

The background is a deep blue with a central bright light source emitting rays. Faint icons of film reels, musical notes, and abstract shapes are scattered across the scene.

CreativeFuture

Creativity. Innovation. Tomorrow.

THE VALUE OF CREATIVITY AMERICAN JOBS

Films, television, books, music,
software, and video games
add more than ...

**\$1.8
TRILLION**

&

**9.6
MILLION
JOBS**

... to the U.S. economy alone.

That is 7.76% of the GDP and 4.88% of the U.S. workforce.

... AND THEY ARE GOOD JOBS



On average, U.S. workers
in these industries make

\$121,583/year

51% more than the general
U.S. average of \$80,566.

THE VALUE OF CREATIVITY

American films, television, books, music, software, and video games account for

\$230.3 BILLION

in international sales or exports –
more than pharmaceuticals, aerospace,
agriculture, and many other major industries.

THE VALUE OF CREATIVITY

The U.S. film and television industry contributes **2.4 million jobs and \$186 billion/year in wages.**



of which 92% employ fewer than 10 people.

THE VALUE OF CREATIVITY

Shooting on location for a film can generate **\$250,000 per day for local businesses.**

Filming for a one-hour television episode can generate **\$150,000 per day.**



THE PIRACY THREAT

Each year, piracy costs the U.S. economy between \$29.2 and \$71 billion, and between 230,000 and 560,000 jobs.

THE WILD, WILD WEB

Under the Digital Millennium Copyright Act (DMCA) of 1998 platforms are only required to remove infringing content when the rightsholder submits a *takedown notice*.

This means submitting thousands of notices to the *same* platform for the *same* pirated film or television episode.

BIG TECH FAILS TO STOP PIRACY



Facebook receives **100,000-250,000+ takedown requests *each month.***



Google receives **hundreds of millions of takedown requests *each year.***

To this day, piracy pages on Facebook flourish, and Google continues to list piracy sites in its search results.

After a multiyear study, the United States Copyright Office concluded that the DMCA's "original intended balance" between creatives and tech platforms **"has been tilted askew."**



THE SCALE OF THE PROBLEM

“Overall, approximately **26.6 billion** viewings of U.S.-produced movies and **126.7 billion** viewings of U.S.-produced television episodes are **pirated digitally each year**, mostly from outside the U.S.”

DESPITE LEGAL AVAILABILITY

Of 4000 top movies from 1998-2017, **almost all** were available for digital rental (92%) or purchase (95%) by 2018.

Today, there are **140 legal streaming services** in the U.S., and **460** globally.

HOW DO PIRACY SITES MAKE MONEY?

Top pirate sites generate **\$1.08 billion** in global annual ad revenue.

On average, the five largest infringing sites make **\$18.3 million/year** from digital ads.

Who are the main advertisers on these sites?
Amazon, Facebook, and Google.

One-third of piracy sites expose users to malware, which can lead to viruses, hacking, identity theft, and credit card fraud.



Some illegal streaming services charge users a subscription fee.

In the U.S. alone, these criminal enterprises make at least **\$1 billion each year.**

SUBSCRIBE



FOLLOW THE MONEY

- Joint initiative between CreativeFuture and Trustworthy Accountability Group (TAG)
- Participating brands decreased ad impressions on infringing sites by **90% over two years**
- Ad revenues were cut by half (**48%-61%**)

RECENT LEGISLATION

THE CASE ACT (2020)

- Established a small-claims process within the copyright office
- Created a cheaper alternative to federal court for small copyright cases

THE PROTECTING LAWFUL STREAMING ACT (2020)

- Allows U.S. law enforcement to target large, for-profit criminal streaming sites on American soil
- Closes “streaming loophole”

BUT MORE CAN BE DONE ...

Big Tech and allied groups oppose commonsense reforms including ...

- **The Stop Online Piracy Act (SOPA) / Protect IP Act (PIPA)** scuttled after a 2011 internet blackout orchestrated by Big Tech
- **The Stop Enabling Sex Traffickers Act (SESTA) / Allow States and Victims to Fight Online Sex Trafficking Act (FOSTA)** signed into law in 2018

SITE BLOCKING

- **Site blocking** is a widely-used and effective anti-piracy tool
- Allows courts to direct internet service providers to block local access to offshore websites found to be dedicated to piracy
- Used in more than 40 countries – including Western democracies like Canada and the U.K.

JOIN US!

CreativeFuture is a nonprofit coalition of more than 500 companies and organizations and nearly 300,000 individuals.

We're mobilizing our members to speak up about creativity's cultural and economic value.

The background is a dark blue gradient with a central bright light source emitting rays. Various icons are scattered throughout: a musical note in the top left, a film reel in the top right, a film reel in the bottom left, and a gear in the center. The text is centered and white.

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MOBILIZE OUR CREATIVE COMMUNITY

FOLLOW THE MONEY

RAISE AWARENESS

#STANDCREATIVE