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STATISTICS

International trade of cultural goods and services: measurement challenges

Lydia Deloumeaux, Associate Programme Specialist, culture statistics

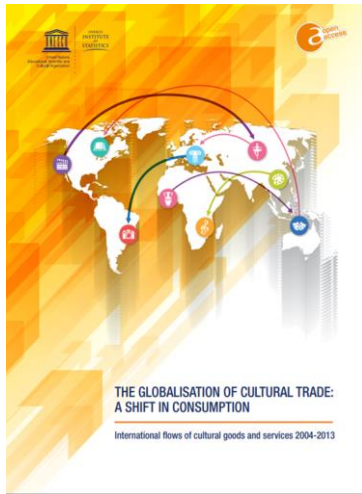
Creative Economy Ad hoc expert meeting, UNCTAD
28 October 2019



Data to monitor the Global Agenda

- **2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.**
 - Article 16 of the Convention stipulates “Developed countries shall facilitate cultural exchanges with developing countries by granting, through the appropriate institutional and legal frameworks, preferential treatment to cultural goods and services from developing countries”.
- **Thematic approach to SDG: 17.11 Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries’ share of global exports by 2020.**

UIS Reports/Analyses on international trade of cultural goods and services



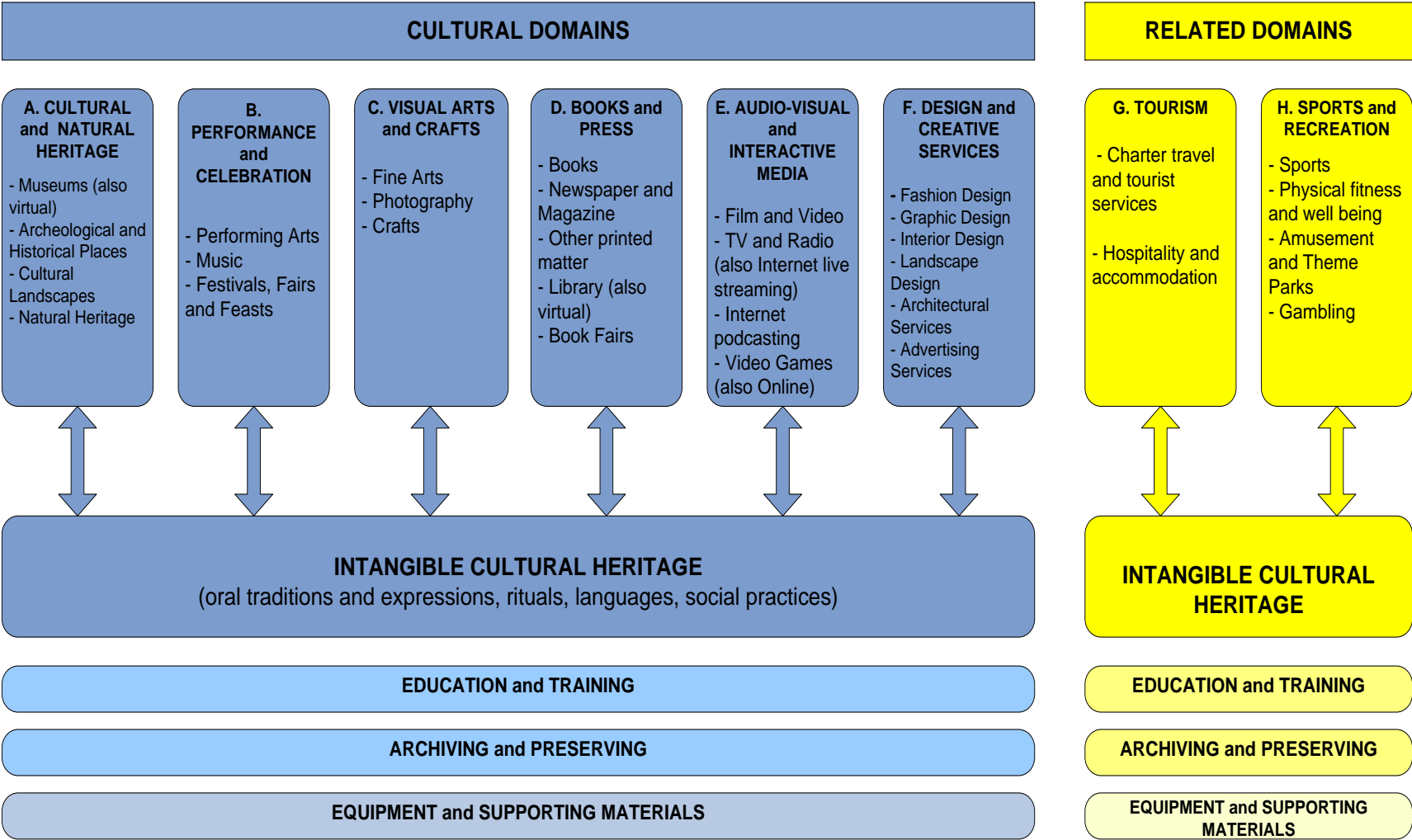
International reports on International flows of cultural goods and services

- Series started in the 80's
- 2005 3rd edition: Report on the International flows of cultural goods and services 1994 -2003, ed. 2005: **first time introduced services statistics**
- 2016 4th edition: Report on international flows of cultural goods: Report adopted the **2009 Framework for Cultural Statistics** Methodology, using HS 2002 and HS 2007

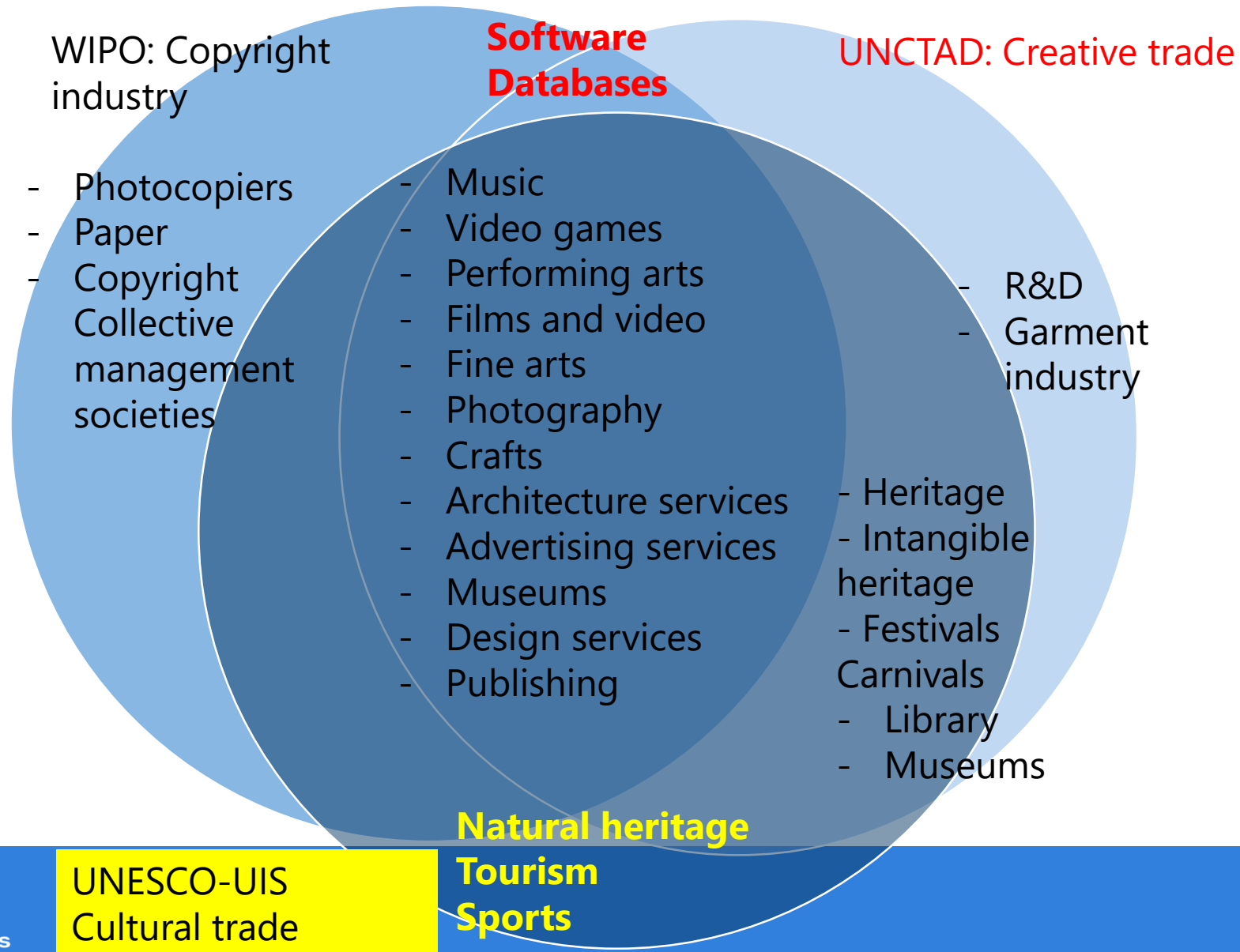


Chapter 6 of the 2015 and 2018 Global Monitoring Reports of the 2005 Convention for the Promotion and Protection of the Diversity of Cultural Expressions: focus on preferential treatment

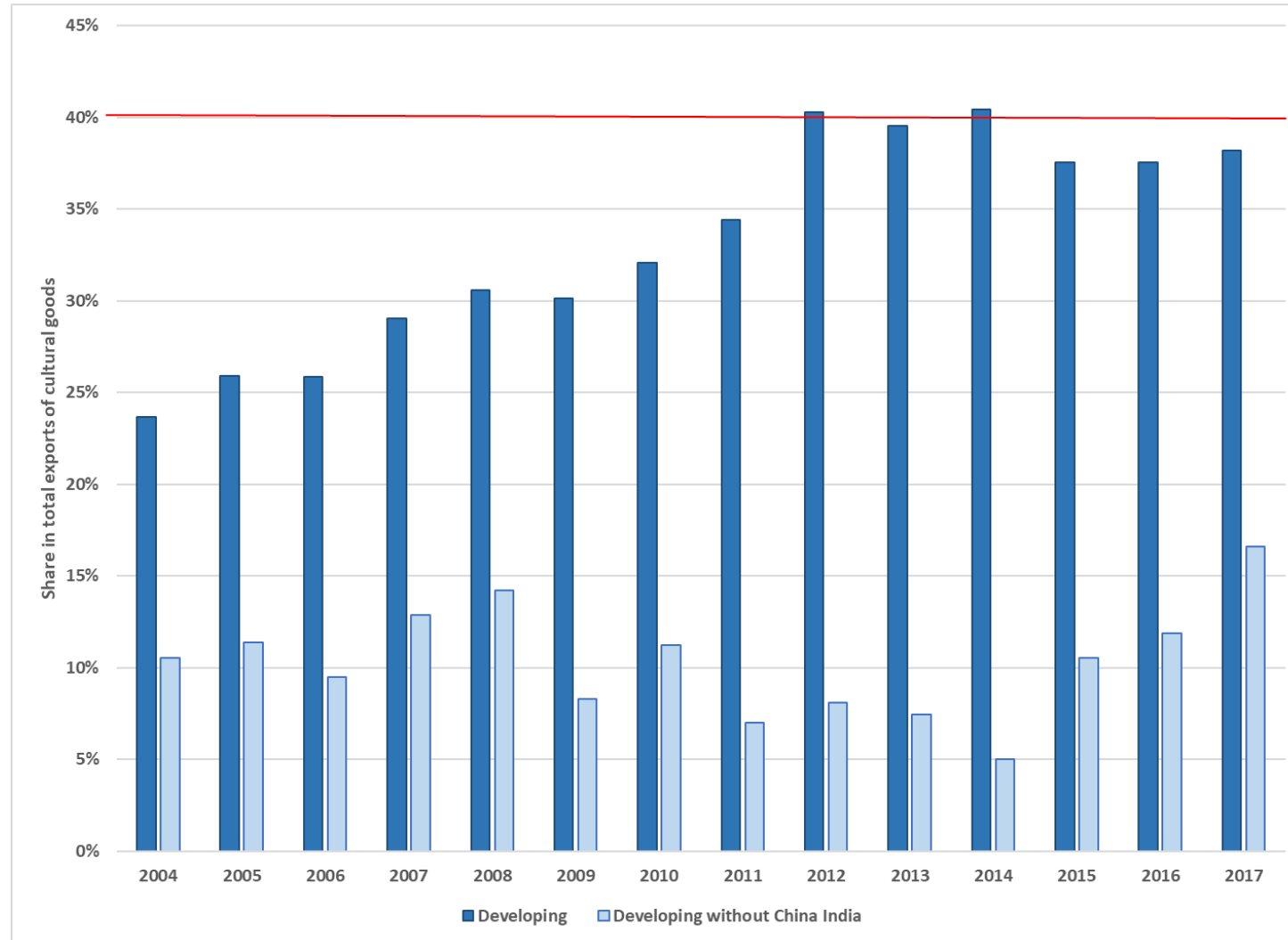
Defining cultural trade: 2009 UNESCO Framework for Cultural Statistics: Cultural domains



COMMONALITIES AMONG THE DIFFERENT MODELS



Total exports and imports of cultural goods by country, 2004-2017*



Key conclusions from 2018 chapter (Updated data)

All developing countries, led by China and India represented an increasing portion of the global flows of cultural goods

China is the lead exporter of cultural goods (US\$28.1 billion), followed by the United States (US\$27.4 billion) in 2017. While in 2010, the U.S. has lost its position as the top exporter of cultural goods, USA is closing the gap in 2017 due to China's slowdown. USA also remains the top importer of these goods

Trade barriers, the scarcity of preferential treatment measures and the limited human and financial capacity continue to hamper the penetration, by developing countries, of markets for cultural goods in the global North.

Digital distribution platforms, exchange networks and export strategies, mostly in the audiovisual sector, are helping global South countries enter the international market of cultural goods and services

The new digital environment urgently requires improved data collection on cultural trade services, in order to support evidence-based policies and trade negotiations

Shift in culture practices: Change in consumer practices: digital shift in music.



Source: ISU, 2016, The globalization of culture trade: a shift in consumption

- In 2015, for the first time the revenues generated from digital forms overtook the sales generated by physical media
- Global digital revenues representing 54% of the total music industry revenues in 2017

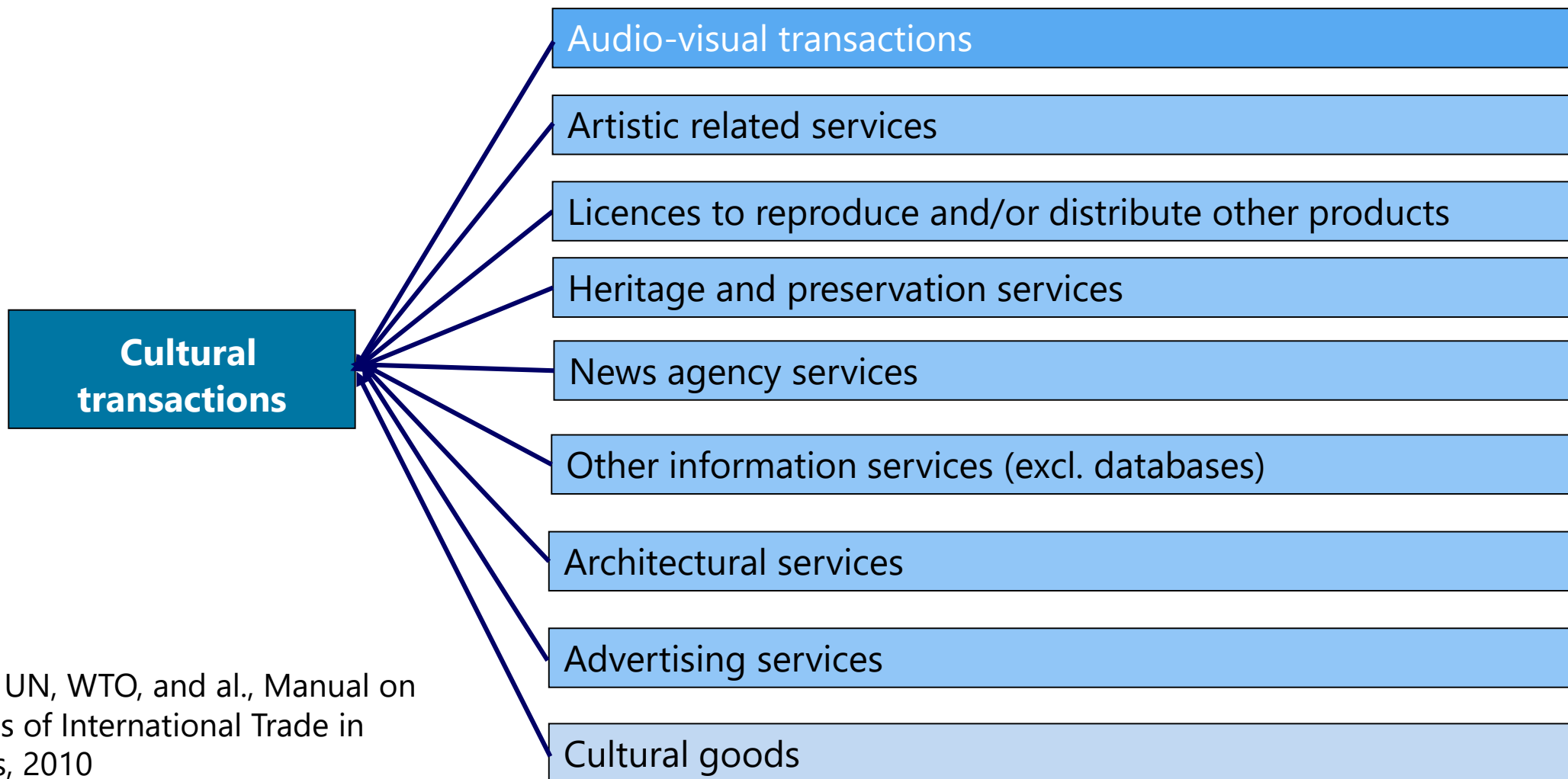
(Source: IFPI, 2018)



Increased need of data on cultural services

How to collect data by country of origin?

EBOPS Complementary groupings relating to Cultural transactions



Source: UN, WTO, and al., Manual on Statistics of International Trade in Services, 2010

Cultural services trade : Key components from EBOPS

BPM6	EBOPS	Labels
Core cultural services		
1.A.b.8.	8.4.1	Licenses to reproduce and/or distribute audio-visual products
	8.4.2	Licenses to reproduce and/or distribute related products ¹
1.A.b.9.3.	9.3.1	News agency services ²
1.A.b.9.3.	9.3.2	Other information services ³
1.A.b.10.2.	10.2.2	Advertising, market research and public opinion polling
1.A.b.10.3.	10.3.1.1	Architectural services
1.A.b.11.1.	11.1.1	Audiovisual services
1.A.b.11.1.	11.1.2	Artistic related services ⁴
1.A.b.11.2.	11.2.3	Heritage and recreational services ⁵
Equipment and supporting materials		
1.A.b. 8.	8.3	Licenses to reproduce and/or distribute computer software
1.A.b.9.2	9.2.1	Computer services
1.A.b.9.2	9.2.2	Other computer services
Related cultural services		
Tourism		
1.A.b.4.2.3	4.2.3.	Travel – Other personal ⁶

Source: UIS-UNESCO,
2009 FCS

Limited data on cultural services at detailed level in WTO database, EBOPS 2010

Services	Exports											
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Services	214	216	219	221	221	222	223	222	223	224	220	196
Charges for the use of intellectual property n.i.e.	121	135	142	147	142	145	145	149	150	148	144	119
Licences to reproduce and/or distribute computer software	2	3	3	3	3	7	9	9	14	14	12	1
Licences to reproduce and/or distribute audio-visual and related products	2	3	3	3	3	8	7	7	11	14	11	1
Licences to reproduce and/or distribute audio-visual products						3	2	2	5	6	5	
Licences to reproduce and/or distribute other products						3	3	3	6	6	4	
Information services	62	66	70	76	80	82	90	87	93	98	94	52
News agency services		1	1	1	1	16	18	18	21	21	21	
Other information services		1	1	1	1	15	17	17	22	21	20	
Advertising, market research, and public opinion polling services	8	10	10	10	12	31	33	35	38	39	36	3
Architectural, engineering, scientific, and other technical services	7	9	9	9	11	29	32	34	36	38	34	2
Architectural services						13	15	17	21	23	23	
Personal, cultural, and recreational services	126	128	137	149	147	151	156	156	159	157	152	118
Audiovisual and related services	56	59	66	71	72	85	88	91	91	87	89	45
Audio-visual services						4	4	4	6	7	6	
Of which: Audio-visual originals						2	3	3	4	5	5	
Artistic related services						4	4	4	5	6	6	
Other personal, cultural, and recreational services	85	84	93	102	101	113	117	113	116	117	112	59
Heritage and recreational services						15	17	19	22	23	24	

Extraction WTO database, May 2018

Lost data on international trade of cultural services

- With implementation of EBOPS 2010, less data on cultural services in the 2018 UNESCO Report compared to 2015 based on EBOPS 2002
- More categories in culture but not mandatory and not submitted to international organisations such as WTO
- Different practices at country level in categorising the same activity
 - Lack of comparability
 - USA and UK do not provide data on audiovisual services but categorised as licenses or distribution communication services
 - Difficult to assess the magnitude of international trade of cultural services

Conclusions I

- Data show that South-South trade of cultural goods is still limited. Most of the trade flows occur between North and South.
- Trade of cultural goods was affected by the 2008 economic crisis just as was global trade in general.
- However, in the post-crisis era, the recovery of trade in cultural goods has been slower compared to all global goods.
- Constant changes of classification (HS) may impact the results, how to get consistent time series

Conclusions II

- Some data limitations: international trade of cultural services.
- New instruments and data collection needed for assessing the value of cultural digital products.
- Need to strengthen cooperation between international organizations in the global trade of cultural goods and services statistics, including UIS, UNSD, WTO and UNCTAD.
- Need statistical capacity building to support developing countries ability to produce cultural trade data.

Thank you!



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Data to transform lives

Lydia Deloumeaux, Associate Programme Specialist,
Culture Statistics

l.Deloumeaux@unesco.org

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