

WIPO Director General Daren Tang, Remarks to launch of

WIPO Pulse

(November 13, 2025)

Ambassador Torebayev,

Excellencies,

Ladies and Gentlemen,

2 years ago, we launched WIPO Pulse – the world’s largest and most comprehensive survey of IP awareness and perception.

We did this for several reasons

First, as an organization and community we care about what the world thinks about IP, because this has such a direct and long term impact on what we do. This is why one of the 4 pillars of our Medium Term Strategy Plan is centered around awareness raising, communication and engagement.

Second, while WIPO had a growing bank of data around the economic, trade and innovation aspects of IP, we lack data on the emotional connection that people had with IP. This is important as well so that we can go beyond the noise around IP to getting data on what laypersons thought about IP.

The results of first survey confirmed some of what we already knew – that IP awareness was growing, but also surprised us in other ways, and gave you as our member States and other stakeholders the chance to engage on this issue, and go deeper into it.

I am therefore very pleased that today we launch our second edition – and it has grown even bigger.

We now cover 74 countries from 50, and that means we have surveyed 35,500 persons.

Its findings are interesting, to say the least, and I believe it will be helpful for policymakers, industry, academia and anyone who cares about the future of innovation and creativity.

In a moment, my colleagues will take you through the data in detail. But before that, allow me to highlight three key messages from this year’s results.

First, at the global level, we see that IP awareness – which is about whether a person has basic knowledge about a particular type of IP right – has increased across all categories since 2023. Copyright and trademarks are up by 6%, designs and geographical indications by 5% and patents by 4%.

Second, different regions continue to show some divergencies in awareness and attitude towards IP. For example, we see strong growth in IP awareness in Asia-Pacific and Western Europe across all types of IP rights. This is quite interesting as these regions actually had some

of the lowest awareness scores back in 2023. Other interesting insights include data that shows Eastern European states showing the highest awareness of patents, copyright and GIs, and Africa leading world in trademark awareness, and sharing the highest scores in design awareness together with Latin America in designs.

Third, moving from awareness to perception – whether people perceive IP positively or negatively – we see that there is still general recognition and appreciation of IP as a tool for rewarding inventors and creators fairly and building trust in goods and services.

One example is Africa's perception of trademarks. On a scale of 1 to 5, with 5 strongly agree, respondents asked whether IP makes a good more trustworthy, better quality, better value for money and a consumers' first choice. Africa's scores averaged an impressive 4.3 out of five – the highest in all four areas.

And, as in 2023, Asia, Africa and Latin America remain the regions with the most positive perception about how IP benefits the economy, with a consistent, around 20 percent gap, between the very high rates in these regions and the scores we find in Eastern, Western Europe and other developed economies.

This counter-intuitive finding received a lot of attention and commentary the last time, and with this 2025 finding, we see that it is not just a statistical blip. It is something that will give many of us further food for thought.

Fourth, among women and youth we see IP awareness generally gaining ground. In the Asia-Pacific region, awareness in both groups has increased across all five IP rights. Broad gains were recorded in Western Europe as well. However, youth awareness has declined slightly in Latin America and Eastern Europe, showing where more outreach and attention is needed.

This ability to spot gaps is one of the great strengths of Pulse. It enables us to pinpoint, with increasing precision, which IP rights enjoy strong awareness, which regions are leading, and where improvements are most needed. The resulting insights are invaluable, not only for WIPO's work, but for the work of the broader IP community.

Thank you.