



## TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>7</b>
<b>CHAPTER 1</b>	
<b>EXPERIENCE GAINED FROM THE IMPLEMENTATION OF THE METHODOLOGY</b>	<b>11</b>
1.1 Context	11
1.2 Major Results	13
1.3 Institutional Involvement and Implementation Modalities, Practical Arrangements, Research Procedures, and Applications of the Methodology	18
1.4 Scope and Funding	20
<b>CHAPTER 2</b>	
<b>BASIC LEGAL NOTIONS</b>	<b>21</b>
2.1 The Concept of Copyright	22
2.2 Exclusive Rights	23
2.3 Related Rights	26
2.4 Limitations to Rights	26
2.5 Legal Framework and Copyright Markets	27
<b>CHAPTER 3</b>	
<b>ECONOMIC FUNDAMENTALS OF COPYRIGHT</b>	<b>29</b>
3.1 Streamlining Terminology	30
3.2 Main Economic Characteristics of Copyright	32
3.3 Economic Functions and Consequences of Copyright Law	33
3.4 Copyright in the National Economy	36
3.4.1 Multiple Effects on the Economy	36
3.4.2 Economic Organization and the Role of the Government	36
3.5 Main Characteristics of the Creative Market	37
3.5.1 The Demand Side	38
3.5.2 The Supply Side	39
3.5.3 The Labor Markets	40

**CHAPTER 4****THE COPYRIGHT INDUSTRIES 42****4.1 Overview 42****4.2 The Core Copyright Industries 47**

4.2.1 Functional Distinctions 47

4.2.2 Statistical Distinctions 49

4.2.3 Definition and Breakdown of the Core Copyright Industries 51

4.2.4 Evolution of the Core Copyright Industries 55

**4.3 Interdependent Copyright Industries 57**

4.3.1 General Considerations 57

4.3.2 Definition of Interdependent Copyright Industries 59

**4.4 Partial Copyright Industries 60****4.5 Non-dedicated Support Industries 62****CHAPTER 5****FRAMEWORK OF THE STUDY 64****5.1 Organizing a study 64****5.2 Guiding Principles 66****5.3 What to Measure? 66****5.4 Size of the Copyright Industries in the National Economies 70**

5.4.1 Economic Indicators 70

5.4.2 Labor Market Indicators: Contribution to Employment and Salaries 76

5.4.3 Foreign Trade 78

**5.5 Performance of Copyright Industries in National Economies 80**

5.5.1 Labor Productivity 80

5.5.2 Foreign Trade Balance 82

5.5.3 Contribution of Copyright Industries to Economic Growth 83

**5.6 Institutionalizing the Preferred Analytical Framework 85****CHAPTER 6****THE MEASUREMENT PROCEDURE 87****6.1 Overview 87**

6.1.1 Basic Ideas from the SNA – Satellite Accounting 87

6.1.2 New Features 89

**6.2 Measurement Procedure 93**

6.2.1 Step One: Identification and Classification of the Copyright Industries and Products 94

6.2.2 Step Two: Collection of Relevant Data 98



6.2.3	Step Three: Measurement of the Contribution of Copyright Industries to the National Economy	117
6.2.4	Step Four: Analysis and Presentation of the Survey Results	133

## **CHAPTER 7I**

### **INFORMATION RESOURCES 137**

#### **7.1 Scope of Information Resources 137**

7.1.1	Official Statistics	138
7.1.2	Supplementary Statistics	143
7.1.3	National Professional Organizations	143
7.1.4	Specific Industry Sources	144
7.1.5	Non-Governmental Organizations	144

#### **7.2 Scope and Organization of Statistics 144**

7.2.1	The Scope of Estimates	144
7.2.2	Conceptual Issues	147
7.2.3	Challenges Posed by the Organization of Statistics	148

#### **7.3 Future Trends 150**

7.3.1	Refining the Methodology for Measuring Intangible Assets – Intellectual Property Assets	150
7.3.2	Convergence of Classifications	153

### **FINAL REMARKS 154**

### **ANNEXES 155**

Annex I	List of the Copyright Industries	155
Annex IIA	United Nations International Standard Industrial Classification Codes Corresponding to the Copyright Industries (ISIC Rev. 4)	157
Annex IIB	United Nations International Standard Industrial Classification Codes Corresponding to the Copyright Industries (ISIC Rev.3.1)	164
Annex III	Correspondence of ISIC Rev.4, CPC Rev.2 and HS 2007	170
Annex IV	European Classification Codes corresponding to the Copyright Industries	172
Annex V	Sample Questionnaire	180

### **ACKNOWLEDGMENTS 182**

### **ENDNOTES 183**

## CHARTS

Chart 1.1	Overall Contribution of CRI to GDP and Employment	14
Chart 1.2	Country Positioning Based on GDP and Employment	17
Chart 1.3	Contribution of Creative Industries to GDP and Employment by groups of industries.	18
Chart 4.1	Actual mapping of the Core Copyright (WIPO), Cultural (UNESCO, 2009) <sup>58</sup> and Creative (DCMS, 2011) Industries	44
Chart 5.1	Relative Labor Productivity Index, Selected Countries	82

## FIGURES

Figure 3.1	Creative Industries	41
Figure 5.1	Study lifecycle	64

## TABLES

Table 1.1	Previous Studies	15
Table 2.1	Types of Work Protected Under Most National Copyright Laws	23
Table 2.2	Copyright and the Scope of Respective Markets	28
Table 5.1	Cumulated Growth Rates of Values Added and National GDP in Copyright Industries, Selected Countries	84
Table 6.1	Example of the Income Statement of an Establishment under IASB rules	90
Table 6.2	Intellectual property products in Gross Fixed Capital Formation	91
Table 6.3	Supply Table for Copyright Economy	103
Table 6.4	Use Table for Copyright Economy	106
Table 6.5	An Illustration of an Input-Output Table	108
Table 6.6	Classification Changes and their Expected Effects on GDP and Gross Domestic Income	116
Table 6.7	Data for Calculation of Value Added	122
Table 6.8	Indicators of the Income Components of Value Added	123
Table 6.9	Steps in the Survey and Expected Deliverables	136
Table 7.1	Financial and Non-Financial Assets	151