Creativity. Innovation. Tomorrow.

THE VALUE OF CREATIVITY AMERICAN JOBS

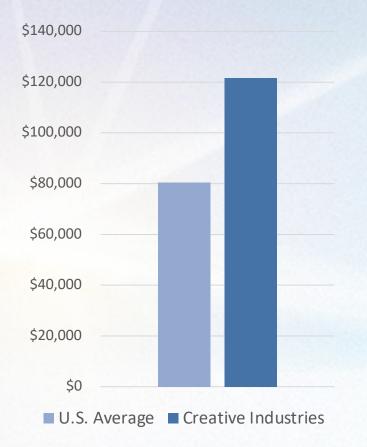
Films, television, books, music, software, and video games add more than ...



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

Source: International Intellectual Property Alliance, Copyright Industries in the U.S. Economy: 2022 Report (December 2022).

... 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.

Source: International Intellectual Property Alliance, Copyright Industries in the U.S. Economy: 2022 Report (December 2022).

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.

Source: International Intellectual Property Alliance, Copyright Industries in the U.S. Economy: 2022 Report (December 2022).

THE VALUE OF CREATIVITY

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

122,000 DIFFERENT

of which 92% employ fewer than 10 people.

Source: MPA, The American Motion Picture and Television Industry: Creating Jobs, Trading Around the World (2021).

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.

Source: MPA, The American Motion Picture and Television Industry: Creating Jobs, Trading Around the World (2021).

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.

Source: U.S. Chamber of Commerce, Impacts of Digital Video Piracy on the U.S. Economy (June 2019)

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.

G

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."**



Source: The United States Copyright Office, Section 512 of Title 17: A Report of the Register of Copyrights (May 2020)

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."

> Sources: U.S. Chamber of Commerce, Impacts of Digital Video Piracy on the U.S. Economy (June 2019). Akamai Technologies, "Akamai Research Reveals Extensive Global Piracy Demand, Industry and Regional Trends" (26 January 2022).

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.

Sources: Stephen Follows, "What percentage of movies are available to stream, rent or buy online?" (12 August 2018). MPA, What We Do: Fostering Innovation (2023).

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.

Source: Digital Citizens Alliance/White Bullet, Breaking B(ads): How Advertiser-Supported Piracy Helps Fuel a Booming Multi-Billion Dollar Illegal Market (August 2021).

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



Source: Digital Citizens Alliance, Enabling Malware: How U.S. –Based Firms Are Enabling Malware Peddlers To Bait Consumers and Steal Their Personal Information (July 2016). Gavin Bridge, "Survey; 1 in 10 U.S. Adults Pirated TV, Movies or Live Sports in 2022" Variety (21 Feb, 2023). Some illegal streaming services charge users a subscription fee.

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



Source: Digital Citizens Alliance, Money for Nothing: The Billion-Dollar Pirate Subscription IPTV Business (August 2020)

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 antipiracy 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.

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MOBILIZE OUR CREATIVE COMMUNITY FOLLOW THE MONEY RAISE AWARENESS #STANDCREATIVE