COM15-1034

Building a More Creative World

Policy Aims for the Way Forward

Promote Authors' Rights

Creative industries need supportive legal frameworks that protect the rights of creators and secure fair remuneration for them, to boost economic growth and job creation worldwide.

Improve Online Monetisation

Policy makers need to rebalance the current transfer of value in the digital economy that favours online intermediaries in order to sustain the economy of cultural industries.

Nurture Talent

Creative talent is the lifeblood of cultural and creative industries and should be protected and promoted. The creative community is an engine of innovation for more sustainable development.

www.worldcreative.org
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Study Supporters:

"Globo" – Globo Comunicação e Participações S.A.

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ICMP – International Confederation of Music Publishers

IFRRO – International Federation of Reproduction Rights Organizations

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www.cisac.org

Cultural Times

The First Global Map of Cultural and Creative Industries

December 2015

Cultural and Creative Industries (CCI) are a massive contributor to the world economy and a key driver of the digital economy.

They are strategic assets for national and regional economies, creating millions of jobs, boosting cities' attractiveness and improving the quality of life in developed as well as in emerging countries.

Cultural and Creative Industries

- **US$2,250 billion** in revenues
  - 3% of World GDP
  - Exceed Telecom services revenues (US$1,570bn)
- **29.5 million jobs**
  - 1% of the world's active population
  - Surpass combined jobs of Automotive industry in Europe, Japan, and US (25 million)
- **Drive the digital economy**
  - US$200bn contribution to global digital sales

CISAC
SERVING AUTHORS WORLDWIDE
AU SERVICE DES AUTEURS DANS LE MONDE
AL SERVICIO DE LOS AUTORES EN EL MUNDO

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#worldcreative

Source: EY, December 2015

A Multipolar Creative World

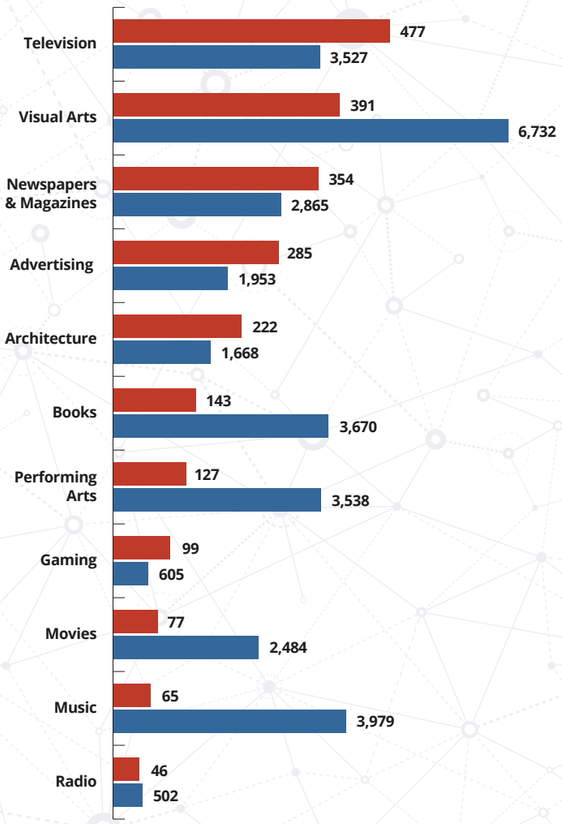
Creators are Key Contributors to the World Economy

US $2,250 billion
Global CCI Markets

29.5m Jobs
Global CCI Employment

Global CCI Contributions by Sector:

Sectors by revenues (US$ bn)
Number of jobs (in '000)



North America

The third largest CCI market but N°1 in the consumption of digital content

- N°1 in Movies and TV content by sales
- A leader in Performing Arts
- Strong live music market

US $620bn 28%* **4.7m Jobs** 16%**

Europe

The second largest CCI market and N°1 in advertising

- A unique concentration of heritage monuments; over 5.500 art schools, 7 of the world's most visited museums
- Industry leaders: Universal Music Group, Publicis, WPP, Pearson, Axel Springer, Vivendi, Ubisoft, Hachette

US $709bn 32%* **7.7m Jobs** 26%**

Japan
Yomiuri Shimbun newspaper sells 10m copies a day

Bollywood
Annual Film Production: 3,000

Nollywood
Annual Film Production: 2,000

Brazil
N°1 music market in Latin America

US $124bn 6%* **1.9m Jobs** 7%**

Latin America & Caribbean

TV is king in this region and generates one third of all CCI revenues

- Argentina and Columbia are in the world top 5 exporters of TV programs
- Film is a key industry in Argentina, Brazil & Mexico
- Over 400 films produced there per year

US $58bn 3%* **2.4m Jobs** 8%**

Africa & Middle East

A cultural mosaic spurred by linguistic diversity; fast growing, young and connected population

- African music fuels popular music in Europe and Americas
- TV is Africa's n°1 CCI
- The film industry is growing fast

US $743bn 33%* **12.7m Jobs** 43%**

Asia-Pacific

Number one CCI market with the largest consumer base and a booming middle class

- N°1 in Gaming
- N°1 in Architecture
- N°2 in Movies

Source: Cultural Times - The First Global Map of Cultural and Creative Industries, EY, December 2015 / * % of global CCI revenues ** % of global CCI jobs