

CreativeFuture

Creativity. Innovation. Tomorrow.

CreativeFuture is a coalition of 490 companies and organizations and thousands of creative individuals encompassing film, television, music, photography, and book publishing. We promote the value of creativity, expanded digital access to legitimate content, and the fundamental right of creatives to determine how their works are distributed. CreativeFuture is united in opposition to the for-profit digital theft of creative works, which jeopardizes the rights of all creative individuals, puts jobs at risk, and undermines new business models and distribution platforms.

Our mission is to promote the value of creativity in today's digital age. We embrace expanded audience access to content in ways that reward creativity and hard work. CreativeFuture empowers the creative communities to speak with one collective and powerful voice – advancing a positive, dynamic vision of a digital future that better serves audiences and artists alike. We speak up about the value of creativity – and speak out against the harm caused by piracy. We speak up about our fundamental right to determine how our works are distributed. We hope to change the perception that art is “easy” by putting a face to some of the hardworking people who are trying to make a living by doing what they love.

The CreativeFuture two-minute video introducing the issues is [here](#).

Our four initiatives that complement the Mission Statement follow.

Mobilize the Creative Communities

We mobilize the creative community through petitions such as [this one](#) opposing the FCC's set-top box proposal and [this one](#) or [this one](#) urging elected officials that creative jobs matter. Over 90,000 creatives have signed these petitions!

In order for our voices to be heard, the creative communities must take part in the conversation. CreativeFuture believes members of the creative community must play an active role in raising awareness about the cultural, social, and economic contributions of creativity and advocate for policies and solutions that will take the profit out of piracy – including increased cooperation from all legitimate businesses that make up the internet.

In July of 2015, CreativeFuture joined a distinguished set of film and television veterans in a “From Script to Screen” event on Capitol Hill, hosted by Creative Rights Caucus Co-Chairs Rep. Judy Chu and Rep. Doug Collins. The featured guest panel included some of the team behind Best Picture Oscar®-winner *Spotlight*, who demonstrated to policymakers the entire complex creative process behind making the film – from the investigative journalism on a very disturbing issue, to buying the rights, writing the script, finding financing, attaching actors, losing financing, finding financing again, attaching a director, rewriting again, finding a location, filming, editing, selling, distributing, marketing the film, and finally seeing the name of the film on a marquee and playing in a theater. A process, in this case, that spanned from 2001 through 2015 – from when the story first broke to when the movie finally appeared in theaters.

This effort allows lawmakers to hear and see first-hand how creatives produce incredible works of art and learn about the importance of copyright to creatives' livelihoods.

Follow the Money

CreativeFuture works with major brands to keep their good ads off bad sites. By collaborating with ad agencies and advertisers, we hope to divert a major source of revenue for criminal enterprises that illegitimately profit from other people's creative work. By taking an active role and encouraging voluntary best practices, the creative community can advocate for policies and solutions that will reduce the flow of money to pirate site operators.

The good news is that we are making progress – and that's good for the creative communities as well as the integrity of the advertising community. So far, this effort has attracted over 30 major brands that have pledged to keep their ads off pirate sites. They include American Express, Kellogg's, Walmart, Johnson & Johnson, and Allstate. Over 20 advertising agencies have also taken the pledge. They include GroupM, OMD, and MediaVest.

Youth Outreach

Our Youth Outreach Initiative raises awareness about the cultural, ethical, and economic implications of creative ownership – to foster greater respect for artists and the creative process.

Working with educators and experts from across the copyright spectrum, we are committed to digital citizenship education. We believe that the better young people understand their own rights and responsibilities as 21st century creators and consumers, the more appreciation they will have for the value of creativity and their individual role in supporting it.

We hope to inspire students from kindergarten through college to better understand artists, the works they create, and how they can pursue creative endeavors to contribute to industries that together comprise nearly 7% of America's gross domestic product.

CreativeFuture has partnered with iKeepSafe [LINK] on their *Copyright and Creativity for Ethical Digital Citizens* educational modules and the [International Alliance of Theatrical Stage Employees \(IATSE\)](#) to include their members in our school outreach.

At the university level, we collaborate 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. We hope to mobilize college students to become the next generation of creativity ambassadors.

#StandCreative

With our StandCreative initiative, we are providing a platform for creatives to share their personal stories and speak directly to their fans.

For three years now, we have heard countless stories from emerging and independent creatives about their personal experiences – how the for-profit digital theft of their work has hurt them.

That's why, in 2016, we launched the StandCreative Series I that features creatives telling their own stories about what they do and how piracy has affected their ability to make a living. Whether you are a photographer, a filmmaker, a musician, songwriter, novelist, playwright, or painter – the work that you do matters and has value. And we want to hear from you, because your voice also matters.

In 2017, we launched StandCreative Series II. This series shines a spotlight on jobs in the creative industries that many people overlook or simply never knew existed. We interview our members and tell their stories.

Location managers, set photographers, costume designers, special effects makeup artists, book cover illustrators, graphic designers, producers, and even a tattoo artist share stories about their work – how they got started, their first big break, and offer advice about how to make a career in the arts from these specialized skills.

People create – not machinery, not conglomerates, but people. People you may know. With both of our StandCreative series, we are putting faces to the stories they are telling. Learn more about our creative community by checking out StandCreative [Series I](#) and [Series II](#).

Lastly, our StandCreative initiative includes an effort to have the voices of our community speak directly to their fans. Through our Thanking Audiences campaign, we work with our member companies to create thank you spots from casts and crews for movie audiences around the country. These spots simply say, "Thank you for coming to the movies."

While AMC Theatres served as our launch partner in this effort, we have since expanded to thousands of other theaters nationwide. The spots can be humorous or dramatic, but they are always genuine and heartfelt. It's a simple 'Thank You' – emphasizing that where you watch matters and expresses our industry's appreciation to audiences.

You can check out some of our thank you spots [here](#). If you are a producer and would like to be a part of this effort, email us at info@creativefuture.org!