



Political parties make IP-rich industries a priority for government

16th April: The Alliance for Intellectual Property welcomes the recognition that the Labour, Conservative and Liberal Democrat parties have given intellectual property (IP) and IP-rich industries in manifestos published this week.

With the creative industries valued at £76.9 billion per year and accounting for 1.7 million jobs it is clear that the UK's creativity is a global triumph. This success across the UK's creative, branded and design industries is underpinned by intellectual property in copyright, trademarks and design rights.

The Labour Party manifesto, launched on Monday, states that "creativity is the powerhouse of a prosperous economy". Labour have committed to the establishment of a British Investment Bank to help improve access to finance for small and medium-sized businesses. With the Alliance's own [Manifesto](#) calling for better access to finance for the UK's IP-rich businesses, we would want to ensure that the Bank will also place importance on the value of the intangible assets of UK businesses.

On Tuesday, the Conservative Party manifesto recognised the role that IP rights play in the success of the creative industries by committing to tackling IP infringement online. Priorities for the Conservative Party include continuing to require Internet Service Providers (ISPs) to block sites that carry large amounts of illegal content and ensuring that search engines do not link to these sites. The volume of IP infringing content available through search engines is vast in scale, with over 34 million requests made in the last month to the largest search engine, Google, to take down links to copyright infringing content. The Conservatives also pledged to continue progress on voluntary anti-piracy projects to help educate users when they may be infringing on IP rights.

Yesterday the Liberal Democrats manifesto pledged to support the creative industries, noting the importance of the copyright system and committing to addressing the barriers to finance that IP-rich businesses can face. The manifesto also pledges to work for the creative industries to help develop further trade abroad.

All three parties have also made comments on developing trade within Europe, with the Conservatives and Liberal Democrats looking to support the development of the Digital Single Market. The European Commission has been discussing reform of copyright as part of its package of measures, potentially putting UK businesses and creators at risk.

Commenting, Alliance Director General Eddy Leviten said: "It is very encouraging that the three main parties have all acknowledged the value of the UK's IP-rich industries.

When the Alliance developed our own Manifesto, businesses and creators from all parts of the UK told us what they needed from the next Government to help them grow and create jobs. The political parties, albeit in different ways, have recognised that they need to support the creative, branded and design sectors.

However, proposals in the forthcoming white paper from the European Commission on the Digital Single Market could fundamentally damage the ability to create and sell content so we call on all parties to stand up for IP-rich business and creators now and throughout the next Parliament.”

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For media enquires contact Daniel Guthrie or Alex Burr, Luther Pendragon on 020 7618 9100 or Alliance@luther.co.uk

Notes to the editors

About the Alliance

The Alliance for Intellectual Property represents 23 trade associations from across the creative, branded and design sectors with a collective interest in ensuring that IP rights are valued in the UK and that a legislative regime exists which enables the value and contribution of these rights to be fully realised. Our members include representatives of the audio visual, music, games and business software, sports rights, branded manufactured goods, publishing, retailing and design sectors.

The Alliance for Intellectual Property Manifesto ‘*The UK in 2020: A Vision for Growth in IP-Rich Businesses*’ was launched in April 2014, and called on the UK’s political parties to ensure that, by 2020, the UK is the best place to start, locate and grow IP-rich businesses. The Manifesto can be read here: www.allianceforip.co.uk/downloads/pdf/ManifestoTheUKin2020.pdf

Alliance members

Anti Copying in Design
Anti-Counterfeiting Group
Association of Learned and Professional Society Publishers
Association of Authors’ Agents
Authors’ Licensing and Collecting Society
British Brands Group
BPI (British Recorded Music Industry)
British Video Association
BSA| The Software Alliance
Cinema Exhibitors Association
Copyright Licensing Agency
Design and Artists Copyright Society
Educational Recording Agency
Entertainment Retailers Association
Federation Against Copyright Theft
Film Distributors Association
Motion Picture Association
Premier League
PRS for Music
The Publishers Association
Publishers Licensing Society
UK Interactive Entertainment
UK Music