

---

**SCCR/47/11**  
**ORIGINAL: ENGLISH**  
**DATE: DECEMBER 3, 2025**

## **Standing Committee on Copyright and Related Rights**

**Forty-Seventh Session**  
**Geneva, December 1 to 5, 2025**

**PROPOSAL FOR A STUDY ON THE IMPACT OF THE CREATIVE INDUSTRIES ON  
THE ECONOMIC GROWTH OF MEMBER STATES**

*prepared by the Delegation of the United States of America*

The United States of America requests the Secretariat to undertake a study to survey the impact of the creative industries, supported by strong copyright protection and effective enforcement, on the economic growth of Member States.

## **CONTEXT**

Economic research and reports, case studies, and other data consistently demonstrate that the creative industries, including those within the digital environment, contribute significantly to the economic growth and prosperity of nations around the world. The success of these critical industries, which include a broad range of mediums, subject matter, and creators, contribute significantly to countries' gross domestic product (GDP), employment, international trade, and foreign direct investment (FDI). The creative industries also enhance national economies by utilizing local businesses, small and medium enterprises (SMEs), and micro SMEs (MSMEs) for creative endeavors. The World Intellectual Property Organization (WIPO) has recognized the economic importance of the creative industries, stating that the creative industries or copyright-based industries "generate direct and indirect contributions to economic performance and are considered of growing importance for the achievement of important national economic and social objectives."<sup>1</sup>

This proposal provides a framework for a new compilation study on the contributions of the copyright-based or creative industries to economic growth through GDP, employment, international trade, and FDI.

### ***Creative Industries' Contributions to GDP, Job Growth, and FDI***

The copyright-based or creative industries significantly contribute to GDP growth in countries around the world. According to WIPO, financial gains from creative industries continuously drive creative production, strengthening a country's economy.<sup>2</sup> The creative industries also produce a variety of job opportunities, with many different disciplines of jobs that optimize creative growth. Each sector within the creative industries requires a complex system to create, produce, and distribute copyrighted materials to a global audience. The creative industries play a crucial role in boosting international trade and exports. As emerging technologies continue to reshape the global creative economy, many countries are enhancing their digital infrastructure and adopting strategic economic policies to maximize the benefits of creative exports. Finally, robust copyright legal frameworks that support creative industries are also linked to FDI, which attracts specialized creative projects and cross border collaboration. Clear and predictable legal frameworks necessary to protect creative projects and a strong law enforcement system to combat pirated works are features that are proven to attract FDI to a country.<sup>3</sup>

## **PROPOSAL**

### **COMPILATION STUDY ON THE CREATIVE INDUSTRIES AND ECONOMIC GROWTH**

WIPO has studied the impact of copyright-based industries or creative industries in WIPO Member State economies for over two decades. In 2003, WIPO published the *Guide on Surveying the Economic Contribution of the Copyright-Based Industries* to suggest a common framework for measuring the size of copyright-based industries that could create meaningful comparisons of these industries for policy makers, economists, and data scientists. WIPO updated the guide and accompanying methodology in 2015, noting that "[o]ver 200 researchers from around the world have contributed to the application of the methodology, adding valuable insight, introducing innovative approaches, and outlining areas for further improvement." This methodology has been used by over 50 countries and regions, with many countries using the methodology to conduct multiple studies over the last two decades. Additionally, in 2015 and 2021, WIPO published comparison summaries of some of the findings in the individual WIPO economic

---

<sup>1</sup> <https://www.wipo.int/en/web/copyright/economic-performance>.

<sup>2</sup> Watt, Richard, *An Empirical Analysis on the Benefits of Copyright*, WORLD INTELLECTUAL PROPERTY ORGANIZATION 2009, available at [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_1012-chapter3.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_1012-chapter3.pdf).

<sup>3</sup> Jérémie Bertrand, Joseph Lemoine, Dan Negrea, & Caroline Perrin, *Attracting Foreign Direct Investments*, ATLANTIC COUNCIL (15 Mar. 2024), available at <https://www.atlanticcouncil.org/in-depth-research-reports/report/attracting-foreign-direct-investments/>.

studies. These summaries showed the comparative percentage of contributions by the creative industries to national GDP and employment, and the related labor productivity index which showed potential labor inefficiencies in the creative industries in certain countries.

Considering the continued impactful growth of creative industries around the world and the transformative role the digital environment has played in the creation, production, and distribution of creative works, now is an opportune time to revisit and reassess the impact that creative industries have on WIPO Member State economies. Many of the existing WIPO economic studies are over a decade old and do not account for recent developments in how the creative industries operate or in how Member State governments collect data on the digital marketplace.

Given the explosive growth of artificial intelligence in the last three years, it is particularly important to document and assess the economic state of the creative industries at this moment in time. Such documentation will serve as a baseline for future comparisons, and for the development of best practices for sustaining growth in creative sectors.

Therefore, a new Creative Industries and Economic Growth Compilation Study (the Study), prepared by the WIPO IP and Innovation Ecosystems Sector in consultation with the Copyright and Creative Industries Sector, is proposed to reassess the previous methodology, include new measurements for the impact of the digital marketplace and to capture the current economic impact of the creative industries in WIPO Member States. To ensure the study is relevant to modern economic developments and trends impacting creators and creative industries worldwide, and can serve as a non-biased and user-friendly comparative tool, the Study will have the following parameters:

Parameter	Description
Methodology	The Study will follow all definitions and calculations provided by the 2015 <i>WIPO Guide on Surveying the Economic Contribution of the Copyright-based Industries</i> .
Data Sets	Data used by Member States to calculate Study findings must come from the most recently available national economic data when this study was approved.
Measured Outcomes	<p>Each Member State participant covered in the Study should, to the extent possible, provide the following information for the three-year period specified above:</p> <ul style="list-style-type: none"> <li>- the contribution of copyright industries to GDP (as a percentage)</li> <li>- the contribution of copyright industries to national employment (as a percentage)</li> <li>- the contribution of copyright industries to exports (as a percentage)</li> <li>- the compensation paid to copyright industry workers (as a percentage compared to non-copyright industry workers)</li> <li>- the membership in and implementation of WIPO treaties specifically enumerated</li> </ul> <p>Using the Member State provided data above, the Study will also calculate the following, for the three-year period specified above:</p> <ul style="list-style-type: none"> <li>- the growth rate of the contribution of copyright industries to GDP</li> <li>- the growth rate of the contribution of copyright industries to national employment</li> </ul>

	<ul style="list-style-type: none"><li>- the growth rate of the contribution of copyright industries to exports</li><li>- the growth rate of the compensation paid to copyright industry workers</li><li>-</li></ul>
Participation	Open to all Member States.

[End of document]