And the Award Goes to... the KORUS FTA!

A Model Trade Agreement for the U.S. Entertainment Industry

The U.S.-Korea Free Trade Agreement (KORUS FTA) — which is supported by the Motion Picture Association of America, the Entertainment Industry Coalition, the Independent Film & Television Alliance, and the International Intellectual Property Alliance — is a winner for the U.S. entertainment industry.

From protecting intellectual property rights (worth up to $5.5 trillion in the U.S., according to the World Customs Organization) to increased access to the Korean market, here are some of the KORUS FTA’s benefits for the U.S. entertainment industry:

- **Copyrights**: Will extend copyright from life of the author plus 50 years to 70 years and protect temporary copies of copyrighted work (music, movies, text, etc.) on the Internet.

- **Enforcement**: KORUS FTA will criminalize recording of movies in theaters and strengthen enforcements against Internet online piracy.

- **Screen Quotas**: The KORUS FTA addresses the U.S. film industry’s biggest concern – the screen quota. In 2006, it was reduced from a required 146 days per year for Korean films to 73 days. The FTA locks it in at that level – which provides film studios with a significant opportunity to increase market share in South Korea.

- **Market Access**: Will expand market access for the U.S. entrainment industry by pledging zero tariffs on entertainment products, such as CDs, DVDs and mp3 players. The agreement also ensures nondiscriminatory access to Korea’s online market of over 15 million broadband subscribers.