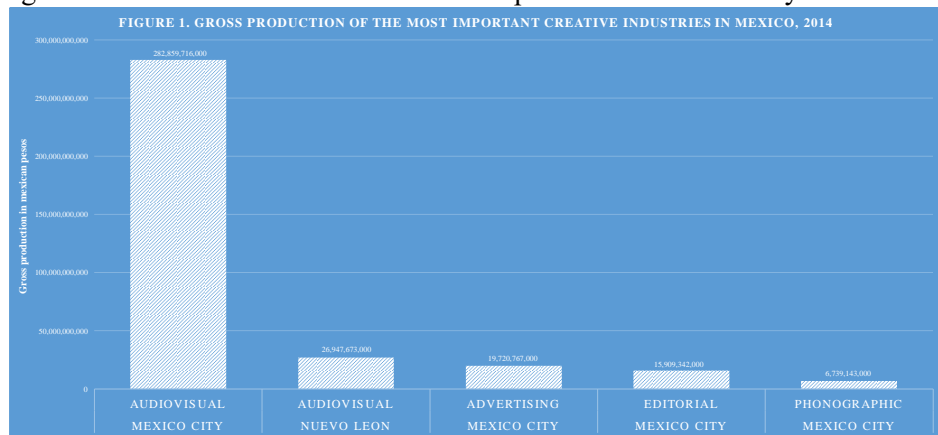


A general framework for Cultural and Creative Industries in Mexico.

Writers have stressed the importance of the Cultural and Creative Industries (CCI) in the Mexican economy and development. It is not a coincidence that Mexico is the number 1 in exports of creative assets in Latin America and the Caribbean, the top 6 provider of creative assets to the USA, and the top 6 exporter of animation, videogames, software and the digital content of the world.

Fundamental to this process was all the policies to strength the CCIs, mainly developed and implemented by the Federal Government. To some extent, the efforts made by a few local Governments and private sectors increased the impacts produced by the CCIs. This has been certainly a relevant part to understand the current situation and the existing gaps between the CCIs at the subnational level as can be seen below.

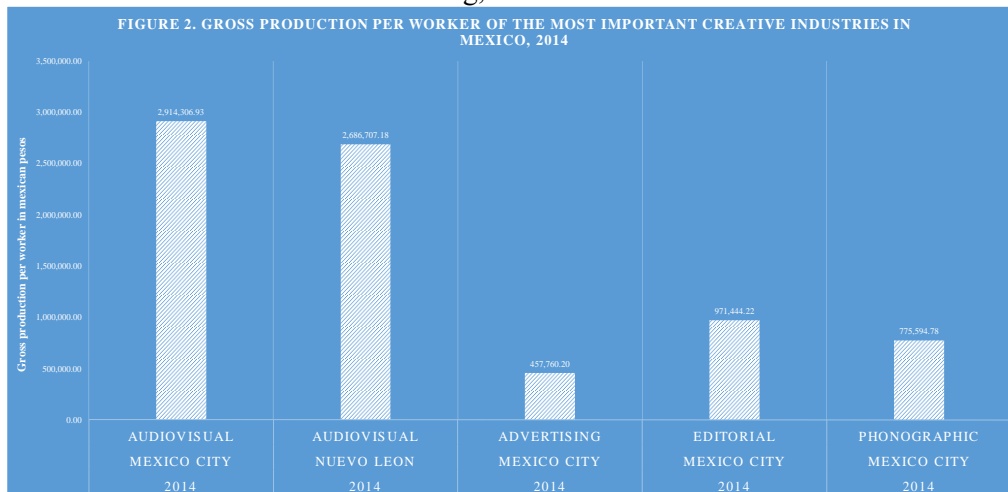
The following figure shows the five creative industries with the highest gross production in Mexico during 2014 (last available year). Clearly can be observed that the audiovisual industry in Mexico City is the most active among all, generating almost 300 thousand million Mexican pesos. It is followed by the state of Nuevo Leon with the same industry, however, with almost 10 times lower production than Mexico City. The third, fourth and fifth place goes to the advertising, editorial and phonographic industries, respectively.



Source: CCIs Data Bank, CAIINNO, available at:

<https://www.caiinno.org/industrias-creativas/>

However, when it is looked through the gross production per worker the gap observed above gets closer between the industries. In the following, it is observed that the workers in Nuevo Leon are almost as same

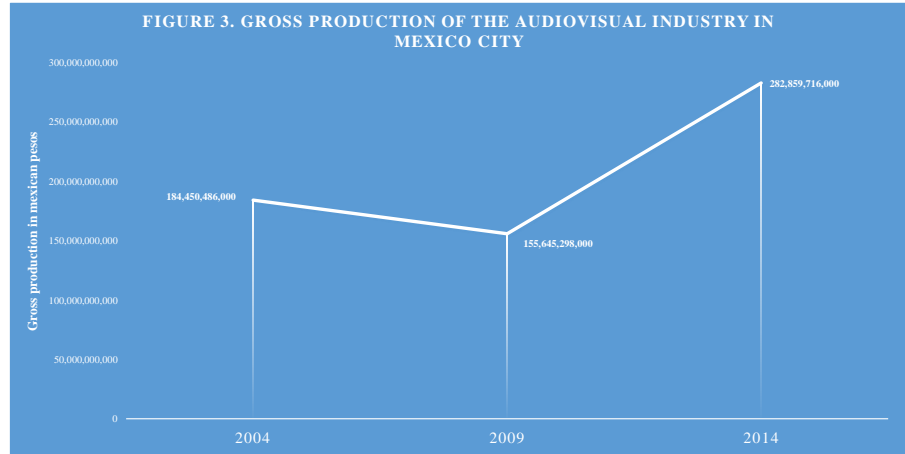


as productive as the workers of Mexico City. In fact, the editorial and phonographic workers of Mexico City are more productive than advertising workers.

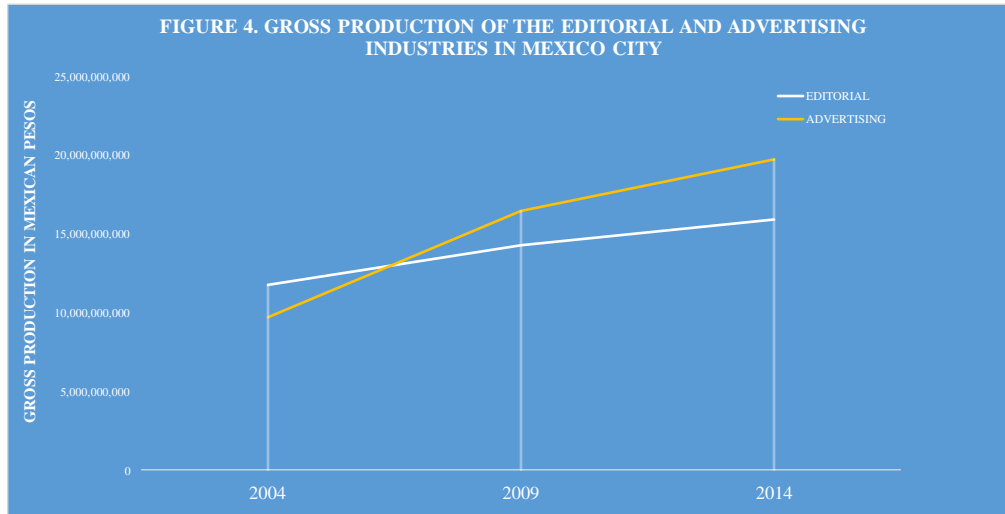
Source: CCIs Data Bank, CAIINNO,

available at: <https://www.caiinno.org/industrias-creativas/>

As mentioned before, can be affirmed that the most important creative industry in Mexico is the audiovisual industry. The next figure describes the evolution of the gross production of this industry in Mexico City from 2004 to 2014, during this period of time the sector have been growing by a rate of 53.3%.



Source: CCIs Data Bank, CAIINNO, available at: <https://www.caiinno.org/industrias-creativas/>



This other figure details the growth of the advertising and editorial industries in Mexico City. The advertising industry reached an impressive growth rate of 103.57%, while the editorial industry achieved 35.52% during the same period.

Source: CCIs Data Bank, CAIINNO, available at: <https://www.caiinno.org/industrias-creativas/>

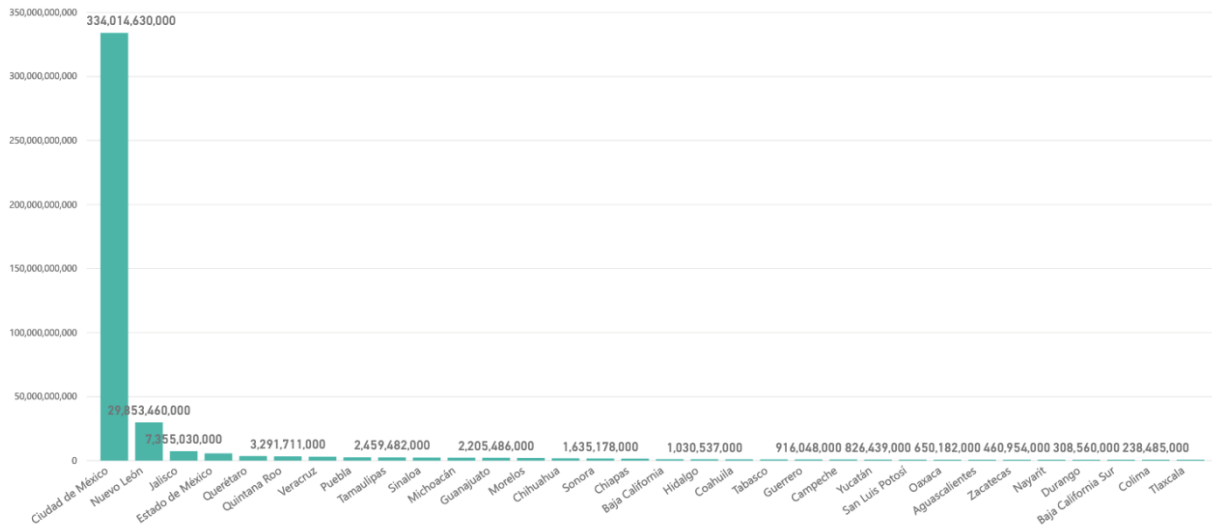
Despite all the positive impacts, very few states have increased significantly the budget of the Government agencies in charge of CCIs in the past years. Indeed, the evidence shows that the investment is normally focused on small projects than the development of public policies with a long-term perspective. Virtually all states have a Government agency to promote CCIs, however, many of them invest most of their efforts for cultural activities rather than a commercial and industrial perspective.

The next figure shows the total gross production of all creative industries by state in 2014. Easily can be observed the enormous gap between them. Mexico City concentrates the highest part of the output of the CCIs, while the remaining state's output is almost insignificant. Mexico's City gross production is eleven times higher than Nuevo Leon (2nd Place), forty-five times higher than Jalisco (3rd Place) and more than two thousand times higher than Tlaxcala (Last Place).

It is important to point out that the states located at the end of the figure possess a relevant number of archeological places and can be considered rich in terms of traditional knowledge and folklore. So, if Mexico City is removed the impact of CCIs, may be reduced significantly to a very low level. Roughly

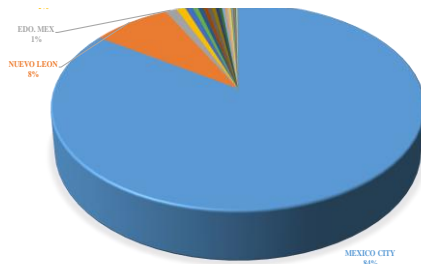
speaking, two types of scenarios can be isolated for the CCIs in Mexico, one with Mexico City and the other without it.

Figure 5. Gross production by state in Mexico, 2014



Source: CCIs Data Bank, CAIINNO, available at: <https://www.caiinno.org/industrias-creativas/>

Figure 6. Audiovisual industry gross production by State in Mexico, 2014



Mexico City concentrates almost 85% of the total gross production in the audiovisual industry, the most active industry in Mexico. In fact, the sum between the audiovisual gross production of Mexico City (84.39%), Nuevo Leon (8.04%), Estado de Mexico (1.18%), Queretaro (0.90%), Jalisco (0.76%) and Puebla (0.50%) is equal to 95.78% of the total of the gross production of the industry, this means that less than 5% is distributed by the remaining 26 states (Figure 6).

Source: CCIs Data Bank, CAIINNO, available at: <https://www.caiinno.org/industrias-creativas/>

It is worth stressing that the Mexican Law of Culture and Cultural Rights limited its protection to culture, but not necessarily taking into consideration, the industrial perspective, indeed it avoids the protection to creative industries which are not even mentioned. The new Senate is about to discuss the new Law of Creative Industries, but, some commentators, be they academics, journalist or members of the CCIs, expressed their concerns because is not considering all industries is unclear how would significantly increase the benefits to all industries, and of course, how will reduce the gap existing among the states.

Finally, there is no doubt of the benefits and impact of CCIs in Mexico but is necessary to generate public policies and regulations to strength every sector, at the time to respect intellectual property rights and the rights of indigenous cultures. Also, the CCIs may be useful to tackle some challenges such as poverty, gender equality, and others sustainable development goals.

Document prepared for the “First UNCTAD Ad Hoc Expert Meeting on Creative Economy” by © Esteban Santamaria (Director of CAIINNO) and ©Alejandro Tuiran (researcher), 2019. CAIINNO, a Mexican think tank specialized in innovation and creativity, with a lot of passion to work for a positive change. One of our most recent achievement was to advise the Federal Congress in the amendment of the Mexican Law of Culture and Cultural Rights, to integrate on its body the recognition to the creative industries. Any information, collaboration and support please contact: esteban.santamaria@caiinno.org