

Quantifying the Economic Value of Creative Industries in the Philippines

**Consultation-Workshop Series on
Creative Industries in the Philippines**

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“In this 21st Century, intellectual property is a powerful driver of economic growth. When linked to the development of human capital, it results in educated, skilled and motivated individuals and becomes a dynamic combination in terms of stimulating creativity and innovation, generating revenue, promoting investment, enhancing culture, preventing ‘brain drain’, and nurturing overall economic health.”

Kamil Idris, WIPO Director General





“The State shall protect and secure the exclusive rights of scientists, inventors, artists and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people, for such period as may be provided by law.”

Art. XIV, Sec. 3, Philippine Constitution





THE INTELLECTUAL PROPERTY CODE OF THE PHILIPPINES

(R. A. No. 8293)

Effective 01 Jan 1998





IP Philippines' Mandate

- Examination, grant/registration of IPs;**
- Registration of technology transfer agreements;**
- Promotion of use of patent information;**
- Publication;**
- Administrative adjudication;**
- Coordination with public & private sector**





Strategic Plan: Back to Basics (2007 – 2009)

- ❑ Deliver quality & timely patents/trademarks**
- ❑ Improve results-oriented technology transfer interventions**
- ❑ Provide speedy & effective legal remedies**
- ❑ Institutionalize copyright dev't & support services**
- ❑ Sustain dynamic leadership in the IP system**

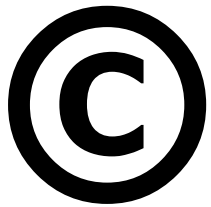




Comprehensive Copyright Program:

- To help copyright holders by empowering them & informing them of their rights & how they can benefit from these rights.**





COPYRIGHT FOR ECONOMIC DEVELOPMENT
A Baseline Study of the
Economic Contribution
of Copyright-Based Industries
in the Philippines*

Supported by:
World Intellectual Property Organization
Government of Japan

**** Pending final approval by WIPO***





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Sources of data:

National Statistics Office (NSO)

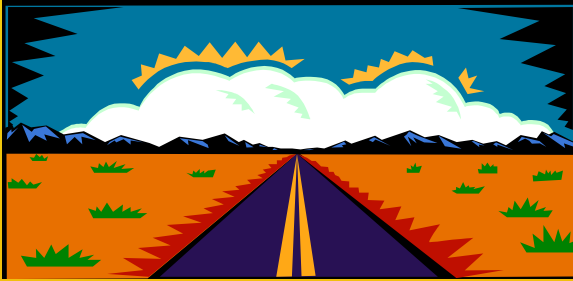
- Census of Philippine Business and Industry (CPBI)

Foreign Trade Statistics

- Philippine Standard Commodity Classification (PSCC)

National Economic & Dev't Authority (NEDA)

National Statistical Coordination Board (NSCB)



WIPO Guide on Surveying the Economic Contribution of the Copyright-Based Industries

(Geneva 2003)





To quantify the contribution of Copyright-Based Industries to the economy

- Size of CBI as % of GDP**
- Share in employment**
- Contribution to foreign trade**





Copyright-Based Industries

- Core Copyright Industries**
- Interdependent Copyright Industries**
- Partial Copyright Industries**
- Non-dedicated Support Industries**

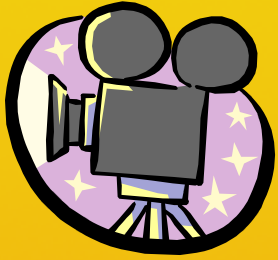




Core Copyright Industries

- Wholly engaged in creation, production & manufacturing, performance, broadcast, communication & exhibition, or distribution & sales of protected works.**
- Press & literature; music, theatrical productions, operas; motion picture & video; radio & TV; photography; software & databases; visual & graphic arts; advertising services; collective management societies.**





Interdependent Copyright Industries

- Engaged in production, manufacture & sale of equipment whose function is wholly/primarily to facilitate the creation, production or use of protected works.**
- Core interdependent – TV sets, radios, VCRs, CD/DVD players, electronic game equipment, etc.**
- Partial interdependent – photographic & cinematographic instruments, photocopiers, blank recording material, paper.**

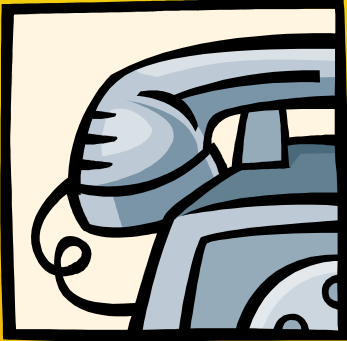




Partial Copyright Industries

- A portion of activities is related to protected works & may involve creation, production & manufacturing, performance broadcast, communication & exhibition or distribution & sales.**
- Apparel, textiles & footwear; jewelry & coins; other crafts; furniture; household goods, china & glass; wall coverings & carpets; toys & games; architecture, engineering, surveying; interior design; museums.**

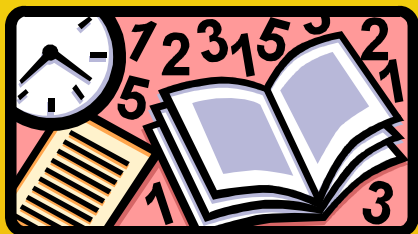




Non-dedicated Support Industries

- ❑ A portion of activities is related to facilitating broadcast, communication, distribution, or sales of protected works, & whose activities have not been included in core copyright industries.**
- ❑ General wholesale & retailing; general transportation; telephony & Internet**





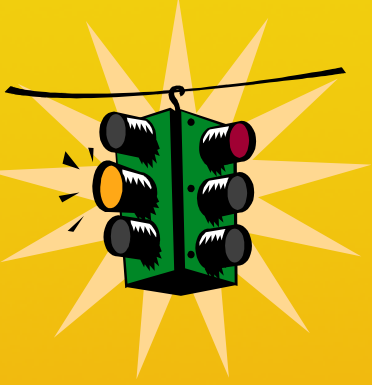
Findings of the WIPO Study

□ **Total Contribution to GDP = 4.82%**

- **Core = 3.5%**
- **Interdependent = 0.96%**
- **Partial = 0.04%**
- **Non-dedicated = 0.29%**

□ **Total employment (large estab.) = 11.1%**

□ **Total imports = 7.67%**
□ **Total exports = 13.34%**



Recommendations made:

Intervention by Government!

- Take immediate steps to provide relevant information to help Philippine establishments;**
- Make periodic review of laws & policies;**
- Provide funds or funding sources;**
- Implement public awareness policy.**





**“IP Philippines:
Fostering a creative Philippines
using IP as a strategic tool
for national development
and global competitiveness.”**





THANK YOU!

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