



## 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.

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