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Speech Gadi Oron, Director General - CISAC

Closing speech following the presentation of the EY study "Cultural Times – the First Global Map of Cultural and Creative Industries"

3 December 2015 - UNESCO

Madame the director general,
Excellencies,
Ladies and gentlemen,
Dear guests,

It is my pleasure to close today's proceedings.

I wanted to thank you all for attending this presentation.

I hope that you found it informative and enlightening and that we have answered all your questions.

For CISAC, this study is -- as mentioned by our president Jean Michel Jarre -- a milestone.

It is the first time that we have a document that maps what the creative and cultural industries really bring to the global economy.

The findings of this study go way beyond the boundaries of the creative sector itself.

The show that creators are not only the foundation of our culture, but also a powerhouse when it comes to the economy.

What we have presented here today is evidence that the creative industries are a major force in today's economy.

From a macro-economic perspective, the output of creators is the driver of multi-billion dollars industries, some of which have nothing to do with the production of creative works but a lot to do with the exploitation of these works.

But as impressive as these figures presented in the study are, the creative industries are fragile.

If you look at them from a micro-economic perspective, what we are talking about here about millions of creators around the world, who are vulnerable.

They are vulnerable, because they are individuals with limited leverage when facing those who

exploit their works and, in particular, the major players of the digital economy.

From our perspective, to continue to play a significant role in the global and local creative economies:

- We need a legal framework that protects and values creative works and provides stability for creative industries to thrive and continue to provide economic growth and sustainable jobs
- We need to ensure that creators are fairly remunerated for the use of their works. This question will be at the heart of the digital economy because it is simply not possible to continue to have such an imbalance if we want to grow a sustainable creative sector
- We need a system that
 - recognises the liability of online service providers to deal with the illegal use of creative works,
 - and obliges them to pay for their role in the dissemination of these works
- We need to address the issue of transfer of value that is currently taking place when online intermediaries capture value from the use of creative works, without proper compensation for rights holders
- we need a digital market that is built on proper monetisation of creative works, which is the only way to support sustainable business models that ensure a financial return for all stakeholders,
- and we need to promote a system that will incentivise young creators to continue creating; to know that they can make a living from their creation.

As you can tell, we have a major task head of us, but this is of crucial importance if we want to ensure the future of the creative economy and continue to build a more creative world.

I would like to finish by acknowledging a few people and organisations that have played a key role in today's event:

- first of all, our friends at UNESCO, especially its director general Irina Bokova, who have been formidable hosts and who are truly supporters of creators,
- the team at EY that has worked to produce this first ever report on the creative and cultural industries,
- the Fonds culturel Franco-Américain and Globo that have financially supported this study,
- our knowledge contributors: the World Bank, ICMP and IFRRO,
- the team at CISAC and all our societies who have contributed to this project,
- all of the creators who contributed to the study
- and - finally - all the creators whose talent and works enrich our daily lives and contribute to the success of these industries.

Thank you very much.