

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

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# Creative Economy Outlook 2024

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# ➤ Global trends

- ▶ 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



Technical and statistical report

## Creative Economy Outlook 2024

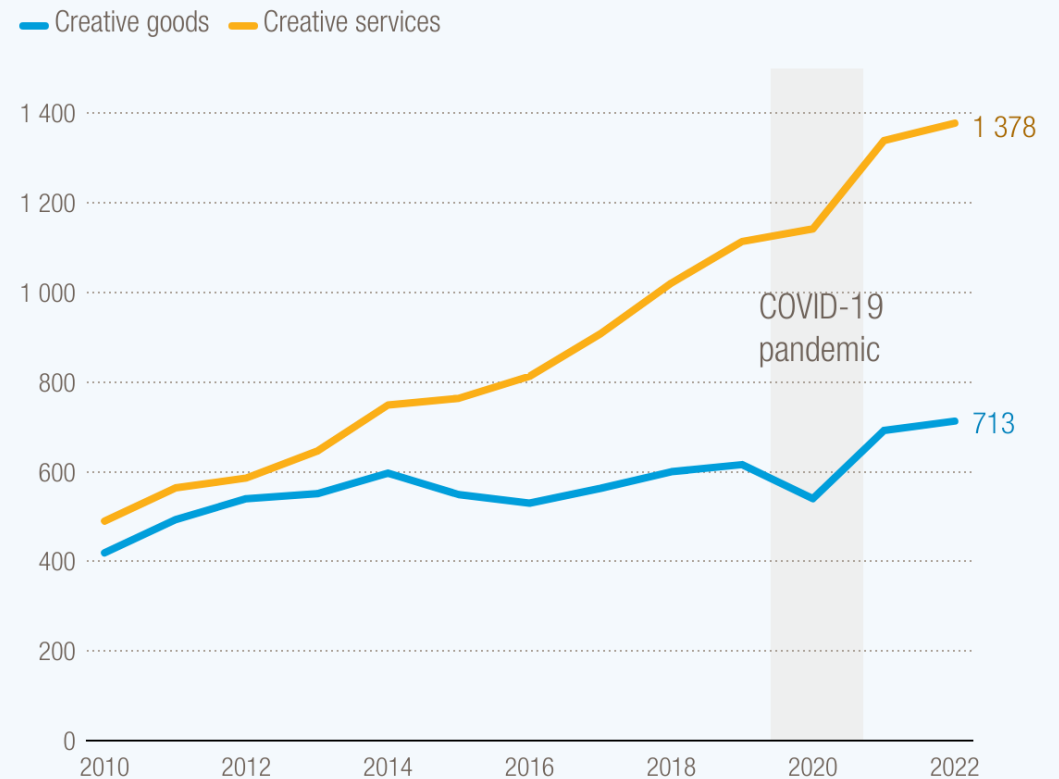


# ➤ International trade in creative goods and services

- ▶ 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.

## ➤ Consistent growth in global exports of creative goods and services

Billions of dollars, 2010–2022



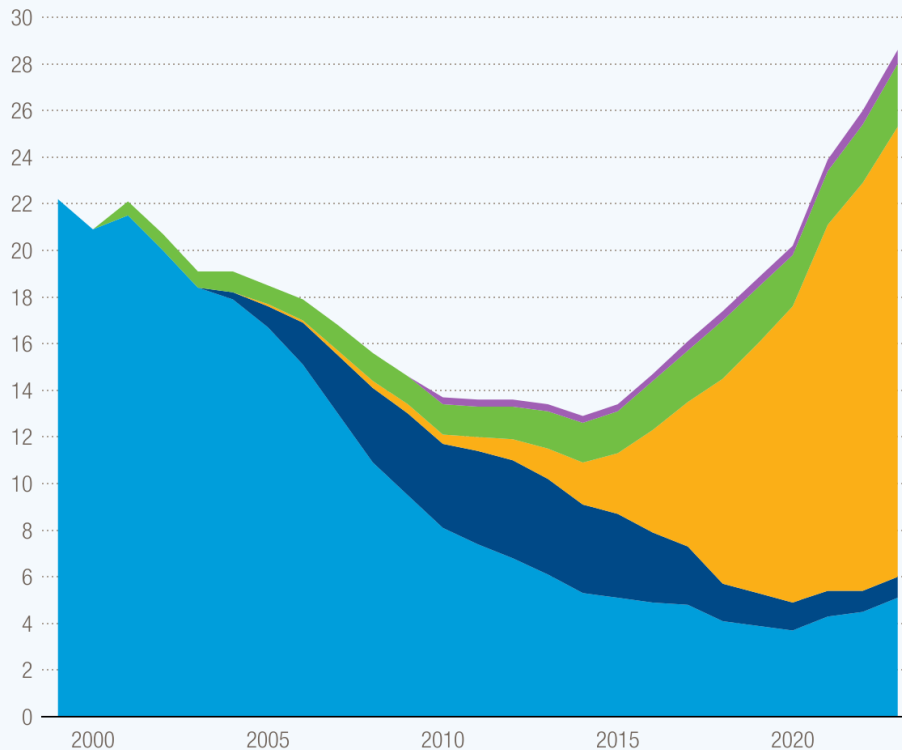
Source: UN Trade and Development (UNCTAD)

# Thematic areas covered

## The shift from physical records to streaming services

Global recorded music revenues, billions of dollars, 1999–2023

Physical Downloads Streaming Performance rights Synchronisation



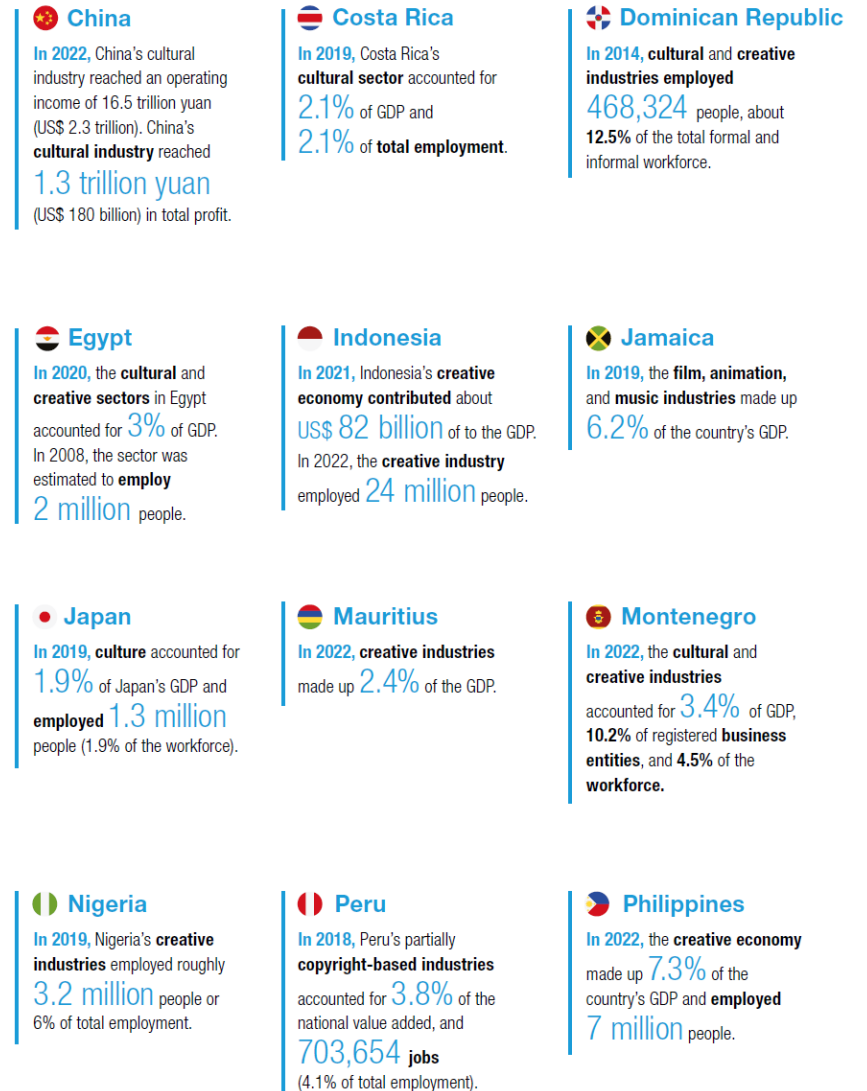
Source: UN Trade and Development (UNCTAD), based on International Federation of the Phonographic Industry (2024)

- ▶ **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

- ▶ 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

➤ **Figure 1**  
Recent facts and figures about the creative economy



# Thank you

