

CreativeFuture

Creativity. Innovation. Tomorrow.

CreativeFuture is a coalition of over 450 companies and organizations and more than 90,000 creative individuals encompassing film, television, music, photography, and book publishing. CreativeFuture promotes the value of creativity, expanded digital access to legitimate content, and the fundamental right of creatives to determine how their works are distributed.

We empower the creative community to speak with one collective and powerful voice – advancing a positive, dynamic vision of a digital future that best serves audiences and artists alike. Our full Mission Statement is available here: <http://creativefuture.org/what-we-do/>

The CreativeFuture two-minute video introducing people to the issues is here: <https://www.youtube.com/watch?v=dYOTTfFYKrQ>

Our four initiatives that complement the Mission Statement are:

Mobilize the Creative Community

We are mobilizing the creative community to speak up about the value of creativity – and speak out against the harm caused by piracy. In order for our voices to be heard, the creative community must take part in the conversation.

We work with our members to publish op-eds, appear in public forums, and travel with us to Washington, D.C. to speak to Members of Congress. Our members also share their stories with us for inclusion in letters, such as [comments we filed](#) in response to the Copyright Office Section 512 Study. We also filed with the Federal Communications Commission on the DSTAC proposal and continue to generate grass roots and social media support.

Follow the Money

Piracy is a for-profit, criminal enterprise that profits, in part, from advertising by major brands – many of which are completely unaware that their ads appear on these sites. We work with the advertising community on voluntary, responsible steps to stop the flow of money to pirate sites.

With the creation of the advertising community's Trustworthy Accountability Group (TAG), we [announced that dozens of global brands](#) – including American Express, Colgate-Palmolive, and Wal-Mart – had taken TAG's Anti-Piracy Pledge and committed to commercially reasonable measures to keep their ads off pirate sites.

Youth Outreach

In order to instill greater respect for artists and the creative process, the creative community must raise awareness among youth about the value of creativity. We partner with the nonprofit organization iKeepSafe to promote their "BEaPRO" K-12 digital citizenship curriculum. Our members advocate for adoption of the curriculum in both public and private schools. We work with members of the International Alliance of Theatrical State Employees (IATSE) to talk to youth about careers in film and television.

At the university level, we are collaborating with one of the leading educational publishers to create video resources for educators and students that will explain why copyright matters to them and to the future of creativity. Our goal is to mobilize college students to become the next generation of creativity ambassadors.

Thank You Initiative

In partnership with film exhibitors and distributors, we are bringing thank you spots from casts and crews to audiences around the country – simply to say "Thank you for your patronage."