



26 October 2018

Dear Prime Minister,

Impact of signing CPTPP on UK creative economy

As a group of organisations representing UK creators, we urge you to refrain from entering in to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) due to its potential to damage the UK's creative industry, and the wider economy.

The UK's creative industry is worth **£91.8 billion** to the economy and is still growing. It is also an export success story, accounting for **11% of exports** in 2017¹. The success of our creative economy is underpinned by the output of UK creators – the artists, authors and musicians who make our lives and economy better. We know that creative jobs must be financially sustainable, and that intellectual property rights are an essential part of this. It is therefore vital that future trade agreements do not weaken the UK's existing protections for creators.

We have examined the intellectual property provisions of the draft CPTPP. We have attached a detailed briefing document, and included our key findings below:

- The UK, Europe and the USA all prioritise the export of **new** creative content, whereas signatories to the CPTPP are often **users** of creative content. The CPTPP reflects this reality, so we must make sure that any trade deal does not restrict our ability to export UK creativity.
- The Intellectual Property chapter provides inadequate recognition for creators. It attacks creators' rights as 'abusive', rather than recognising their role in sustaining our creative economy.
- We support language that balances the importance of creators' rights alongside the need for users to access content. The CPTPP replaces this language with 'a balance of rights and obligations' in the interest or promotion of technological advances. This fails to recognise the need for creators to generate income from their work, alongside the rights of consumers to access content.
- The CPTPP signatory nations only represent 7% of UK trade, which is an insufficient gain compared to the devastating loss that the CPTPP will inflict on the UK's economy.

The CPTPP contains provisions that will undermine the UK's robust legal framework in intellectual property; particularly copyright, and data protection. In signing the agreement, the creative industries

¹ Creative Industries Council infographic, accessed 23.10.18
<http://www.thecreativeindustries.co.uk/resources/infographics>

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will face detrimental consequences to creators' rights, affecting their ability to generate income from the content they produce.

We strongly urge the Government to refrain from entering into the CPTPP as it currently stands, as we believe it may set difficult precedents that affect UK creators who make significant contributions to the UK economy. We would welcome to opportunity to discuss any of these issues in further detail and can be reached via gemma.scotcher@dacs.org.uk and 020 7553 9075.

Yours sincerely,

Gilane Tawadros
Chief Executive, DACS

Nicola Soloman
Chief Executive, Society of Authors

Ren Renwick
CEO, Association of Illustrators

Seamus McGibbon
Executive Director, Association of Photographers

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About the signatories

DACS

DACS is the UK's leading rights management organisation for visual artists. Established in 1984, we are passionate about transforming the financial landscape for visual artists with innovative products and services. We act as a trusted broker for over 100,000 artists globally.

Since 1984, DACS has distributed over £100 million in copyright and Artist's Resale Right royalties, which is the fair remuneration artists deserve for their sustained and vital contribution to the creative industries. Artists rely on a robust copyright framework to enable them to achieve remuneration to continue their practice.

www.dacs.org.uk

The Society of Authors

The Society of Authors is the UK trade union for more than 10,000 writers, illustrators and literary translators, which has been advising and speaking out for the profession since 1884.

www.societyofauthors.org

The Association of Illustrators

The Association of Illustrators (AOI) is the leading illustration body supporting and sustaining illustrators and the illustration industry based in the UK. It speaks on behalf of its 2,300+ membership comprising freelance illustrators, agents, students and colleges. Established in 1973 the AOI offers members professional support, online resources and a growing programme of events.

www.theaoi.com

The Association of Photographers

The Association of Photographers was first formed in 1968 and is one of the most prestigious professional photographers' associations in the world. The Association's aims remain the same today as they were almost 50 years ago: to promote and protect the worth and standing of its members, to vigorously defend, educate and lobby for the interests and rights of all photographers, especially in the commercial photographic industry.

www.the-aop.org