

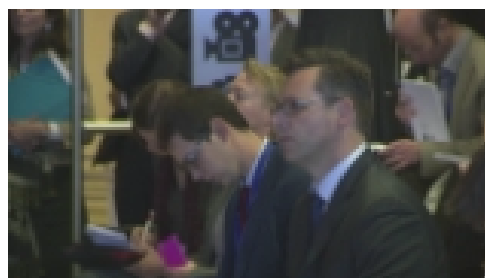


EUROPEAN COMMISSION Audiovisual Services

Extracts from the common press conference by Benoît Battistelli, President of the European Patent Office (EPO), António Campinos, President of the OHIM, and Michel Barnier

Type: [Summary of press conference](#) Référence: [I082076](#) Durée: [03:19](#) Lieu: [Brussels - EC/Berlaymont](#)

On 30 September 2013, Michel Barnier, Member of the EC in charge of Internal Market and Services, Benoît Battistelli, President of the European Patent Office (EPO), and António Campinos, President of the OHIM, gave a press briefing where they presented a study entitled "Intellectual Property Rights intensive industries: contribution to economic performance and employment in Europe". This study measures the importance of Intellectual Property rights in the EU economy.



HEURE	DESCRIPTION	DUREE
00:00:00	Title	00:00:05
00:00:05	Exterior view of the Berlaymont building in Brussels	00:00:06
00:00:11	Arrival of Michel Barnier, Member of the EC in charge of Internal Market and Services, at the press conference	00:00:05
00:00:16	Cutaway of a photographer	00:00:05
00:00:21	Cutaway of journalists	00:00:06
00:00:27	Soundbite by Michel Barnier (in FRENCH) saying that more than one third of jobs in Europe depend directly or indirectly on branches of activity which make intensive use of intellectual property rights. It is a huge proportion; it is a corner step of our prosperity. These jobs are high	00:00:36

	... these jobs are high added value; these jobs are 40% better remunerated than other jobs in Europe.	
00:01:03	Cutaway of the audience	00:00:06
00:01:08	Journalist manipulating his Smartphone	00:00:06
00:01:14	Soundbite by Benoît Battistelli, President of the European Patent Office (EPO) (in FRENCH) saying that the value of this study is to show that it works also at a macro economic level as well. How achieve these results? The Americans did this study a couple of years ago. Saying that they started to use the same methodology, they try to do comparisons with the American study, the idea is not that simple. The idea is basically to build a bridge between a data basis of patents, the trade marks, designs and models and to look at economic performance per economic sectors and when you are above the average, you can consider yourself as an intensive user of intellectual property and if you are below average, you are not an intensive user of intellectual property. You can do that kind of things globally or separately in a cross cutting way or you can do it by looking at trade marks, designs, patterns.	00:01:05
00:02:19	Cutaways of the audience (2 shots)	00:00:10

00:02:30	<p>Soundbite by António Campinos, President of the OHIM (in ENGLISH): This study is a first step in better understanding the impact of intellectual property in Europe. Other studies will follow; the Commission will present in a near future other studies which will allow us to know what the EU citizens think about intellectual property in all its dimension. We will drill down from this study to a macro level study, in which we will try to understand how companies behave regarding intellectual property rights.</p>	00:00:32
00:03:02	Departure of the Speakers (2 shots)	00:00:17