Significance of the Key Economic Rights under Kenya's Copyright Law.

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ABSTRACT
In recent years, there has been significant interest in the economic exploitation of copyright and related rights and in their role as drivers of development in content based industries. Copyright has taken center stage in public debates about access to information, and its relevance to daily life and to business operations has attracted the keen interest of most stakeholders in the creative economy. The term ‘creative economy’ has itself come to symbolize a new, global awareness of the role of creativity and innovation, which is underpinned by intellectual property rights and their contribution to economic, social, and cultural development. In the twenty-first century, the role of information has also changed: it has become easier to obtain, its volume has increased astronomically, and there has been a greater demand for information and evidence in decision-making. While the new role played by copyright has driven an increased demand for evidence of its contribution to economic performance, methodologies for the collection and analysis of information related to copyright have not developed at the same pace. In the view of this, the study will seek to explore the significance of the key economic rights under the Kenya’s copyright law. The author will employ descriptive research through content analysis. The finding are expected to reveal: the various moral rights that are contained in copyright Act of Kenya; types of Work Protected under Most National Copyright Laws; the main economic rights accorded to authors; and the benefits of economic rights under copyright law. This paper will help authors and creators of different literary works to ascertain knowledge of their economic rights and facilitate growth of knowledge.

Keywords: Copyright, rights, economics rights, Kenya