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Fair use – better for economic recovery and growth than strong copyright

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Defending your rights in the digital world!



- While traditional copyright industry maximalist players like to insist that any weakening of copyright would be disastrous for economy, the evidence is almost always the opposite



US Study

- Fair use accounted for more than **\$4.5 trillion in annual revenue**
- Has also generated jobs > **233000, just in California**
- **Fastest growing sector** > ITC based on fair use
- Investors and VC **would stop investing** if something like SOPA/PIPA was passed
- There has been a increase in the production of cultural goods

• More at:

<https://www.eff.org/deeplinks/2012/09/copyright-and-campaign-misinformation-new-study-affirms-less-copyright>



Goal of Copyright in the US

- To promote progress of science and useful arts, by securing limited times to authors and inventors the exclusive right to their respective writings and discoveries = > **promote creativity**



Australia Study

- If Australia expand fair use alongside with safe harbors for ISPs, there is a potential of an extra **\$600 million on their economy**
- Australia sector relying on fair use contributes to **14% of Australia's GDP = \$182 billion per year**
- More at <https://www.eff.org/deeplinks/2012/09/copyright-and-campaign-misinformation-new-study-affirms-less-copyright>



Singapore Study

- The 2012 study showed that flexible fair use showed positive impact in the growth of tech companies
- Singapore fair use amendments are correlated with a **3,33% increase in value added (%GDP growth)** = this resulted in a total increase **of 2.27 billion** for private tech companies as of 2010 (5 years of expanded fair use implemented)
- Before this policy change, tech industry in Singapore was in recession
- **AND THERE WAS** no significant change in the copyright industry sector



Singapore's conclusion

- Fair use expansion in Singapore actually increased the value of copyrighted goods for consumers
- Source: http://works.bepress.com/roya_ghafele/12/



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- So, while huge corporations may find it harder to keep grip on their market share, it is not because people have stooped or creating art. It is quite the opposite, they are creating more by incorporating fair use



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- The counterfactual impact analysis results for these studies show that fair use policy is actually correlated with higher economic growth rates in private copying technology industries, while having a very limited impact on copyright industries



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Thank you

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