



Technical and statistical report

Advancing the measurement of the creative economy

A revised framework for
creative industries and trade

Advance copy



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ABBREVIATIONS AND ACRONYMS

Abbreviations and acronyms

ALADI	Latin American Integration Association
CPC	Central Product Classification
EBOPS	Extended Balance of Payments Services Classification
HS	Harmonized System
IDB	Inter-American Development Bank
ISIC	International Standard Industrial Classification of All Economic Activities
NACE	Statistical Classification of Economic Activities
NAICS	North American Industry Classification System
SNA	System of National Accounts
SIC	Standard Industrial Classification
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
WIPO	World Intellectual Property Organization

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Introduction

I. INTRODUCTION

A. Background

The creative economy is one of the world's most rapidly expanding sectors, offering a promising avenue for economic development and diversification, particularly in developing countries (UNCTAD, 2022). Culture and creativity are fundamental facets of human existence and civilization and play a substantial role in the global economy. The cultural sector alone contributes 3.1 per cent to global gross domestic product (GDP) (UNESCO, 2022), and it employs between 2.6 and 10.3 percent of the workforce in countries where data is available (UNESCO Institute for Statistics data on cultural employment). Moreover, estimates of the United Nations Conference on Trade and Development (UNCTAD) revealed that in 2022, creative goods and services comprised 3 per cent and 19 per cent of total merchandise and services exports, respectively (UNCTADStat Data centre).

Just as the creative economy is gaining significance as a catalyst for sustainable livelihoods across the globe, there is increasing need for the UNCTAD secretariat to respond to member States' requests for consistent and up-to-date analysis based on reliable data on creative goods and services.

The concepts of the creative economy and creative industries are continuously evolving. Megatrends like digitalization have given rise to new creative products while fundamentally transforming existing ones. For instance, film and music, traditionally distributed in DVD, vinyl and CD formats, are now predominantly streamed digitally. Additionally, new versions of statistical classifications have emerged to better identify and capture the economic dimensions of creative industries. Given the evolving nature of creative goods and services, due in no small part to recent technological changes and the emergence of digital platforms, UNCTAD recognizes the need to review its definitions of the creative economy and creative industries, and its classification system for measuring international trade in creative goods and services, established in the Creative Economy Report 2008 (UNCTAD and UNDP, 2008).

B. Mandate

UNCTAD's Bridgetown Covenant¹ (paragraph 54) and General Assembly resolutions 74/198² (on the International Year of Creative Economy for Sustainable Development adopted in 2019) and 78/133³ (on promoting creative economy for sustainable development adopted in 2023) provided a mandate to UNCTAD to offer a comprehensive analysis of the creative economy and creative goods and services. Furthermore, the recent Kushi Culture Pathway⁴ (paragraph 10), the outcome document of the G20 Culture Minister's Meeting, has called for increased collaboration to enhance the conceptual and monitoring framework for cultural and creative sectors and industries, highlighting the roles of relevant international organizations such as the Organisation for Economic Co-operation and Development (OECD), UNCTAD, and UNESCO.

UNCTAD has actively elevated the profile of the creative economy on the global economic and development agenda since 2004. Through its creative economy programme, UNCTAD conducts in-depth analyses, focusing on creative industry dynamics and international trade trends. This programme provides insights into ongoing developments and promotes evidence-based understanding of creative goods and services trade, digitalization, and intellectual property. UNCTAD also compiles and disseminates datasets on international trade in creative goods and services.

This paper results from a collaborative global consultation involving creative economy experts, United Nations agencies, and experts from national statistical offices. Firstly, UNCTAD established an Informal Working Group on the Creative Economy in 2021, reflecting diverse measurement frameworks for the creative economy, revising UNCTAD's definitions, and enhancing the statistical coverage of creative goods and services in international trade measurement. This working group deliberated on definitions, measurement frameworks, and case studies from developed and developing nations. UNCTAD's presentation and subsequent discussions introduced a new framework that aligns creative industries with an updated list of creative products within international trade statistics. Secondly, UNESCO and UNCTAD co-led a subgroup within the Task Team on International Trade Statistics from 2022 under the facilitation of the United Nations Statistics Division. The subgroup works on a

I. INTRODUCTION

guidance note dedicated to refining the classification of cultural products emanating from cultural and creative industries to be included in the updated international standards on compiling goods and services trade statistics.

The growing demand from developing countries to measure the contribution of their creative economy and shape targeted policies is evident. UNCTAD tested its proposed statistical framework during a project in Angola as part of the EU–UNCTAD Joint Programme for Angola: Train for Trade II. Utilizing the new creative industry classification, UNCTAD produced a mapping report (UNCTAD, 2023) that assessed the economic significance of Angola’s creative industries and proposed recommendations to support Angola’s economic diversification. UNCTAD views this project as a pilot that can be adapted and replicated in other developing countries.

C. Purpose and key objectives

The primary aim of this report is to address the mandates discussed above, assisting countries—particularly, developing and least developed—in mapping their creative industries. This paper introduces a statistical framework for measuring the economic impact of creative industries and international trade in creative goods and services. Historically, UNCTAD has lacked a statistical framework for identifying and measuring the economic contribution of creative industries, only focusing on measuring international trade in creative goods and services. This paper aims to rectify this by incorporating the latest versions of international classifications of industry, product, and trade. The report has two key objectives:

- Enhance the measurement of the economic contribution of the creative economy by providing a list of creative activities (using the International Standard Industrial Classification of All Economic Activities (ISIC)) and products (using the Central Product Classification (CPC)).
- Improve and update data collection on international trade of creative goods and services by revising UNCTAD’s statistical classification.



Existing measurement frameworks

II. EXISTING MEASUREMENT FRAMEWORKS

A. Economic dimension of the creative economy

International statistical classification systems allow for the production and analysis of comparable data. “The International Standard Industrial Classification of All Economic Activities (ISIC) is the global reference classification of productive activities. Its main purpose is to provide a set of activity categories that can be utilized for the collection and reporting of statistics according to such activities” (UNSD, 2008). Like other classifications, ISIC was not designed to collect data about cultural and creative industries but allows for the identification and collection of information about creative productive activities and industries. A global consultation on the revised structure of ISIC Rev. 4 was concluded in 2022, and ISIC Rev. 5 is already available (UNSD, 2023). There are region-specific activity classifications that are derived from or related to ISIC. For example, the statistical classification of economic activities in the European Community (NACE) was inspired by earlier versions of ISIC and later influenced the new ISIC Rev. 5. NACE is used in the European Union and includes more details for some activities for European users. The North American Industry Classification System (NAICS), used by Canada, Mexico and the United States of America, is also related to ISIC.

Another classification that can be used to identify creative goods and services is the Central Product Classification (CPC). The CPC aims “to classify the goods and services that are the result of production in any economy. This production is accounted for in the national accounts of countries” (UNSD, 2015). CPC is also helpful in studying transactions in goods and services in detail, including for international trade, and helps harmonizing various types of statistics. The paper uses CPC Rev. 2 to link creative industry codes with codes of creative goods and services in international trade. The revised CPC Rev. 3 structure is expected to be approved in 2024 and, therefore, it is too early to use in this paper.

The notion of the creative economy is constantly evolving, with creativity and innovation playing a role across all industries. **Table 1** offers a comparative analysis of international organizations’ diverse methodologies, statistical classifications, and scopes to compile statistics on cultural and creative industries. Each approach is underpinned by a distinct rationale, resulting in somewhat divergent criteria for categorizing industries as “core” or “peripheral” within the creative economy.

Several considerations and data compilations issues emerge:

- **Common indicators to describe the creative economy:** Predominantly, the creative economy’s contribution to GDP, trade, and employment serves as the prevailing set of indicators for its characterization. Recognizing the inherently intangible nature of creativity, these metrics, while not immune to imperfection, remain invaluable tools for policymakers.
- **The classification of creative industries is intrinsically linked to the ISIC code systems:** To the extent that there are deficiencies in the classification systems used, there will be deficiencies in the creative industry definition. For example, regarding creative industries, it could be argued that the ISIC codes fail to correctly identify the computer games or the music industries, which cannot be disentangled from the more comprehensive creative arts and entertainment sector. The same applies to craft industries, often embedded in many other sectors, some creative and some not. ISIC Rev. 5 improved capturing creative industries, especially those linked to arts, performing arts, libraries, museums, and other cultural activities.
- **Industries contributing to manufacturing some creative and cultural goods:** Handmade goods, artisanal goods, or handicrafts are a crucial component of the creative sector, especially in developing countries. However, manufacturing industries producing creative goods also create other products that are not creative. For example, the manufacture of plastics products (ISIC 2220) includes the production of statuettes and other ornamental articles (considered as creative), but also all types of plastics like those used for packaging or parts of footwear. Therefore, considering all related manufacturing industries as creative would result in an over-estimation of the sector. In addition, there is no distinction between handmade and mass-produced goods in the Harmonised System used in international trade statistics.

II. EXISTING MEASUREMENT FRAMEWORKS

- **Dynamic nature of creative activities:** Official statistics aggregate detailed data by ISIC classes into broader ISIC categories for dissemination, like the level of ISIC sections (i.e., C manufacturing or S arts, sports and recreation in ISIC Rev. 5) or their combinations (i.e., service sector). Broad categories make it harder to account for certain creative activities. In addition, businesses are assigned an ISIC code based on their main activity, so all the elements of that activity (turnover, profit, employment, etc.) are counted as contributing to one industry, whether it is creative or not. This means that ISIC categories not directly related to the creative economy may include unidentified creative activities, especially when the statistical unit is enterprise rather than a kind-of-activity or local unit.
- **Challenges of capturing international trade in intangible assets:** Intangible assets, such as patents, royalties and licenses, trademarks, and copyrights, can be subject to reallocation of profits by multinational enterprise groups as they are not physical in nature and can be located abroad in foreign subsidiaries. This could be done by relocating research and development units, relocating patents or setting up holding companies for trademarks, leading to international flows of patent payments between high and low-tax jurisdictions. Accounting standards leave some room for the valuation of intangible assets as market values are often missing, which may lead to overstating the transfer price of intangibles such as royalty payments.
- **Informality:** The prevalence of informality and small-scale activity within the creative economy likely leads to underestimating economic indicators. The creative economy's economic and social contribution may surpass what official statistics can currently measure.
- **Resistance to measurement:** It is worth noting that some members of the cultural and creative community may exhibit strong opposition to the measurement and quantitative economic analysis of culture and the creative economy because it is perceived as a non-economic activity or because creative workers may prefer not to report such activities to avoid tax obligations.
- **Diversity in measurement frameworks:** While certain industries and products appear consistently in different measurement frameworks, disparities exist in classifications, scope, granularity, methodologies, guidelines, and the categorization of activities and products (e.g., cultural, related, auxiliary, interdependent).

II. EXISTING MEASUREMENT FRAMEWORKS

Table 1. Industries covered in different cultural and creative economy concepts by international and regional organisations

Concept	Classification	Coverage	Industries covered
European Union cultural and creative sectors (2022 proposal)	NACE	25 industries (cultural and creative sectors) at NACE 4-digit level	<ul style="list-style-type: none"> • Core cultural: cultural education; museum and heritage sites; library and archives; visual arts and writing; performing arts • Cultural industries: radio and TV; recorded music; audio-visual; book and press; culture manufacturing (artistic craft); printing • Creative sectors: advertising; design; architecture; videogames
IDB orange economy	ISIC Rev. 4	45 industries ("orange economy activities") at ISIC 4-digit level	<ul style="list-style-type: none"> • Traditional and artistic activities: visual arts; performing arts • Creative industries: crafts; publishing; audiovisual; phonographic; interior design; graphic arts; illustration; jewellery; video games; advertising; fashion • Activities of creative support: product design; packaging design; marketing
UNCTAD creative economy	ISIC Rev. 5	54 industries at ISIC 4-digit level 21 additional industries contributing to the manufacturing of some creative goods	<ul style="list-style-type: none"> • Creative industries: advertising and marketing; architecture; audiovisual, multimedia and photography; books and publishing; cultural and natural heritage; design: product, graphic and fashion design; manufacturing of crafts and design goods; music, performing and visual arts; software, video games, computer and web services; research and development
UNESCO cultural industries	ISIC Rev. 4 and CPC Rev. 2	37 industries ("cultural productive activities") at ISIC 4-digit level	<ul style="list-style-type: none"> • Main cultural domains: A. cultural and natural heritage; B. performance and celebration; C. visual arts and crafts; D. books and press; E. audiovisual and interactive media; F. design and creative services • Related domains: G. tourism; H. sports and recreation
WIPO copyright industries	ISIC Rev. 4	40 industries ("core copyright industries") at ISIC-4 digit level 28 "partial copyright industries" 21 "interdependent copyright industries"	<ul style="list-style-type: none"> • Core copyright industries: press and literature; music, theatrical productions, operas; motion picture and video; radio and television; photography; software, databases, and computer games; visual and graphic arts; advertising services; and copyright collective management societies • Partial copyright industries: apparel, textiles, footwear; jewellery and coins; other crafts; furniture; household goods, china, and glass; wall coverings and carpets; toys and games; architecture, engineering, surveying; interior design; and museums • Interdependent copyright industries: manufacture, wholesale, and retail of: TV sets, radios, CD-DVD-Blu-Ray players, electronic game equipment, and other similar equipment; computers and equipment; tablets and smartphones; and musical instruments

Source: UNCTAD using IDB, Measuring CCS Consortium, UNESCO-UIS and WIPO resources (UNESCO-UIS, 2009; Restrepo and Márquez, 2013; WIPO, 2015; Benavente and Grazzi, 2017; Measuring CCS Consortium, 2022).

II. EXISTING MEASUREMENT FRAMEWORKS

Table 2 provides examples of the statistical classifications employed by countries to delineate the creative economy based on deliberations within the UNCTAD Informal Working Group on the Creative Economy. Various nations, such as Indonesia and South Africa, have adopted the 2009 UNESCO Framework for Cultural Statistics as a foundational reference. However, they have further tailored it to align with their specific needs and official statistical systems. Additionally, certain countries, including Argentina and Mexico, develop and publish culture satellite accounts. Furthermore, the United Kingdom of Great Britain and Northern Ireland developed a methodology known as “Dynamic Mapping,” which derives its foundation from the creative intensities associated with occupational roles (Bakhshi et al., 2013).

Table 2. Industries covered in different cultural and creative economy concepts by selected countries

Country	Classification	Coverage	Industries covered
Argentina	ISIC	12 main creative sectors and 21 sub-sectors	Advertising; Audiovisual; Books and publications; Cultural education; Design; Digital content; Games and toys; Literary musical, theatrical creation; Material heritage; Music; Performing arts and shows; Visual and plastic arts
Indonesia	Indonesian Business Classification and ISIC	16 creative industries	Advertising; Architecture; Crafts; Gastronomy; Fashion; Film, animation and video; Fine arts; Gaming; Interior design; Music; Performing arts; Photography; Product design; Publishing; TV and radio; Visual communication design
Mexico	SNA and NAICS	10 main industry categories with 123 creative activities	Audiovisual media; Books, impressions and press; Crafts; Cultural production of households; Design and creative services; Education and cultural diffusion in educational institutions; Material and natural heritage; Music and concerts; Performing arts and shows; Visual and plastic arts
Slovenia	NACE	11 main industry categories and 41 sub-industries	Advertising; Architecture; Archives, libraries, cultural heritage; Books and publishing; Cultural and artistic education; Design and visual arts; Music; Performing arts and artistic creation; Radio and TV; Software and games; Video and films
South Africa	ISIC	37 creative industries at ISIC 4-digit level (based on UNESCO guidelines)	News agency activities; Other information services; Wholesale of other household goods; Creative arts and entertainment; Software publishing; Motion picture, video and television programme production; Motion picture, video and television programme post- production; Motion picture, video and TV programme distribution; Sound recording and music publishing; Motion picture projection; Radio broadcasting; Television programming and broadcasting; Web portals; Renting of video tapes and disks; News agency; Retail sale of music and video recordings; Retail sale via mail order; Specialized design; Architectural and engineering; Advertising
United Kingdom	SIC	9 main industry categories and 31 sub-categories Note: creative, cultural, and digital sectors are defined separately	Advertising and marketing; Architecture; Crafts; Design and designer fashion; Film, TV, video, radio and photography; IT, software and computer services; Publishing; Museums, galleries and libraries; Music, performing and visual arts

Source: Input from members of the UNCTAD Working Group on the Creative Economy.

Abbreviations: **CPC**: Central Product Classification; **ISIC**: International Standard Industrial Classification; **NACE**: Statistical Classification of Economic Activities; **NAICS**: North American Industry Classification System; **SIC**: Standard Industrial Classification; **SNA**: System of National Accounts.

II. EXISTING MEASUREMENT FRAMEWORKS

B. International trade in creative goods and services

The Harmonised Commodity Description and Coding System (HS), Developed by the World Customs Organisation and updated every five years, and the Extended Balance of Payments Services Classification (EBOPS) are the international standard classifications to identify international trade in goods and services. HS is a multipurpose international product nomenclature that forms the basis for customs tariffs and international merchandise trade statistics collection.

EBOPS 2010 was developed from the Balance of Payments and International Investment Position Manual, which serves as the standard framework for statistics on the transactions and positions between an economy and the rest of the world. EBOPS provides a breakdown of the Balance of Payments Trade in Services item by type of services. The classification meets several user requirements, including providing more detailed information on trade in services as required in connection with the General Agreement on Trade in Services (GATS) (UNSD, 2012).

Some challenges in trade data should be considered:

- In contrast to trade in creative services, measuring international trade in creative goods represents a relatively straightforward process. Data on international trade in creative services is complex to collect and remains scarce and often too aggregated.
- International trade data cannot account for national or foreign content.
- It also cannot differentiate artisanal or handmade products from mass-produced industrial products.
- Services trade data are often not detailed enough to capture certain creative services like arts, entertainment or design, although they capture some activities like audio-visual services.

Table 3 and **Table 4** show the different approaches to how the Latin American Integration Association (ALADI), UNCTAD, and UNESCO measure trade in creative goods and services.

Table 3. Creative and cultural goods covered in trade statistics by international organisations

Organisation	Classification	Coverage	Goods covered
ALADI	HS 2017	928 products at HS 6-digit level 7 main product groups (similar to UNCTAD product groups)	Art crafts (=manual arts); Audio-visuals; Design; Information and communication media; Performing arts; Publishing; Visual arts
UNCTAD	HS 2022	230 products at HS 6-digit level 7 main product groups	Architecture; audiovisual, multimedia and photography; books and publishing; cultural and natural heritage; manufacturing of crafts and design goods; music, performing and visual arts; software, video games, computer and web services
UNESCO	HS 2007 (to be updated to HS 2022 in 2024)	85 products at HS 6-digit level 6 main cultural domains (with 2 related domains) and 13 sub-domains	A. cultural and natural heritage; B. performance and celebration; C. visual arts and crafts; D. books and press; E. audiovisual and interactive media; F. design and creative services

Source: UNCTAD based on the 2009 UNESCO Framework on Cultural Statistics and input at the UNCTAD Informal Working Group on the Creative Economy.

II. EXISTING MEASUREMENT FRAMEWORKS

Table 4. Creative and cultural services covered in trade statistics by international organisations

Organisation	Classification	Coverage	Services covered
UNCTAD	EBOPS 2010	6 main services groups, covering 10 services categories	Advertising, market research, and architecture; Audio-visual; Cultural, recreational, and heritage services; Information; Software; Research and development
UNESCO	EBOPS 2010	9 main services categories at EBOPS 3 and 4-digit level	Core cultural services: Licenses to reproduce and/or distribute audiovisual products; Licenses to reproduce and/or distribute related products; News agency services; Other information services; Advertising, market research and public opinion polling; Architectural services; Audiovisual products; Related services; Heritage and recreational services

Source: UNCTAD based on UNESCO (2009).



**UNCTAD's creative economy
definition and measurement
framework**

III. UNCTAD'S CREATIVE ECONOMY DEFINITION AND MEASUREMENT FRAMEWORK

A. Definition

UNCTAD's mandate as the focal point of the United Nations system for the integrated treatment of trade and development has led to it conceptualising the creative industries and the creative economy. This sees the creative industries as:

- being the cycles of creation, production, and distribution of goods and services that use creativity and intellectual capital as primary inputs;
- constituting a set of knowledge-based activities focused on, but not limited to, culture and heritage, potentially generating revenues from trade and intellectual property rights;
- comprising tangible products and intangible intellectual or artistic services with creative content, economic value, and market objectives;
- standing at the crossroads of the artisan, services, and industrial sectors; and
- being at the heart of the creative economy.

Under UNCTAD's conceptualisation, the creative economy:

- is an evolving concept based on creative assets potentially generating economic growth and development;
- fosters income generation, job creation, and export earnings while promoting social inclusion, cultural diversity, and human development;
- embraces economic, cultural, and social aspects interacting with technology, intellectual property, and tourism objectives;
- is a set of knowledge-based economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy;
- is a feasible development option calling for innovative, multidisciplinary policy responses and inter-ministerial action.

The Informal Working Group on the Creative Economy discussed whether there was a need to revise or update the definitions established in the 2008 Creative Economy Report (UNCTAD and UNDP, 2008). Members of the working group agreed that the current definition stands the test of time. It encompasses the essence of what is widely considered creative industries and is broad enough to be applied in all countries. It also withstands rapid technological change that is transforming creative industries.

B. Old measurement framework

This chapter briefly presents UNCTAD's "old" measurement framework to put the proposed changes in a context. Regarding measurement and data collection, UNCTAD focuses only on international trade and compiles data on trade in creative goods and services using HS and EBOPS. To date, the classification system that UNCTAD has employed for creative goods has been hierarchical, featuring multiple levels of categorization to capture the breadth and specificity of creative commodities. This structured approach included:

- A foundational level, designated as CER001, which encompassed the entirety of "all creative goods", serving as a broad umbrella for the subsequent, more specific classifications.
- A secondary level, which further distilled "all creative goods" into seven distinct groups, each assigned a unique identifier from CER002 to CER008. These groups ranged from traditional arts and crafts to contemporary media and publishing.
- Within each of these seven groups, a tertiary level of classifications was established to further segment the creative goods into more detailed subcategories, allowing for a nuanced breakdown of the creative industries.

III. UNCTAD'S CREATIVE ECONOMY DEFINITION AND MEASUREMENT FRAMEWORK

- The most granular, fourth level consisted of individual goods, each linked to specific HS codes, which are internationally recognized numbers that identify the type of goods for customs declarations.

Table 5 and **Table 6** present the coverage of creative goods and the unchanged list of creative services that UNCTAD has used so far.

Table 5. UNCTAD's previous creative goods groups

Code	Label		
CER001	All creative goods		
	CER002	Art crafts	
		CER009	Carpets
		CER010	Celebration
		CER011	Other art crafts
		CER012	Paperware
		CER013	Wickerware
		CER014	Yarn
	CER003	Audiovisuals	
		CER015	Film
		CER016	CDs, DVDs, tapes
	CER004	Design	
		CER017	Architecture
		CER018	Fashion
		CER019	Glassware
		CER020	Interior
		CER021	Jewellery
		CER022	Toys
	CER005	New media	
		CER023	Recorded media
		CER024	Video games
	CER006	Performing arts	
		CER025	Musical instruments
		CER026	Printed music
	CER007	Publishing	
		CER027	Books
		CER028	Newspaper
	CER008	CER029	Other printed matter
		Visual arts	
		CER030	Antiques
		CER031	Painting
		CER032	Photography
		CER033	Sculpture

Source: UNCTAD.

III. UNCTAD'S CREATIVE ECONOMY DEFINITION AND MEASUREMENT FRAMEWORK

Table 6. EBOPS 2010 codes used to provide coverage of creative services

EBOPS code	EBOPS item name	UNCTAD regrouping
8.2	Licences for the use of outcomes of research and development	Research and development
8.3	Licences to reproduce and/or distribute computer software	Software
8.4	Licences to reproduce and/or distribute audiovisual and related products	Audiovisual
9.2.1	Computer services, software	Software
9.3	Information services	Information
10.1	Research and development	Research and development
10.2.2	Advertising, market research, and public opinion polling services	Advertising, market research, and architecture
10.3.1.1	Architectural services	
11.1	Audiovisual and related services	Audiovisual
11.2.3	Other personal, cultural, and recreational services, heritage and recreational services	Cultural, recreational, and heritage services

Source: UNCTAD.

The classification system utilized by UNCTAD to date has encountered a range of challenges, varying in gravity. Recognizing these issues is crucial as they underscore the importance of the updated framework UNCTAD proposes:

- Currently, HS and EBOPS do not link to industry classifications (ISIC or other regional versions like NACE or other classifications), which limits the data used in sector analysis, often presented using industry codes. Developing countries who wish to measure the economic contribution of their creative economies need to start by looking at available data about the industries considered creative. Therefore, there is a need for an industry list consistent with international trade statistics.
- The list of creative products, established by UNCTAD with the assistance of experts nearly two decades ago in 2008, now appears outdated in certain respects. Some included products, which may have originated from creative designs, have since transitioned to mass-produced items, losing their “creative” distinction in the process (i.e., certain crafts and design goods such as interior design products or carpets). This calls into question the rationale behind their continued inclusion.
- The digital transformation has led to a convergence of creative goods and services, further complicating the classification. Physical goods like books and music CDs have evolved into digital services such as e-books and music streaming, necessitating a framework that can adapt to such shifts and recognize emerging digital products.
- The current UNCTAD groupings are based on a dated version of the HS codes – the 2012 version. There is a 2022 version now in use.

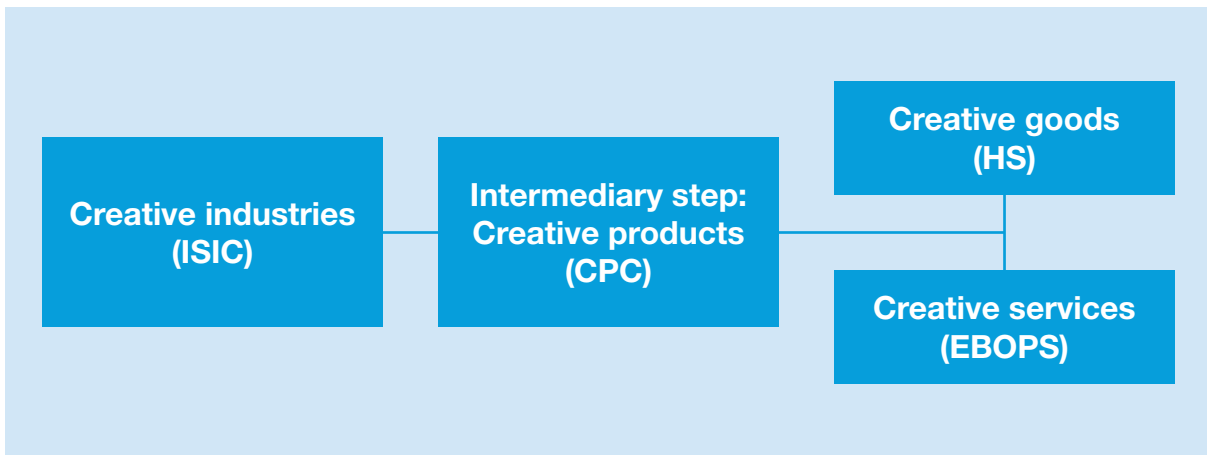
Addressing these issues is not merely a technical update; it is essential for creating a robust, relevant, and responsive framework that can capture the full spectrum and evolving nature of the creative economy. The updated framework aims to rectify these shortcomings, thus providing countries with a powerful tool to measure and leverage their creative economies effectively.

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C. Changes in the updated measurement framework

With these limitations, UNCTAD decided to review creative activities within ISIC as a first step to help update the coverage of creative goods and services for measuring international trade. The new version of ISIC (ISIC Rev. 5) was used to identify creative industries with their respective HS and EBOPS codes that could link creative industries and trade. As there is currently no direct correspondence between ISIC, HS, and EBOPS codes, we used CPC for goods and services to make the links between creative industries and international trade. **Figure 1** shows this methodology and the links between the classifications used.

Figure 1. Links between ISIC, CPC, HS and EBOPS



Source: UNCTAD.

The starting point for developing a UNCTAD creative industry list was to use a pre-existing classification of the creative industries, such as UNESCO's list of cultural industries, to reach synergies and facilitate understanding of cultural and creative scope. Using this classification as the baseline, the following amendments were made:

Applying the UNCTAD creative economy definition. UNCTAD has traditionally covered a wider scope of creative good groups and services than UNESCO. Especially, UNCTAD covers a larger group of industrially produced or handmade art crafts (*i.e.*, carpets, wickerware, yarn products), design products (*i.e.*, interior design, fashion accessories, glassware, toys), publishing, and new media products (*i.e.*, some video games related products). UNCTAD also considers software, research and development, and license-related services as creative.

Ensuring consistency between the list of creative industries and creative trade. The UNCTAD Informal Working Group on the Creative Economy suggested not to drop products from the previous UNCTAD list, because many of them (especially art crafts and design products, resulting from manufacturing activities) are too important for developing countries because of their cultural elements. Therefore, UNCTAD decided to update the classification and include some newly emerged products.

Applying the latest ISIC classification. The new version of ISIC (ISIC Revision 5) was used to link creative industries with their respective HS codes. Revision 5 of ISIC provides a better breakdown of some creative and cultural industries. ISIC Rev. 5 includes additional details to reflect cultural activities as well as conservation, restoration and other support activities for cultural heritage. It proposes new categories, especially for the ISIC Rev. 4 code 9000 Creative, Arts and Entertainment Activities.

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Box 1. Main changes in ISIC Rev. 5 compared to ISIC Rev. 4 related to creative industries

90 – Arts creation and performing arts activities

901 – Arts creation activities

902 – Performing arts

903 – Support activities to arts creation and performing arts

91 – Library, archives, museum and other cultural activities

911 – Library and archive activities

9111 – Library activities

9112 – Archive activities

912 – Museum, collection, historical site and monument activities

9121 – Museum and collection activities

9122 – Historical site and monument activities

913 – Conservation, restoration and other support activities for cultural heritage

914 – Botanical and zoological gardens and nature reserves activities

9141 – Botanical and zoological garden activities

9142 – Nature reserve and protected area activities

The ISIC Rev. 4 Section J – Information and communication is split into two sections in the new proposed structure:

- ISIC Rev. 5 Section J – Publishing, broadcasting, and content production and distribution activities
- ISIC Rev. 5 Section K – Telecommunications, computer programming, consultancy, computing infrastructure, and other information service activities.

Source: Guidance Note 16: Clarification on Cultural Products Resulting from Creative Industries developed within the Task Team for International Trade Statistics.

Applying the latest HS classification. The latest version of HS (HS 2022) was used to update UNCTAD's list of creative goods. HS codes are updated every five years to reflect technological advances and new products and eliminate obsolete goods and categories. As the creative economy is ever-evolving, a regular review of the product coverage is necessary.

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Box 2. Main changes in HS 2022 related to creative goods compared to HS 2012

Some HS2012 codes have been merged into a single HS2022 code. For example:

HS2012		HS2022	
370510	Photographic plates and film, exposed and developed, for offset reproduction (excl. products made of paper, paperboard or textiles and ready-to-use plates)	370500	Photographic plates and film; exposed and developed, other than cinematographic film
370590	Photographic plates and film, exposed and developed (excl. products made of paper, paperboard or textiles, cinematographic film and film for offset reproduction)		

Some HS2012 codes have been split up to several other codes in HS2022. For example:

HS2012		HS2022	
441900	Tableware and kitchenware, of wood (excl. interior fittings, ornaments, cooperage products, tableware and kitchenware components of wood, brushes, brooms and hand sieves)	441911	Tableware and kitchenware, of wood; of bamboo, bread boards, chopping boards and similar boards
		441912	Tableware and kitchenware, of wood; of bamboo, chopsticks
		441919	Tableware and kitchenware, of wood; of bamboo, n.e.c. in heading 4419
		441920	Tableware and kitchenware, of wood; of tropical wood
		441990	Tableware and kitchenware, of wood; not of bamboo or tropical wood

HS2012		HS2022	
442010	Statuettes and other ornaments, of wood (excl. wood marquetry and inlaid wood)	442011	Wood; statuettes and other ornaments, of tropical wood
		442019	Wood; statuettes and other ornaments, of other than tropical wood

HS2012		HS2022	
940381	Furniture of bamboo or rattan (excl. seats and medical, surgical, dental or veterinary furniture)	940382	Furniture; of bamboo
		940383	Furniture; of rattan

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HS2012		HS2022	
940530	Electric lighting sets of a kind used for Christmas trees	940531	Luminaires and light fittings; electric, lighting strings of a kind used for Christmas trees, for use solely with light-emitting diode (LED) light sources
		940539	Luminaires and light fittings; electric, lighting strings of a kind used for Christmas trees, for other than use solely with light-emitting diode (LED) light sources

HS2012		HS2022	
970110	Paintings, e.g. oil paintings, watercolours and pastels, and drawings executed entirely by hand (excl. technical drawings and the like of heading 4906, and hand-painted or hand-decorated manufactured articles)	970121	Paintings, drawings and pastels; executed entirely by hand, other than drawings of heading no. 4906, of an age exceeding 100 years
		970122	Mosaics; executed entirely by hand, other than drawings of heading no. 4906, of an age exceeding 100 years
		970129	Artwork; other than paintings, drawings, pastels mosaics, executed entirely by hand, other than drawings of heading no. 4906, of an age exceeding 100 years

HS2012		HS2022	
970190	Collages and similar decorative plaques	970191	Paintings, drawings and pastels; executed entirely by hand, other than drawings of heading no. 4906, of an age not exceeding 100 years
		970192	Mosaics; executed entirely by hand, other than drawings of heading no. 4906, of an age not exceeding 100 years
		970199	Artwork; other than paintings, drawings, pastels mosaics, executed entirely by hand, other than drawings of heading no. 4906, of an age not exceeding 100 years

Some HS codes changed. For example:

HS2012		HS2022	
490591	Maps and hydrographic or similar charts of all kinds, incl. atlases and topographical plans, printed and in book form (excl. globes, and maps and plans, in relief)	490520	Maps and hydrographic or similar charts; printed in book form, including atlases, topographical plans and similar
490599	Maps and hydrographic or similar charts of all kinds, incl. atlases, wall maps and topographical plans, printed (excl. those in book form, and maps, plans and globes, in relief)	490590	Maps and hydrographic or similar charts; (printed other than in book form), including wall maps, topographical plans and similar

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Some new codes were added to make the list more complete. Most of these products correspond to the same ISIC industry but were not included before. Examples of newly added products:

- 711790 - Imitation jewellery nes (jewellery)
- 920930 - Strings, musical instrument (musical instrument)
- 920991 - Parts and accessories for pianos (musical instrument)
- 920992 - Parts and accessories for string musical instruments (musical instrument)
- 920994 - Parts/accessories for electric amplified instruments (musical instrument)
- 920999 - Parts and accessories for the musical instruments nes (musical instrument)

Source: UNCTAD.

IV.

Tables of international classification codes for data collection

IV. TABLES OF INTERNATIONAL CLASSIFICATION CODES FOR DATA COLLECTION

A. Creative industries

Table 7 presents the list of creative industries proposed by UNCTAD following the above analysis. They are based on the joint UNCTAD-UNESCO proposal in the Guidance Note 16: Clarification on Cultural Products Resulting from Creative Industries developed within the Task Team for International Trade Statistics. The guidance note went through a global consultation with national statistical offices. It will feed into new international standards on statistics on international trade in goods and services.

The table regroups creative industries into ten main groups. These are (in alphabetical order): advertising and marketing; architecture; audiovisual, multimedia and photography; books and publishing; cultural and natural heritage; design: product, graphic and fashion design; manufacturing of crafts and design goods; music, performing and visual arts; software, video games, computer and web services; and research and development. The table highlights in yellow the industries contributing to the manufacturing of some creative goods but which also produce many other non-creative products. The creative industries listed below correspond to the creative goods and services covered in the international trade statistics compiled by UNCTAD.

The table could be a valuable tool for countries who wish to map and measure the economic contribution of their creative economy but who have not yet developed a definition or methodology. National Statistical Offices often already collect various economic data by ISIC (or equivalent) industry codes. Therefore, countries could use this table as a starting point.

Table 7. Creative industries using ISIC Rev. 5

Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description
Advertising and marketing	7310	Advertising activities
	7320	Market research and public opinion polling
Architecture	7110	Architectural and engineering, and related technical consultancy activities
Audiovisual, multimedia and photography	5911	Motion picture, video and television programme production activities
	5912	Motion picture, video and television programme post-production activities
	5913	Motion picture, video and television programme distribution activities
	5914	Motion picture projection activities
	6010	Radio broadcasting and audio distribution activities
	6020	Television programming and broadcasting and video distribution activities
	6031	News agency activities
	6039	Social network sites and other content distribution activities
	7420	Photographic activities
Books and publishing	4761	Retail sale of books, newspapers, stationery and office supplies
	5811	Publishing of books
	5812	Publishing of newspapers
	5813	Publishing of journals and periodicals
	5819	Other publishing activities
	7430	Translation and interpretation activities
	9111	Library activities

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description
Cultural and natural heritage	5310*	Postal activities
	9112	Archives activities
	9121	Museum and collection activities
	9122	Historical site and monument activities
	9130	Conservation, restoration and other support activities for cultural heritage
	9141	Botanical and zoological garden activities
	9142	Nature reserve activities
Design: product, graphic and fashion design	7410	Specialised design activities
Manufacturing of crafts and design goods	1391	Manufacture of knitted and crocheted fabrics
	1393	Manufacture of carpets and rugs
	1629	Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials
	2310	Manufacture of glass and glass products
	2393	Manufacture of other porcelain and ceramic products
	3211	Manufacture of jewellery and related articles
	3212	Manufacture of imitation jewellery and related articles
	1392*	Manufacture of made-up textile articles, except apparel
	1399*	Manufacture of other textiles n.e.c.
	1410*	Manufacture of wearing apparel, except fur apparel
	1420*	Manufacture of articles of fur
	1512*	Manufacture of luggage, handbags and the like, saddlery and harness of any material
	1701*	Manufacture of pulp, paper and paperboard
	1709*	Manufacture of other articles of paper and paperboard
	2220*	Manufacture of plastics products
	2593*	Manufacture of cutlery, hand tools and general hardware
	2599*	Manufacture of other fabricated metal products n.e.c.
	2740*	Manufacture of lighting equipment
	2829*	Manufacture of other special-purpose machinery
	3101*	Manufacture of wooden furniture
	3102*	Manufacture of other furniture
	3240*	Manufacture of games and toys
	3250*	Manufacture of medical and dental instruments and supplies
	3290*	Other manufacturing n.e.c.

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description
Music, performing and visual arts	1820	Reproduction of recorded media
	3220	Manufacture of musical instruments
	5920	Sound recording and music publishing activities
	8552	Cultural education
	9011	Literary creation and musical composition activities
	9012	Visual arts creation activities
	9013	Other arts creation activities
	9020	Activities of performing arts
	9031	Operation of arts facilities and sites
	9039	Other support activities to arts creation and performing arts
Software, video games, computer and web services	2619*	Manufacture of electronic components and boards n.e.c.
	2620*	Manufacture of computers and peripheral equipment
	2640*	Manufacture of consumer electronics
	5821	Publishing of video games
	5829	Other software publishing
	6211	Development of video games, video game software, and video game software tools
	6219	Other computer programming activities
	6220	Computer consultancy and computer facilities management activities
	6290	Other information technology and computer service activities
	6310	Computing infrastructure, data processing, hosting and related activities
6390	Web search portals activities and other information service activities	
Research and development	7210	Research and experimental development on natural sciences and engineering
	7220	Research and experimental development on social sciences and humanities
	7740	Leasing of intellectual property and similar products, except copyrighted works

* Indicative list of industries contributing to the manufacturing of some creative goods.

Handmade goods, artisanal goods, or handicrafts are a key component of the creative sector, especially in developing countries. However, there is no distinction between handmade and mass-produced goods in the Harmonised System. Certain industries produce artworks, carpets, paperware, wickerware, yarn, fashion accessories, glassware, interior design goods, toys, etc., that are handmade and/or considered as an important creative good. But, these industries also create other mass-produced goods that are not creative. Therefore, considering all related manufacturing industries as creative would result in an over-estimation of the sector. To be coherent with the established HS codes of creative goods, the table distinguishes creative industry groups and an "Indicative list of industries contributing to the manufacturing of some creative goods."

B. Creative goods and services

Table 8 presents the links between creative industries (shown in ISIC codes) and creative goods and services (shown in HS and EBOPS codes, respectively) included in international trade statistics. The table is also based on the joint UNCTAD-UNESCO proposal in Guidance Note 16: Clarification on Cultural Products Resulting from Creative Industries and went through a global consultation.

IV. TABLES OF INTERNATIONAL CLASSIFICATION CODES FOR DATA COLLECTION

As discussed above, there is no direct correspondence between HS and EBOPS. As a first step, we used an ISIC-CPC correspondence, and then, as a second step, we used the CPC-HS and CPC-EBOPS correspondence. The table summarizes the codes without including the CPC. Firms in the same economic activity (as per ISIC code) can produce both goods and/or services. Therefore, the table presents the HS and EBOPS codes representing the goods or services that can be traded.

There are significant changes compared to UNCTAD's "old" measurement framework. First, the table links creative goods and services in international trade to the creative industries. Second, the analytical categories follow the ten categories used for creative industries (advertising and marketing; architecture; audiovisual, multimedia and photography, etc.). The new categories provide a more up-to-date, nuanced, and accurate picture of the creative economy. Third, to be future-proof, the table uses the new ISIC Rev. 5 and HS2022 classifications. As many developing countries use previous classifications, the Annex includes correspondence tables (to be added later).

The table could be a valuable tool for countries who wish to measure their participation in the international trade of creative goods and services. UNCTAD's Creative Economy Outlook 2024 will present international trade statistics in creative goods and services following the new structure.

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Table 8. Creative goods and services in international trade using HS 2022 and EBOPS 2010

Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
Advertising and marketing	7310	Advertising activities			10.2.2	Advertising; market research; and public opinion polling
	7320	Market research and public opinion polling				
Architecture	7110	Architectural and engineering, and related technical consultancy activities	490600	Plans & drawings for architectural etc. originals drawn by hand & copier	10.3.1.1	Architectural services
Audiovisual, multimedia and photography	5911	Motion picture, video and television programme production activities	370610	Cinematograph film, exposed & developed, of a width of 35 mm or more	11.1.1	Audiovisual services
			370690	Cinematograph film, exposed & developed, nes	11.1.1	Audiovisual services
	5912	Motion picture, video and television programme post-production activities			11.1.1	Audiovisual services
	5913	Motion picture, video and television programme distribution activities			11.1.1	Audiovisual services
	5914	Motion picture projection activities			11.1.1	Audiovisual services
	6010	Radio broadcasting and audio distribution activities				
	6020	Television programming and broadcasting and video distribution activities				
	6031	News agency activities			9.3.1	News agency services
	6039	Social network sites and other content distribution activities				
	7420	Photographic activities	370500	Photographic plates and film; exposed and developed, other than cinematographic film		
Books and publishing	4761	Retail sale of books, newspapers, stationery and office supplies			11.1.2	Artistic related services
	5811	Publishing of books	490110	Brochures, leaflets and similar printed matter, in single sheets	8.4	Licenses to reproduce and/or distribute audiovisual and related products
			490191	Dictionaries and encyclopedias, and serial instalments thereof		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			490199	Books, brochures, leaflets and similar printed matter, nes		
			490300	Children's picture, drawing or coloring books		
			490520	Maps and hydrographic or similar charts; printed in book form, including atlases, topographical plans and similar		
			490590	Maps and hydrographic or similar charts; (printed other than in book form), including wall maps, topographical plans and similar		
	5812	Publishing of newspapers	490210	Newspapers, journals & periodicals, appearing at least four times a week		
			490290	Newspapers, journals and periodicals, nes		
	5813	Publishing of journals and periodicals				
	5819	Other publishing activities	490110	Brochures, leaflets and similar printed matter, in single sheets		
			490810	Transfers (decalcomanias), vitrifiable		
			490890	Transfers (decalcomanias), nes		
			490900	Postcards, printed or illustrated; printed greeting cards		
			491000	Calendars of any kind, printed, including calendar blocks		
			491110	Printed matter; trade advertising material, commercial catalogues and the like		
	7430	Translation and interpretation activities				
	9111	Library activities			9.3.2	Information services - Other information services

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
Cultural and natural heritage	5310*	Postal activities	970400	Stamps, postage or revenue; stamp-postmarks, first-day covers, postal stationery (stamped paper) and like, used or unused, other than those of heading 4907		
	9112	Archives activities			9.3.2	Information services - Other information services
	9121	Museum and collection activities	970121	Paintings, drawings and pastels; executed entirely by hand, other than drawings of heading no. 4906, of an age exceeding 100 years		
			970122	Mosaics; executed entirely by hand, other than drawings of heading no. 4906, of an age exceeding 100 years	11.1.2	Artistic related services
			970129	Artwork; other than paintings, drawings, pastels mosaics, executed entirely by hand, other than drawings of heading no. 4906, of an age exceeding 100 years	11.1.2	Artistic related services
			970210	Engravings, prints and lithographs; original of an age exceeding 100 years	11.1.2	Artistic related services
			970310	Sculptures and statuary; original, in any material, of an age exceeding 100 years	11.1.2	Artistic related services
			970510	Collections and collectors' pieces; of archaeological, ethnographic or historical interest	11.2.3	Heritage and recreational services
			970531	Collections and collectors' pieces; of numismatic interest, of an age exceeding 100 years	11.2.3	Heritage and recreational services
			970539	Collections and collectors' pieces; of numismatic interest, of an age not exceeding 100 years		
			970610	Antiques; of an age exceeding 250 years	11.2.3	Heritage and recreational services
			970690	Antiques; of an age exceeding 100 years but not exceeding 250 years	11.2.3	Heritage and recreational services
	9122	Historical site and monument activities			11.2.3	Heritage and recreational services
	9130	Conservation, restoration and other support activities for cultural heritage				

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
	9141	Botanical and zoological garden activities	970521	Collections and collectors' pieces; of zoological, botanical, mineralogical, anatomical or palaeontological interest, human specimens and parts thereof		
			970522	Collections and collectors' pieces; of zoological, botanical, mineralogical, anatomical or palaeontological interest, extinct or endangered species and parts thereof		
			970529	Collections and collectors' pieces; of zoological, botanical, mineralogical, anatomical or palaeontological interest, other than human species, extinct or endangered species and parts thereof		
	9142	Nature reserve activities				
Design: product, graphic and fashion design	7410	Specialised design activities				
Manufacturing of crafts and design goods	1391	Manufacture of knitted and crocheted fabrics	600240	Fabrics; knitted or crocheted, other than those of heading 60.01, of a width not exceeding 30 cm, containing by weight 5% or more of elastomeric yarn but not containing rubber thread		
			600290	Fabrics; knitted or crocheted, other than those of heading 60.01, of a width not exceeding 30 cm, containing by weight 5% or more of elastomeric yarn or rubber thread		
			600310	Fabrics; knitted or crocheted fabrics, other than those of heading 60.01 and 60.02, of a width not exceeding 30 cm, of wool or fine animal hair		
			600320	Fabrics; knitted or crocheted fabrics, other than those of heading 60.01 and 60.02, of a width not exceeding 30 cm, of cotton		
			600330	Fabrics; knitted or crocheted fabrics, other than those of heading 60.01 and 60.02, of a width not exceeding 30 cm, of synthetic fibres		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			600340	Fabrics; knitted or crocheted fabrics, other than those of heading 60.01 and 60.02, of a width not exceeding 30 cm, of artificial fibres		
			600390	Fabrics; knitted or crocheted fabrics, other than those of heading 60.01 and 60.02, of a width not exceeding 30 cm, other than of wool and fine animal hair, cotton, synthetic or artificial fibres		
			600410	Fabrics; knitted or crocheted fabrics of a width exceeding 30 cm, other than those of heading 60.01, containing by weight 5% or more of elastomeric yarn but not containing rubber thread		
			600490	Fabrics; knitted or crocheted, other than those of heading 60.01, of a width exceeding 30 cm, containing by weight 5% or more of elastomeric yarn or rubber thread,		
	1393	Manufacture of carpets and rugs	570110	Carpets and other textile floor coverings; knotted, of wool or fine animal hair, whether or not made up		
			570190	Carpets and other textile floor coverings; knotted, of textile materials (other than wool or fine animal hair), whether or not made up		
			570210	Carpets and other textile floor coverings; woven, (not tufted or flocked), whether or not made up, including kelem, schumacks, karamanie and similar hand-woven rugs		
			570231	Carpets & other textile floor coverings woven of pile construction not made up of wool/fine animal hair		
			570232	Carpets and other textile floor coverings; woven, (not tufted or flocked), of man-made textile materials, of pile construction, not made up, n.e.c. in item no. 5702.10 or 5702.20		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			570239	Carpets and other textile floor coverings; woven, (not tufted or flocked), of textile materials (other than man-made, wool or fine animal hair), of pile construction, not made up, n.e.c. in item no. 5702.10 or 5702.20		
			570241	Carpets and other textile floor coverings; woven, (not tufted or flocked), of wool or fine animal hair, of pile construction, made up, n.e.c. in item no. 5702.10 or 5702.20		
			570242	Carpets and other textile floor coverings; woven, (not tufted or flocked), of man-made textile materials, of pile construction, made up, n.e.c. in item no. 5702.10 or 5702.20		
			570249	Carpets and other textile floor coverings; woven, (not tufted or flocked), of textile materials (other than man-made, wool or fine animal hair), of pile construction, made up, n.e.c. in item no. 5702.10 or 5702.20		
			570250	Carpets and other textile floor coverings; woven, (not tufted or flocked), not of pile construction, not made up, n.e.c. in item no. 5702.10 or 5702.20		
			570291	Carpets and other textile floor coverings; woven, (not tufted or flocked), of wool or fine animal hair, (not of pile construction), made up, n.e.c. in item no. 5702.10 or 5702.20		
			570292	Carpets and other textile floor coverings; woven, (not tufted or flocked), of man-made textile materials, (not of pile construction), made up, n.e.c. in item no. 5702.10 or 5702.20		
			570299	Carpets and other textile floor coverings; woven, (not tufted or flocked), of textile materials (other than man-made or wool or fine animal hair, not of pile construction), made up, n.e.c. in item no. 5702.10 or 5702.20		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			570410	Textile floor coverings; felt tiles, (not tufted or flopped), whether or not made up, having a maximum surface area of 0.3m2		
			570329	Carpets; tufted, of nylon or other polyamides, whether or not made up		
			570331	Carpets and other textile floor coverings; tufted, of other man-made textile materials (other than polyamides), whether or not made up		
			570500	Carpets and other textile floor coverings; n.e.c. in chapter 57, whether or not made up		
	1629	Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials	441911	Tableware and kitchenware, of wood; of bamboo, bread boards, chopping boards and similar boards		
			441912	Tableware and kitchenware, of wood; of bamboo, chopsticks		
			441919	Tableware and kitchenware, of wood; of bamboo, n.e.c. in heading 4419		
			441920	Tableware and kitchenware, of wood; of tropical wood		
			441990	Tableware and kitchenware, of wood; not of bamboo or tropical wood		
			442011	Wood; statuettes and other ornaments, of tropical wood		
			442019	Wood; statuettes and other ornaments, of other than tropical wood		
			442090	Wood; marquetry and inlaid wood, caskets and cases for jewellery or cutlery and similar articles of wood, wooden articles of furniture not falling in chapter 94		
			460121	Plaiting materials, plaits and similar products of plaiting materials; mats, matting and screens, of bamboo		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			460122	Plaiting materials, plaits and similar products of plaiting materials; mats, matting and screens, of rattan		
			460129	Plaiting materials, plaits and similar products of plaiting materials; mats, matting and screens, of vegetable materials other than bamboo or rattan		
			460192	Plaiting materials, plaits and similar products of plaiting materials; (not mats, matting or screens), of bamboo		
			460193	Plaiting materials, plaits and similar products of plaiting materials; (not mats, matting or screens), of rattan		
			460194	Plaiting materials, plaits and similar products of plaiting materials; (not mats, matting or screens), of vegetable materials other than bamboo or rattan		
			460199	Plaiting materials, plaits and similar products of plaiting materials; products of non-vegetable materials		
			460211	Basketwork, wickerwork and other articles; of bamboo, made directly to shape from plaiting materials or made up from goods of heading no. 4601		
			460212	Basketwork, wickerwork and other articles; of rattan, made directly to shape from plaiting materials or made up from goods of heading no. 4601		
			460219	Basketwork, wickerwork and other articles; of vegetable materials (not bamboo or rattan), made directly to shape from plaiting materials or made up from goods of heading no. 4601; articles of loofah		

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			460290	Basketwork, wickerwork and other articles; of non-vegetable materials, made directly to shape from plaiting materials or made up from goods of heading no. 4601		
			570220	Carpets and other textile floor coverings; woven, (not tufted or flopped), whether or not made up, of coconut fibres (coir)		
	2310	Manufacture of glass and glass products	701310	Glassware; of a kind used for table, kitchen, toilet, office, indoor decoration or similar purposes (other than of heading no. 7010 or 7018), of glass-ceramics		
			701322	Stemware drinking glasses, of lead crystal		
			701328	Stemware drinking glasses, other than of lead crystal or glass-ceramics		
			701333	Glassware; drinking glasses (not stemware), of lead crystal		
			701337	Glassware; drinking glasses (not stemware), other than of lead crystal or glass-ceramics		
			701341	Glassware of a kind used for table or kitchen purposes (not drinking glasses), of lead crystal		
			701342	Glassware of a kind used for table or kitchen purposes (not drinking glasses), of glass having a linear coefficient of expansion not exceeding 5 x 10 (to the minus 6), (or 0.000005) per Kelvin within a temperature range of 0-300 degrees C		
			701349	Glassware of a kind used for table or kitchen purposes (not drinking glasses or of glass-ceramics), of glass n.e.c. in item no. 7013.4		
			701391	Glassware; n.e.c. in heading no. 7013, of lead crystal		
			701399	Glassware; n.e.c. in heading no. 7013, other than of lead crystal		

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			701890	Glass; articles thereof, statuettes and other ornaments of lamp worked glass, other than imitation jewellery		
	2393	Manufacture of other porcelain and ceramic products	691110	Tableware and kitchenware; of porcelain or china		
			691190	Household and toilet articles; n.e.c. in heading no. 6911, of porcelain or china		
			691200	Ceramic tableware, kitchenware, other household articles and toilet articles; other than of porcelain or china		
			691310	Ceramic statuettes and other ornamental ceramic articles, of porcelain or china		
			691390	Ceramic statuettes and other ornamental ceramic articles; other than of porcelain or china		
			691410	Ceramic articles n.e.c. in chapter 69; of porcelain or china		
			691490	Ceramic articles n.e.c. in chapter 69; other than of porcelain or china		
	3211	Manufacture of jewellery and related articles	711311	Jewellery and parts, silver, including plated silver		
			711319	Jewellery and parts of precious metal except silver		
			711320	Jewellery, parts, base metal clad with precious metal		
			711411	Silver wares, silver ware plated with precious metal		
			711419	Gold/silversmith wares of/clad with precious metal		
			711420	Gold, silversmith wares, base clad with precious metal		
			711610	Articles of natural or cultured pearls		
			711620	Articles of precious, semi-precious, artificial stone		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
	3212	Manufacture of imitation jewellery and related articles	711711	Cuff-links and studs of base metal, plated or not		
			711719	Imitation jewellery nes of base metal including plate		
			711790	Imitation jewellery nes		
	1392*	Manufacture of made-up textile articles, except apparel	580500	Tapestries; hand-woven, (Gobelins, Flanders, Aubusson, Beauvais and the like) and needle-worked tapestries (e.g. petit point, cross-stitch) whether or not made up		
			581100	Quilted textile products; in the piece, composed of one or more layers of textile materials assembled with padding by stitching or otherwise (excluding embroidery of heading no. 5810)		
			630232	Bed linen; of man-made fibres (not printed, knitted or crocheted)		
			630240	Table linen; knitted or crocheted		
			630411	Bedspreads; knitted or crocheted		
			630491	Furnishing articles; excluding those of heading no. 9404, n.e.c. in heading 6304, knitted or crocheted		
			630800	Fabrics, woven and yarn; in sets, whether or not with accessories, for making up into rugs, tapestries, embroidered table cloths or serviettes or similar textile articles, packaged for retail sale		
	1399*	Manufacture of other textiles n.e.c.	580430	Lace; handmade, in the piece, in strips or motifs, (other than fabrics of headings 60.02 to 60.06)		
			580610	Fabrics; woven pile (including terry towelling and similar terry fabrics) and chenille fabrics (excluding goods of heading 5807)		
			580620	Fabrics; narrow (excluding pile fabrics), containing by weight 5% or more of elastomeric yarn or rubber thread		

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			580631	Fabrics; narrow woven fabrics, n.e.c. in heading no. 5806, of cotton (excluding goods of heading no. 5807)		
			580632	Fabrics, narrow woven fabrics, n.e.c. in heading no. 5806, of man-made fibres (excluding goods of heading no. 5807)		
			580639	Fabrics; narrow woven fabrics, n.e.c. in heading no. 5806, of textile materials n.e.c. in item no. 5806.3 (excluding goods of heading no. 5807)		
			580640	Fabrics; narrow woven, consisting of warp without weft, assembled by means of an adhesive (bolducs)		
			580810	Braids; in the piece		
			580890	Ornamental trimmings; tassels, pompons and similar articles; ornamental trimmings in the piece, without embroidery, other than knitted or crocheted		
			580900	Fabrics, woven; of metal thread and metallised yarn of heading no. 5605, of a kind used in apparel, as furnishing fabrics or similar purposes; n.e.c. or included		
			581010	Embroidery; without visible ground, in the piece, in strips or in motifs		
			581091	Embroidery; with visible ground, of cotton, in the piece, in strips or in motifs		
			581092	Embroidery; with visible ground, of man-made fibres, in the piece, in strips or in motifs		
			581099	Embroidery; with visible ground, of textile materials (other than cotton and man-made fibres), in the piece, in strips or in motifs		
			580410	Tulles and other net fabrics; excluding woven, knitted or crocheted fabrics, (other than fabrics of headings 60.02 to 60.06)		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			580421	Lace; mechanically made, of man-made fibres in the piece, in strips or in motifs, (other than fabrics of headings 60.02 to 60.06)		
			580429	Lace; mechanically made, of textile materials, (other than man-made fibres), in the piece, in strips or motifs, (other than fabrics of headings 60.02 to 60.06)		
	1410*	Manufacture of wearing apparel, except fur apparel	420310	Apparel; articles of apparel, of leather or of composition leather		
			420329	Clothing accessories; gloves, mittens and mitts, n.e.c. in heading no. 4203, of leather or composition leather, not specially designed for use in sports		
			420330	Clothing accessories; belts and bandoliers, of leather or of composition leather		
			420340	Clothing accessories; of leather or of composition leather, n.e.c. in heading no. 4203		
			430310	Furskin articles; apparel and clothing accessories		
			611710	Shawls, scarves, mufflers, mantillas, veils and the like; knitted or crocheted		
			611780	Clothing accessories; knitted or crocheted, n.e.c. in heading no. 6117		
			611790	Clothing; parts, knitted or crocheted		
			621410	Shawls, scarves, mufflers, mantillas, veils and the like; of silk or silk waste (not knitted or crocheted)		
			621420	Shawls, scarves, mufflers, mantillas, veils and the like; of wool or fine animal hair (not knitted or crocheted)		
			621430	Shawls, scarves, mufflers, mantillas, veils and the like; of synthetic fibres (not knitted or crocheted)		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			621440	Shawls, scarves, mufflers, mantillas, veils and the like; of artificial fibres (not knitted or crocheted)		
			621490	Shawls, scarves, mufflers, mantillas, veils and the like; of textile materials n.e.c. in heading no. 6214 (not knitted or crocheted)		
			621510	Ties, bow ties and cravats; of silk or silk waste (not knitted or crocheted)		
			621520	Ties, bow ties and cravats; of man-made fibres (not knitted or crocheted)		
			621590	Ties, bow ties and cravats; of textile materials other than silk or man-made fibres (not knitted or crocheted)		
			621710	Clothing accessories; other than those of heading no. 6212 (not knitted or crocheted)		
			621790	Clothing; parts of garments or of clothing accessories, other than those of heading no. 6212 (not knitted or crocheted)		
	1420*	Manufacture of articles of fur	650400	Hats and other headgear; plaited or made by assembling strips of any material, whether or not lined or trimmed		
			650500	Hats and other headgear; knitted or crocheted, or made up from lace, felt or other textile fabric, in the piece (but not in strips), whether or not lined or trimmed; hair-nets of any material, whether or not lined or trimmed		
			650699	Headgear; (other than safety headgear), (of materials other than rubber or plastic), whether or not lined or trimmed		
	1512*	Manufacture of luggage, handbags and the like, saddlery and harness of any material	420211	Cases and containers; trunks, suit-cases, vanity-cases, executive-cases, brief-cases, school satchels and similar containers, with outer surface of leather or of composition leather		

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			420212	Cases and containers; trunks, suit-cases, vanity-cases, executive-cases, brief-cases, school satchels and similar containers, with outer surface of plastics or of textile materials		
			420221	Cases and containers; handbags (whether or not with shoulder strap and including those without handle), with outer surface of leather or of composition leather		
			420222	Cases and containers; handbags (whether or not with shoulder strap and including those without handle), with outer surface of sheeting of plastics or of textile materials		
			420231	Cases and containers; of a kind normally carried in the pocket or in the handbag, with outer surface of leather or of composition leather		
			420232	Cases and containers; of a kind normally carried in the pocket or in the handbag, with outer surface of sheeting of plastics or of textile materials		
			420292	Cases and containers; n.e.c. in heading 4202, with outer surface of sheeting of plastics or of textile materials		
	1701*	Manufacture of pulp, paper and paperboard	480100	Newsprint; made of fibres obtained essentially by a chemi-mechanical process or of a weight, per m ² , of more than 57g but not more than 65g, in rolls or sheets		
			480210	Handmade paper or paperboard		
	1709*	Manufacture of other articles of paper and paperboard	481420	Wallpaper and similar wall coverings; coated or covered on the face side, with a grained, embossed, coloured, design-printed or otherwise decorated layer of plastics		
			481490	Wallpaper and similar wall coverings and window transparencies of paper; n.e.c. in heading 4814		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			590500	Textile wall coverings of fabrics impregnated, coated, covered or laminated		
	2220*	Manufacture of plastics products	392640	Plastics; statuettes and other ornamental articles		
	2593*	Manufacture of cutlery, hand tools and general hardware	821510	Cutlery; sets of assorted articles (e.g. spoons, forks, ladles, skimmers, cake-servers, fish-knives, butter-knives, sugar tongs and similar), with at least one article plated with precious metal		
			821520	Cutlery; sets of assorted articles (e.g. spoons, forks, ladles, skimmers, cake-servers, fish-knives, butter knives, sugar tongs and similar), not plated with precious metal		
			821591	Cutlery; (e.g. spoons, forks, ladles, skimmers, cake-servers, fish-knives, butter-knives, sugar tongs and similar), plated with precious metal, not in sets		
	2599*	Manufacture of other fabricated metal products n.e.c.	830610	Bells, gongs and the like; non-electric, of base metal		
			830621	Statuettes and other ornaments; of base metal plated with precious metal		
			830629	Statuettes and other ornaments; of base metal other than plated with precious metal		
	2740*	Manufacture of lighting equipment	940519	Chandeliers and electric ceiling or wall light fittings; (excluding those used for lighting public open spaces or thoroughfares), for use other than with light-emitting diode (LED) light sources		
			940531	Luminaires and light fittings; electric, lighting strings of a kind used for Christmas trees, for use solely with light-emitting diode (LED) light sources		
			940539	Luminaires and light fittings; electric, lighting strings of a kind used for Christmas trees, for other than use solely with light-emitting diode (LED) light sources		
	2829*	Manufacture of other special-purpose machinery	950810	Travelling circuses and travelling menageries		

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	3101*	Manufacture of wooden furniture	940340	Furniture; wooden, for kitchen use		
			940350	Furniture; wooden, for bedroom use		
			940360	Furniture; wooden, other than for office, kitchen or bedroom use		
	3102*	Manufacture of other furniture	940320	Furniture; metal, other than for office use		
			940382	Furniture; of bamboo		
			940383	Furniture; of rattan		
			940389	Furniture; of cane, osier, or similar materials (other than bamboo or rattan)		
	3240*	Manufacture of games and toys	950300	Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys; reduced-size (scale) models and similar recreational models, working or not; puzzles of all kinds		
			950420	Billiard articles and accessories of all kinds		
			950440	Games; playing cards		
			950490	Games; articles for funfair, table or parlour games, including pintables, special tables for casino games, automatic bowling alley equipment, n.e.c. in heading 9504		
			950430	Games; operated by coins, banknotes, bank cards, tokens or by other means of payment, other than billiard articles and accessories, and automatic bowling alley equipment		
	3250*	Manufacture of medical and dental instruments and supplies	960190	Bone, tortoise shell, horn, antlers, coral, mother-of-pearl and other animal carving material and articles thereof (including articles obtained by moulding)		
			900410	Sunglasses; corrective, protective or other		
	3290*	Other manufacturing n.e.c.	950510	Christmas festivity articles		

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
			950590	Festive, carnival or other entertainment articles including novelty jokes and conjuring tricks; other than Christmas festivity articles		
			670290	Flowers, foliage and fruit, artificial, and parts thereof; articles made of artificial flowers, foliage or fruit, of materials other than plastics		
			960110	Ivory and articles thereof; worked		
			960200	Vegetable, mineral carving material and articles of these materials, moulded or carved articles of wax, stearin, natural gums, resins or modelling pastes, worked unhardened gelatin (not heading no. 3503)		
Music, performing and visual arts	1820	Reproduction of recorded media	852321	Magnetic media; cards incorporating a magnetic stripe, whether or not recorded, excluding products of Chapter 37		
	3220	Manufacture of musical instruments	920110	Upright pianos, including auto-players		
			920120	Grand pianos, including auto-players		
			920190	Harpsichords, keyboard stringed instruments nes		
			920210	String musical instruments played with a bow		
			920290	String musical instruments nes		
			920510	Brass-wind instruments		
			920590	Wind musical instruments except brass		
			920600	Percussion musical instruments		
			920710	Keyboard instruments electrical/requiring amplifier		
			920790	Musical instruments nes, electric/requiring amplifier		
			920810	Musical boxes		
			920890	Musical instruments etc nes		

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			920930	Strings, musical instrument		
			920991	Parts and accessories for pianos		
			920992	Parts and accessories for string musical instruments		
			920994	Parts/accessories for electric amplified instruments		
			920999	Parts and accessories for the musical instruments		
	5920	Sound recording and music publishing activities	490400	Music, printed or in manuscript	11.1.1	Audiovisual services
			852380	Media n.e.c. in heading 8523, whether or not recorded, excluding products of Chapter 37		
	8552	Cultural education				
	9011	Literary creation and musical composition activities			11.1.2	Artistic related services
	9012	Visual arts creation activities	491191	Pictures, designs and photographs		
			970191	Paintings, drawings and pastels; executed entirely by hand, other than drawings of heading no. 4906, of an age not exceeding 100 years	11.1.2	Artistic related services
			970192	Mosaics; executed entirely by hand, other than drawings of heading no. 4906, of an age not exceeding 100 years	11.1.2	Artistic related services
			970199	Artwork; other than paintings, drawings, pastels mosaics, executed entirely by hand, other than drawings of heading no. 4906, of an age not exceeding 100 years	11.1.2	Artistic related services
			970290	Engravings, prints and lithographs; original of an age not exceeding 100 years	11.1.2	Artistic related services
			970390	Sculptures and statuary; original, in any material, of an age not exceeding 100 years	11.1.2	Artistic related services
	9013	Other arts creation activities				

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
	9020	Activities of performing arts				
	9031	Operation of arts facilities and sites				
	9039	Other support activities to arts creation and performing arts				
Software, video games, computer and web services	2619*	Manufacture of electronic components and boards n.e.c.	852352	Semiconductor media; smart cards, whether or not recorded, excluding products of Chapter 37		
			852359	Semiconductor media; other than smart cards, whether or not recorded, excluding products of Chapter 37		
	2620*	Manufacture of computers and peripheral equipment	852351	Semiconductor media; solid-state non-volatile storage devices, whether or not recorded, excluding products of Chapter 37		
	2640*	Manufacture of consumer electronics				
	5821	Publishing of video games	950450	Games; video game consoles and machines, other than those of subheading 9504.30		
	5829	Other software publishing	852329	Magnetic media for the recording of sound/of other phenomena, but excl. products of Ch. 37., other than cards incorporating a magnetic stripe	8.3	Licenses to reproduce and/or distribute computer software
			852341	Optical media for the recording of sound or of other phenomena, unrecorded (excl. goods of chapter 37)		
			852349	Optical media for the recording of sound or of other phenomena (excl. unrecorded and goods of chapter 37)		
	6211	Development of video games, video game software, and video game software tools				
	6219	Other computer programming activities			9.2.1	Computer services - Computer software
	6220	Computer consultancy and computer facilities management activities			9.2.2	Computer services - Other computer services
	6290	Other information technology and computer service activities				

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Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	HS 2022	HS description	EBOPS 2010	EBOPS description
	6310	Computing infrastructure, data processing, hosting and related activities				
	6390	Web search portals activities and other information service activities				
Research and development	7210	Research and experimental development on natural sciences and engineering			10.1.1.1	Provision of customized and non-customized research and development services
	7220	Research and experimental development on social sciences and humanities			10.1.1.2	Sale of proprietary rights arising from research and development
					10.1.1.1	Provision of customized and non-customized research and development services
	7740	Leasing of intellectual property and similar products, except copyrighted works			8.2	Licenses for the use of outcomes of research and development
					10.2.2	Advertising; market research; and public opinion polling

* Indicative list of industries contributing to the manufacturing of some creative and cultural goods

Some HS codes could correspond to several ISIC codes. However, to avoid repetition, HS codes are included only under one corresponding ISIC category.

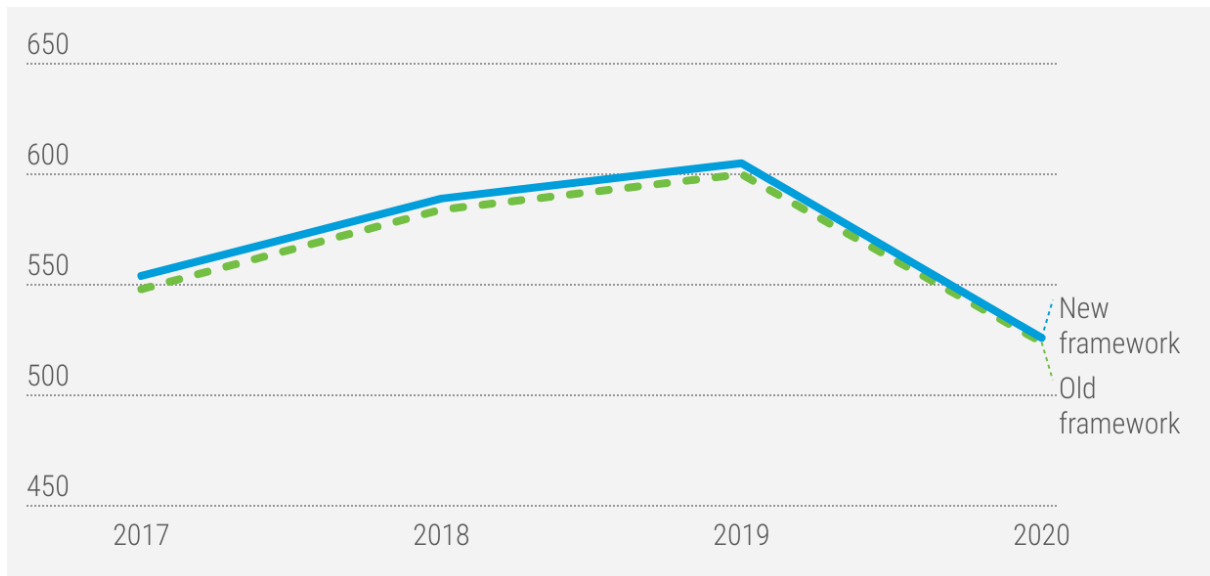
V.

**Impact of change in
statistical coverage**

V. IMPACT OF CHANGE IN STATISTICAL COVERAGE

As expected, changes in the statistical coverage of creative goods do not significantly change the value of global exports in creative trade (see **Figure 2**), as no creative goods were dropped (as per request by the UNCTAD Informal Working Group on the Creative Economy) and only 33 goods were added during the update of the statistical classifications. There will be no change in the coverage of trade in creative services.

Figure 2. Global exports of creative goods calculated with UNCTAD’s “updated” and “old” framework (US\$ billion)



Source: UNCTAD.

However, the updated framework will change the analytical categories showing creative product groups. The new product groups will reflect the list of creative industries.

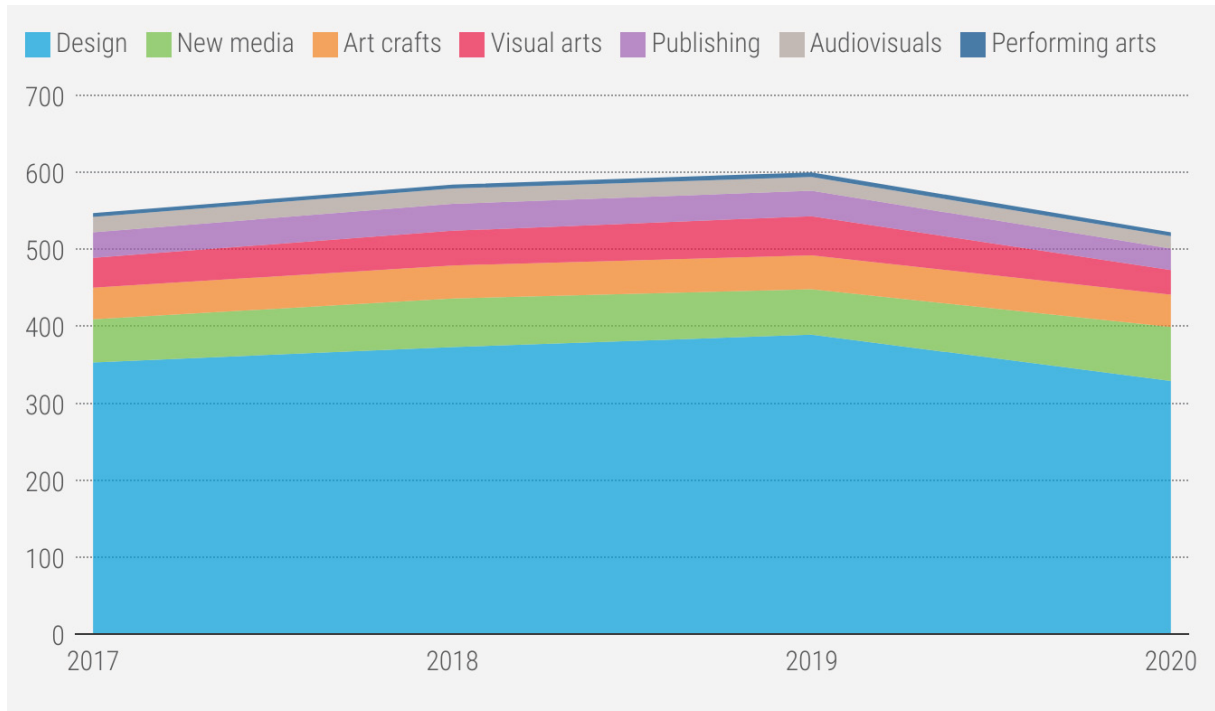
Figure 3 shows the product groups in the “old” framework. Design goods have been dominating creative goods exports (UNCTAD, 2022). In 2020, design goods accounted for 62.9 per cent of total creative goods exports, followed by new media products (13.4 per cent), art crafts (8 per cent), visual arts (6.2 per cent), publishing (5.4 per cent), audio-visuals (3.1 per cent), and performing arts (1 per cent). Among design goods, the main exported products are interior design products (20.1 per cent of total creative exports), fashion (15.9 per cent), jewellery (15.3 per cent), and toys (11.4 per cent).

Figure 4 presents data using the “updated” framework, regrouping products according to the creative industries. In 2020, manufacturing crafts and design goods comprised 73 per cent of global creative merchandise exports. Software, video games, computer and web services accounted for 13.6 per cent, books and publishing for 4.7 per cent, and music, performing and visual arts for 4.5 per cent. Because of the large share of crafts and design goods in the world’s creative goods exports, we suggest further sub-groups for this category, such as carpets, fashion accessories, interior design goods, toys, wickerware, yarn, and jewellery. **Figure 5** shows the world

V. IMPACT OF CHANGE IN STATISTICAL COVERAGE

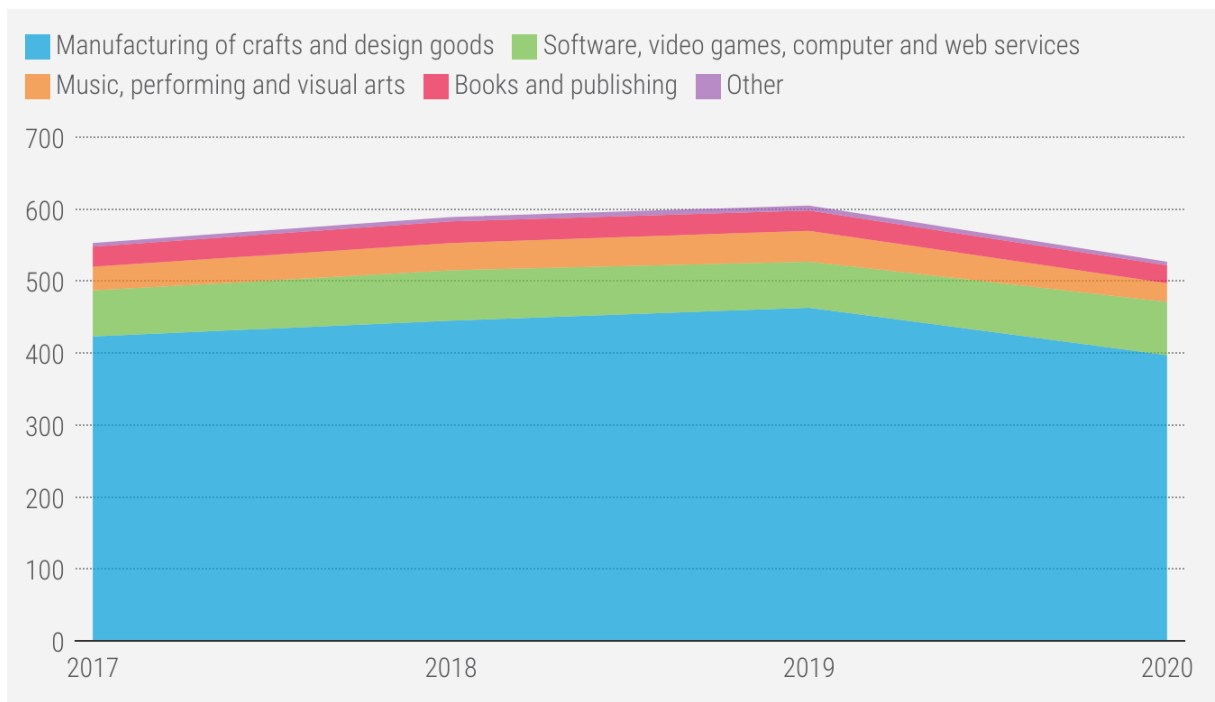
exports of further sub-categories in crafts and design goods.

Figure 3. World creative goods exports by product groups with UNCTAD’s “old” framework (US\$ billion)



Source: UNCTAD.

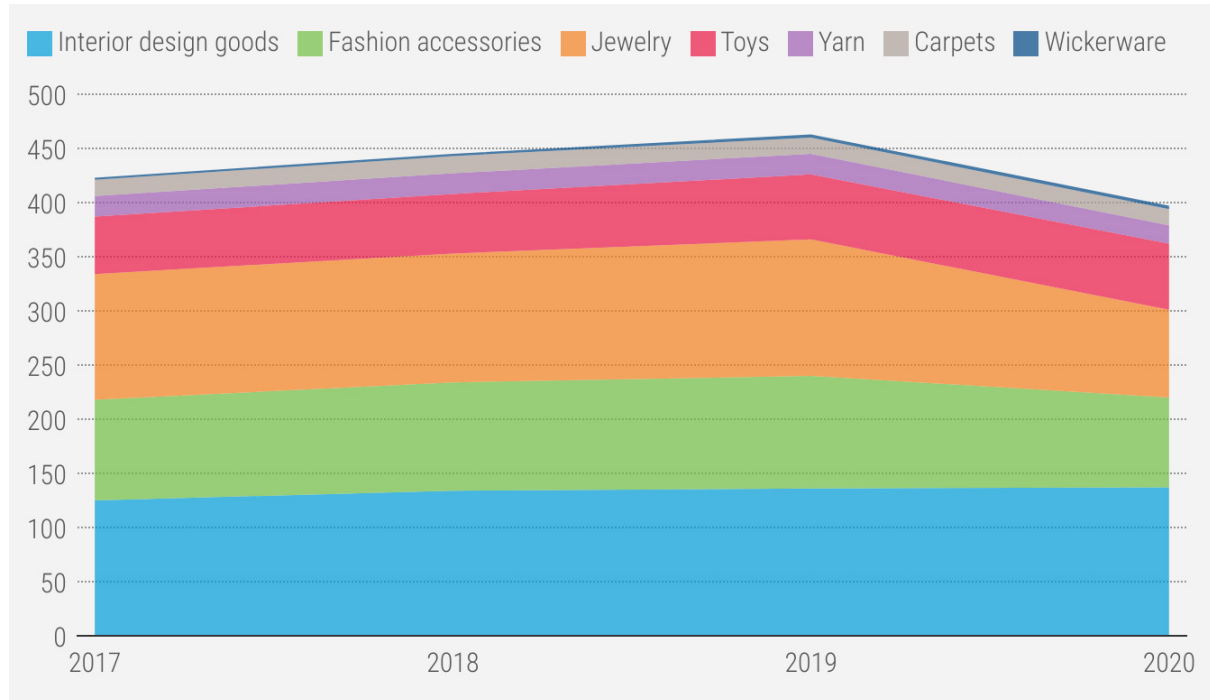
Figure 4. World creative goods exports by product groups with UNCTAD’s “updated” framework (US\$ billion)



V. IMPACT OF CHANGE IN STATISTICAL COVERAGE

Source: UNCTAD.

Figure 5. World exports of crafts and design goods with UNCTAD's "updated" framework (US\$ billion)



Source: UNCTAD.

VI.

Conclusions

VI. CONCLUSIONS

The paper represents a significant step forward in addressing the challenges of measuring the creative economy and trade in creative goods and services. The proposed framework, while not without its imperfections inherent in the measurement of creative activities, stands as a valuable tool and starting point, particularly for developing countries seeking to assess and leverage their creative industries for economic development. The collaborative efforts involved in its development, including global consultations with creative economy experts, official statisticians, and trade statisticians within the UNCTAD Informal Working Group on the Creative Economy and the United Nations Task Team on International Trade Statistics, underscore the framework's robust foundation.

The paper creates synergies with other organizations' work on the cultural and creative economy, such as UNESCO, and moves towards a globally shared understanding of the cultural and creative scope. The framework ensures relevance and adaptability by aligning with the latest statistical classifications for industrial activities and international merchandise trade statistics. A pilot project in Angola (UNCTAD, 2023) showed the applicability and utility of the framework, offering a methodology that can be adapted and replicated in other developing countries. The paper and its proposed framework contribute substantially to the ongoing dialogue on measuring the creative economy, providing a foundation for informed policy decisions and national strategies for creative industries.

ENDNOTES

Endnotes

- ¹ See https://unctad.org/system/files/official-document/td541add2_en.pdf.
- ² See <https://documents.un.org/doc/undoc/gen/n19/433/84/pdf/n1943384.pdf?token=JetCQbhiwvln01nc8D&fe=true>.
- ³ See <https://documents.un.org/doc/undoc/gen/n23/418/26/pdf/n2341826.pdf?token=V9OL5E8TXFIKxGc3f6&fe=true>.
- ⁴ See <https://g7g20-documents.org/database/document/2023-g20-india-sherpa-track-culture-ministers-ministers-language-g20-culture-ministers-meeting-outcome-document-and-chairs-summary>.

Annex

**Correspondence table for
creative industries in
ISIC Rev. 4 and ISIC Rev. 5**

**ADVANCING THE MEASUREMENT OF THE CREATIVE ECONOMY:
A REVISED FRAMEWORK FOR CREATIVE INDUSTRIES AND TRADE**

ANNEX

Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	ISIC Rev. 4	ISIC Rev. 4 description
Advertising and marketing	7310	Advertising activities	7310	Advertising
	7320	Market research and public opinion polling	7320	Market research and public opinion polling
Architecture	7110	Architectural and engineering, and related technical consultancy activities	7110	Architectural and engineering, and related technical consultancy activities
Audiovisual, multimedia and photography	5911	Motion picture, video and television programme production activities	5911	Motion picture, video and television programme production activities
	5912	Motion picture, video and television programme post-production activities	5912	Motion picture, video and television programme post-production activities
	5913	Motion picture, video and television programme distribution activities	5913	Motion picture, video and television programme distribution activities
	5914	Motion picture projection activities	5914	Motion picture projection activities
	6010	Radio broadcasting and audio distribution activities	6010	Radio broadcasting
	6020	Television programming and broadcasting and video distribution activities	6020	Television programming and broadcasting activities
	6031	News agency activities	6391	News agency activities
	6039	Social network sites and other content distribution activities (new class in ISIC Rev. 5)	NA	
	7420	Photographic activities	7420	Photographic activities
Books and publishing	4761	Retail sale of books, newspapers, stationery and office supplies	4761	Retail sale of books, newspapers and stationery in specialized stores
	5811	Publishing of books	5811	Publishing of books
	5812	Publishing of newspapers	5813	Publishing of newspapers, journals and periodicals
	5813	Publishing of journals and periodicals	5813	Publishing of newspapers, journals and periodicals
	5819	Other publishing activities	5819	Other publishing activities
	7430	Translation and interpretation activities (new class in ISIC Rev. 5)	NA	
	9111	Library activities	9000	Library and archive activities
Cultural and natural heritage	5310*	Postal activities	5310*	Postal activities
	9112	Archives activities	9000	Library and archive activities
	9121	Museum and collection activities	9102	Museum activities and operation of historical sites and buildings
	9122	Historical site and monument activities	9102	Museum activities and operation of historical sites and buildings
	9130	Conservation, restoration and other support activities for cultural heritage	9102	Museum activities and operation of historical sites and buildings
	9141	Botanical and zoological garden activities	9103	Botanical and zoological gardens and nature reserves activities
	9142	Nature reserve activities	9103	Botanical and zoological gardens and nature reserves activities
Design: product, graphic and fashion design	7410	Specialised design activities	7410	Specialised design activities

**ADVANCING THE MEASUREMENT OF THE CREATIVE ECONOMY:
A REVISED FRAMEWORK FOR CREATIVE INDUSTRIES AND TRADE**

ANNEX

Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	ISIC Rev. 4	ISIC Rev. 4 description
Manufacturing of crafts and design goods	1391	Manufacture of knitted and crocheted fabrics	1391	Manufacture of knitted and crocheted fabrics
	1393	Manufacture of carpets and rugs	1393	Manufacture of carpets and rugs
	1629	Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials	1629	Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials
	2310	Manufacture of glass and glass products	2310	Manufacture of glass and glass products
	2393	Manufacture of other porcelain and ceramic products	2393	Manufacture of other porcelain and ceramic products
	3211	Manufacture of jewellery and related articles	3211	Manufacture of jewellery and related articles
	3212	Manufacture of imitation jewellery and related articles	3212	Manufacture of imitation jewellery and related articles
	1392*	Manufacture of made-up textile articles, except apparel	1392*	Manufacture of made-up textile articles, except apparel
	1399*	Manufacture of other textiles n.e.c.	1399*	Manufacture of other textiles n.e.c.
	1410*	Manufacture of wearing apparel, except fur apparel	1410*	Manufacture of wearing apparel, except fur apparel
	1420*	Manufacture of articles of fur	1420*	Manufacture of articles of fur
	1512*	Manufacture of luggage, handbags and the like, saddlery and harness of any material	1512*	Manufacture of luggage, handbags and the like, saddlery and harness of any material
	1701*	Manufacture of pulp, paper and paperboard	1701*	Manufacture of pulp, paper and paperboard
	1709*	Manufacture of other articles of paper and paperboard	1709*	Manufacture of other articles of paper and paperboard
	2220*	Manufacture of plastics products	2220*	Manufacture of plastics products
	2593*	Manufacture of cutlery, hand tools and general hardware	2593*	Manufacture of cutlery, hand tools and general hardware
	2599*	Manufacture of other fabricated metal products n.e.c.	2599*	Manufacture of other fabricated metal products n.e.c.
	2740*	Manufacture of lighting equipment	2740*	Manufacture of lighting equipment
	2829*	Manufacture of other special-purpose machinery	2829*	Manufacture of other special-purpose machinery
	3101*	Manufacture of wooden furniture	3101*	Manufacture of wooden furniture
	3102*	Manufacture of other furniture	3102*	Manufacture of other furniture
	3240*	Manufacture of games and toys	3240*	Manufacture of games and toys
3250*	Manufacture of medical and dental instruments and supplies	3250*	Manufacture of medical and dental instruments and supplies	
3290*	Other manufacturing n.e.c.	3290*	Other manufacturing n.e.c.	

**ADVANCING THE MEASUREMENT OF THE CREATIVE ECONOMY:
A REVISED FRAMEWORK FOR CREATIVE INDUSTRIES AND TRADE**

ANNEX

Creative industry group (Analytical categories)	ISIC Rev. 5	ISIC Rev. 5 description	ISIC Rev. 4	ISIC Rev. 4 description
Music, performing and visual arts	1820	Reproduction of recorded media	1820	Reproduction of recorded media
	3220	Manufacture of musical instruments		
	5920	Sound recording and music publishing activities	5920	Sound recording and music publishing activities
	8552	Cultural education	8542	Cultural education
	9011	Literary creation and musical composition activities	9000	Creative arts and entertainment activities
	9012	Visual arts creation activities	9000	Creative arts and entertainment activities
	9013	Other arts creation activities	9000	Creative arts and entertainment activities
	9020	Activities of performing arts	9000	Creative arts and entertainment activities
	9031	Operation of arts facilities and sites	9000	Creative arts and entertainment activities
	9039	Other support activities to arts creation and performing arts	9000	Creative arts and entertainment activities
Software, video games, computer and web services	2619*	Manufacture of electronic components and boards n.e.c.	2619	Manufacture of other electronic components and boards
	2620*	Manufacture of computers and peripheral equipment	2620*	Manufacture of computers and peripheral equipment
	2640*	Manufacture of consumer electronics	2640*	Manufacture of consumer electronics
	5821	Publishing of video games	5820	Software publishing
	5829	Other software publishing	5820	Software publishing
	6211	Development of video games, video game software, and video game software tools	6201	Computer programming activities
	6219	Other computer programming activities	6201	Computer programming activities
	6220	Computer consultancy and computer facilities management activities	6202	Computer consultancy activities
	6290	Other information technology and computer service activities (new class in ISIC Rev. 5)	NA	
	6310	Computing infrastructure, data processing, hosting and related activities (new class in ISIC Rev. 5)	NA	
6390	Web search portals activities and other information service activities (new class in ISIC Rev. 5)	NA		
Research and development	7210	Research and experimental development on natural sciences and engineering	7210	Research and experimental development on natural sciences and engineering
	7220	Research and experimental development on social sciences and humanities	7220	Research and experimental development on social sciences and humanities
	7740	Leasing of intellectual property and similar products, except copyrighted works	7740	Leasing of intellectual property and similar products, except copyrighted works

* Indicative list of industries contributing to the manufacturing of some creative goods.

Source: UNCTAD.

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