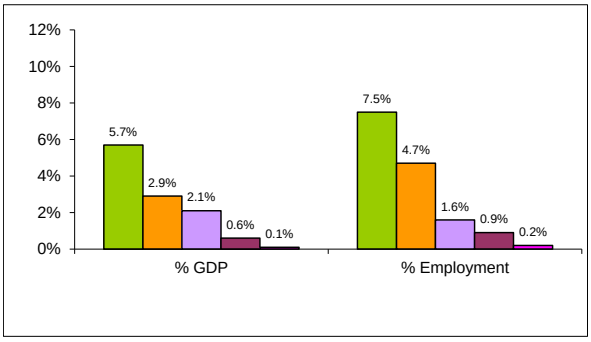
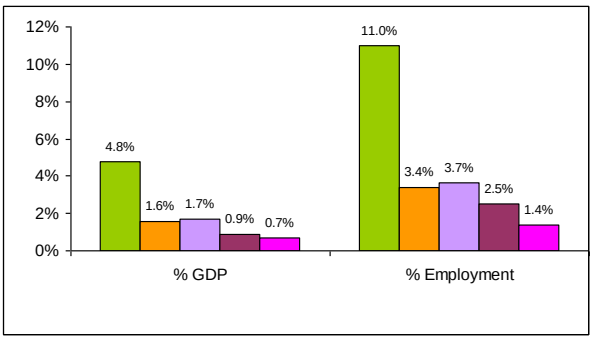
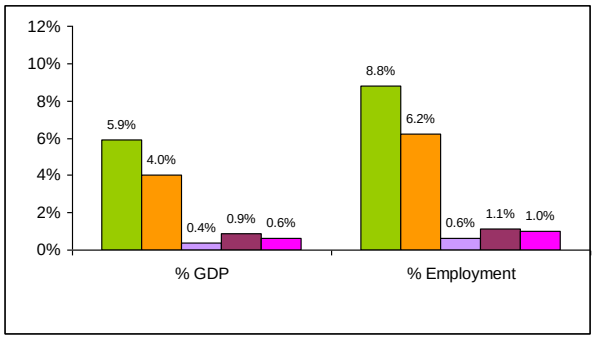


Malaysia

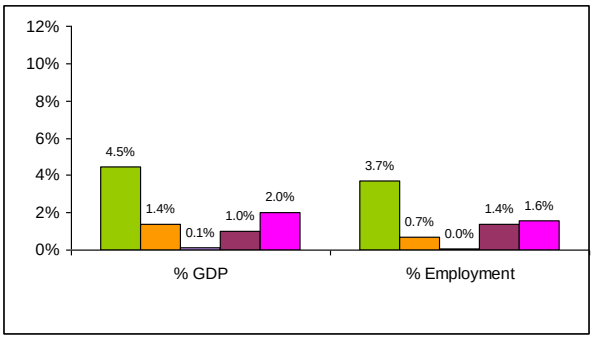


Mexico

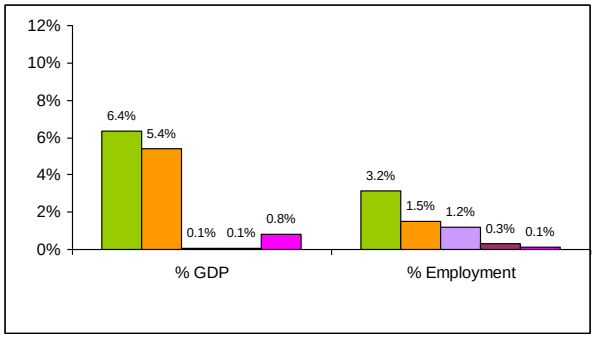
Source: WIPO



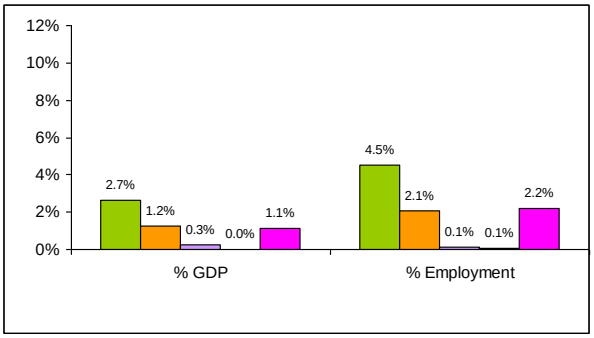
Netherlands



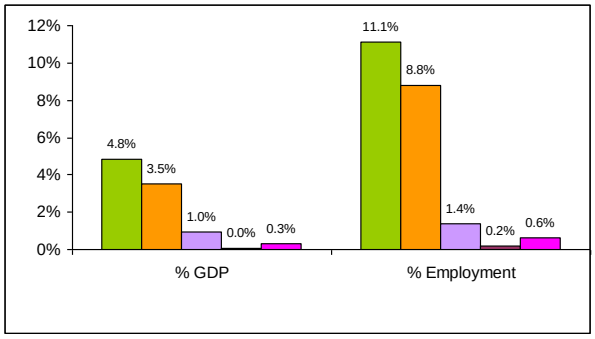
Pakistan



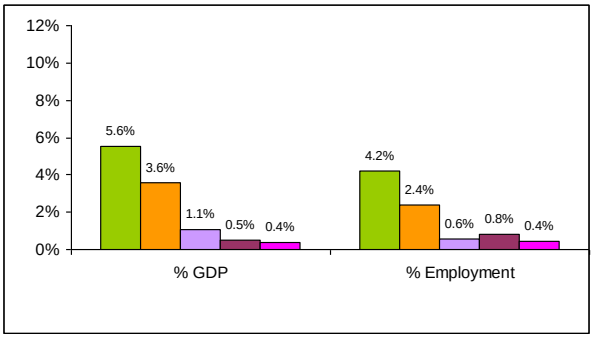
Panama



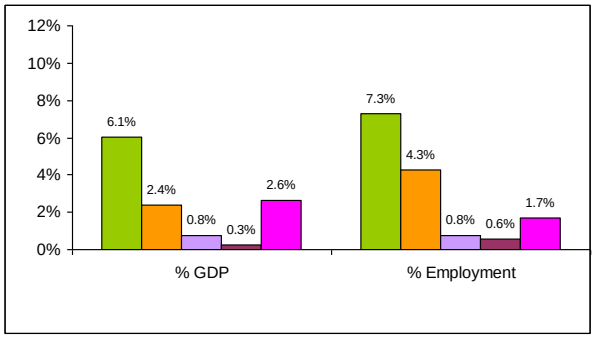
Peru



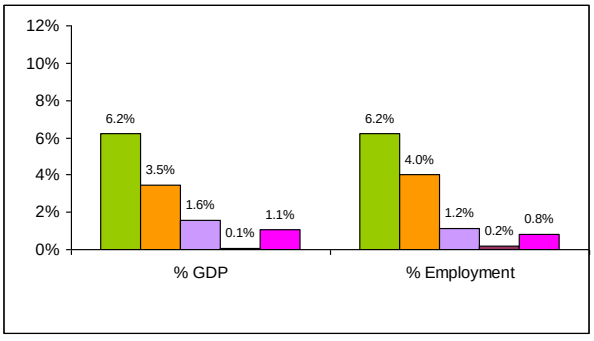
Philippines



Romania

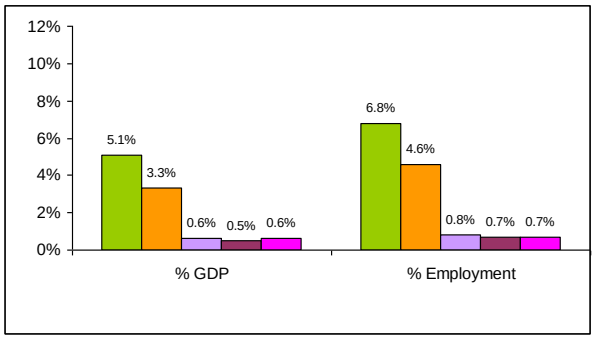


Russia

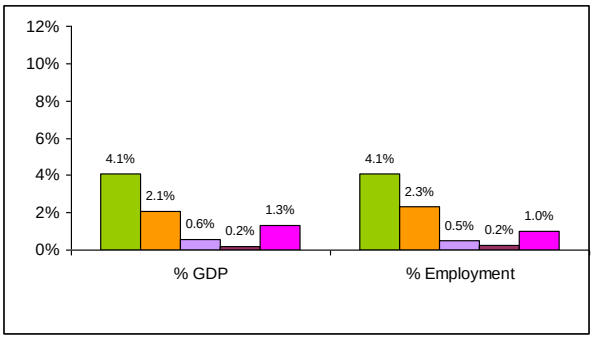


Singapore

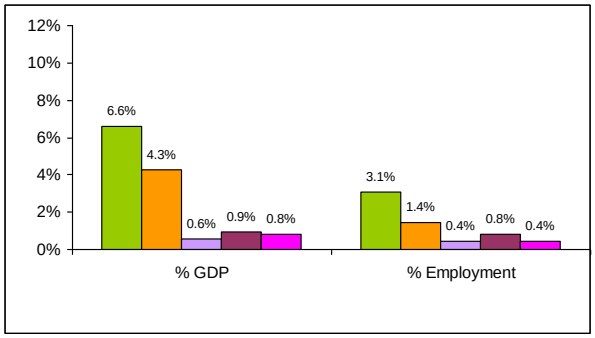
Source: WIPO



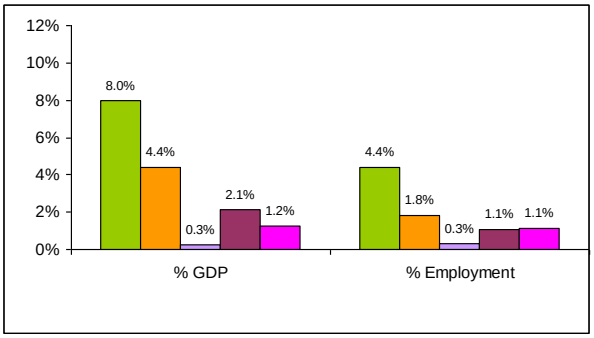
Slovenia



South Africa



St. Kitts



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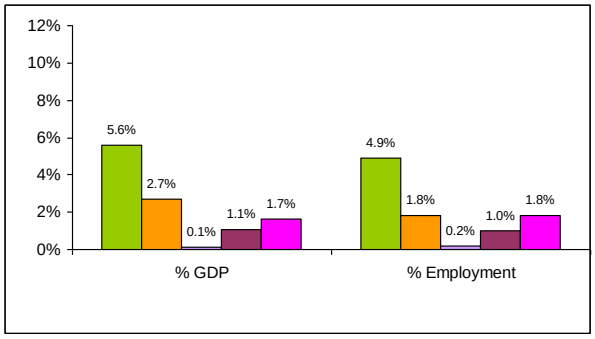

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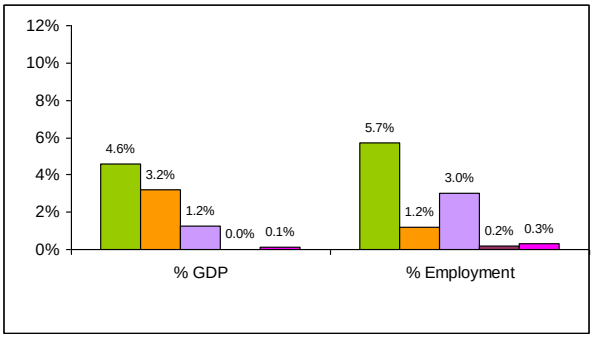
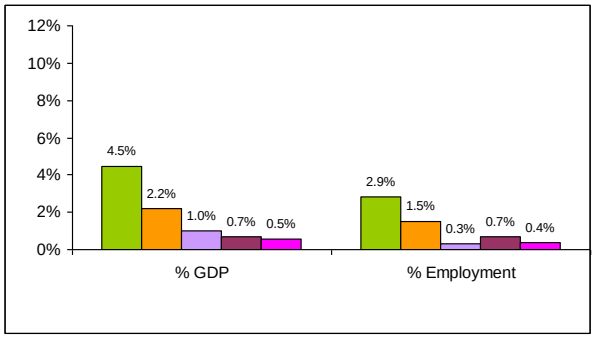
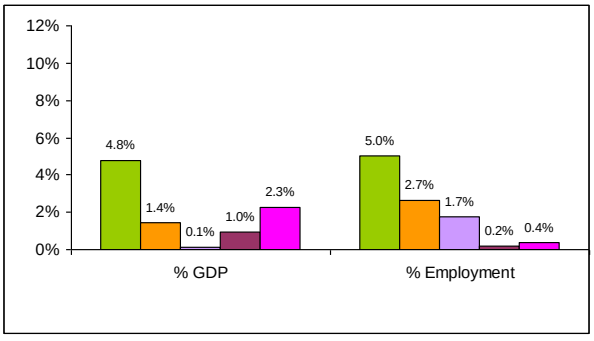


Tanzania

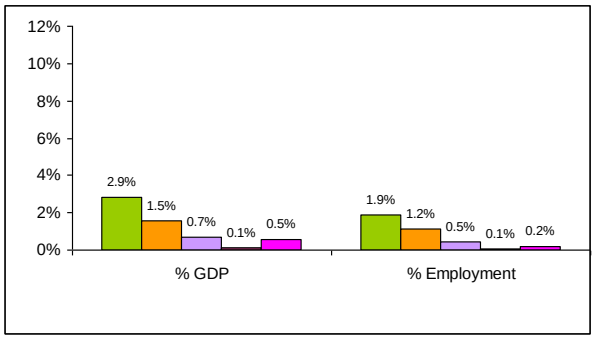


Thailand

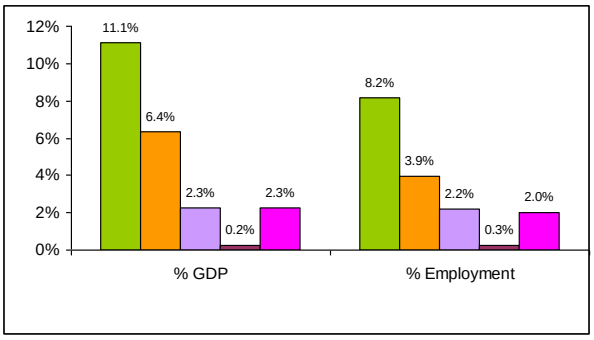


Trinidad and Tobago

Source: WIPO



Ukraine



United States of America

Source: WIPO

[1] WIPO Guide on Surveying the Economic Contribution of the Copyright-Based Industries, WIPO Publication No 893 (E), ISBN 978-92-805-1225-7

[2] Results from published WIPO Studies are published in the series "National Studies on Assessing the Economic Contribution of the Copyright-Based Industries": Volume 1- WIPO Publication No 624 (E), ISBN 92-805-1553-5; Volume 2 - WIPO Publication No 1009 (E), ISBN 978-805-1732-3; Volume 3 - WIPO Publication No 1017 (E), ISBN 978-92-805-1908-2; Volume 4 - WIPO Publication No 1024 (E), ISBN 978-92-805-2022-4; Volume 5 -WIPO Publication No 1032 (E), ISBN 978-92-805-2156-6, Volume 6 – WIPO Publication No. 1036 (E). ISBN 978-92-805-2268-6 available also at http://www.wipo.int/ip_development/en/creative_industry/economic_contribution.html. The results from the OECS member states, Jordan, Tanzania and Lithuania are currently being finalized before publication.

[3] Detailed statistics on the individual contribution of the copyright industries in each country is contained in Annex I to this document

[4] The results based on the Study on Economic Contribution of Copyright-Based Industries in Trinidad and Tobago is pending for approval

[5] The terms *creative industries* and *copyright industries* are used interchangeably throughout the document

[6] Based on the narratives of the studies published in the Creative Industries series.

[7] Statistical significance for all correlations is calculated at the 95% level. This indicates that obtaining the respective relationship by chance is less than 5%.

[8] In scoring freedom from corruption, the Index converts the raw CPI data to a scale of 0 to 100 by multiplying the CPI score by 10.

[9] See WIPO Guide on Surveying the Economic Contribution of the Copyright-Based Industries, WIPO Publication No 893 (E), ISBN 978-92-805-1225-7

[10] All breakdowns of the contribution of the specific industries either to GDP or employment are calculated on the basis of the available statistics in the national reports. It has to be noted that some country reports do not exhibit the breakdown for various reasons; hence the contribution of specific industries to GDP and employment does not reflect their national specifics. Percentages for charts 13, 14, 17, 23, 24, 25, 26, 27, 28, 29 and 30 were calculated as an average of countries' creative industries share to either CDP or Employment