

Contribution of the Copyright sectors to GDP

In comparison with other sectors of the Jamaican economy, Copyright contributed more than electricity and water and almost as much as the agriculture, forestry and fishing sectors.

Sectors	Percent
Agriculture, Forestry and Fishing	5.2%
Mining and Quarrying	5.8%
Manufacturing	13.3%
Electricity and Water	4.1%
Construction and Installation	10.6%
Distributive Trade (Wholesale and Retail)	21.8%
Transport, Storage and Communication	13.9%
Financing and Insurance Services	8.2%
Real Estate and Business Services	5.2%
Producers of Government Services	9.8%
Miscellaneous Services	8.5%
Household and Private Non-Profit Institutions	0.5%
Less Imputed Service Charge	6.8%
TOTAL GROSS DOMESTIC PRODUCT	100.0%
Copyright (Core and Neighboring)	4.8%

The study further revealed that the creative sectors are the most efficient users of foreign exchange .

For every dollar (\$1) invested in the sector there were higher yields - \$6.18 - compared to similar investment in other sectors:

- Chemicals products, rubber and plastic products returning J\$1.75 per dollar,

- Non-metallic mineral products returning J\$1.55,
- Communication including cable TV returning J\$1.49 for every \$1 invested .

Policy proposals

Based on the research conducted, the study offered some policy perspectives and propositions:

- The copyright sectors contribute a comparatively high domestic asset productivity to the Jamaican economy.
- These sectors can become leading sectors to achieve growth rates and economic adaptability necessary to sustain effective reintegration into the rapidly changing world economy.
- The central economic problems of Jamaica coincide with those of the copyright sector: shortage of both working capital and real fixed capital as well as skills in the private (wage employment) sector, combined with inadequate protection of loan finance and a community of traditional capitalists lacking interest in large-scale domestic capital formation in this sector.
- There is a high level of underemployment in the sector and a related high level of underutilized potential for expansion.

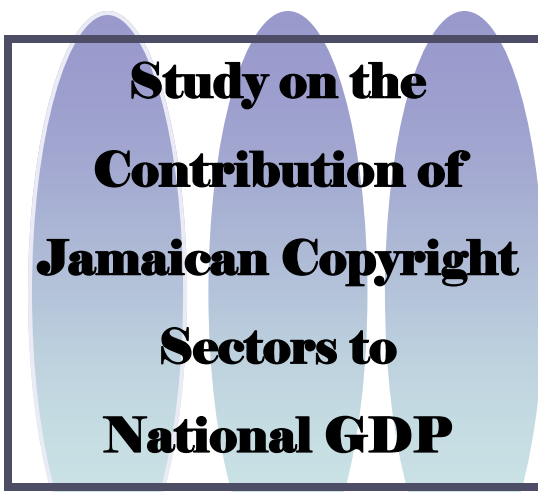
- To successfully realise the sector’s potential will require inter alia :


- investment in education, particularly applicable knowledge and problem-solving skills for improved business success.
- Corresponding investment in physical capital assets to complement strengthening the human capital. These assets include both public infrastructure and private physical capital formation.



“ The activities in which a country is most creative and hence, most capable of developing new domestic capital and the skills to use it are ultimately those that offer the best opportunities for exploiting available externalities and developing its distinct comparative advantage”

Jamaican Copyright Study, 2007





JIPO
Jamaica Intellectual Property Office

PAVING THE WAY TO GROWTH AND DEVELOPMENT THROUGH THE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

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How valuable is Jamaican Creativity ?

Jamaicans are a naturally creative people expressing their talent through many such forms as art, dance, music, the spoken word, drama and fashion to name a few. These creative works fall mainly within the domain of Copyright and Related Rights, the field of intellectual property rights that protects literary, musical, dramatic artistic expressions of the human mind.

The question has always been asked - how valuable is Jamaican creativity? Empirical data on the value of and contribution of copyright-related sectors to the Jamaican economy has now been documented, analysed and made available in a study released in 2008.



The study was commissioned by the World Intellectual Property Organization (WIPO), the United Nations agency with responsibility for Intellectual Property, at the request of the Jamaica Intellectual Property Office (JIPO) and was prepared by Dr. Vanus James, Economist.

The Jamaican study is one of several completed studies commissioned by WIPO and the first to be done within the Caribbean region. Other countries reviewed include Singapore, Canada, Croatia, Mexico, Russia and the United States of America, and Colombia.

Pursuing this policy-focused research forms part of WIPO's Agenda on the Creative Industries as this UN agency advocates that:

- Economic development is positively influenced by the ability to economically exploit creative assets, and,
- Development strategies should build on a comprehensive analysis of the relations of the creative sector with other sectors of the economy.

The content of this national study provides clear indicators and quantitative economic data which are critical input for designing and implementing targeted strategies to develop the creative sector.



Objectives of Study and Areas of focus

The objectives of the study were to;

- 1) Quantify the economic contribution of copyright and related rights-based industries in Jamaica by estimating their value added to GDP, share of national employment and revenue generated from foreign trade
- 2) Analyse and elaborate on selected copyright-based industries of importance to Jamaica, their national market structure, demand and supply patterns, policy framework, support from public and civil sector, financing mechanisms, among other points
- 3) Propose policies, strategies and institutional interventions for encouraging the growth and development of copyright-based industries in Jamaica

The Copyright sector was defined by 4 groups of activities:

- **Core Copyright** Industries
- **Interdependent Copyright** Industries
- **Partial Copyright** activities which include products and services that have significant components based on copyright
- **Non-dedicated Support** Industries which facilitate the communication and distribution of copyright-based activities

Core	Inter-dependent	Partial	Non-Dedicated
a. Press & Literature	a. TV sets, Radios, DVD, CD Players	a. Apparel, textiles & footwear	a. General wholesale & retailing
b. Music, Theatrical Productions	b. Computers & Equipment	b. Jewelry & coins	b. General Transportation
c. Motion Picture & Video	c. Musical Instruments	c. Other crafts	c. Telephony & Internet
d. Radio & TV	d. Photographic & Cinematographic Instruments	d. Furniture	
e. Photography	e. Photocopiers	e. Household goods, china & glass	
f. Software & Databases	f. Blank Recording Material	f. Wall coverings & carpets	
g. Visual & Graphic Arts	g. Paper	g. Toys & games	
h. Advertising Services		h. Architecture, engineering,	
i. © Collecting Societies		i. Interior Design	
		j. Museums	

Findings of the Study

The study reported that in 2005, the Copyright sectors contributed J\$29 billion or US\$464.7 million or 4.8 % of GDP. Of the 4.8 %;

- 1.7% derived from core copyright industries
- 1.2% from interdependent copyright industries
- 1.2% from partial industries
- 1.9% from non-dedicated support industries

In similar national studies conducted in the USA, Mexico, Canada and Russia, it was found that their copyright sectors represented 11.12% of GDP in the USA, 4.77% of GDP in Mexico, 4.50% in Canada and 6.06% in Russia.

The three top contributing Jamaican sectors were:

- Radio and television broadcasting – J\$3578 million (US\$57.3 million)
- Press and Literature – J\$3090.8 million (US\$49.5 million)
- Music and Theatrical productions – J\$1263.5 million (US\$20.2 million)

Regarding employment, the Copyright sector accounted for 3.03 % of all employment which was approximately 32,032 persons (2005).

The highest employers were Press and Literature, Radio and television, Music and Theatrical productions.

The music sector itself accounted for 6.4 % of copyright sector employment.



Valuing the original creative expressions of the human intellect