



HIGHLIGHTS OF FAIR USE IN THE U.S. ECONOMY – 2011

Using the latest publicly available data (2009), 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 2008 and 2009, fair use industries – those industries that depend upon fair use and related limitations to copyright – generated revenue averaging \$4.6 trillion, a 35 percent increase over 2002 revenue of \$3.4 billion.
- **Value-Added** – Fair use-related industry “value added” to the U.S. economy averaged \$2.4 trillion, approximately 17 percent of total U.S. current dollar GDP – roughly one-sixth of the economy.
- **Employment** – The fair use economy is vast, employing 17 million people – approximately one in eight U.S. workers – and generates a payroll averaging \$1.2 trillion in 2008-2009, compared to \$895 billion in 2002.
- **Exports** – Exports of goods and services related to fair use industries increased by 64 percent between 2002 and 2009, from \$179 billion to \$266 billion.

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 more than \$5 billion annually in 2008-2009.

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