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CREATE to lead Intellectual Property research in new UK Creative Industries Policy and Evidence Centre

The AHRC has published a CREATE Report to support the Launch of the Creative Industries Clusters Programme, part of the UK Government's Industrial Strategy. The study [INTELLECTUAL PROPERTY & COLLABORATIVE AGREEMENTS IN THE CREATIVE INDUSTRIES](#) (written by CREATE's director Professor Martin Kretschmer, Bartolomeo Meletti and Dr Sukhpreet Singh) was published at the [Beyond](#) conference (Barbican, London, 17 November 2018) launching the UKRI Clusters programme. It includes interim recommendations developed with Ben Green (BGA) and Professor Andrew Chitty (AHRC Creative Economy Champion) on how the experimental nature of creative R&D collaborations between universities and industry may be supported by a new approach to collaborative agreements.

At the University of Glasgow, [CREATE](#) is now beginning work on a major new project. Within the UK Creative Industries Policy and Evidence Centre ([PEC](#), led by innovation foundation [Nesta](#), part of the AHRC Clusters programme), CREATE will lead the work strand on Intellectual Property, Business Models, Access to Finance and Content Regulation.

We will develop digital and open data tools that consolidate the evidence on the effects of IP rights on creative production and consumption, changes in business models, and the emerging data economy. This builds on CREATE's highly effective evidence resources that are used by many 100,000s of visitors. These include www.copyrightuser.org; www.copyrightevidence.org; and the topical and comprehensive EU Copyright Reform intervention: <https://www.create.ac.uk/policy-responses/eu-copyright-reform/>

In close partnership with the Centre for Cultural Policy ([CCPR](#)) at UofG, we will also undertake new research on the challenges for the production, distribution and international exploitation of UK audio-visual content, and analyse new approaches to content regulation in the context of the evolving platform economy, globalisation and Brexit. In partnership with the [University of Sussex](#), the work strand will research barriers to finance in the creative industries and how policies should address these.

At the launch of the Creative Industries Cluster Programme, Sir Mark [Walport](#), CEO of UKRI, stressed the central role of the new Policy and Evidence Centre for creating an independent evidence base that will inform decision-making across the creative industries and underpin future policy decisions.

In a series of public lectures this autumn, CREATE is exploring critical new thinking on these issues. The latest lecture by Antony Taubman, Director of the Intellectual Property Division at the World Trade Organisation, is provocatively titled:

'Discontent Industries? Creative works and international trade law: making sense of 'analogue' IP rules in a digital age'

The lecture will take place on Wednesday, 28 November, 17:30-19:00 in the Humanities Lecture Theatre, Main Building, University of Glasgow.

Further information about CREATE's public lecture series can be found here:

<https://www.create.ac.uk/blog/2018/09/19/create-public-lecture-series-autumn-2018/>

CREATE is the UK Copyright and Creative Economy Centre, based at the University of Glasgow. From 2012-2018, it was funded as an RCUK Centre jointly by the Arts and Humanities Research Council (AHRC), Engineering and Physical Sciences Research Council (EPSRC) and the Economic and Social Research Council (ESRC). From 2018-2023, CREATE will be leading work on Intellectual Property, Business Models, Access to Finance and Content Regulation within the AHRC Creative Industries Policy & Evidence Centre (PEC).

Image:



Antony Taubman, Director of the WTO's Intellectual Property, Government Procurement and Competition Division

Quotes:

Prof. Martin Kretschmer, Professor of Intellectual Property Law, School of Law, Director of CREATE and a member of PEC's management board:

'The industrial organisation of the creative industries is changing rapidly. We now live in a platform economy. All online behaviour is potentially observable, and whoever controls this data infrastructure will have a stake in the creative economy that is very different from the role of earlier cultural intermediaries. A new set of questions about the effects of intellectual property and information laws on creative production and consumption needs to be addressed. The UK Policy & Evidence Centre is the right forum to make a difference.'

Prof. Philip Schlesinger, Chair in Cultural Policy, Deputy Director of CREATE, PEC Co-Investigator:

'We are in the midst of a new crisis of regulation. In the foreground are calls to regulate major data-driven corporations and mounting concern about the impact of social media on the tenor of political life as well as everyday interaction and behaviour. The classic model of regulating public service media also is coming into question. Systems will change and we want to influence new thinking.'

Prof. Gillian Doyle, Professor of Media Economics, Director of Centre for Cultural Policy Research (CCPR), PEC Co-Investigator:

'As audiences shift to players such as Netflix and Amazon Prime and, more broadly, as the forces of digitisation re-shape patterns of ownership and economic power across media, the need to harness evidence and expertise that builds understanding of what role public policy-making can and should play in promoting the sustainability and success of our audio-visual industries has never been greater. A focus on the development of creative industries in a rapidly evolving policy context is at the heart of our research.'

Prof. Iain MacNeil, Alexander Stone Chair of Commercial Law, Head of School of Law:

'CREATE, our international research centre specialising in copyright and information law, focuses on innovation in the creative economy. Since 2012, CREATE has delivered more than 50 projects, covering value creation from production to intermediaries and use, as well as wider public interest perspectives. Taken together, the research programme constitutes the first attempt at a sustained interdisciplinary evaluation of copyright law. We are proud of CREATE's policy influence, both in the UK and internationally.'

Prof. Kate Oakley, Professor of Cultural Policy, Head of the School of Culture and Creative Arts:

'Glasgow University has long been at the forefront of critical engagement with the cultural industries and media policy. The Policy and Evidence Centre continues and deepens that work at a time when rapidly changing technology meets old questions of power, access and responsibility. Improving the quality of evidence matters greatly for creative and cultural policy. The university is committed to strategic investment towards a significant world-class research centre.'

Sir Anton Muscatelli, Principal of the University of Glasgow:

'The creative economy is one of the UK's fastest growing sectors, and a bellwether for far reaching changes in a society disrupted by digital technology. The Policy & Evidence Centre is of particular interest and relevance because it aligns so closely with the University's strategy to develop its work on the creative economy still further.'