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CreativeFuture Applauds Senators Tillis and Leahy for Announcing SMART Copyright Act

The new Bill would facilitate the development and adoption of standard technical measures.

Los Angeles, CA – Today, Senators Thom Tillis (R, NC) and Patrick Leahy (D, VT) announced the SMART Copyright Act. If passed, the bill would make important clarifying revisions to enable more widespread adoption and use of standard technical measures (STMs) to combat piracy. It would also authorize the Librarian of Congress to designate certain technical measures identified by stakeholders as STMs, with a corresponding requirement that covered service providers undertake commercially reasonable efforts to accommodate and not interfere with those measures.

CreativeFuture CEO Ruth Vitale said, “Our creative communities employ 5.7 million people and contribute over \$1.5 trillion to the U.S. economy. Yet, this culturally and financially significant industry is being decimated by widespread, global digital piracy. According to the U.S. Chamber of Commerce, digital piracy takes at least \$29.2 billion and 230,000 jobs away from our economy each year – and it is aided and abetted by the world’s largest internet companies that turn a blind eye to the illicit activity occurring on their platforms.

“We applaud the introduction of this legislation by Senators Tillis and Leahy and their ongoing efforts to facilitate the development and adoption of standard technical measures for the protection of creative works. We look forward to working with them to advance the legislation and to taking meaningful steps toward preserving the livelihoods of millions of Americans working in the creative industries.”

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ABOUT CREATIVEFUTURE

CreativeFuture is a nonprofit coalition of more than 500 companies and organizations and more than 300,000 individuals – from film, television, music, book publishing, photography, and other creative industries. We’re mobilizing our members to speak up about creativity’s cultural and

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economic value, the importance of copyright in protecting creativity, and the massive harm caused by the global theft of our creative works. Millions of creatives and thousands of businesses around the world depend on copyright to bring all of us countless moments of inspiration, learning, and joy. Our mission is to advocate for strong but appropriate copyright protections and to empower creatives to speak out against piracy and how it affects their ability to create and to make a living. To learn more, visit www.creativefuture.org.