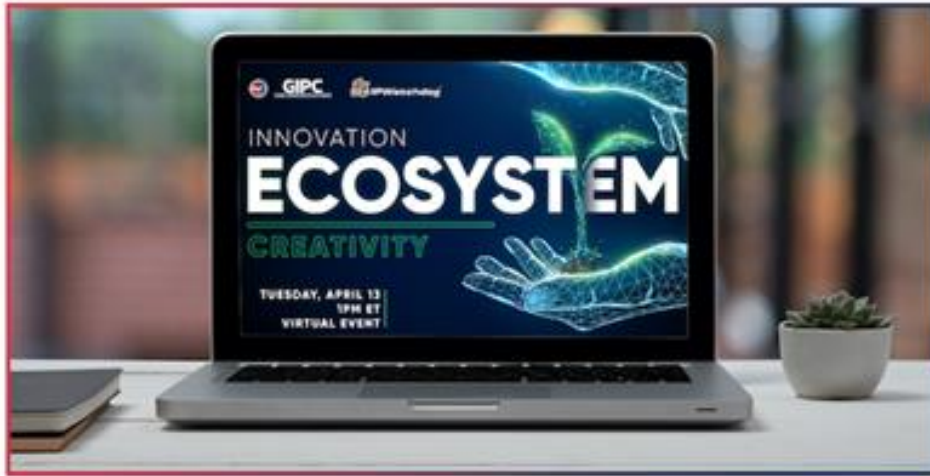


## What Does It Take to Support a Thriving Creative Economy?



This month, the Chamber’s Global Innovation Policy Center, is [hosting a series](#) focusing on what it takes to create thriving ecosystems to support innovation, creativity, and craftsmanship.

**What happened:** This week’s program, "[A Creative Community.](#)" featured advocates from the film, television, music, and video game industries—all of whom emphasized the importance of supporting a robust creative economy.

**Lights, camera, copyright:** “Copyright is the only thing that stands between our industries and the headline—without copyright protections, our creative communities have no way of making any money,” according to Ruth Vitale, CEO of [CreativeFuture](#).

**Game (not) over:** For video games, licensing provides new opportunities for symbiosis with other forms of entertainment—like movies. According to Ben Golant from the [Entertainment Software Association](#), film versions of popular video games, like *Angry Birds* and *Call of Duty*, have each generated over \$300 million at the box office.

**Heart strings:** Bart Herbison from the [Nashville Singers Songwriters Association](#) underscored the challenging climate for today’s musicians, but noted optimism from the recently passed Music Modernization Act, but, “it’s still a “tough road [for musicians], and you better be a dreamer, and you better have pretty thick skin” to succeed.

**What’s next:** Join us to learn how a healthy innovation ecosystem helped to discover and deliver pandemic ending solutions—[click here](#) to register.

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