

Ad hoc Expert Meeting on

**CREATIVE ECONOMY AND SUSTAINABLE
DEVELOPMENT**

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**Economic measure of cultural digital goods
and services**

by

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

GROSS ADDED VALUE: DIGITAL AND NOT DIGITAL

	2012	2013	2014	2015	2016
Argentina	2,41%	2,41%	2,46%	2,45%	2,47%
Paraguay	2,63%	2,50%	2,50%	2,56%	2,51%
Contenido digital no incluido					
España	2,60%	2,50%	2,60%		
México	2,69%	2,76%	2,77%	2,86%	
Costa Rica	2,15%	1,43%	0,45%	0,45%	
Chile	2,11%	2,15%			
Colombia	1,52%				
Uruguay	0,68%				
Paraguay	1,68%	1,61%	1,63%	1,68%	1,66%

Fuente: elaboración propia en base a SInCA, 2017

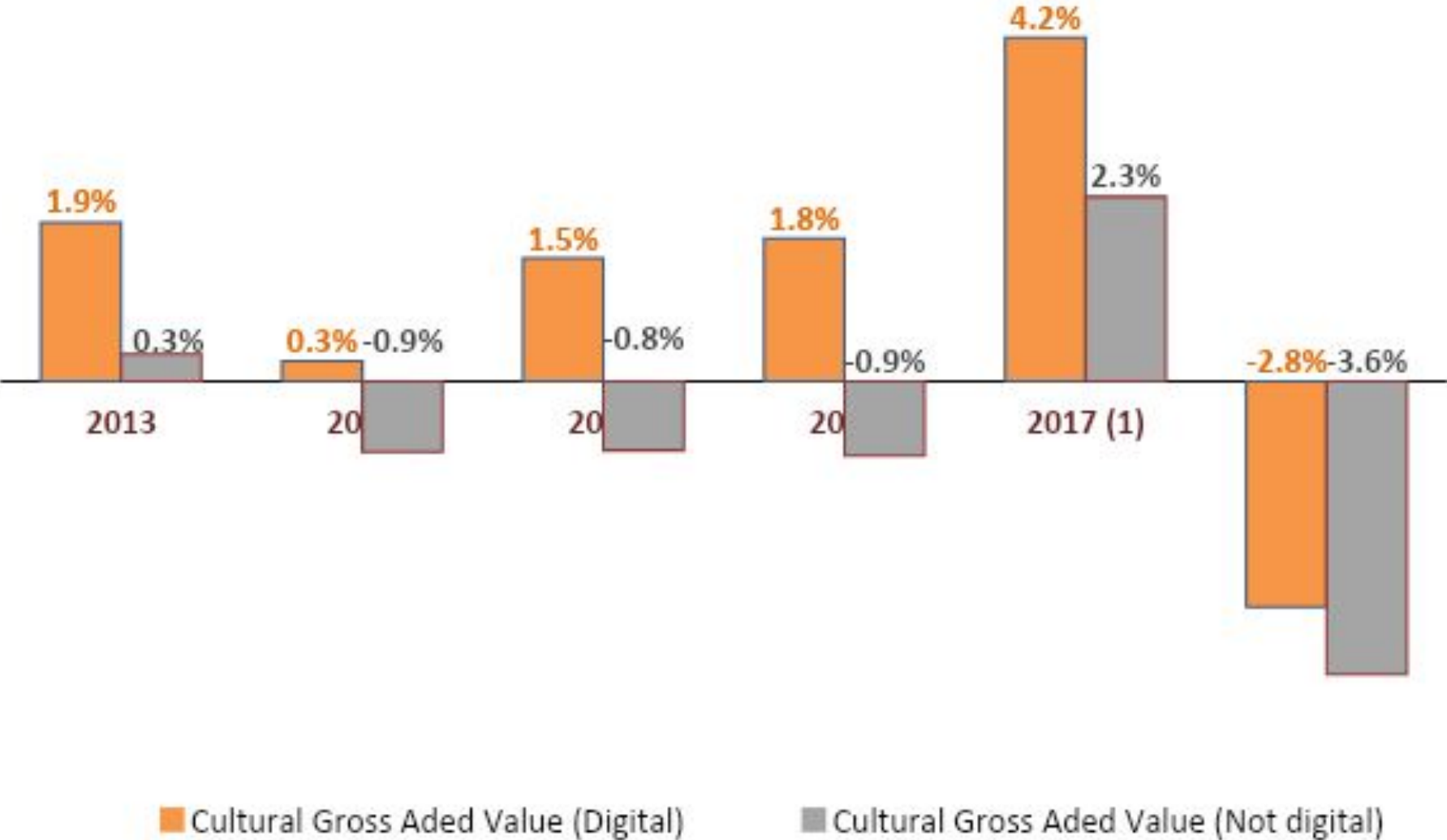
- ARGENTINA: CLANAE - National Classification of Economic Activities.

Code 644 "Internet Services".

- Online activities. Weighted scores from the National Survey of Cultural Consumption (2017)

NOT CULTURAL ACTIVITIES	%	CULTURAL ACTIVITIES	%
Mail	8,63%	Blogs/Internet portals	5,44%
Study	4,49%	Youtuber´s shows	6,12%
Buy goods and services	1,16%	Film Reviews & Commentary	0,96%
Personal procedures	2,35%	Book Reviews & Commentary	0,73%
Facebook	15,14%	Search Cultural activities	0,94%
Instagram	5,89%	Tutorials	1,55%
Twitter	2,40%	Music (streaming)	8,98%
Snapchat	1,17%	Music (download)	4,83%
Linkedin	0,22%	Books	0,82%
Work	3,10%	Magazines	1,12%
Chat	5,02%	Netflix	3,63%
		Youtube (tv shows)	3,67%
		Tv shows or movies	1,16%
		Radio on PC	1,32%
		Radio on cell phone	3,72%
		Radio on tablet	0,21%
		Newspapers	5,25%
NOT CULTURAL	49,57%	CULTURAL	50,43%

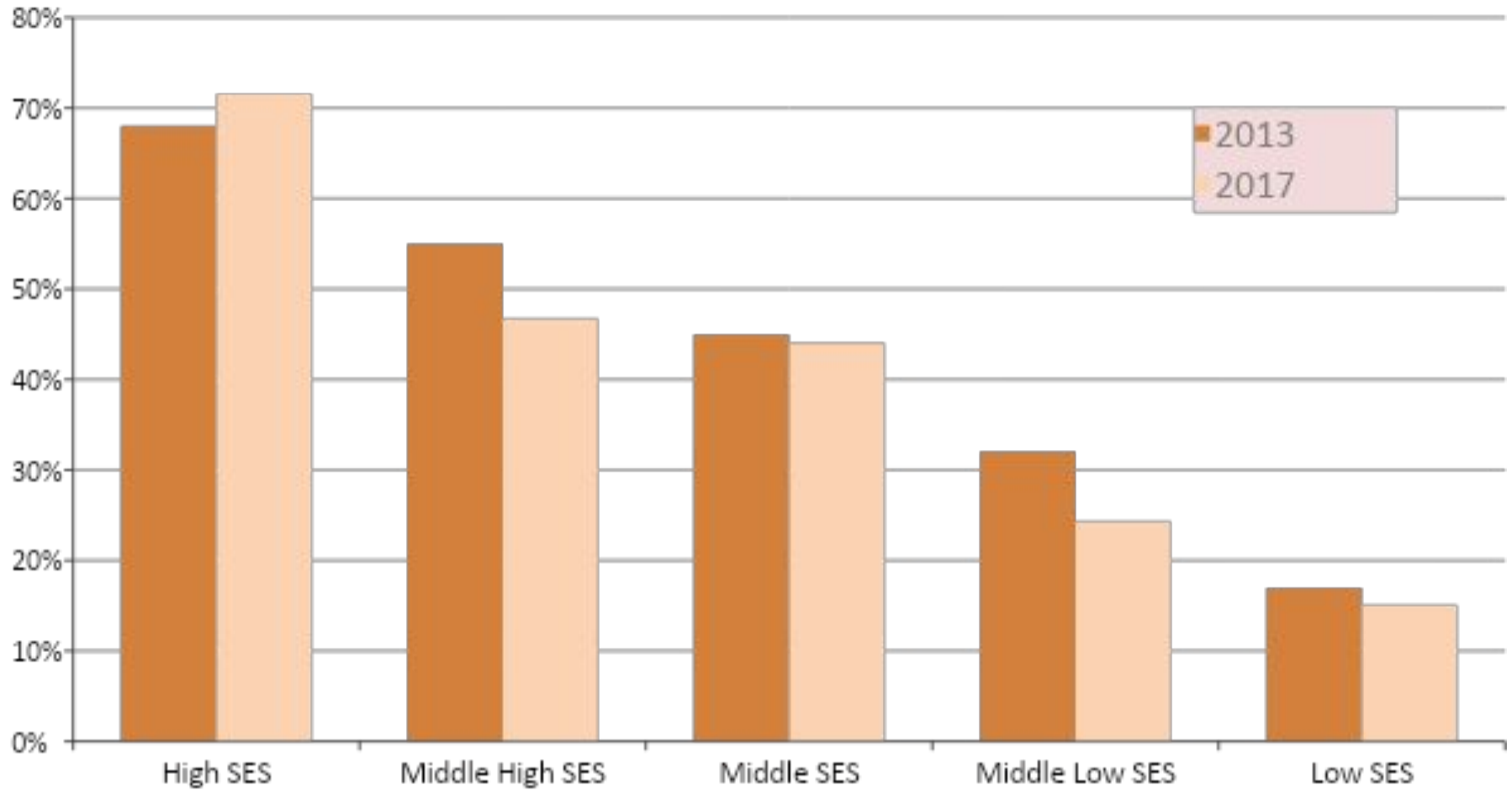
RESULTS: digital culture grows more than traditional or analogue culture



How do we expect digital culture
evolve in the next years?

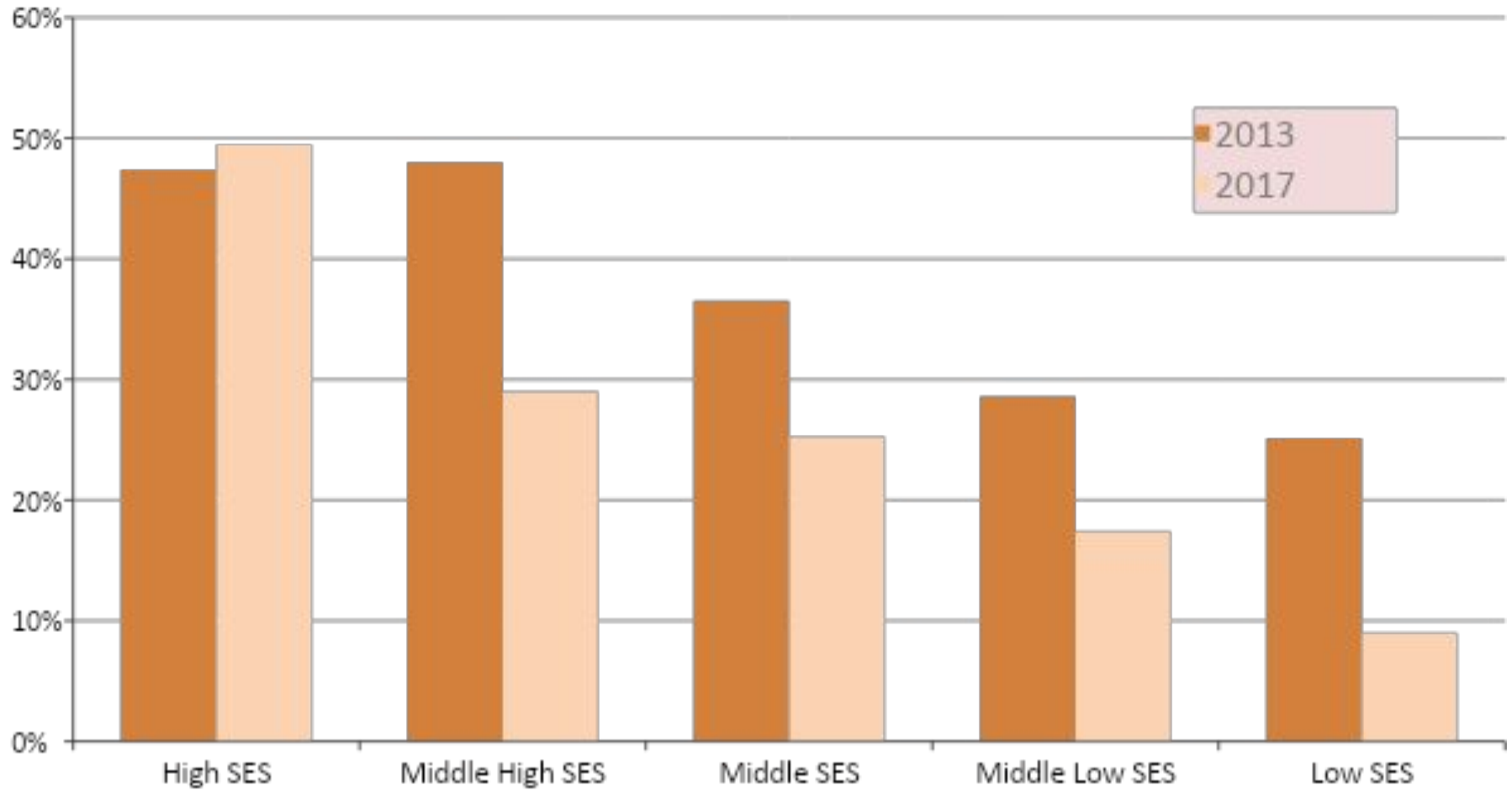
On what factors does digital substitution
depend on?

Go to the movies



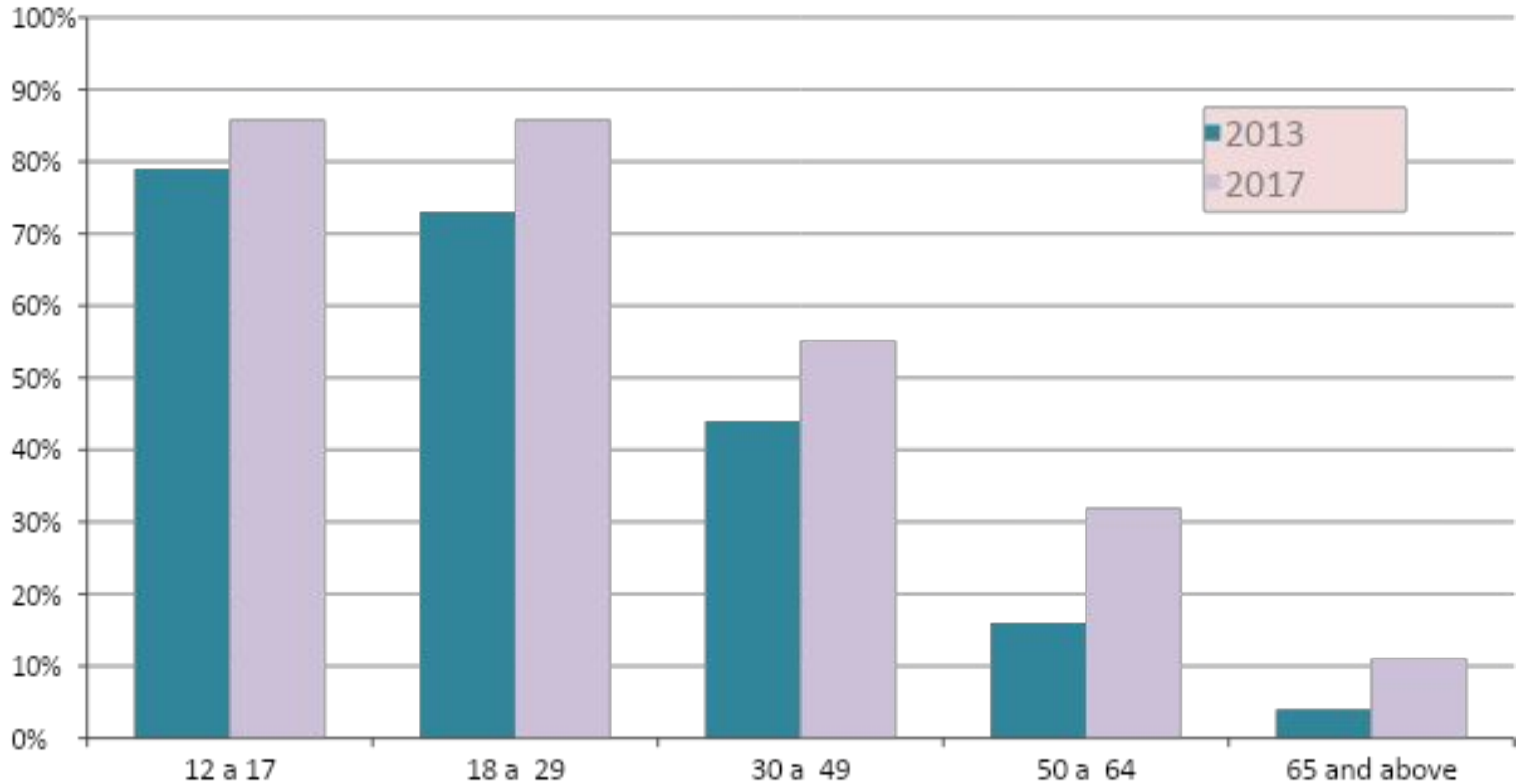
Source: National Survey of Cultural Consumption, Argentina (2017)

Go to music concerts



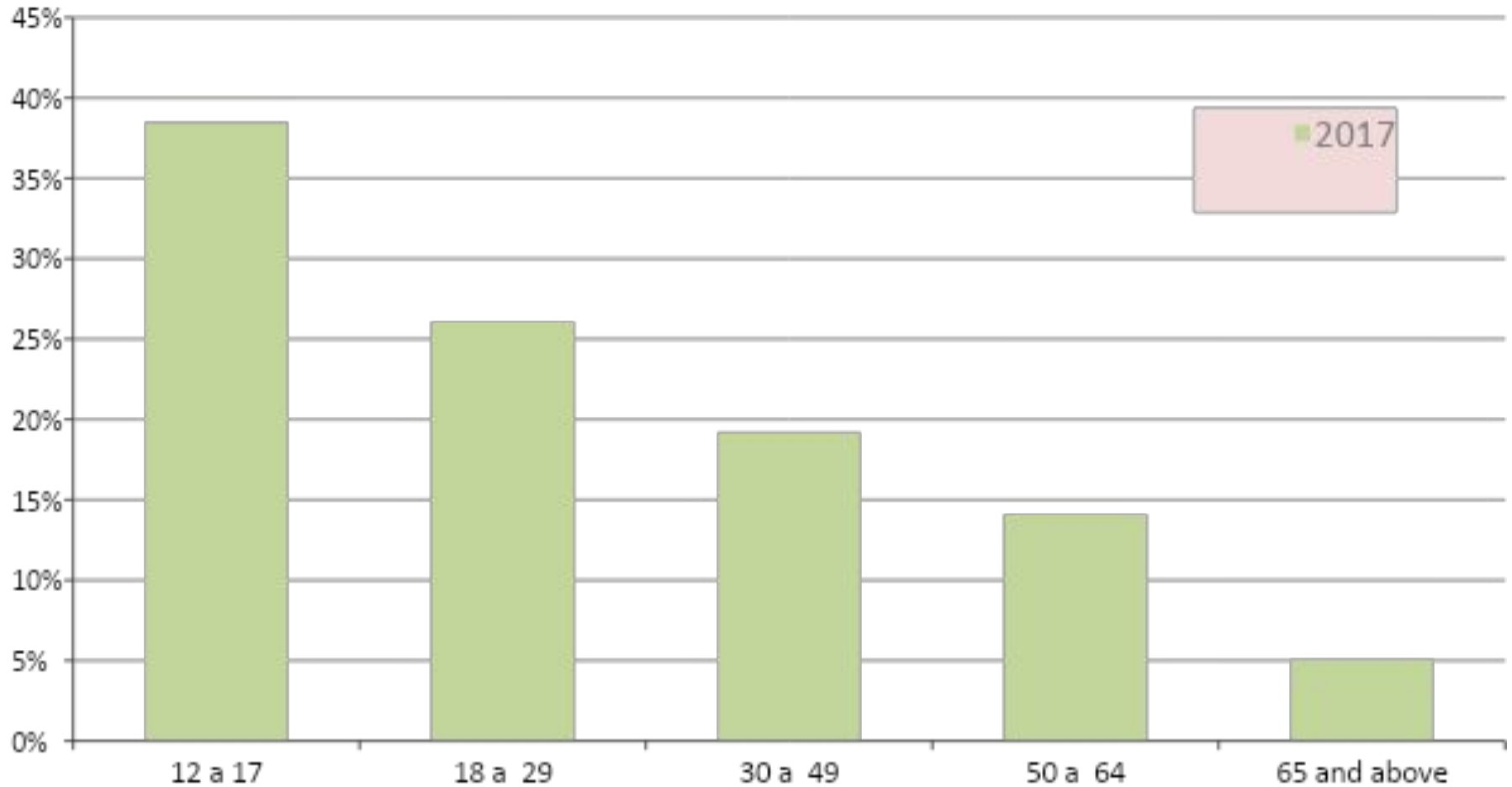
Source: National Survey of Cultural Consumption, Argentina (2017)

Listen to music (downloading or streaming)



Source: National Survey of Cultural Consumption, Argentina (2017)

Watch tv shows or movies on youtube



Source: National Survey of Cultural Consumption, Argentina (2017)

Digital consumption is growing fast but it is being delayed because of:

AGE: older people reject digital consumption.
HABIT.

Collective consumption: going to the movies, music concerts are activities more difficult to replace

Thank you!!