

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

Workshop on harnessing creative industries
for Ethiopia's sustainable development

Main concepts and global trends

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- 1. Contributions of the creative economy**
 - 2. Global trends in the creative economy**
 - 3. Trade in creative goods and services**
 - 4. Ethiopia's creative economy**

➤ What's the creative economy?

The creative economy encompasses creating, producing, and distributing goods and services that use creativity and intellectual capital as primary inputs.

It includes diverse activities such as advertising, architecture, arts, crafts, design, music and movie production, publishing, and video games, etc.

And why does it matter?

The creative economy offers opportunities for economic development and diversification. It generates cultural and societal values and supports economic objectives like economic growth and job creation.

➤ Creative economy contribution to GDP

The creative economy accounts for between 0.5 and 7.3% of GDP in surveyed countries.¹

- Egypt's cultural and creative industries accounted for 3% of GDP in 2020.¹
- Mauritius' creative industries contribute 3.5% to its total GDP.²
- South Africa's cultural and creative industries contributed 3% to its GVA in 2020.¹



Source: Reuters (2023)

¹ Source: 2024 UNCTAD survey on the creative economy covering 36 countries

² Source: [Economic Development Board Mauritius](#), 2023

➤ Employment in the creative economy



The creative economy employs between 0.5 to 12.5 per cent of the workforce in surveyed countries.

- South Africa's creative industries accounted for 679,900 jobs or 4.1% of the workforce in 2019.
- Egypt's cultural and creative industries employed an estimated 2 million people in 2018.
- Nigeria's creative industries employed about 3.2 million people or 6% of total employment in 2019.

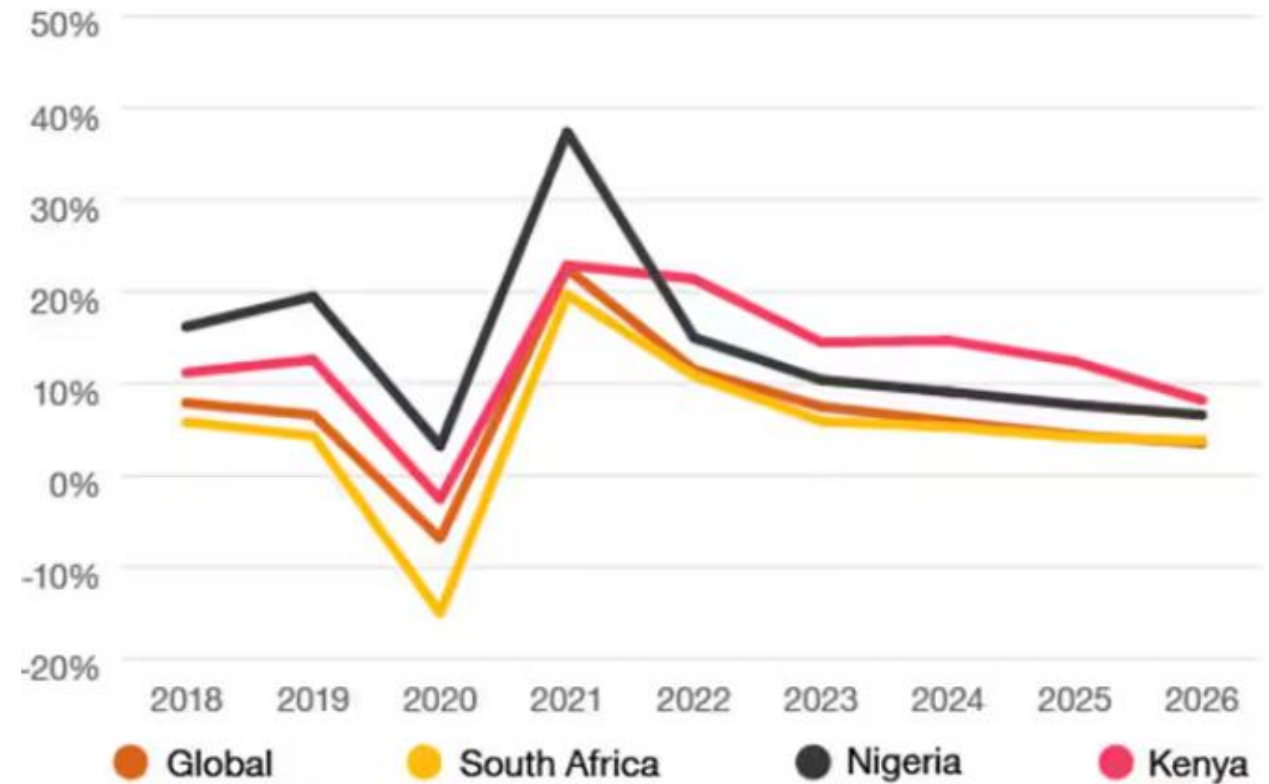
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Advertising

Global advertising spending is driven by digital advertising which is expected to contribute over 60% in 2026.

- In 2020, overall advertising revenue fell in all countries within Africa besides Nigeria, before rapidly rebounding in 2021.
- Podcast advertising revenues, however, grew in 2020 by 30.4% in South Africa and 41.8% in Nigeria.

Annual growth in advertising revenues



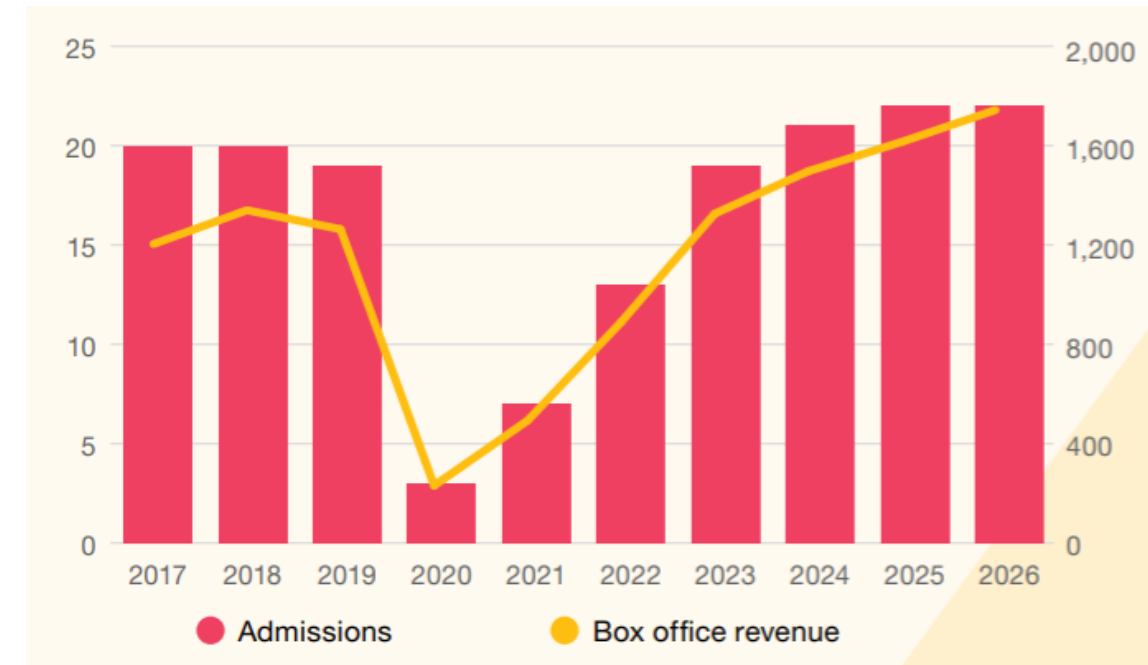
Source: PwC Africa Entertainment and Media Outlook 2022-2026 (2022)

➤ Audiovisual: film and television

The global box office had an estimated 30.5% increase in revenue from 2022 to 2023.¹

- Europe, Middle East, and Africa contributed 27% to the global box office.¹
- In 2023, Nollywood was the second-largest global film industry, with US\$15.32 million in revenue and producing 2,500 films.²
- In 2019, 100 feature films were produced in Ethiopia, making it one of the largest film producers in Africa, followed by Egypt (30), Morocco (25), South Africa (15).³
- The film and audio-visual industry is estimated to generate up to US\$70 million annually and contribute 0.8% to Ethiopia's GDP and employs up to 31,000 people.⁴

South African box office revenue (R millions) vs admissions (millions)



Source: PwC's Africa Entertainment and Media Outlook 2022-2026 (2022)

¹ Source: PwC, 2022, [Africa Entertainment and Media Outlook 2022-2026](#)

² Source: Africa International Film Festival, 2023, [Top 10 film industries in Africa](#)

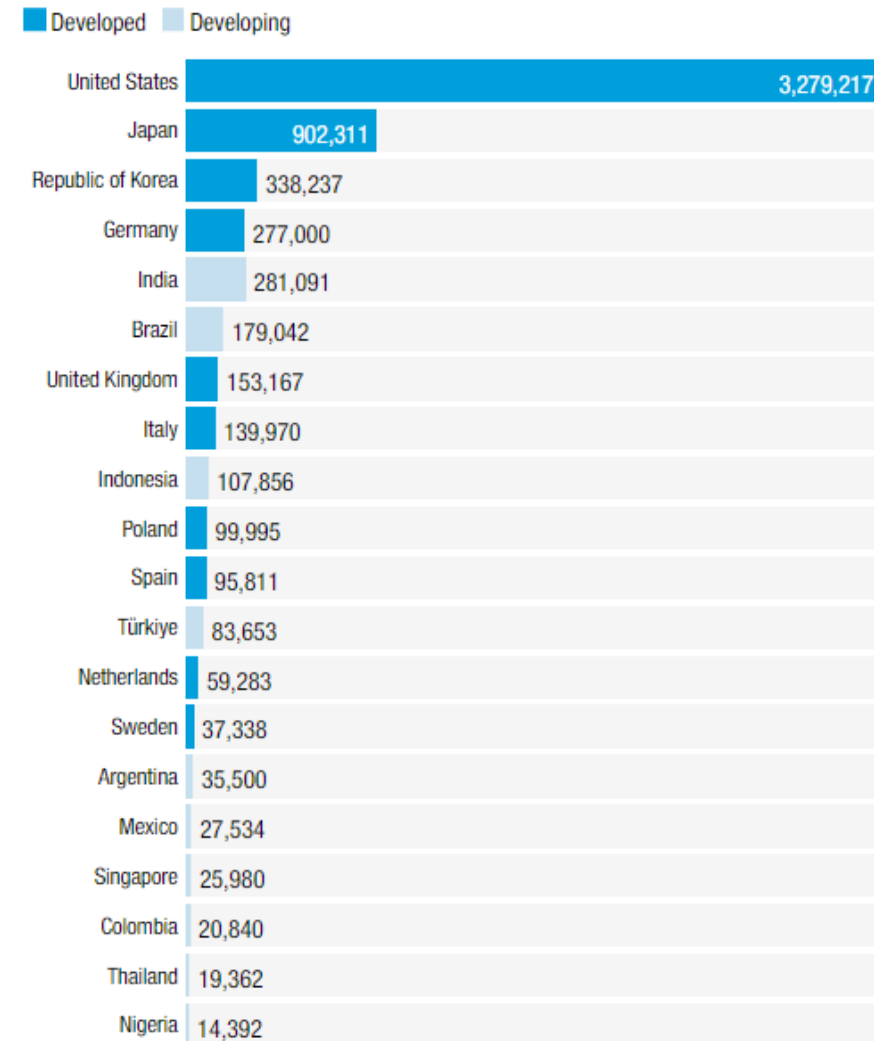
³ Source: Ethiopian Business Review, 2019, [Reforming the Ethiopian film industry](#)

⁴ Source: British Council, 2022, [Mapping of the Ethiopian Creative Ecosystem](#)

Books and publishing

- Africa accounts for 0.6% of global royalty collections for creators.¹
- Nigeria was 10th amongst the top ten developing countries with the highest number of ISBN registrations in 2022.²
- In 2021, Senegalese author David Diop won the International Booker Prize, South African author Damon Galgut won the Booker prize, and Tanzanian writer Abdulrazak Gurnah won the Nobel Prize for Literature.³

Top ten developed and developing countries with the highest number of ISBN registrations in 2022



¹ Source: International Confederation of Societies of Authors and Composers, 2023, [Global Collections Report 2023](#)

² Source: World Intellectual Property Organization, 2023, [The Global Publishing Industry in 2022](#)

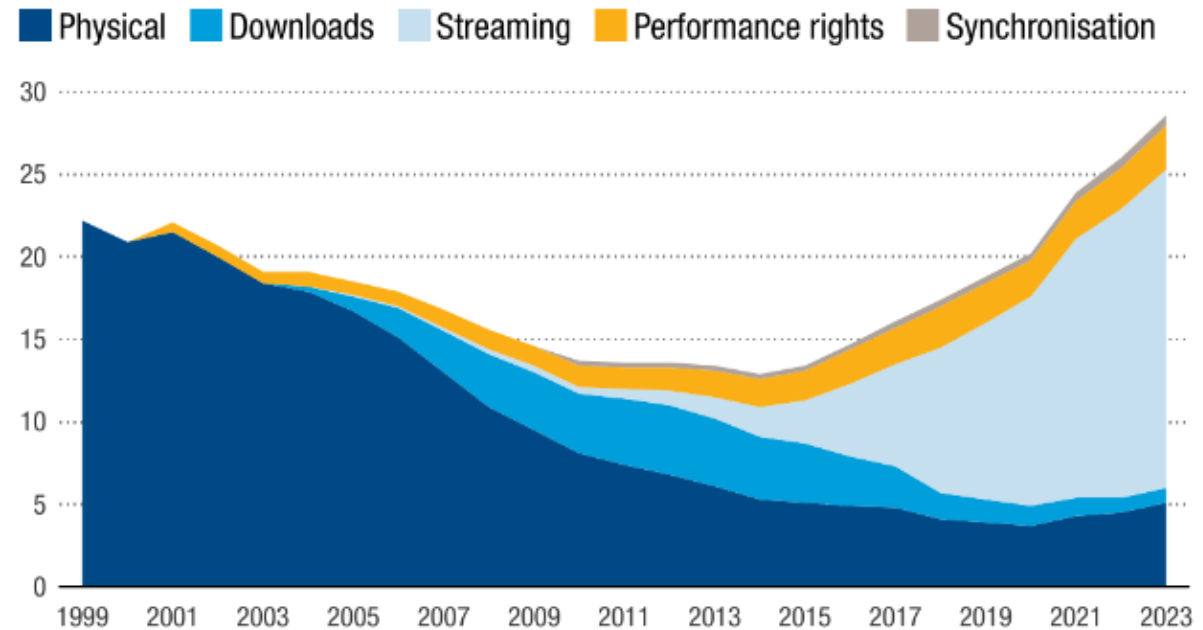
³ Source: NewAfrican Magazine, 2023, [Africa's creative writers continue to produce winners](#)

➤ Music

The value of global recorded music hit a record US\$28.6 billion, an overall 10.2% increase in a 9 consecutive year growth period.¹

- Streaming revenues fuel industry growth, increasing its share by 10.4% in 2023, accounting for more than 2/3 of the total market.¹
- Sub-Saharan Africa grew the fastest, increasing revenues by 24.7% in 2023, fueled by paid streaming revenues (+24.5%).¹
- The Kenyan music platform Mdundo, collaborates with about 150,000 African musicians, collecting rights and providing a legal method for downloading and streaming music.²

Global recorded music revenues (US\$ billion)



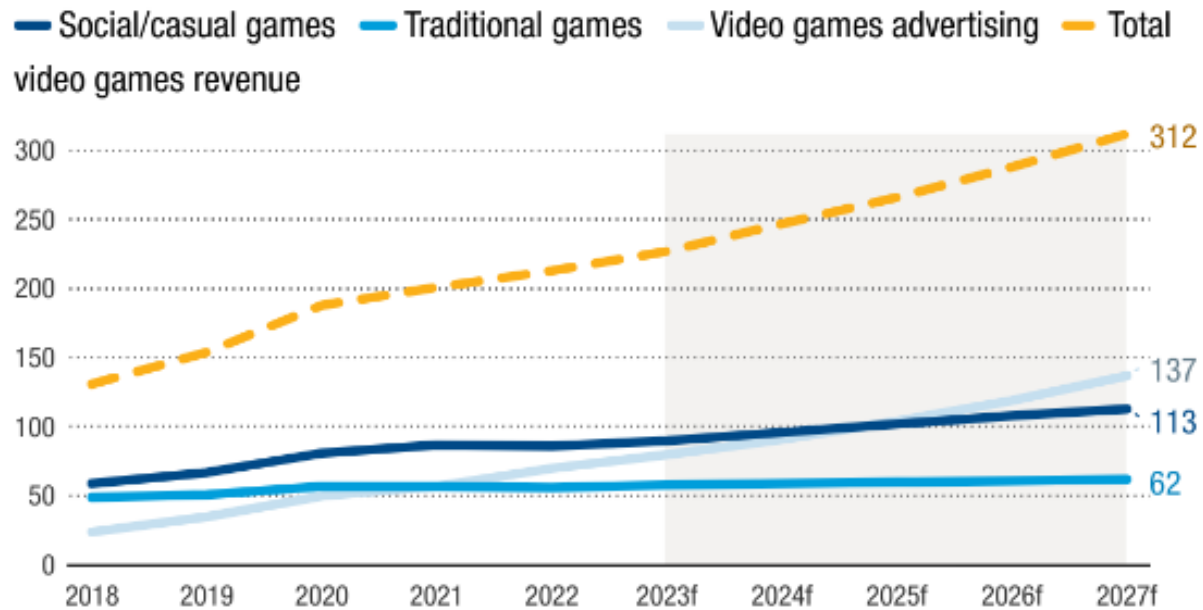
Source: UNCTAD, based on International Federation of the Phonographic Industry (2024)

¹ Source: Federation of the Phonographic Industry, 2024, [Global Music Report 2024](#)

² Source: Mdundo, 2023, [Mdundo Revolutionizes Music Industry](#)

Videogames

Global video games revenues (US\$ billion)



Source: UNCTAD, based on PwC's Global Entertainment and Media Outlook 2023-2027 (2023)

Note: f: forecast

Total video gaming revenue is expected to grow from US\$227 to US\$312 billion from 2023 to 2027.¹

- Africa's video game industry is projected to grow 12% by 2025, led by South Africa and Egypt.²
- Africa's total number of video game players is growing, 40% of South Africa's population play games, 23% in Nigeria, 22% in Kenya.³
- E-sports provide opportunities for youth such as internationally recognized and sponsored gamers Sylvia Gathoni from Kenya and Thabo Moloji from South Africa.²

¹ Source: PwC, 2023, [Perspectives from the Global Entertainment & Media Outlook 2023-2027](#)

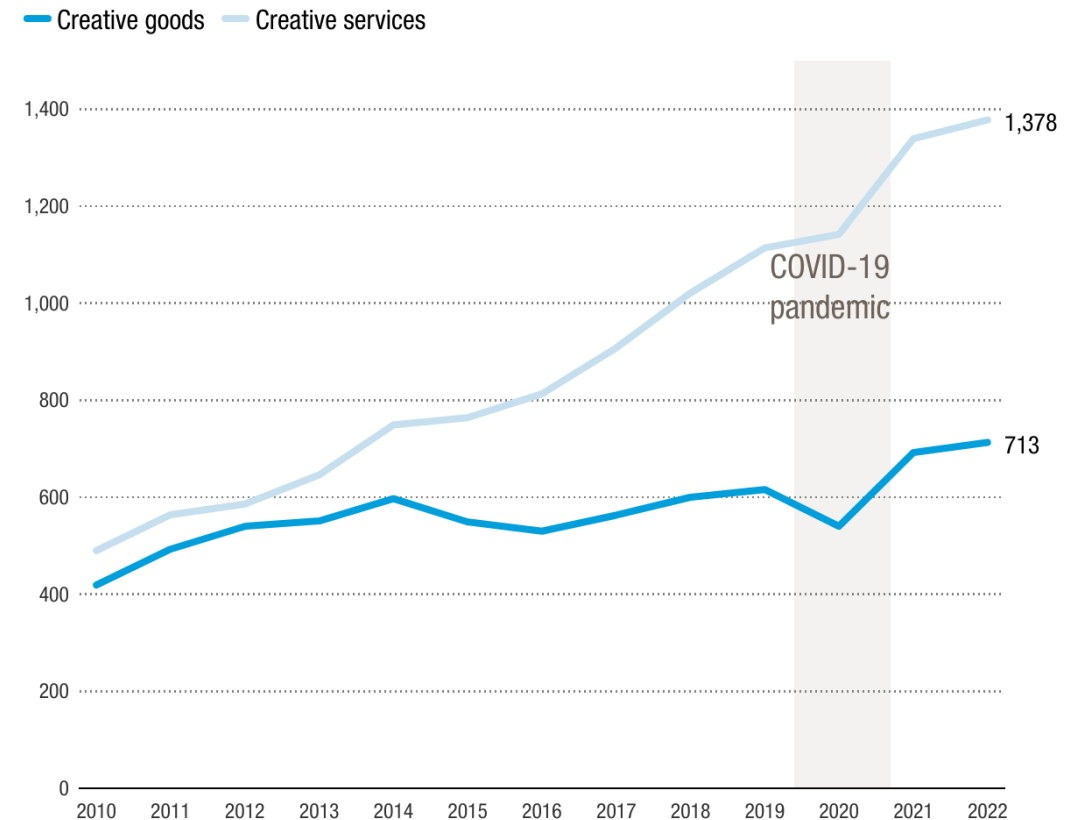
² Source: African Export-Import Bank, 2022, [African Trade Report 2022](#)

³ Source: PwC, 2022, [Africa Entertainment and Media Outlook 2022-2026](#)

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- Total exports of creative services reached a record US\$ 1.4 trillion in 2022, almost double creative goods exports, which reached US\$ 713 billion.
- Creative goods and services exports have decoupled in the past few years, driven by a robust increase in software and research and development services exports.
- A few product groups and key countries account for a significant portion of trade in creative goods and services.

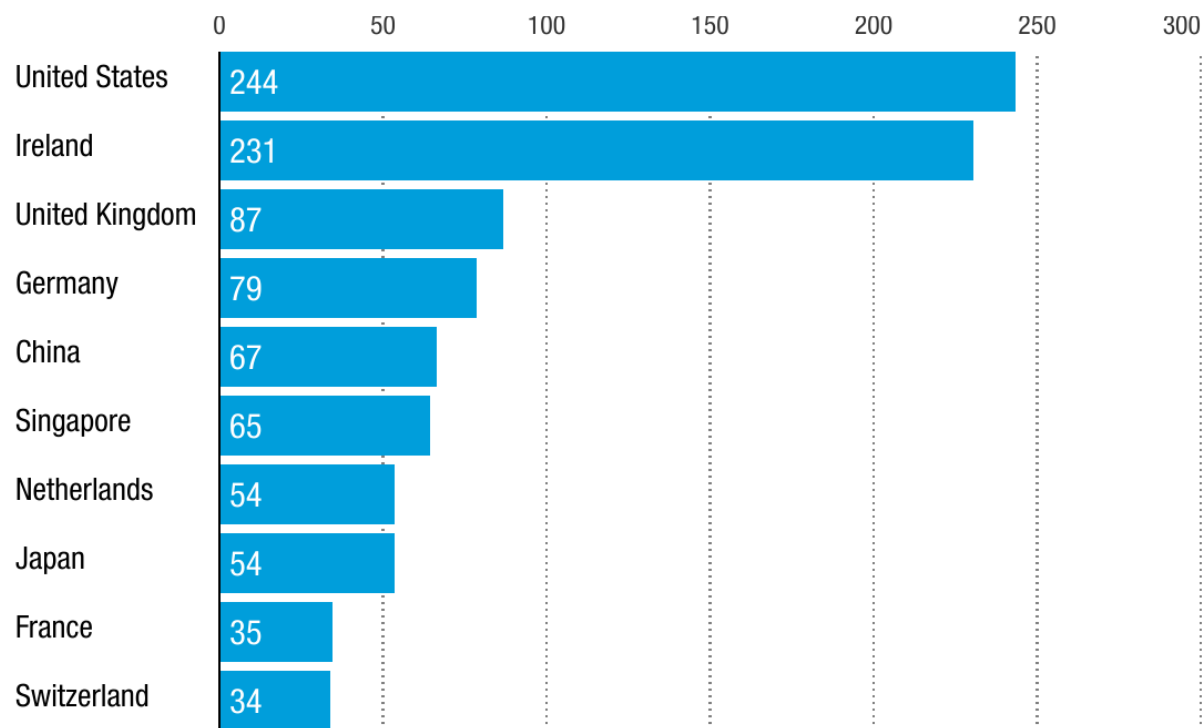
Global exports of creative goods and services (US\$ billion)



Source: UNCTAD

Trade: exports of creative services

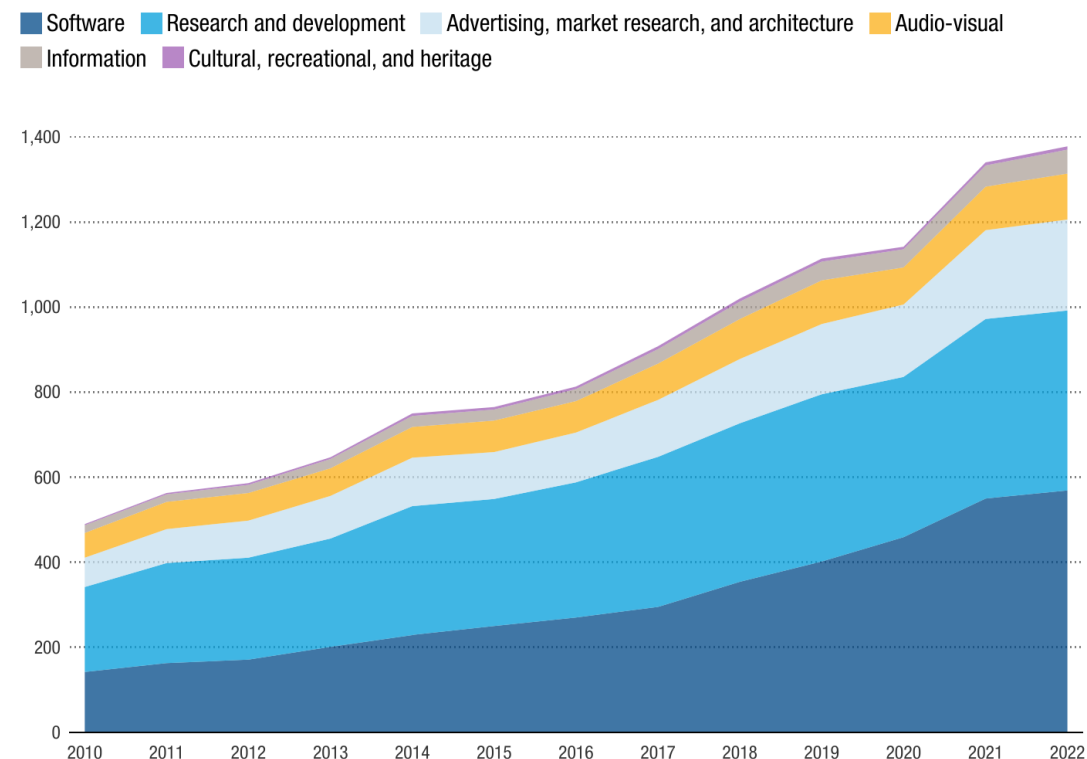
Top ten exporters of creative services in 2022
(US\$ billion)



Source: UNCTAD

Source: [UNCTADStat](https://unctadstat.unctad.org/)

World creative services exports by services categories in 2022
(US\$ billion)



Source: UNCTAD

➤ Trade: exports of creative services by Africa

- Developing economies tend to have less detailed information about trade in creative services.
- The lack of data does not mean that developing economies do not have creative services trade, but rather that they lack statistical capacities or do not report data in the necessary detail.
- UNCTAD has an experimental data set about trade in creative services, covering 32 African countries.
- In 2022, creative services exported by African countries accounted for less than 0.3% of global creative services exports (beware of data availability issues).

Africa: Exports of creative services (US\$ billion)

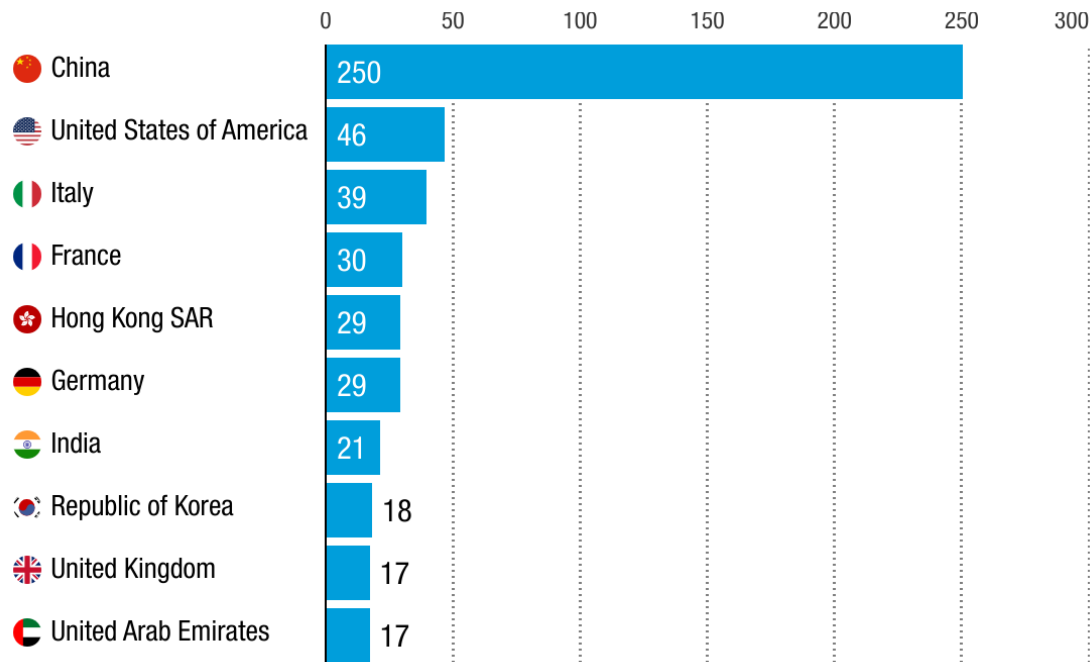
	Country	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
1	Morocco	403	757	828	771	782	795	795	768	1,009	1,206	1,352
2	Tunisia	27	43	54	49	55	55	59	59	77	130	155
3	Senegal	118	223	199	189	181	182	160	145	141	177	147
4	Seychelles			68	66	54	51	85	75	85	112	120
5	Mauritius	377	199	264	235	235	214	91	86	85	96	115
6	Kenya	28	37	56	86	67	64	70	64	44	54	76
7	Namibia									34	53	61
8	Uganda	29	56	36	30	30	24	34	20	12	36	38
9	Ethiopia	6	8	17	29	46	51	52	64	54	15	10
10	Rwanda				3	2	4	3	1	1	1	1
11	Lesotho	0	2	1	1	1	1	0	0	0	2	0
12	Sudan	0	0	0	0	1	1		0	0	0	0
13	Ghana	20	11	6	70	80	78	88	105	200	146	
14	Madagascar	13	28	39	57	45	50	53	60	84	99	
15	Burkina Faso	27	27	13	3	7	25	32	31	30	31	

Source: UNCTAD

Source: [UNCTADStat](#)

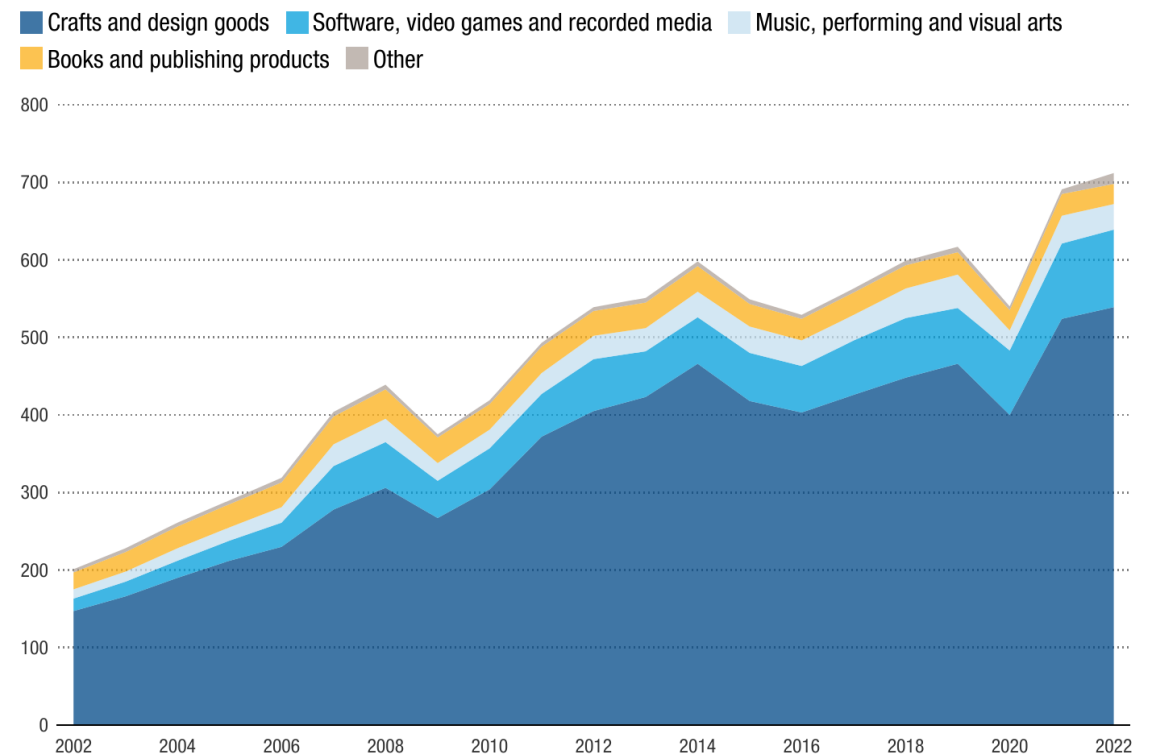
Trade: exports of creative goods

Top ten exporters of creative goods in 2022
(US\$ billion)



Source: UNCTAD

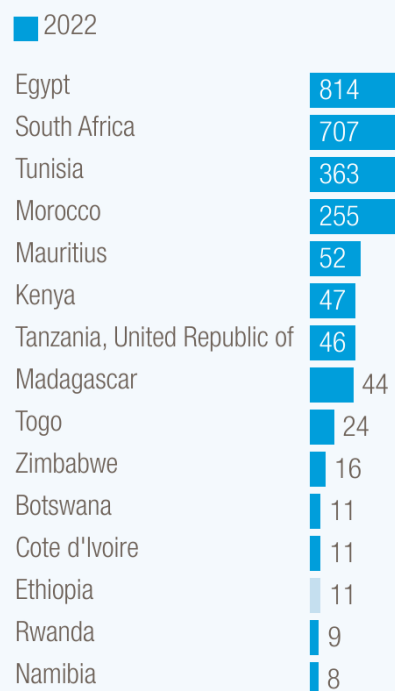
World creative goods exports by product categories in 2022
(US\$ billion)



Source: UNCTAD

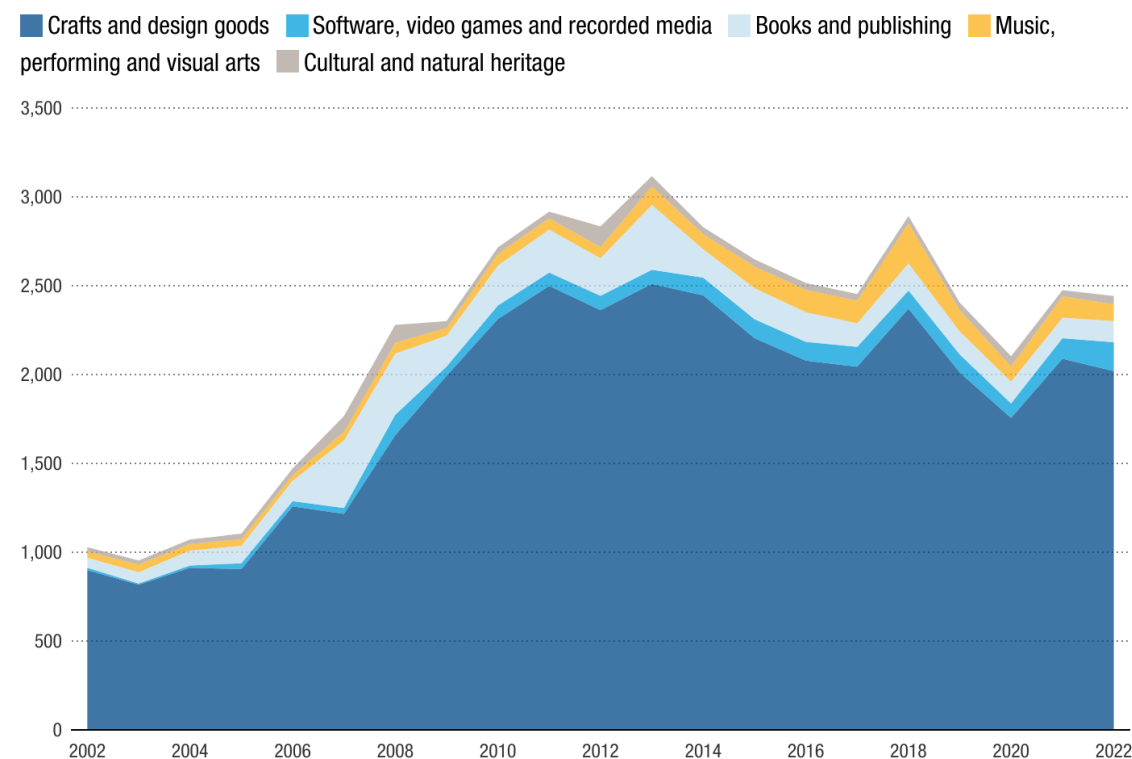
Trade: exports of creative goods by Africa

Africa: Top exporters of creative goods in 2022
(US\$ million)



Source: UNCTAD

Africa: creative goods exports by product categories in 2022
(US\$ billion)



Source: UNCTAD

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Mapping of the Ethiopian Creative Ecosystem



RESEARCH ON THE CREATIVE
ECONOMY AND CULTURAL EXCHANGE
FOR BRITISH COUNCIL ETHIOPIA

- The report maps the following creative industries within contemporary Ethiopia: music, visual arts, film, photography, product/industrial design and crafts, fashion, architecture, literature, performance art, and new media.
- Ethiopia's creative sector faces challenges in formal education, management, resource accessibility, and limited stakeholder participation outside of Addis Ababa.
- Creative industries provide social, cultural, and economic growth opportunities for Ethiopia's youth, women, persons with disabilities and minority groups.

Thank you

