Creative Industries? Expanding Creativity in the Broadcast Treaty
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Abstract
The predominant conceptualisations of creativity in the context of an ever expanding international system of intellectual property, regularly broadened and strengthened to take account of new areas of technology and indeed creativity, sets the context for future challenges and negotiations of the access and dissemination of knowledge. This paper considers the way in which the institution of intellectual property is increasingly vested with the arbitration of creativity in an international knowledge society. Considering the international construction of a preferred concept of creativity through the institution of intellectual property, this paper is concerned with current developments in international intellectual property law in the context of finding “creativity” and “originality,” and in particular, discussions in the World Intellectual Property Organization Standing Committee on Copyright and Related Rights, and the proposed WIPO Treaty on the Protection of Broadcasting Organisations.