

# User Guide of UNCTADSTAT Database on Creative Economy

## Introduction to UNCTADSTAT Database on Creative Economy

This user guide introduces UNCTADSTAT Database on Creative Economy and provides basic knowledge for Internet users to access this database, create their own matrix, save tables in selected formats and download report data. To access the Database, user needs a computer that has Internet connection and operates any Internet Web browser, and enter the official web page of UNCTAD Creative Economy Programme via the following link: <http://www.unctad.org/creative-programme> After the user accesses the main web page of UNCTAD Creative Economy Programme, the quick link to UNCTADSTAT database can be found in the upper left corner of the screen.



## UNCTADSTAT in Web Data Server

The following image shows the UNCTADSTAT in Web Data Server. The image in the left shows all reports available for public. Please select the folder 'Creative Economy' to access the UNCTADSTAT Database on Creative Economy.



## 'Creative Economy' Folder

Three folders 'Creative goods', 'Creative services' and 'Related industries' can be found in the 'Creative Economy' folder. Each folder contains reports that are available for Internet users. In all reports, the data is saved in Beyond 20/20 format, which is an interactive file format that allows user to customize his own report.

### ‘Creative goods’ Folder

The first folder contains three reports, which provide annual data of value and shares, growth rates and concentration index of creative goods exports and imports, from 2002 to 2008.

The screenshot shows the UNCTADSTAT Reports page. The 'Folders' pane on the left lists various categories, with 'Creative goods' highlighted by a blue arrow. The 'Reports' pane on the right shows three reports under the 'Creative goods' folder:

Name	Date (yyyy-mm-dd)
Values and shares of creative goods exports and imports, annual, 2002-2008	2010-12-14, 19:17:44
Growth rates of creative goods exports and imports, annual, 2003-2008	2010-12-14, 19:28:30
Concentration index of creative goods exports and imports, annual, 2002-2008	2010-12-14, 19:17:44

### ‘Creative services’ Folder

The second folder contains only one report, which provides annual data of value and shares, of creative services exports and imports, from 2000 to 2008.

The screenshot shows the UNCTADSTAT Reports page. The 'Folders' pane on the left lists various categories, with 'Creative services' highlighted by a blue arrow. The 'Reports' pane on the right shows one report under the 'Creative services' folder:

Name	Date (yyyy-mm-dd)
Trade in creative services, annual, 2000-2008	2010-12-14, 18:56:26

### ‘Related industries’ Folder

The third folder contains total five reports. The first three reports in this folder provide annual data of value and shares, growth rates and concentration index of related goods exports and imports, from 2002 to 2008. The rest folders contain data of value and shares of two related services, named computer and information, and royalties and licenses fees, from 2000 to 2008.

The screenshot shows the UNCTADSTAT Reports page. The 'Folders' pane on the left lists various categories, with 'Related industries' highlighted by a blue arrow. The 'Reports' pane on the right shows five reports under the 'Related industries' folder:

Name	Date (yyyy-mm-dd)
Values and shares of related goods exports and imports, annual, 2002-2008	2010-12-14, 18:56:26
Growth rates of related goods exports and imports, annual, 2003-2008	2010-12-14, 18:56:26
Concentration index of related goods exports and imports, annual, 2002-2008	2010-12-14, 18:56:26
Trade in related services: Computer and information, annual, 2000-2008	2010-12-14, 19:00:01
Trade in related services: Royalties and license fees, annual, 2000-2008	2010-12-14, 18:25:33

## Open a Report

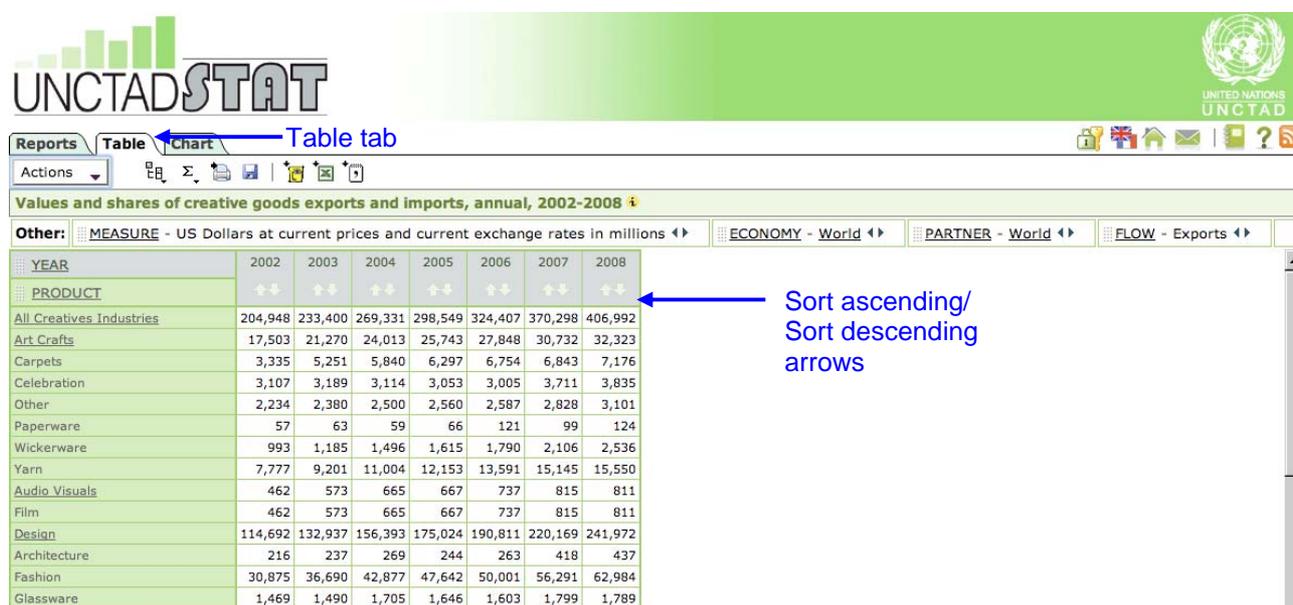
To open a report, click its icon. The screen is updated with a view of the report. Once you have found a report and opened it, you can customize it in many ways such as move dimensions around among the row, column, and other dimension areas; view all the possible items for every dimension, and choose the ones you want to have in your report.

## Table tab

The Table tab displays your report in the form of a table. You can sort data values and customize your report's dimension.

## Sort Data Values

The data can be sort in any column. Click on the Sort ascending and Sort descending arrows to sort. (The arrows change color when they are clicked.) Click again to unsort. Unsorting reverts to default sort order.



UNCTADSTAT

UNITED NATIONS UNCTAD

Reports Table Chart Table tab

Actions

Values and shares of creative goods exports and imports, annual, 2002-2008

Other: MEASURE - US Dollars at current prices and current exchange rates in millions | ECONOMY - World | PARTNER - World | FLOW - Exports

YEAR	2002	2003	2004	2005	2006	2007	2008
PRODUCT							
All Creatives Industries	204,948	233,400	269,331	298,549	324,407	370,298	406,992
Art Crafts	17,503	21,270	24,013	25,743	27,848	30,732	32,323
Carpets	3,335	5,251	5,840	6,297	6,754	6,843	7,176
Celebration	3,107	3,189	3,114	3,053	3,005	3,711	3,835
Other	2,234	2,380	2,500	2,560	2,587	2,828	3,101
Paperware	57	63	59	66	121	99	124
Wickerware	993	1,185	1,496	1,615	1,790	2,106	2,536
Yarn	7,777	9,201	11,004	12,153	13,591	15,145	15,550
Audio Visuals	462	573	665	667	737	815	811
Film	462	573	665	667	737	815	811
Design	114,692	132,937	156,393	175,024	190,811	220,169	241,972
Architecture	216	237	269	244	263	418	437
Fashion	30,875	36,690	42,877	47,642	50,001	56,291	62,984
Glassware	1,469	1,490	1,705	1,646	1,603	1,799	1,789

Sort ascending/  
Sort descending  
arrows

## Dimension area –Overview

The dimension area appears at the top of a table view, just below the tabs. Dimension tiles have a textured box in front of their name to show that they can be dragged and dropped. Dimension names are underlined. Clicking on a dimension name opens the **Item selection page** so you can choose different items for the dimension. You can also open the **Item selection page** from the **Select item to view** button or the Actions menu: Click on **Select Item to View**.

Both the rows and columns must always contain at least one dimension.

**Other** dimensions do not appear on the rows or column of a report, but their data is included in the calculation of the report's data value. The Other dimensions are at the top of the dimension area.

The name of currently active item appears on the right-hand side of an Other dimension tile. Clicking on the **Next item** and **Previous item** arrow cycles through all items in the dimension. The report's data value change to reflect the item that is currently active.

Select items to view

Other dimension

Column dimension

Row dimension

Next & Previous item

YEAR	2002	2003	2004	2005	2006	2007	2008
All Creatives Industries	204,948	233,400	269,331	298,549	324,407	370,298	406,992
Art Crafts	17,503	21,270	24,013	25,743	27,848	30,732	32,323
Carpets	3,335	5,251	5,840	6,297	6,754	6,843	7,176
Celebration	3,107	3,189	3,114	3,053	3,005	3,711	3,835

The **Column dimension** is the first dimension below the Other dimension. You can see its items on the column header, along the top of the data area. The **Row dimension** appears below the column dimension. You can see its item on the row headers, down the left-hand side of the data area. You can have more than one column or row dimensions by nesting one dimension inside another.

### Switch Two Dimensions

Switch dimensions exchange their positions. You can switch any dimension with any other. To switch dimensions, drag and drop one dimension onto another. The underlying dimension changes color to show that the dragged dimension can be dropped.

### Moving Dimensions

You can move row or column dimensions to and from the Other dimension area by dragging and dropping them. Do not drop on top of another dimension, or the dimensions will switch places.

### Nesting Dimensions

Nesting dimension places one dimension inside another. To nest a header along the rows, click it. Drag it on top of the header you want to replace, place it slightly to either the right or the left (depending on where you want the dimension to be placed) and then release it. To nest a header along the column, click it, drag it on top of the header you want to replace, place it slightly to either the top or the bottom and then release it.

### Nesting Along the Rows

ECONOMY	World						
	2002	2003	2004	2005	2006	2007	
All Creatives Industries	204,948	233,400	269,331	298,549	324,407	370,298	
Art Crafts	17,503	21,270	24,013	25,743	27,848	30,732	
Carpets	3,335	5,251	5,840	6,297	6,754	6,843	
Celebration	3,107	3,189	3,114	3,053	3,005	3,711	

Click the top of the header and drag it to where you want to replace, place it slightly to either the right or the left (depending on where you want the dimension to be placed) and then release it.

ECONOMY	World	Developing economies	Transition economies	Deve econ
All Creatives Industries	204,948	75,835	1,210	12
	233,400	91,124	1,392	14
	269,331	109,267	1,920	15
	298,549	125,321	2,206	17
	324,407	136,100	2,413	18
	370,298	156,043	2,741	21

End result. Dimensions are nested along the rows.

## Nesting Along the Columns

ECONOMY	Individual economies	World	Developing economies	Transition economies	De scc
YEAR	↑↑	↑↑	↑↑	↑↑	
PRODUCT	↑↑	↑↑	↑↑	↑↑	
All Creatives Industries	..	204,948	75,835	1,210	
Art Crafts	..	17,503	9,202	45	
Carpets	..	3,335	879	25	
Celebration	..	3.107	2.416	1	

Click the top of the header and drag it to where you want to replace, place it slightly to either the top or the bottom and then release it.

ECONOMY	World					
YEAR	2005	2006	2007	2008	2002	2003
PRODUCT	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
All Creatives Industries	298,549	324,407	370,298	406,992	75,835	91,124
Art Crafts	25,743	27,848	30,732	32,323	9,202	11,926
Carpets	6,297	6,754	6,843	7,176	879	2,453
Celebration	3,053	3,005	3,711	3,835	2,416	2,432

End result. Dimensions are nested along the columns.

## Item selection page

**Item selection**

Table size: 224 rows by 97 columns

**COLUMNS:** ECONOMY

**ROWS:** PRODUCT (selected)

**Other:** MEASURE, PARTNER, FLOW

**Item list area:**

- All Creatives Industries
  - Art Crafts
  - Audio Visuals
  - Design
  - New Media
  - Performing Arts
  - Publishing
  - Visual Arts

### Dimension area

The dimension area shows all the dimensions in your report. The dimension that is open appear black in color, larger than the other dimensions, and marked with an arrow.

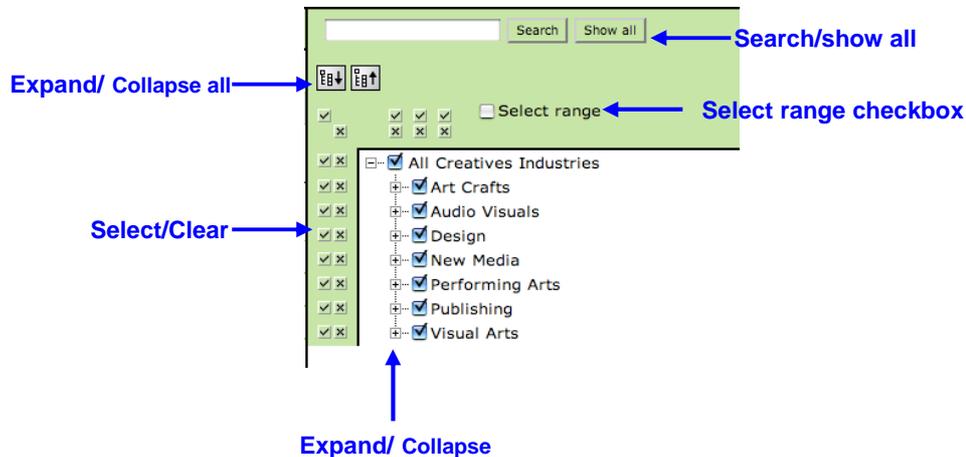
You can perform the following actions in the dimension area:

- Click the name of a dimension to open it in the Item list
- Find out the projected table size for your current item selection, in rows and in columns. In general, the best report is the smallest one that includes all the information you need.
- Perform any of the operations for customizing dimensions, such as switching and nesting. The operations for customizing dimensions in an **Item selection page** are the same as those in the **Table tab**.

## Item list area

The **Item list area** shows all the items for the selected dimension area, where the selected dimension appears black in color, larger than the others, and marked with an arrow.

To select a different dimension, either click its name in the **Dimension area** or else choose it from **Select item to view** in the **Action menu** or click on the **Select item to view** button and choose from there.



### Quick Reference for the Item List Area:

**Expand all/ Collapse all** – Expand or collapse your view of all items at once.

**Expand/Collapse** – Expand or collapse your view of groups of items.

**Checkbox** – Select one or more single items.

**Select** – select entire levels and groups of items.

**Clear** – clear entire levels and groups of items.

**Select range** **Select range checkbox** – select multiple adjacent items. (You can also use Shift-Click to select a range.)

**Search** – Locate specific items. This is useful if there is a long list of items. (**Show all** clears the search.)

### Download report data...

Downloads a report to your computer, in the format of your choice. Point at **Download report data** and click on a format to start the download. All selected items will be downloaded, including inactive other dimension items.

The following formats are available:

- Beyond 20/20 table format (IVT)
- Microsoft Excel format (XLS)
- Comma-delimited ASCII format (CSV)

All selected items will be downloaded, including inactive **Other** dimension items.

Footnotes are retained when saving a report in IVT or XLS format, but not when saving as a CSV file.

Source information for a report (shown in the status bar of the web browser) is included in downloaded XLS files only. It appears as the first line after the report's title.

# How to Create a Country Profile

**Country Profile** – an analytical tool that shows one country’s creative industries trade performance, is one the best practices which shows multiple capacities of UNCTAD Global Database on Creative Economy.

This section introduces an example of making of a four-page profile for Argentina, as presented in the Statistical Annex of *The Creative economy Report 2010*.

Page 1.

## 1. Creative industries trade performance, 2002 and 2008

The first part of country profile presents an overall view of a country’s creative industries trade performance from 2002 to 2008. The value of all creative goods/services exports and imports can be obtained from the reports in the folders of creative goods and creative services respectively.

## 2. Creative goods/services, exports and imports by product groups/categories, 2002 and 2008

Four column charts show the evolution of one country’s creative goods/services, exports and imports by product groups/categories, 2002 and 2008.

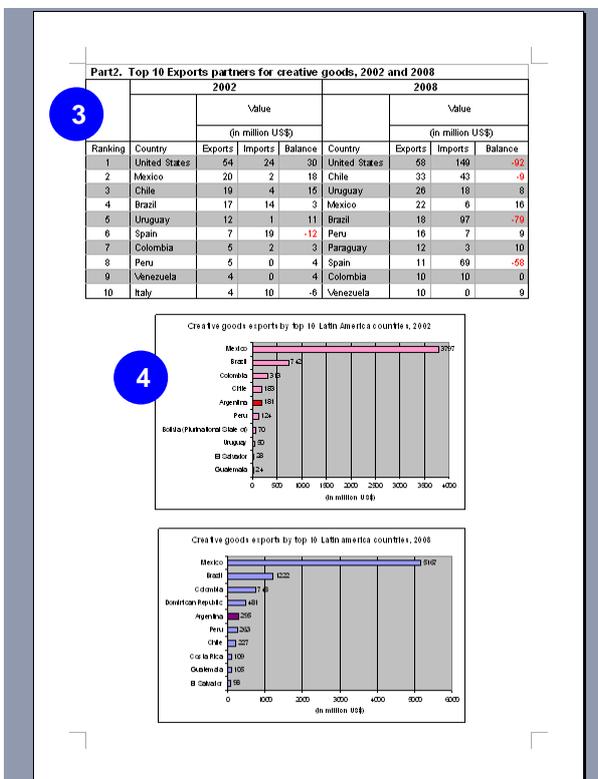
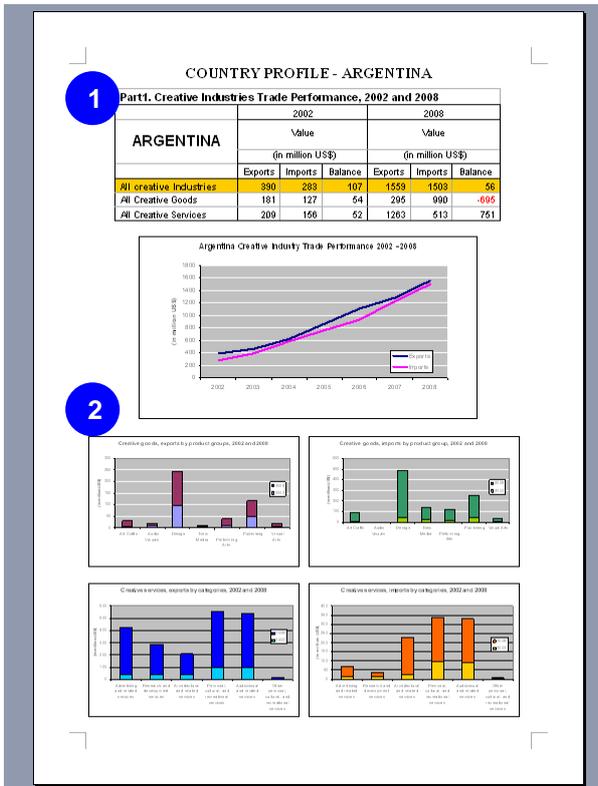
Page 2.

## 3. Top 10 exports partners for creative goods, 2002 and 2008

The second part of country profile shows the country’s creative goods trade relations with other countries. A list of top 10 trade partners for creative goods for 2002 and 2008 is presented here. The ranking of trade partners can be acquired easily by using ‘Sort Data Values’ function.

## 4. Creative goods exports by top 10 Latin America countries, 2002 and 2008

Two bar charts exhibit the several countries’ trade performance of creative goods within the geographic region. The ranking is also arranged by ‘Sort Data Values’ function.



Argentina Creative Industries Trade Performance by sectors, 2002 and 2008

2002

PRODUCT	Value				Share (%)			
	(in million US\$)				of total product/world			
	Exports	Imports	Balance	Exports	Imports	Exports	Imports	
All Creative Goods	181	127	54	100	100	0.09	0.08	
Art Crafts	7	6	1	3.93	5.06	0.04	0.03	
Carpets	1	1	0	0.46	0.88	0.03	0.03	
Celebration	2	0	1	0.92	0.38	0.05	0.01	
Other	0	2	-2	0.19	1.54	0.02	0.07	
Paperyware	-	-	-	-	-	-	-	
Wickerware	0	0	0	0.02	0.22	0.00	0.02	
Yam	4	3	2	2.33	2.04	0.05	0.04	
Audio Visuals	11	0	10	5.82	0.29	2.28	0.09	
Film	11	0	10	5.82	0.29	2.28	0.09	
Design	95	43	51	52.08	33.65	0.08	0.03	
Architecture	0	0	0	0.09	0.02	0.07	0.01	
Fashion	43	13	31	23.77	9.89	0.14	0.04	
Glassware	0	0	0	0.16	0.22	0.02	0.02	
Interior	46	10	36	25.09	7.74	0.12	0.02	
Jewellery	1	1	0	0.53	0.66	0.01	0.03	
Toys	4	20	-16	2.35	16.42	0.02	0.07	
New Media	5	22	-17	2.80	17.62	0.03	0.13	
Recorded Media	3	11	-8	1.65	8.59	0.03	0.14	
Video Games	2	11	-9	1.15	9.02	0.03	0.11	
Performing Arts	11	13	-1	0.12	9.85	0.11	0.11	
Music (CD, Tapes)	11	12	-1	6.10	9.79	0.12	0.11	
Printed Music	0	0	0	0.03	0.06	0.00	0.00	
Publishing	48	40	8	26.45	31.32	0.16	0.13	
Books	33	24	9	18.40	19.13	0.20	0.21	
Newspaper	10	10	0	5.78	7.99	0.09	0.08	
Other Printed Matter	4	5	-1	2.28	4.20	0.07	0.10	
Visual Arts	6	2	3	2.79	1.92	0.05	0.04	
Antiques	0	0	0	0.05	0.15	0.00	0.01	
Paintings	0	0	0	0.21	0.15	0.01	0.00	
Photography	3	1	2	1.89	0.74	0.21	0.06	
Sculpture	1	1	0	0.64	0.88	0.02	0.02	
All Creative Services	203	156	52	100.00	100.00	5.88	3.14	
Advertising and related services	37	16	21	17.84	10.55	1.06	0.33	
Research and development services	36	16	20	17.21	10.34	1.03	0.33	
Architectural and related services	40	28	12	19.25	17.91	1.16	0.56	
Personal, cultural, and recreational services	95	96	0	46.71	61.20	2.73	1.93	
Arts, entertainment, and recreation services	95	93	2	46.58	59.73	2.72	1.88	
Other personal, cultural, and recreational services	0	2	-2	0.13	1.47	0.01	0.05	

The third part of country profile is a comprehensive table provides all detailed data not only at product groups/categories level but also at each sub-sectors level of creative goods/services.

Page 3.

### 5. Creative industries exports and imports values by sub-sectors, 2002 and 208

The value of exports and imports for each sub-sector of creative goods/services can be acquired by using 'Expend all' function in Item Selection page.

### 6. Creative industries exports and imports share (%) of total product/world by sub-sector, 2002 and 2008

The data of exports and imports share (%) of total product/world exist in the same reports of values. To change the measures between values and shares, click 'Previous/ Next item' arrows in the end of dimension.

Page 4.

The table continues in Page 4, providing values and shares of each sub-sector of creative goods/services in 2008, and the growth rates of each sub-sectors of creative goods/services in the period 2003-2008.

2008

PRODUCT	Value				Share (%)				Growth rate	
	(in million US\$)				of total product/world				2003-2008 (%)	
	Exports	Imports	Balance	Exports	Imports	Exports	Imports	Exports	Imports	
All Creative Goods	235	149	86	100.00	100.00	0.09	0.24	9.26	34.08	
Art Crafts	22	82	-61	7.33	8.21	0.07	0.28	19.83	40.87	
Carpets	5	10	-5	1.89	0.97	0.07	0.14	27.17	15.88	
Celebration	5	11	-6	1.73	1.14	0.13	0.18	22.33	61.06	
Other	1	9	-8	0.32	0.87	0.03	0.24	13.80	22.24	
Paperyware	0	-	-	0.00	-	0.00	-	98.97	-	
Wickerware	0	5	-5	0.01	0.61	0.00	0.26	12.11	60.99	
Yam	11	48	-37	3.58	4.52	0.07	0.44	16.52	49.77	
Audio Visuals	7	0	7	2.46	0.05	0.90	0.07	5.56	2.39	
Film	7	0	7	2.46	0.05	0.90	0.07	5.56	2.39	
Design	150	444	-294	50.91	44.88	0.06	0.18	7.62	38.35	
Architecture	0	0	0	0.01	0.00	0.01	0.01	117.71	-24.36	
Fashion	57	143	-86	19.19	14.41	0.09	0.22	5.10	42.00	
Glassware	0	4	-4	0.08	0.44	0.01	0.30	14.89	29.56	
Interior	83	141	-58	28.22	14.27	0.11	0.18	8.77	43.59	
Jewellery	3	14	-11	1.13	1.43	0.01	0.03	16.79	39.56	
Toys	7	142	-135	2.27	14.33	0.02	0.26	12.07	31.88	
New Media	5	112	-107	1.56	11.30	0.02	0.31	9.22	20.07	
Recorded Media	-	-	-	-	-	-	-	-	-	
Video Games	6	112	-107	1.56	11.30	0.02	0.32	44.25	33.36	
Performing Arts	27	108	-81	9.28	10.94	0.10	0.39	12.07	48.21	
Music (CD, Tapes)	27	108	-81	9.21	10.91	0.10	0.39	11.94	48.20	
Printed Music	0	0	0	0.07	0.04	0.18	0.30	46.71	41.23	
Publishing	88	210	-121	23.07	21.16	0.14	0.43	9.59	27.46	
Books	46	120	-74	16.71	12.13	0.25	0.58	11.86	33.64	
Newspaper	8	72	-64	2.77	7.27	0.05	0.38	0.71	20.31	
Other Printed Matter	11	17	-7	3.59	1.76	0.09	0.18	8.91	25.26	
Visual Arts	16	33	-17	5.39	3.36	0.05	0.11	11.57	48.88	
Antiques	1	4	-3	0.46	0.36	0.04	0.09	42.84	24.74	
Paintings	6	13	-7	2.08	1.28	0.04	0.09	36.93	99.34	
Photography	5	5	0	1.63	0.49	0.20	0.19	-8.40	40.21	
Sculpture	4	12	-8	1.22	1.23	0.04	0.15	19.21	42.12	
All Creative Services	1283	513	751	100.00	100.00	10.43	3.93	36.24	23.65	
Advertising and related services	385	53	331	30.46	10.40	3.18	0.41	64.48	23.57	
Research and development services	249	20	228	19.88	3.93	2.06	0.15	35.83	-2.86	
Architectural and related services	167	199	-32	13.23	38.82	1.38	1.53	28.57	53.98	
Personal, cultural, and recreational services	463	240	223	36.64	46.85	3.83	1.84	29.55	15.90	
Arts, entertainment, and recreation services	447	236	211	35.37	46.00	3.7	1.81	29.83	15.46	
Other personal, cultural, and recreational services	16	4	12	1.27	0.85	0.13	0.03	23.33	-	

### 7. Growth Rate 2003-2008

The data of growth rates of each sub-sector of creative goods in the period 2003-2008 can be obtained in the report 'Growth rates of creative goods exports and imports, annual, 2003-2008' under the folder of 'Creative goods'.

For creative services, the data of growth rates of each sub-sector in the period 2003-2008 are provided in the table summary of the report 'Trade in creative services, annual, 2000-2008'.