

Ad hoc Expert Meeting on

**CREATIVE ECONOMY AND SUSTAINABLE  
DEVELOPMENT**

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**Creative Europe: Measuring the Culture &  
Creative Industries in the EU**

by

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD

# Creative Europe: Measuring the Culture & Creative Industries in the EU

A statistical model of European, national and regional culture and creative industries with fashion industry

Presentation for a EUROSTAT meeting on 17th January 2018

# Preliminaries

# Foundations & Objectives

Political basis:

- A coherent EU policy for the cultural and creative industries
- **European Parliament resolution** of 13 December 2016 on a coherent EU policy for cultural and creative industries (2016/2072(INI) )

Objectives:

- Statistical framework for the culture and creative industries including the fashion industry
  - Framework definition must be clear and detailed
  - Framework should be modular (enable different perspectives from a cultural or economic point of view)
  - Classification more important than sectoral structures (subsectors)
  - Comparability on regional, national, European level (and international level (ISIC))
  - Connected to international standards (UNESCO, OECD)
- Robustness → comparability → credibility

# Political recommendation of the European Parliament resolution

## Definition of CCIs and statistics for a true European development policy

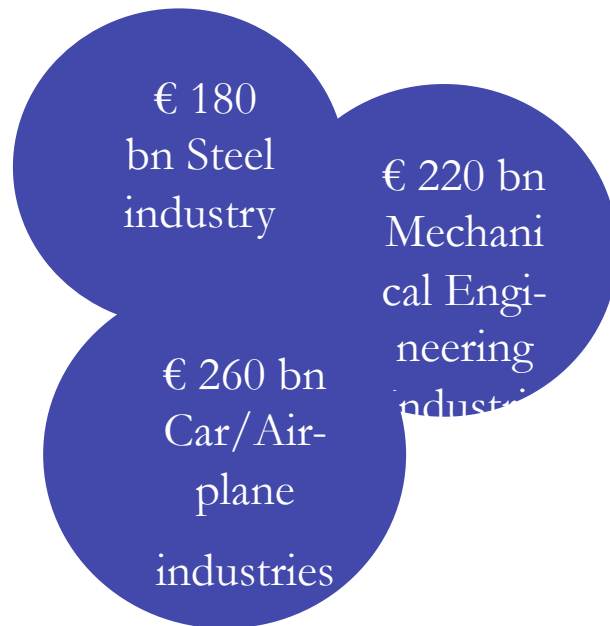
...The co-rapporteurs, taking into account the 2012 Communication of the European Commission, which identified creative industries as “industries which use culture as an input and have a cultural dimension, although their outputs are mainly functional. They include architecture and design”, and in the light of the latest study carried out by the Executive\* that in its definition of CCIs also considers the high-end industry alongside core CCIs, fashion and design, suggest a new, enlarged and more comprehensive definition of CCIs. The rapporteurs believe that a standardised definition will help to monitor the development of the sector better and subsequently lead to tailor-made policy solutions for CCIs. The definition proposed by the rapporteurs includes the latter classic sectors, as well as creativity-driven fashion and high-end industries, on the basis of their specific cultural input, of the creative engine that characterises the initial stage of production, and their ability to generate value.

\*Study on “Boosting the competitiveness of cultural and creative industries for growth and jobs”.

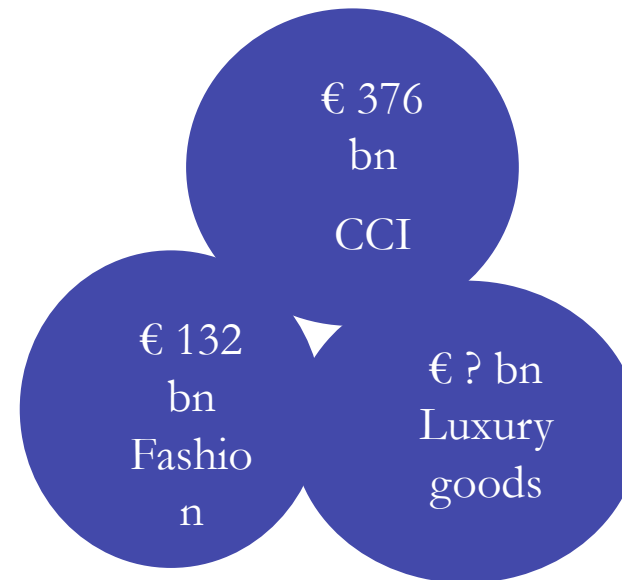
# Beneficiaries of the statistical model

- EU Parliament
- EU Commission and DGs
  
- national parliaments and ministries
- national research groups
  
- regions and cities

# Importance of the culture & creative industries compared to other industries



€ 660 billion  
Gross value added



€ 508 billion  
Gross value added

# Methodology



# European research approaches

Most important:

- Austrian Institute for SME Research/VVA Europe (2016). Boosting the competitiveness of cultural and creative industries for growth and jobs, on behalf of the DG GROW
- Eurostat (2016). Culture statistics, 2016 edition (ESSnet Culture 2011)

Of regional importance:

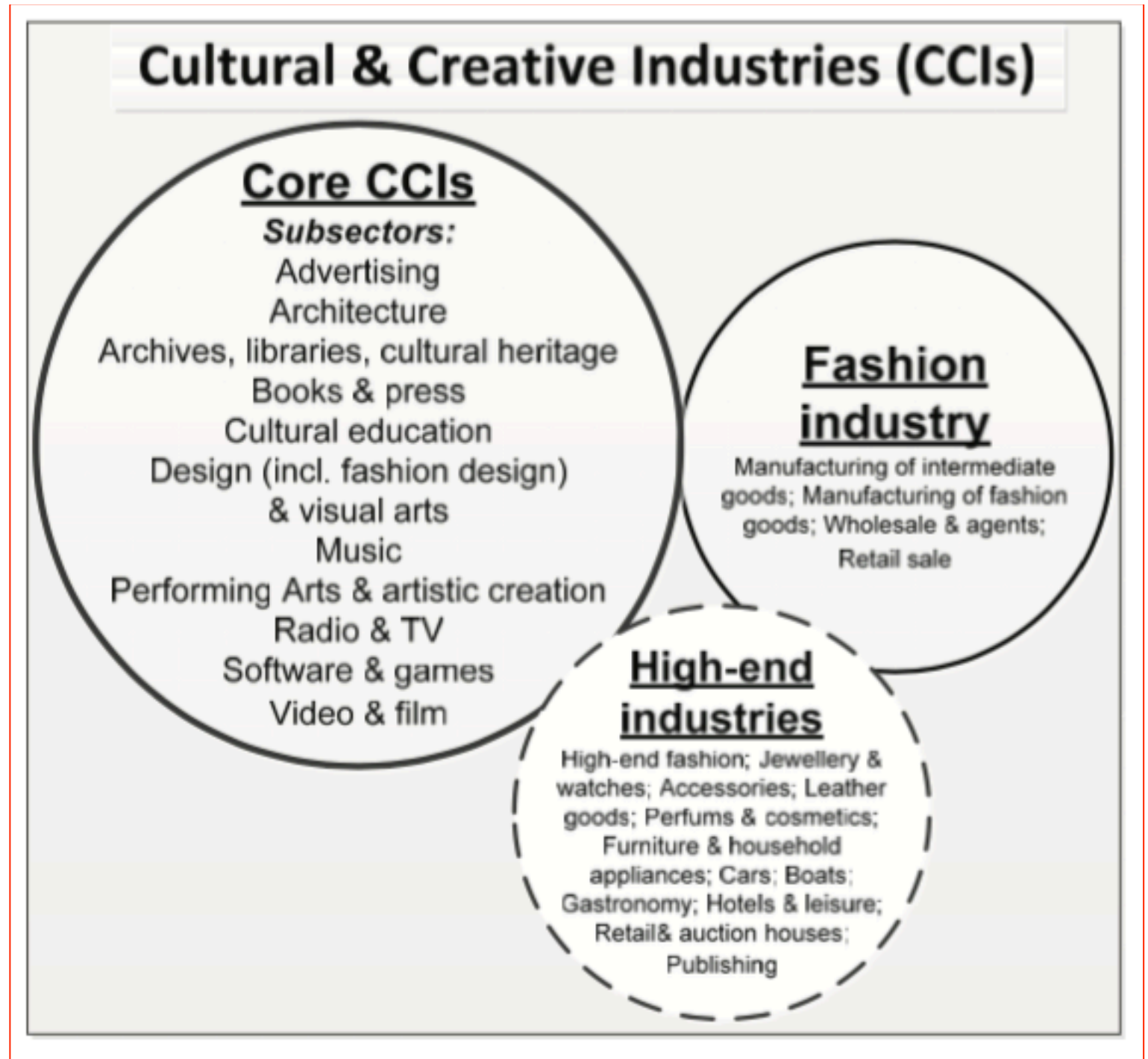
- JRC (2017). The Cultural Creative Cities Monitor

Other recent studies:

- KEA (2015). Feasibility study on data collection and analysis in the cultural and creative sectors in the EU, on behalf of the DG EAC
- IDEA/KEA/SMIT (2017). Mapping the Creative Value Chains. A study on the economy of culture in the digital age, on behalf of the DG EAC

# CCIs definition

Proposal of  
Austrian  
Institute for  
SME /  
Research  
VVA  
Europe  
(2016)



# Main indicators of the culture & creative industries

**Table 3 Structure of the CCIs, 2013<sup>1</sup>**

	<b>CCIs<sup>1</sup></b>	<b>Core CCIs</b>	<b>Fashion industry</b>	<b>High-end industries<sup>2</sup></b>
Enterprises	<b>3,079,500</b>	2,282,400	797,100	n/a
Persons employed	<b>12,082,500</b>	7,347,100	4,735,400	1,700,000
Turnover in € million	<b>1,481,100</b>	903,900	577,200	547,000*
Value added in € million	<b>508,500</b>	376,100	132,400	n/a

Note: As high-end industries overlap with fashion industry and – to a small extent – with core CCIs, the

# Sectoral results of the core culture & creative industries on European level

**Table 5 Sectoral structure of the core CCIs, 2013<sup>1</sup>**

	<b>Enterprises</b>	<b>Persons employed</b>	<b>Turnover in € million</b>	<b>Value added in € million</b>
Advertising	303,400	1,057,500	152,700	50,500
Architecture	303,500	579,400	38,500	22,200
Archives, libraries, cultural heritage	115,000	560,000	55,000	22,000
Books & press	446,300	1,968,900	232,700	83,800
Cultural education	30,000	90,000	5,400	2,700
Design & visual arts	275,800	390,900	29,700	14,000
Music	34,300	71,900	11,000	4,800
Performing arts & artistic creation	390,000	660,000	70,000	35,000
Radio & TV	11,700	253,300	65,600	26,900
Software & games	262,600	1,331,000	181,400	92,400
Video & film	109,800	384,200	61,900	21,800
<b>Core cultural and creative industries (CCIs)</b>	<b>2,282,400</b>	<b>7,347,100</b>	<b>903,900</b>	<b>376,100</b>

# Structural results of the core culture & creative industries on national (MS) and regional level (MS)

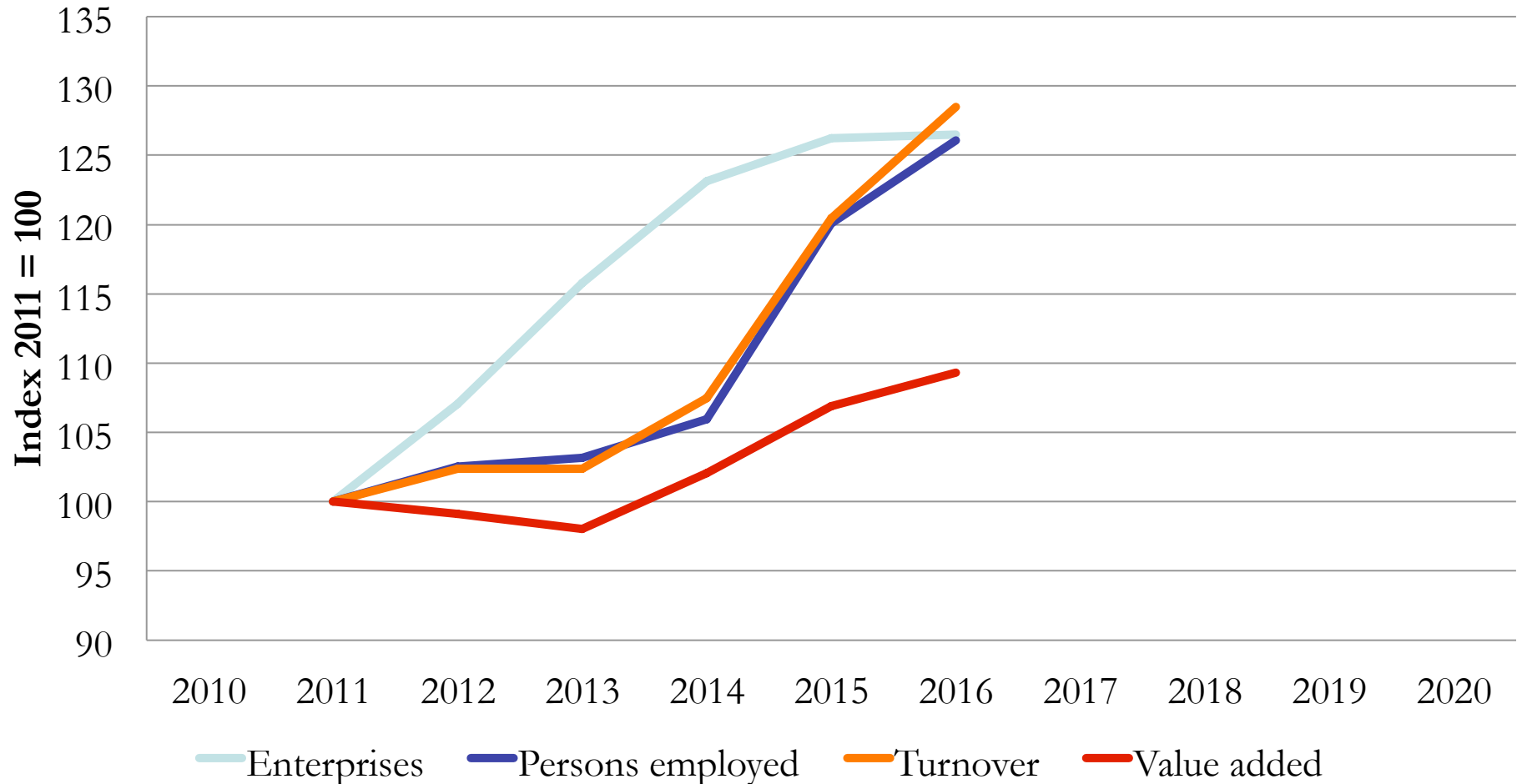
	Enterprises	Persons employed	Turnover in € million	Value added in € million
Advertising				
Architecture				
Archives, libraries, cultural heritage				
Books & press				
Cultural education				
Design & visual arts				
Music				
Performing arts & artistic creation				
Radio & TV				
Software & games				
Video & film				
<b>Core cultural and creative industries (CCIs)</b>				

national level (MS)

regional level (MS, NUTS-2)

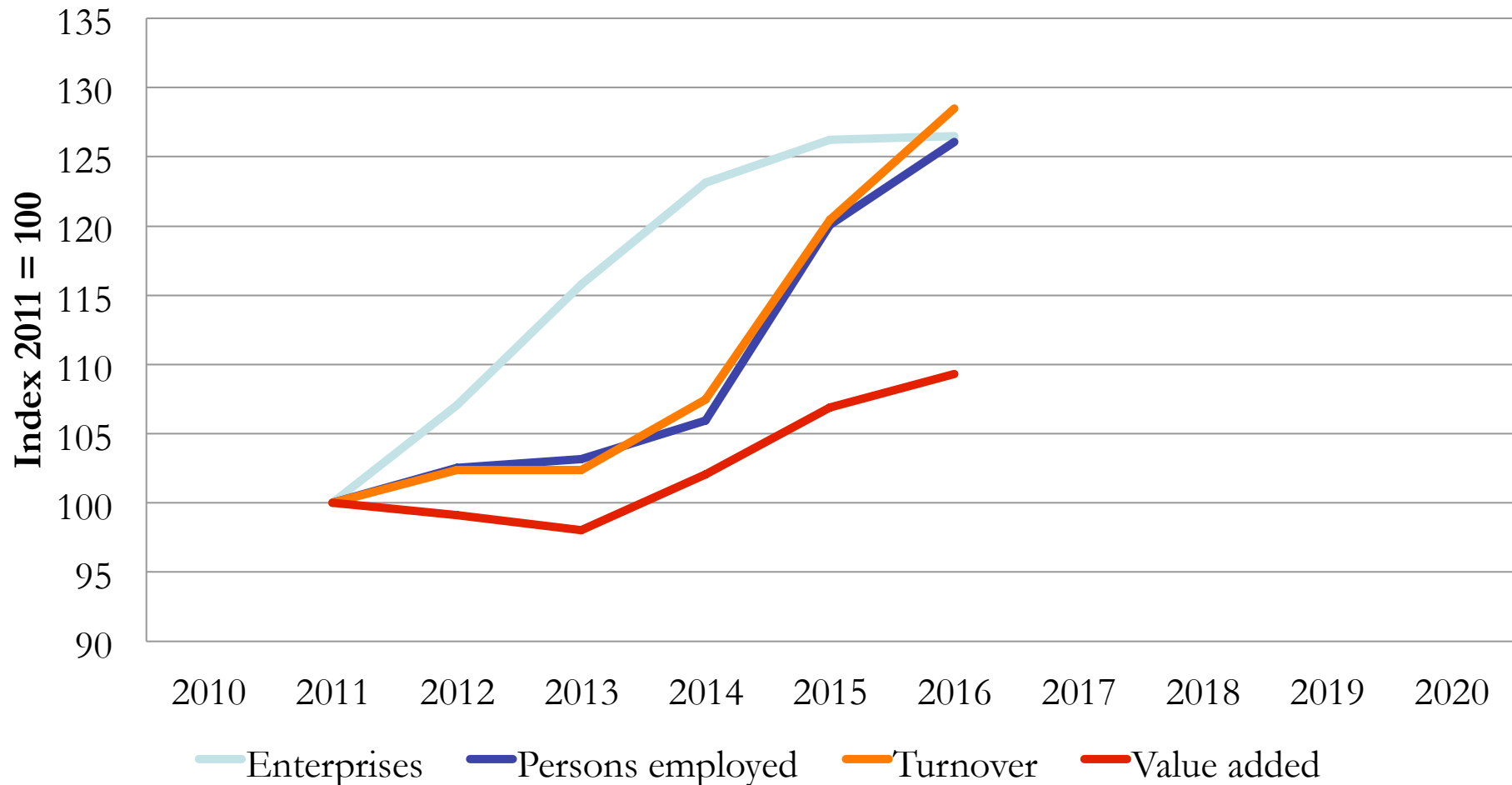
# Evolution of the core culture & creative industries on European level

## CCI (EU-28) - samples



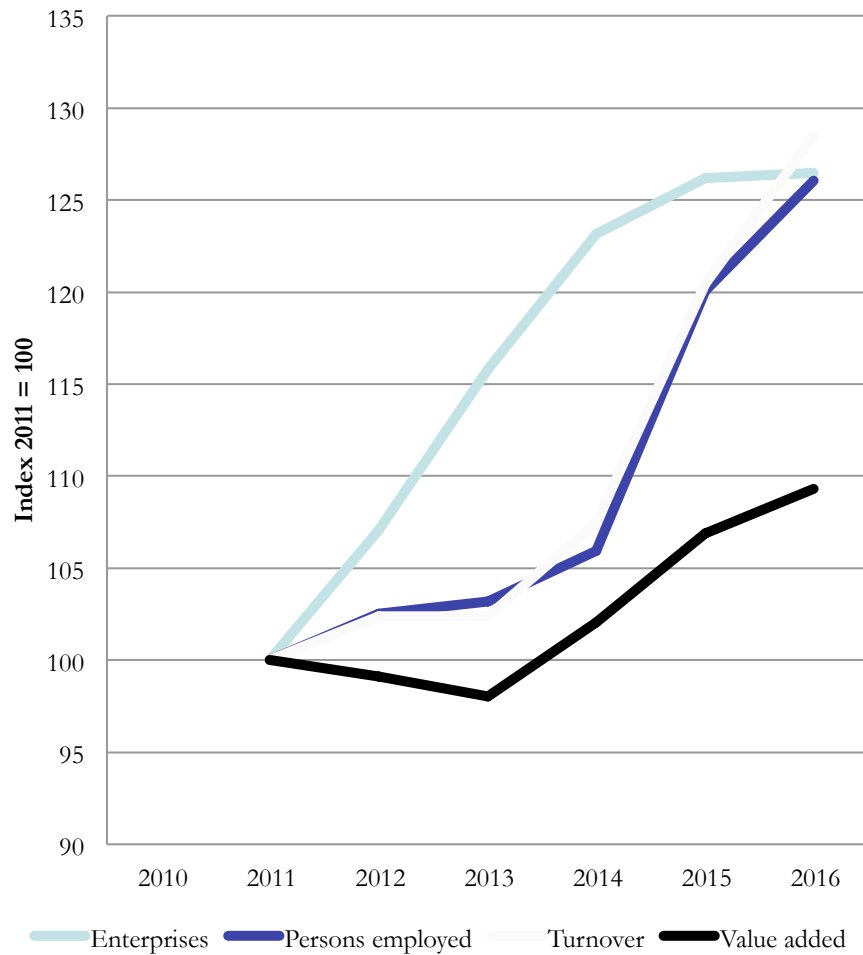
# Evolution of the subsector - advertising on European level

## Subsector advertising (EU-28) - samples

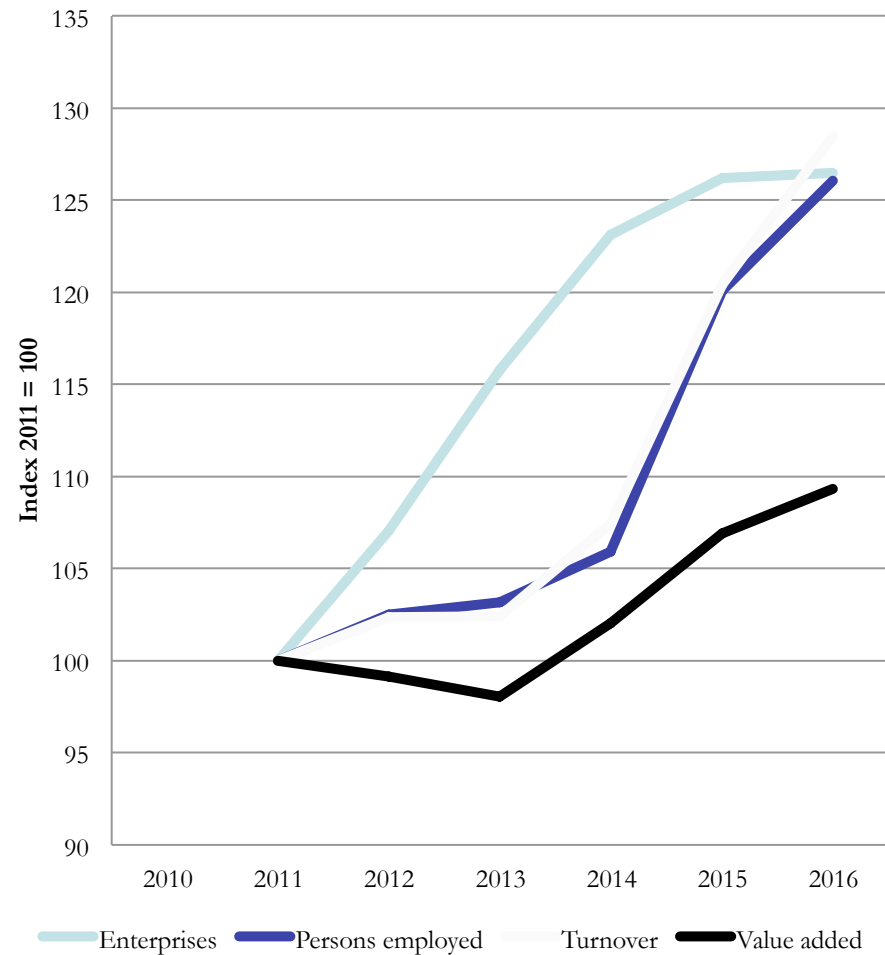


# Evolution of the core culture & creative industries and subsector on national level

## CCI national level -samples



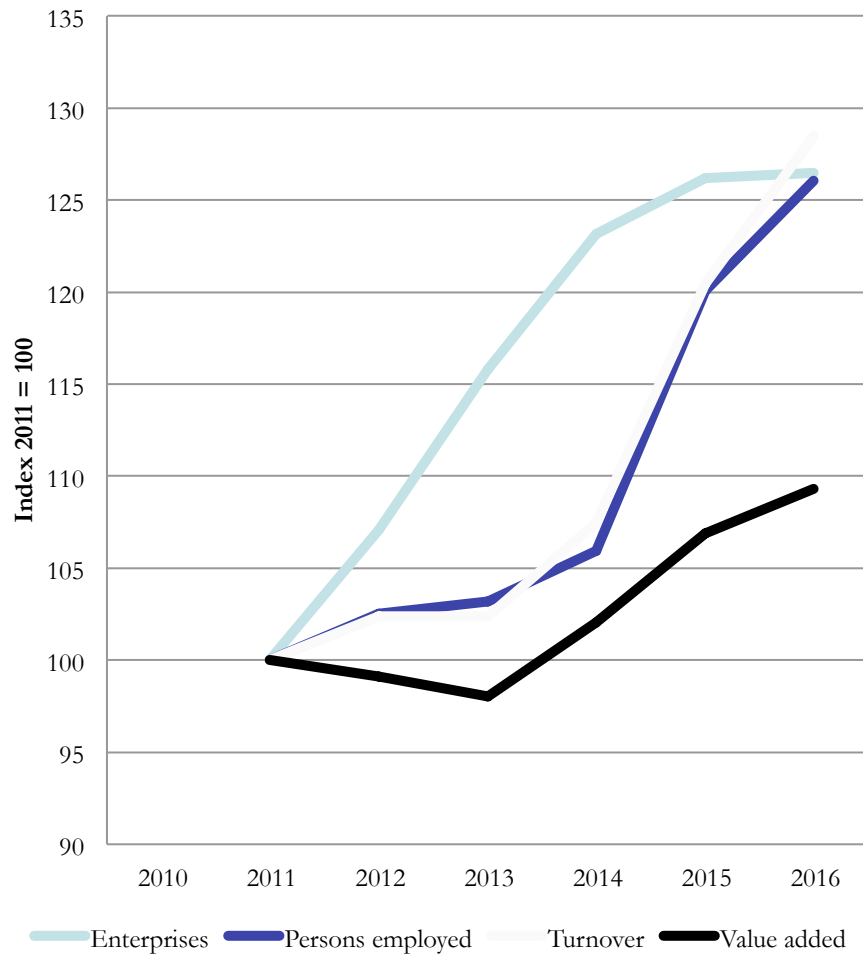
## Subsector national level -samples



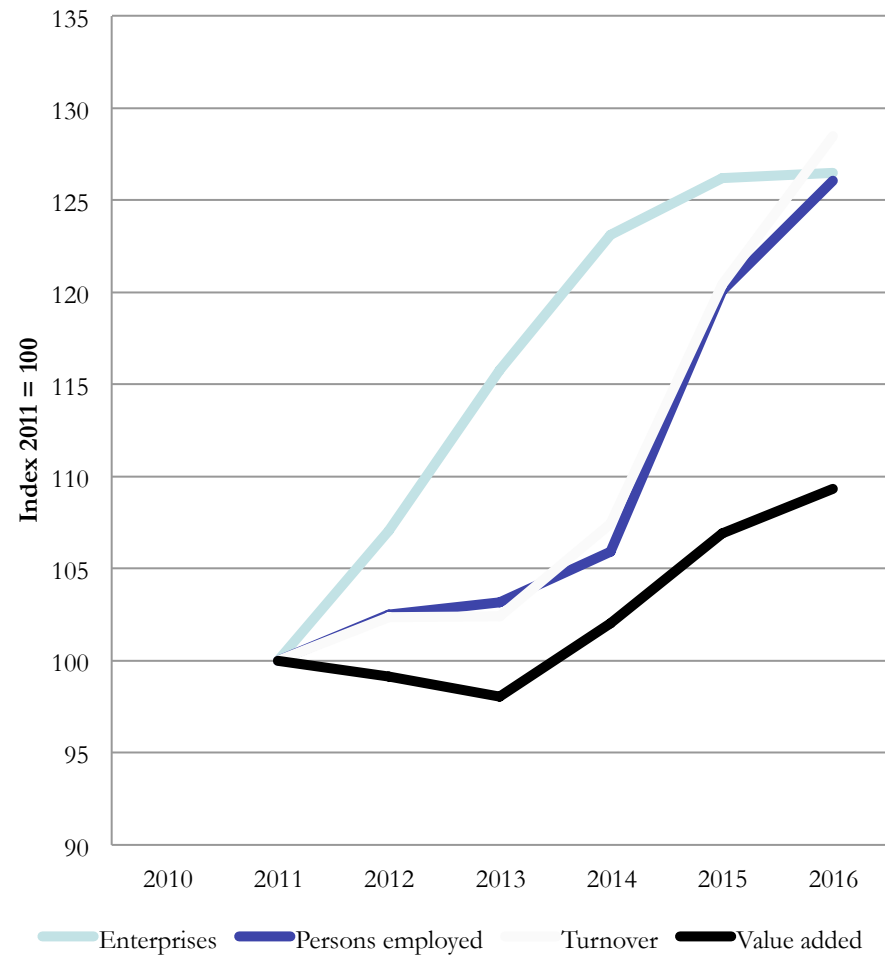


# Evolution of the core culture & creative industries and subsector on regional level (NUTS-2)

## CCI regional level -samples

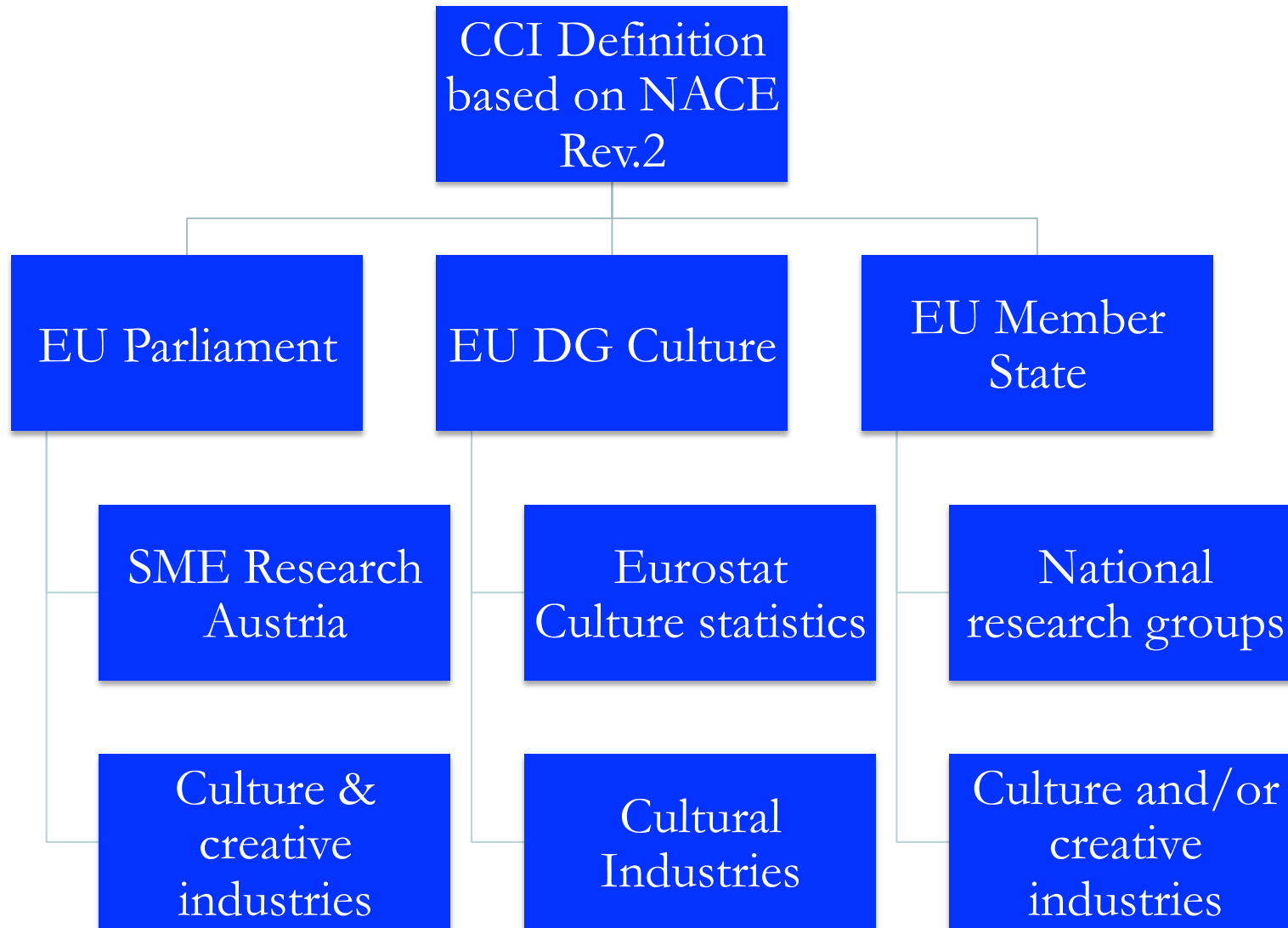


## Subsector regiona level -samples



# Link between the different Definitions and regional levels

# Comparison of CCI definitions



# Eurostat statistical delimitation

Differences to Eurostat's delimitations: Various delimitations depending on the data sources: Structural Business Statistics = NACE codes 5811 bis 741; Business Demography = 59, 60, 741, 90, 91; Labour Force Survey = NACE codes 5811 to 91,

Code	Sectors of activity that are 100 % cultural (NACE Rev. 2)
5811	Book publishing
5813	Publishing of newspapers
5814	Publishing of journals and periodicals
5821	Publishing of computer games
59	Motion picture, video and television programme production, sound recording and music publishing activities
60	Programming and broadcasting activities
6391	News agency activities
7111	Architectural activities
741	Specialised design activities
8552	Cultural education
90	Creative, arts and entertainment activities
91	Libraries, archives, museums and other cultural activities

CCIs classification  
of economic  
branches  
(NACE rev.2)

Proposal of  
Austrian Institute  
for SME Research/  
VVA Europe  
(2016)

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**Advertising:**

M 70.21 Public relations and communication services  
M 73.11 Advertising agencies  
M 73.12 Media representation

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**Architecture:**

M 71.11 Architectural activities

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**Books & press:**

C 18.11 Printing of newspapers  
C 18.12 Other printing  
C 18.13 Pre-press and pre-media services  
C 18.20 Reproduction of recorded media  
G 47.61 Retail sale of books in specialised stores  
G 47.62 Retail sale of newspapers and stationery in specialised stores  
G 47.79 Retail sale of second-hand goods in stores  
J 58.11 Book publishing  
J 58.13 Publishing of newspapers  
J 58.14 Publishing of journals and periodicals  
J 63.91 News agency activities  
M 74.30 Translation and interpretation activities

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**Software & games:**

J 58.21 Publishing of computer games  
J 58.29 Other software publishing  
J 62.01 Computer programming activities

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## Some classification codes need national statistical sources

CCIs classification  
of economic  
branches  
(NACE rev.2)

Proposal of  
Austrian Institute  
for SME Research/  
VVA Europe  
(2016)

### **Performing arts & artistic creation:**

R 90.01 Performing arts

R 90.02 Support activities to performing arts

R 90.03 Artistic creation

R 90.04 Operation of arts facilities

### **Archives, libraries, cultural heritage:**

R 91.01 Library and archives activities

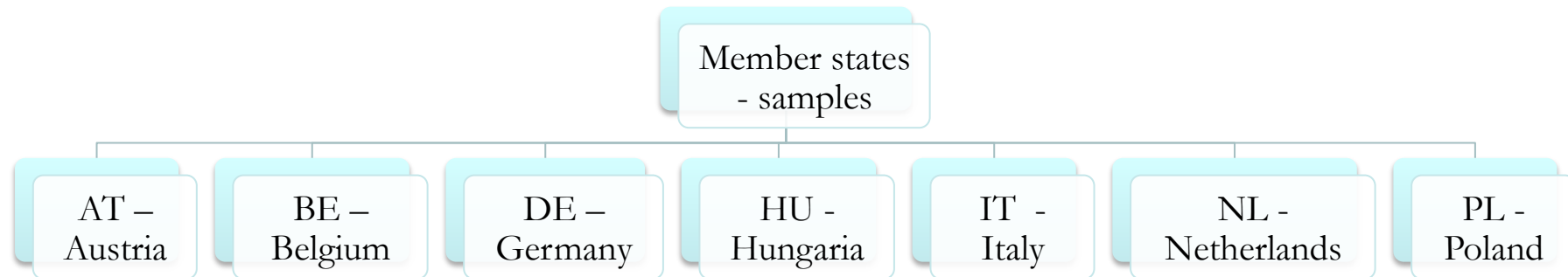
R 91.02 Museums activities

R 91.03 Operation of historical sites and buildings and similar visitation

R 93.21 Activities of amusement parks and theme parks

R 93.29 Other amusement and recreation activities

# Comparable classification – samples from selected member states



Main indicators of the culture & creative industries on 4-digit level

Enterprises
Persons employed
Turnover in € million
Value added in € million

Sources: Eurostat SBS, national statistical Offices

# Development of comparable European level plus national individual profiles

Member states - samples						
AT	BE	DE	HU	IT	NL	PL

Comparable Level						
Culture Creative Industries (value added, € billion) EU Level						
6.0	5.1	52.3	1.6	18.8	14.2	7.0
plus individual country profiles						
Tourism	Comics	Software	Handy craft	Italien Food	ICT	Software
4.0	?	21.8	?	9.7	?	1.9



# How to solve the problem

- The solution lies in the modular structure of the CCI of NACE classification
- It allows a variable definition of the CCI
- Due to the structure imposed by the classification of economic branches (NACE) it is possible to link uniform European or the various individual CCI member states' definitions with each other

Classification of  
economic  
branches  
according to  
NACE rev.2  
(statutory in  
Europe)

But not the  
aggregation to  
sub-sectors

**Advertising:**

M 70.21 Public relations and communication services

M 73.11 Advertising agencies

M 73.12 Media representation

**Architecture:**

M 71.11 Architectural activities

**Archives, libraries, cultural heritage:**

R 91.01 Library and archives activities

R 91.02 Museums activities

R 91.03 Operation of historical sites and buildings and similar visitor attractions

R 93.21 Activities of amusement parks and theme parks

R 93.29 Other amusement and recreation activities

**Books & press:**

C 18.11 Printing of newspapers

C 18.12 Other printing

C 18.13 Pre-press and pre-media services

C 18.20 Reproduction of recorded media

G 47.61 Retail sale of books in specialised stores

G 47.62 Retail sale of newspapers and stationery in specialised stores

G 47.79 Retail sale of second-hand goods in stores

J 58.11 Book publishing

J 58.13 Publishing of newspapers

J 58.14 Publishing of journals and periodicals

J 63.91 News agency activities

M 74.30 Translation and interpretation activities

**Cultural education:**

P 85.52 Cultural education

**Design & visual arts:**

M 74.10 Specialised design activities

M 74.20 Photographic activities

Questions for Eurostat - what kind of data do we need?  
What kind of data are available?

# CCI indicators

## Business indicators

- Number of enterprises (total and break down by legal form)
- Number of freelance/self-employed persons (total and break down by legal form)

## Economic indicators

- Turnover in Euro (total and break down by size class)
- Value added in Euro (total and break down by size class)

## Employment indicators

- Number of persons employed (total and according to enterprise size)
- Number of employees
- Number of unpaid persons
- Wages and salaries in Euro

# Statistical sources by EUROSTAT

## SBS

- All NACE codes in 2-3-4-digit level and overall economy
- By European, national and regional level (NUTS-2)

## LFS

- All NACE and all ISCO-08 codes in 2-3-4-digit level and overall employment
- By European, national and regional level (NUTS-2)

## BD

- All NACE codes in 2-3-4-digit level and overall economy
- By European, national and regional level (NUTS-2)

## NA

- All NACE codes A64-digit level and overall economy (GDP/GVA)
- By European, national and regional level (NUTS-2)

# Annual development

Starting point

- 2009/2010/2011 to?

Ten-year period

- 2010 to 2020

# Statistical sources by the Member States

## Classifications

- NACE codes of group 90 and 91 in 2-3-4-digit level and code 85.52
- ISCO-08 codes in national classification

## Sources

- Statistical business register
- Labour force survey
- Turnover tax statistics
- Employment statistics
- Business demography
- Statistics on services

# The long term goal



# The main issues of the CCI

## Three analytical dimensions in a new extended range

### **Economic dimension:**

- development of economic value added and competitiveness with other industries

### **Cultural dimension:**

- Development of vitality of artists, cultural and creative workers

### **Social dimension:**

- Development of the labour market and its social diversity

# Potential practical future work

- Research analysis and cross-national comparisons on national, regional and European level
- Using reference models of the EU Parliament, DG Growth, DG Culture, Eurostat, JRC, etc
- Building comparable plus individual national/regional profiles
- Educating national or regional young research groups

# A statistical framework for the CCI in a coherent system

**The requirements\* of a strong empirical basis of the statistical framework for culture and creative industries with fashion industry are:**

- Framework definition is clear and detailed
- Framework is modular (enables different perspectives from social, cultural or economic points of view)
- Classification is more important than sectoral structures (subsectors)
- Comparability on regional, national, European level is possible
- Connection to international standards (EUROSTAT, OECD, UIS, UNESCO, WIPO, UNCTAD) is possible
- Robustness → comparability → credibility

*\*International Measurement of the Economic and Social Importance of Culture, OECD Statistics Directorate, prepared by John C. Gordon and Helen Beilby-Orrin, Paris December 2006*

# CCI in EU-28, EFTA and other European countries



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