

WIPO for Creators Annual Report 2025

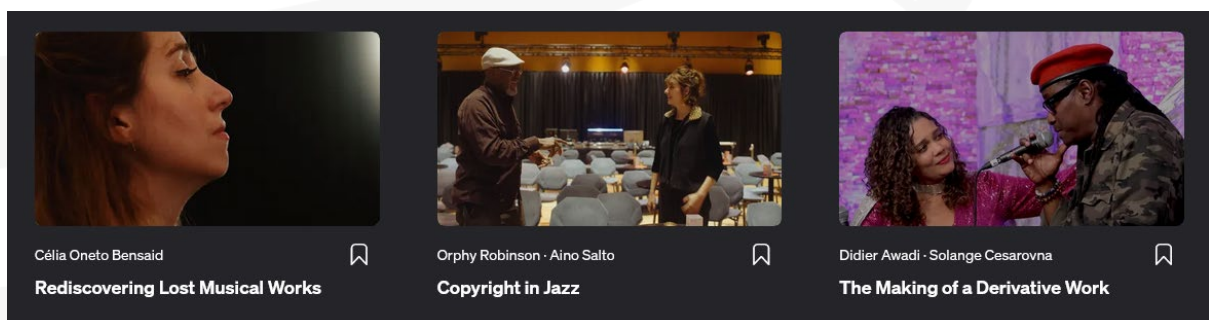
2025 marked a pivotal year for CLIP (Creators Learn Intellectual Property). The program expanded its reach, launched innovative new content formats and broadened engagement with our global community of creators.

Our commitment to being the definitive source of accessible, high-quality knowledge on intellectual property and creators' rights has resulted in significant milestones across all our program areas.

This year, we launched CLIP Voices, a groundbreaking content series that brings intellectual property concepts to life through personal stories. We also launched version 1.0 of our mobile application, ensuring offline access for creators worldwide, and introduced the CLIP Glossary API to extend our resources to partner platforms. CLIP Champions engaged with creators across 14 countries and CLIP team representatives participated in numerous important industry events. In parallel, we have made significant progress in developing content for CLIP Visual Arts.

YEAR IN REVIEW

CLIP Voices



The CLIP Voices series presents inspiring personal stories narrated by creative professionals. Each story illustrates how intellectual property and creators' rights form an integral part of the creative process. The videos connect and link to related CLIP content for further technical depth, thereby creating new and relevant entry points into CLIP's knowledge base for creators.

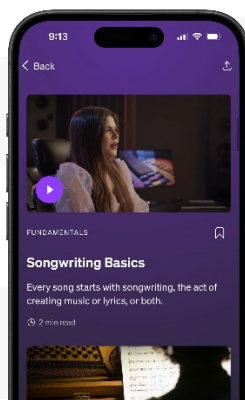
Our inaugural videos touched on classical music, jazz, and an experimental fusion of Cabo Verdean Morna with African hip hop.

- **Rediscovering Lost Musical Works** (France) follows pianist Célia Oneto Bensaid on her mission to revive musical works by female composers. Her story highlights the ongoing relevance of copyright in celebrating and preserving cultural heritage.

- **Copyright in Jazz** (Switzerland), produced in collaboration with Montreux Jazz Artists Foundation, offers a glimpse into the 2025 Montreux Jazz Festival Residency. In the video, legendary UK multi-instrumentalist Orphy Robinson MBE and emerging Swiss artist and songwriter Aino Salto reflect on improvisation, influence, tradition and authorship in jazz.
- **The Making of a Derivative Work** (Cabo Verde, Senegal, Switzerland) features CLIP Champions Didier Awadi and Solange Cesarovna. The video follows the artists as they navigate the creative and legal processes involved in the creation of a new version of a preexisting song. The video culminates in the world premiere performance of the new work at WIPO's 2025 General Assembly.

Honoring our commitment to supporting creators worldwide, CLIP video content is produced in partnership with local film crews.

[Image: Screenshot of the CLIP Voices page, featuring (from left to right): Célia Oneto Bensaid, Orphy Robinson MBE, Aino Salto, Solange Cesarovna, and Didier Awadi. Source: <https://www.goclip.org/voices>]



CLIP Mobile Application

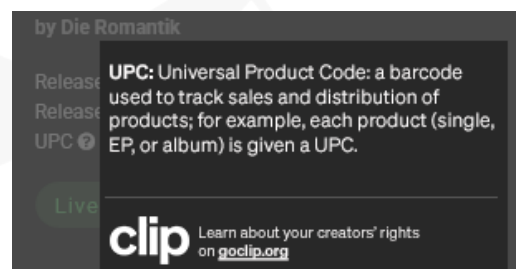
CLIP's mobile application was launched in December 2025 and is available on [Android](#) and [iOS](#).

Featuring the complete CLIP Music Fundamentals and supporting offline mode, the app ensures creators in regions with limited internet connectivity can access essential knowledge resources.

Future versions will incorporate CLIP Voices and Visual Arts content.

CLIP Glossary API

November 2025 saw the launch of our innovative Glossary API, making CLIP's extensive database of 400+ industry terms freely available to third-party platforms. This initiative amplifies our educational impact by embedding trusted IP definitions directly into existing creator tools and platforms. We anticipate the first partner implementations to launch in 2026.



CLIP Champions

The CLIP Champions program achieved remarkable reach in 2025, delivering 19 engagements across 14 countries, bringing awareness of creators' rights directly to creator communities worldwide.

Key highlights included the Saint-Louis Jazz Festival (Senegal), ACCES (South Africa), the Liverpool Institute of Performing Arts (UK), Voltaj Academy (Romania), Riga Music Week (Latvia), the Atlantic Music Expo (Cabo Verde), and Angola Music Business Network (Angola).

The Champion program's grassroots approach ensures that CLIP's message connects with creators where they are, fostering meaningful dialogue about intellectual property rights within local contexts.

[Image: CLIP Champion Alexa Niculae (Romania) shares the stage with Sabine Jacques (MusicFutures, UK) as they speak to a classroom of music creators at the Liverpool Institute for Performing Arts (LIPA) in October 2025]



A Global Presence

CLIP participated in numerous prestigious industry events worldwide in 2025, engaging directly with creators and industry professionals. These included the IMPF Global Music Summit in Palma de Mallorca, Spain; World Expo 2025 in Osaka, Japan; Music Tech Sessions in Stockholm, Sweden; International Music Summit Ibiza, Spain; Berlin Dance Music Event in Germany; SXSW 2025 in Austin, USA; Indie Week NYC, the International Music Business Research Association (IMBRA) conference in the UK; KazAK Music Conference 2025 in Kazakhstan, and many more.

Our continued presence in industry events provides opportunities to share CLIP resources with professional networks, gather feedback on program development, and establish connections with potential partners across different regions and sectors of the creative industries.



[Image: CLIP Co-founder Niclas Molinder (Music Rights Awareness Foundation / MRAF) and WIPO for Creators Advisory Board member Jay Ahern (Association for Electronic Music / AFEM) present CLIP to music creators at the Berlin Dance Music Event (BDME) in May 2025. Credit: Frame from BDME video recording of the session]

CLIP Visual Arts

Originally launched with a focus on music, CLIP was conceived to serve multiple creative sectors. In 2025, it was announced CLIP would expand to cover Visual Arts. Content development is well under way, in close collaboration with the specially-formed Advisory Board Subcommittee for Visual Arts.



Resource Mobilization

Thanks to the generous support of Funds-In-Trust Japan (FIT/Japan) Copyright, we engaged in our first regional initiative, with a focus on Indonesia. The initiative includes the translation of CLIP Music Fundamentals to Bahasa Indonesia, which is currently under way. It will be followed by localized efforts to promote creators' rights to the vibrant Indonesian creative community, including through the production video content and the sponsoring of Indonesian CLIP Champions. The initiative is expected to launch in 2026.

Web and Social Media

Nearly 180,000 unique visitors from more than 200 countries engaged with CLIP over the 2024-2025 biennium, exceeding our target of 155,000.

As the main driver for engagement, our social media presence has shown strong growth. On Instagram, our primary social media platform, the number of CLIP followers grew 274% from 1,270 to 4,750 followers in 2025, with a peak of 10,800 interactions in July.

LOOKING FORWARD

In 2026, the completion of CLIP Visual Arts development will expand our content offerings to the visual arts community. CLIP Voices will continue to offer diverse creator stories, and our Champions program will develop our reach into new regions. Our mobile application will evolve into a unified platform, housing all content areas, and API implementations will establish partnerships that integrate CLIP resources directly into existing creative industry platforms.

CLIP's mission centers on empowering creators through accessible IP knowledge. By combining storytelling, mobile technology and grassroots advocacy, we are going to continue building a comprehensive ecosystem that serves creators worldwide, fostering creativity through knowledge, connection and community.

CLIP is owned and managed by WIPO for Creators, a consortium led by the World Intellectual Property Organization (WIPO). For more information about CLIP programs and resources, visit our website (goclip.org) or contact WIPO for Creators (wipoforcreators@wipo.int)

WIPO for Creators Funds in Trust 2025 Financial Summary

Usage: Consortium and Product Management and Oversight, CLIP Product Development, Promotion and Marketing, Resource Mobilization

		Amount (CHF)	Balance (CHF)
January 2025	Carried forward	114,097.82	114,097.82
Bank Interest, 8/4/2020 – 12/31/2025		2,103.01	116,200.83
Expenditure: CLIP Champions *		(5,620.42)	110,580.41
Balance of Funds			110,580.41

** Includes Administrative Support Cost*

Source: FIT Financial Report, December 2025.

The remaining work is funded through WIPO's regular budget and with generous support from FIT/Japan Copyright.

WIPO for Creators Funds-in-Trust (WFC Funds-in-Trust)

Created on August 5, 2020

Summary balance as of December 31, 2025

(expressed in Swiss francs)

INCOME	Swiss Francs
Funds received :	
Total Partners	114,097.82
Bank interest:	
- August 4, 2020 to December 31, 2025	2,103.01
TOTAL INCOME	116,200.83
TOTAL EXPENDITURE	5,620.42
Balance of funds in favor of the Partners as of December 31, 2025 (WWFCR)	110,580.41

Steven Shepherd
Head, Financial Reporting Section
Finance Division

TBA - 02/04/2026