



HIGHLIGHTS OF FAIR USE IN THE U.S. ECONOMY – 2010

Using the latest publicly available data (2007), and adapting a methodology developed by the World Intellectual Property Organization (WIPO) this study finds the following about fair use industry growth and activity:

- **Revenue** – In 2007, fair use industries – those industries that depend upon fair use and related limitations to copyright – generated revenue of \$4.7 trillion, a 36 percent increase over 2002 revenue of \$3.4 billion.
- **Value-Added** – Fair use-related industry “value added” to the U.S. economy was \$2.2 trillion, a 34 percent increase from 2002. Fair use industries grew at a far faster pace than the overall economy, accounting for 23 percent of U.S. real economic growth from 2002 to 2007.
- Businesses relying on balanced copyright represent one-sixth of total U.S. GDP.
- **Employment** – The fair use economy is vast, employing 17.5 million people – approximately one in eight U.S. workers – and generates a payroll of \$1.2 trillion, compared to \$895 billion in 2002. In 2007 alone, fair use industries employed an additional 100,000 workers.
- **Exports** – Exports of goods and services related to fair use industries increased by 41 percent between 2002 and 2007, from \$179 billion to \$281 billion. In 2007 alone, exports expanded by nearly 12 percent.

Exports of trade-related services, including Internet or online services, were the fastest growing segment, increasing nearly ten-fold from \$578 million in 2002 to \$5.2 billion in 2007.

About CCIA:

The Computer & Communications Industry Association (CCIA) is an international, nonprofit, mission-driven trade association dedicated to innovation and enhancing society’s access to information and communications. CCIA promotes open markets, open systems, open networks and full, fair and open competition in the computer, telecommunications and Internet industries. CCIA members are large, medium-sized, and small companies in the high technology products and services sectors, including computer hardware and software, electronic commerce, telecommunications and Internet products and services – companies that collectively generate more than \$250 billion in annual revenues.

Visit CCIA at www.ccianet.org.