Multi-year Expert Meeting on Trade, Services and Development, 11th session

# Creative Economy Outlook 2024

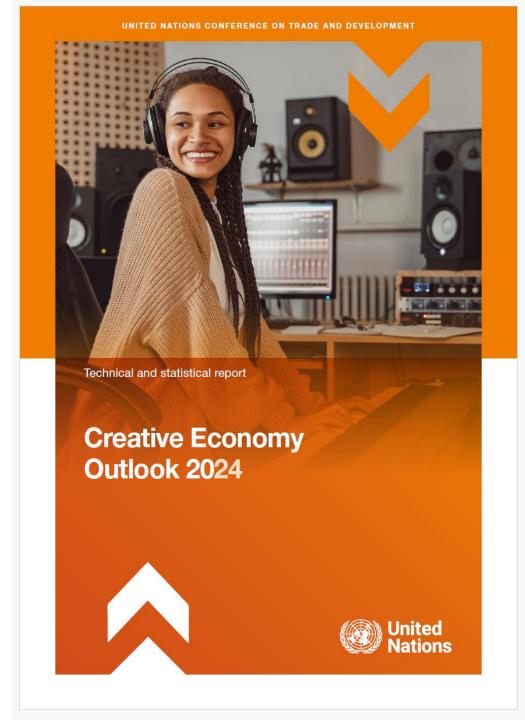
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- The creative economy is a rapidly growing sector that contributes to economic development, jobs, and international trade
- Key trends include digitalization, cross-country collaborations and gamification
- Creative industry trends:
  - Advertising
  - Architecture
  - Audiovisual
  - Music
  - Publishing
  - Videogames
  - Visual arts

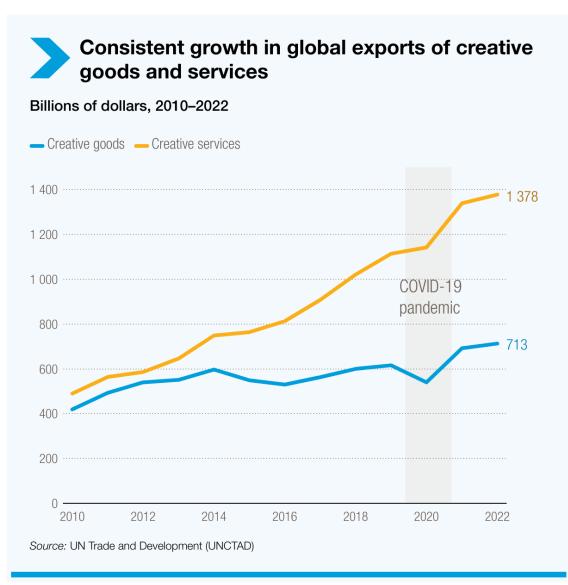




# International trade in creative goods and services



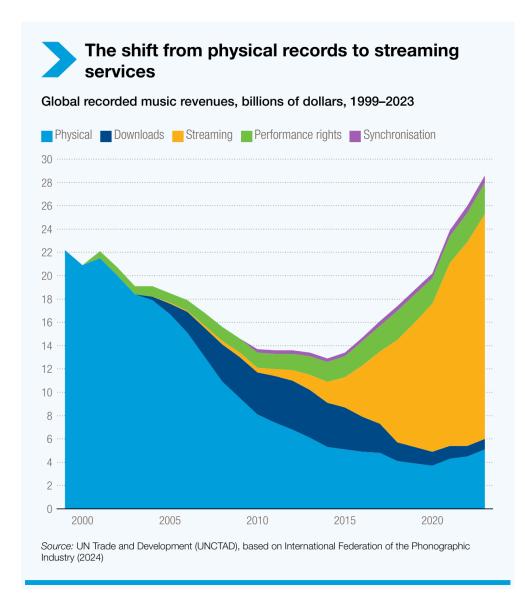
- Creative goods and services constitute 3% and 19% of total merchandise and services exports, respectively.
- Creative goods and services exports have decoupled in the past few years, driven by a robust increase in software and research and development services exports.
- A few product groups and key countries account for a significant portion of trade in creative goods and services.
- UNCTADStat provides an updated database about international trade in creative goods (from 2002) and services (from 2010)
- Several economies, especially developing economies, would benefit from more detailed services data to calculate creative services exports.





# Thematic areas covered





### Digitalization and artificial intelligence in the creative economy

- Digital tools and artificial intelligence(AI) transform the way creative services are produced, distributed and consumed
- Market concentration and competition in the creative economy
  - Some creative industries are highly concentrated, leading to market concentration and hindering fair competition. Digitalization raises new concerns.
- Sustainable business practices for inclusion and decarbonization
  - Opportunities for inclusion and environmental sustainability. Sustainable business practices not only shape creative industries but also contribute to a more sustainable and prosperous society



# Survey on the creative economy





#### Figure 1

Recent facts and figures about the creative economy



In 2022, China's cultural industry reached an operating income of 16.5 trillion yuan (US\$ 2.3 trillion). China's cultural industry reached 1.3 trillion yuan (US\$ 180 billion) in total profit.

#### Costa Rica

In 2019, Costa Rica's cultural sector accounted for 2.1% of GDP and 2.1% of total employment Dominican Republic

In 2014, cultural and creative industries employed 468,324 people, about 12.5% of the total formal and informal workforce

#### Egypt

In 2020, the cultural and creative sectors in Egypt accounted for 3% of GDP. In 2008, the sector was estimated to employ 2 million people.

#### Indonesia

In 2021, Indonesia's creative economy contributed about US\$ 82 billion of to the GDP. In 2022, the creative industry employed 24 million people.

#### M Jamaica

In 2019, the film, animation, and music industries made up 6.2% of the country's GDP.

#### Japan

In 2019, culture accounted for 1.9% of Japan's GDP and employed 1.3 million people (1.9% of the workforce)

#### Mauritius

In 2022, creative industries made up 2.4% of the GDP.

#### Montenegro

In 2022, the cultural and creative industries accounted for 3.4% of GDP. 10.2% of registered business entities, and 4.5% of the workforce.

#### Nigeria

In 2019, Nigeria's creative industries employed roughly 3.2 million people or 6% of total employment

#### Peru

In 2018, Peru's partially copyright-based industries accounted for 3.8% of the national value added, and 703.654 jobs (4.1% of total employment)

#### Philippines

In 2022, the creative economy made up 7.3% of the country's GDP and employed 7 million people.

## 36 countries participated in our recent survey, mostly developing economies

- The report includes their inputs on:
  - Government oversight for the creative economy
  - National strategies
  - Economic impact and assessment
  - Export promotion strategies
  - Digitalization and AI strategies and policies
  - Sustainability initiatives

# Thank you

