

The work of the World Intellectual Property Organization and its related Committee covers a large spectrum of legal and economic studies relating to copyright-based or cultural industries. One of the major measurement-related projects at WIPO concerns the Global Innovation Index (GII). The GII ranks the innovation performance of some 140 countries and economies around the world, based on 80+ indicators. Since its inception, and contrary to many innovation measurement exercises, the GII has endeavored to measure creativity and creative outputs as part of its Innovation Output Sub-Index. Specifically, the GII Creative outputs pillar includes three sub-pillars: (1) Intangible assets, (2) Creative goods and services, and (3) Online creativity. The presentation of WIPO will focus on explaining the GII, the inclusion of metrics as they relate to creativity and creative industries, and related measurement challenges.

<http://www.wipo.int/copyright/en/performance/>

<http://www.wipo.int/copyright/en/activities/>