



Legal Watch

PH, WIPO LAUNCH NATIONAL DIAGNOSTIC REPORT TO ADVANCE INTELLECTUAL PROPERTY AND CREATIVE ECONOMY DEVELOPMENT



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SUMMARY

The DTI, Intellectual Property Office of the Philippines (IPOPHL), Philippine Statistics Authority (PSA), and World Intellectual Property Organization (WIPO) launched the Philippine Creative Ecosystem National Diagnostic Report on 9 June 2026. The report provides a data-driven assessment of the Philippine creative sector, identifies structural gaps and growth opportunities, and is intended to guide future government programs for creatives and creative enterprises.

The report is a principal output of the Creative Economy Data Model Pilot Project, under which the Philippines became the first country to pilot WIPO's framework for measuring the creative economy's contribution to national development. It supports the implementation of Republic Act No. 11904, or the Philippine Creative Industries Development Act, and complements initiatives such as the DTI's Malikhaing Pinoy program.

The government has indicated that it will use the report to improve market access, strengthen digital intellectual property protection, support creative MSMEs, and encourage the development and commercialization of original Filipino content. The report does not itself create new regulatory requirements, but signals a stronger policy focus on the creative economy and IP-based growth.

ACTIONABLE ADVICE

Creatives, creative enterprises, and MSMEs should review whether their original works, brands, designs, software, and other intangible assets are adequately documented and protected through available intellectual property rights. Businesses should consider maintaining clear ownership records, written agreements with employees and collaborators, confidentiality measures, and licensing terms for the use or commercialization of creative outputs. Enterprises seeking to scale should also monitor relevant DTI, IPOPHL, and government support programs involving market access, capacity-building, digitalization, and IP protection.

* Agency Name

Department of Trade and Industry (DTI)

* Issuance Title

PH, WIPO launch National Diagnostic Report to advance Intellectual Property and Creative Economy Development

* Issuance Date

11 June 2026

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<https://www.dti.gov.ph/dti-latest-news/dti-ph-wipo-launch-national-diagnostic-report-advance-intellectual-property-creative-economy-development>

