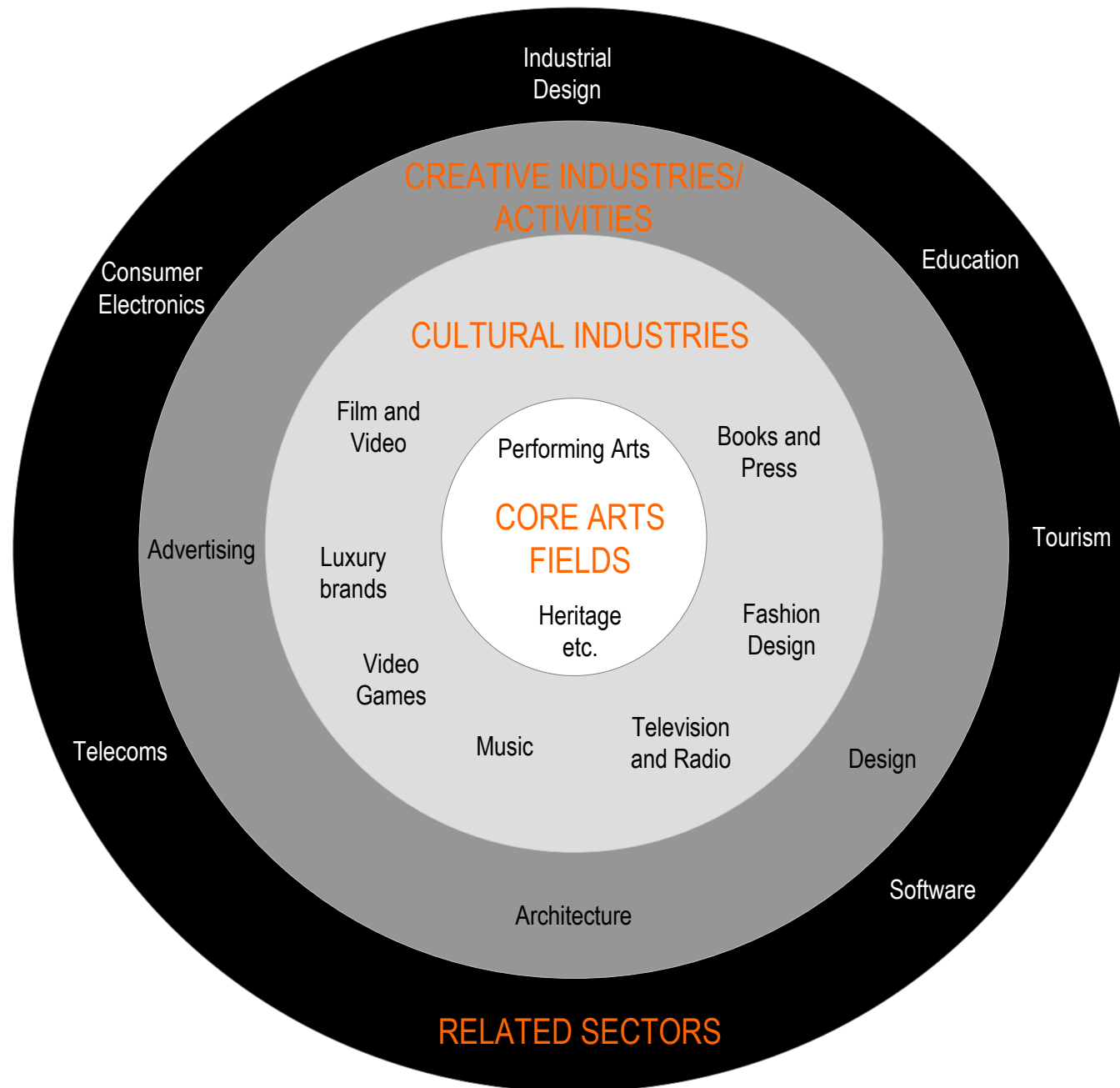
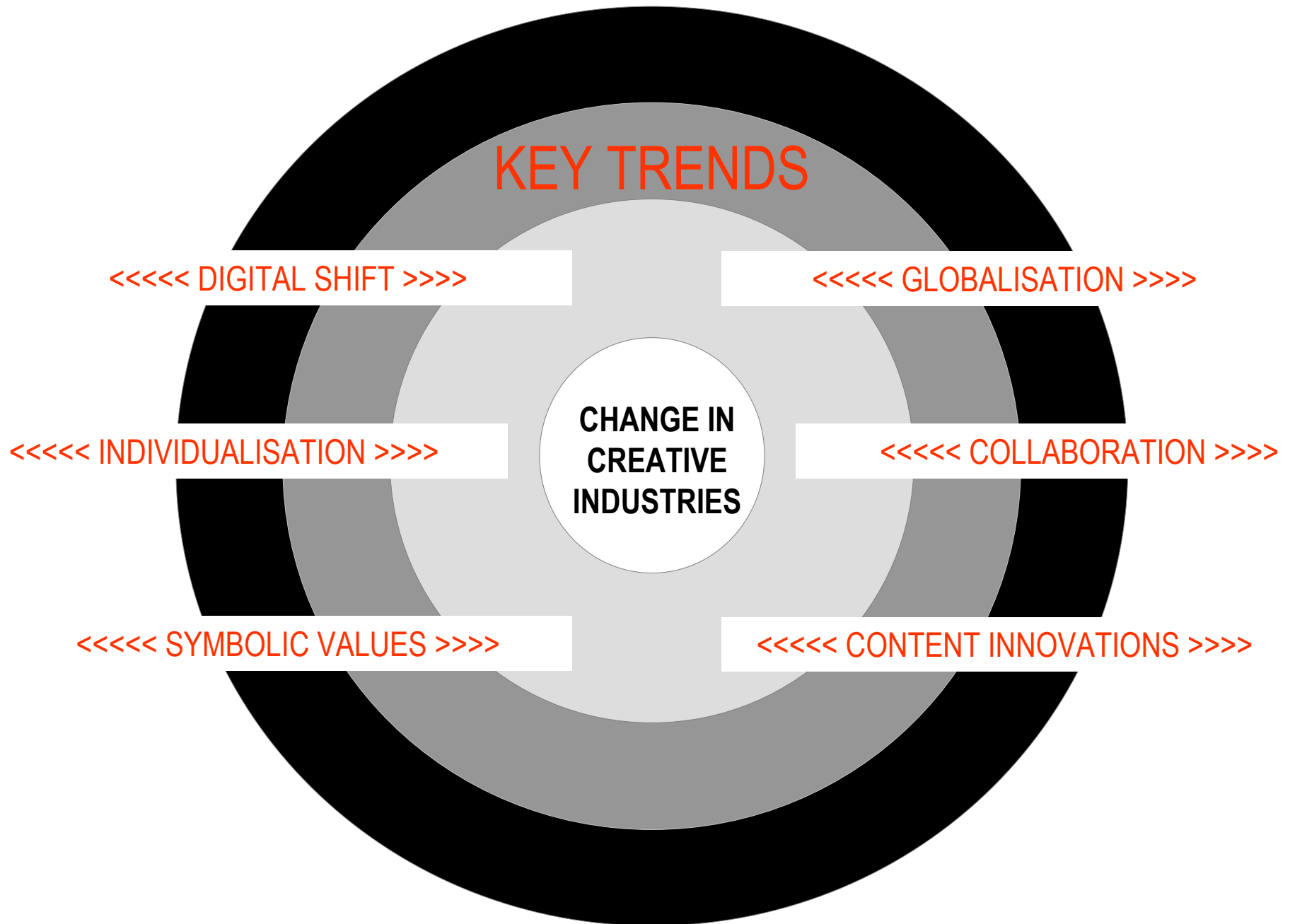


THE STATE OF PLAY IN EUROPE'S CREATIVE INDUSTRIES

JAN RUNGE
VALENCIA, 19 APRIL 2010





ECONOMIC PROFILE OF THE SECTOR IN EUROPE

TURNOVER



The sector turned over more than **€ 654 billion** in 2003

VALUE ADDED TO EU GDP



The sector contributed to **2.6% of EU GDP** in 2003

CONTRIBUTION TO EU GROWTH



The sector's growth in 1999-2003 was 12.3% higher than the growth of the general economy

EMPLOYMENT



In 2004 **5.8 million people** worked in the sector, equivalent to 3.1% of total employed population in EU25.

In 2007: **€ 626 billion** (different definition). **SMEs make up 60 % of turnover** in CIs compared to 3% in automotive

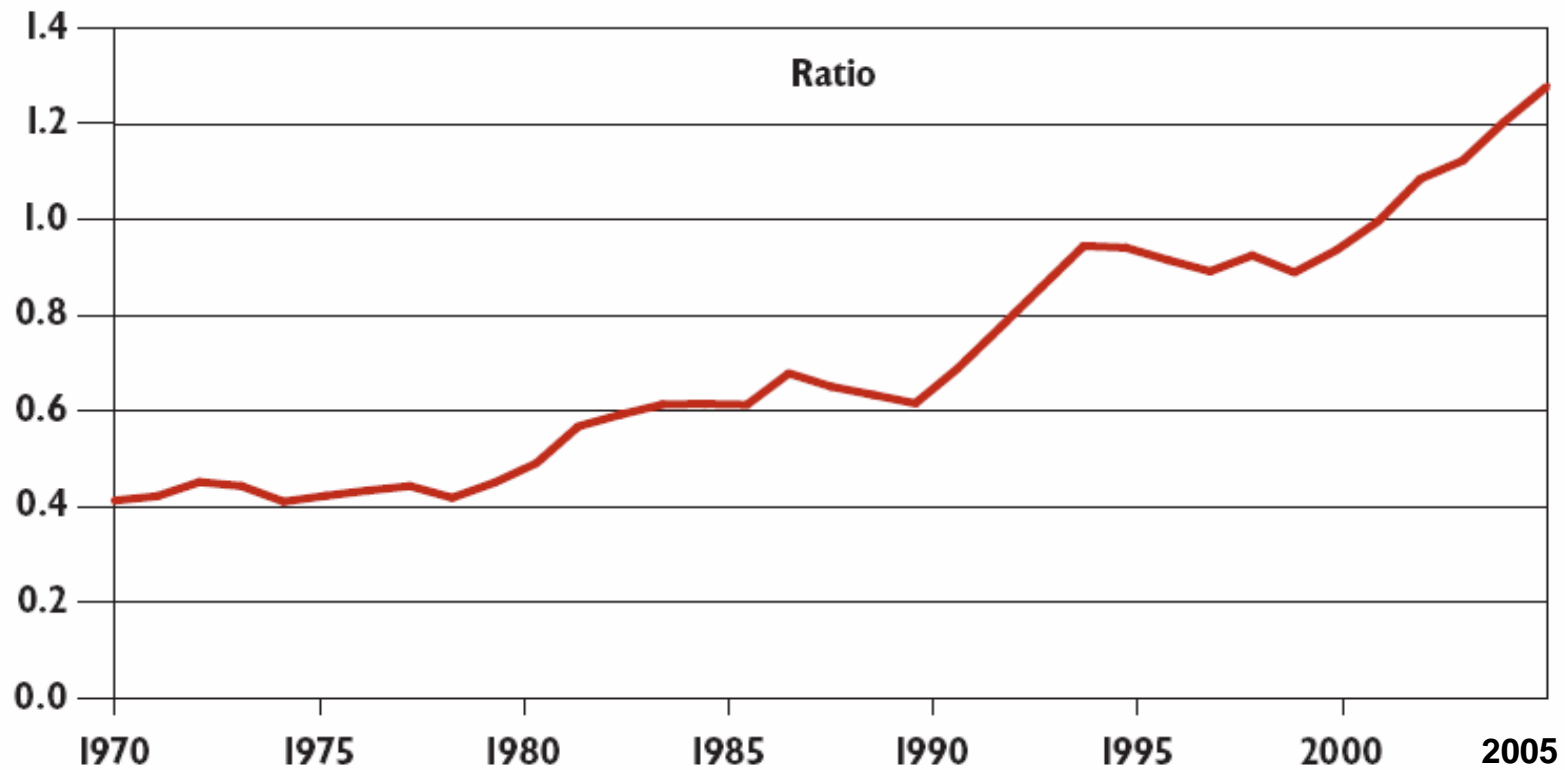
A fragmented sector: The market share of **non-national European films in theatres** remains at a moderate **8%**

SPILL OVER EFFECTS

- Externalities/ impacts of economic activity upon those not involved
 - In local/ regional development
 - Between different industries (i.e. creative content – ICT / culture – tourism)
 - Between creative and “non-creative” companies
- “Firms that spend double the average amount on creative products - 6% compared with 3% of Their output - are 25% more likely to introduce product innovations either new to their firm or market” (NESTA, 2009)

A WEIGHTLESS (CREATIVE?) ECONOMY

Ratio of intangible to tangible investment



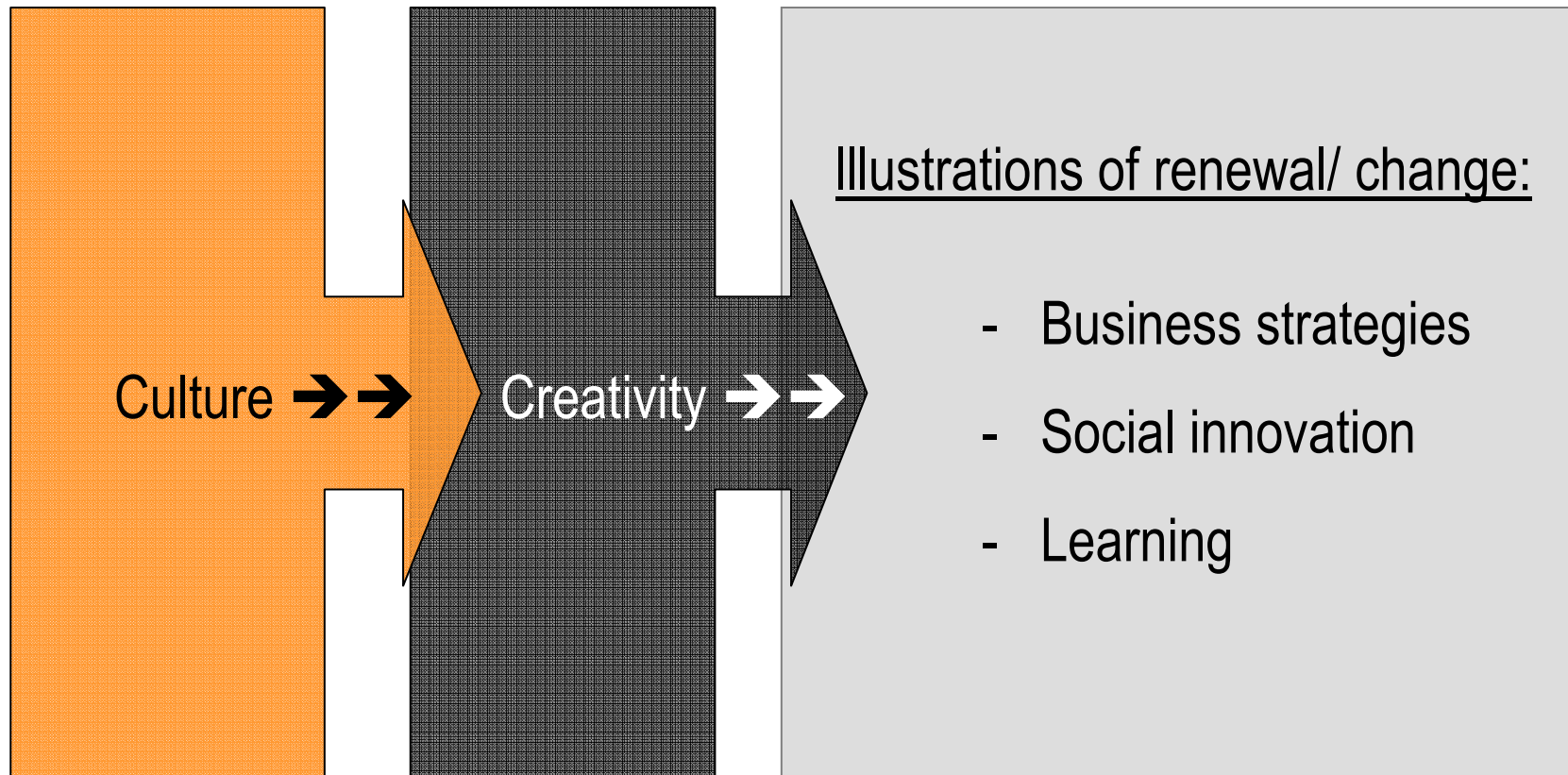
Source: HMS Treasury Working Papers Series 2007, UK

“CREATIVE INNOVATION”

- A new understanding of how innovation comes about
- “Networked innovation” is as much triggered by collaboration, communication and cultural awareness as by technological inventions or dominant market share
- Behavioural innovation failures are common obstacles
 - CIs as cases of good practice of how to innovate
 - CIs as providers of innovation services to other companies
 - CIs as a test-bed for developing new policy tools

CULTURE-BASED CREATIVITY IN EUROPE

Culture can act as a catalyst of innovation and change in many areas:



EU POLICY BACKGROUND

- The European Agenda for Culture
- OMC on creative industries and innovation
- The European Parliament Resolution on creative industries
- European Year of Creativity and Innovation in 2009
- Cultural stakeholder platforms – CI Recommendations
- Green paper on creative industries (end of April 2010)
- DG Enterprise initiative on creative industries

KEA BASELINE POLICY RECOMMENDATIONS/ 2009

1. Raise awareness about culture and the creative industries as an important resource of innovation
2. Mainstream creativity in policies to foster innovation
3. Re-direct existing financial resources or create new programmes to stimulate creativity
4. Brand Europe as the place to create
5. Question and tailor regulatory and institutional frameworks to support creative and cultural collaboration

Thank You

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