

Summary of sector trends: creative industries

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The creative economy: a growing industry

In the United States, 38 million people, or 30% of the workforce, are in the creative class, which includes people working on the creation of new ideas, technologies, products and content. In the early 20th century, this class consisted of fewer than 3 million people.

Creative industries are those that **have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.**

This intellectual property results in trademarks, patents, utility models, copyright, reproduction rights, etc.

It would not be completely true to say the creative industries represent a new type of service and it would be strange to include them in a study about sectors. However, the creative industries are becoming a field of activity of interest in particular to economists, statisticians, culture experts and political leaders.

In addition, this reflects the fact that there is a greater awareness of the role of cultural industries in a socioeconomic context like the present one because they are a vehicle for the dissemination and exchange of cultural diversity among countries. However, the concept of creative industries is relatively new, and national governments are not yet sufficiently convinced about the need to invest in and promote this area of activity and how this would bring economic and social benefits to their countries. As a result the creative industries receive little public money.

Globalisation and the advent of ICT and their consolidation as a tool for the creation, distribution, promotion and marketing of digital content has had a profound impact on the creative industries.

Furthermore, **economic and technological creativity are coming closer to and interacting with artistic and cultural creativity.** This interaction between economics, technology and art is plain in the large number of companies engaged in computer animation, digital music, digital design, etc. **Interaction between the leisure business and the art business is also clear.** The emergence of these interactions is leading to the consolidation of the creative industries as an activity sector in itself.

Hence to take advantage of the opportunities in creative industries, governments need to define and identify cultural indicators to measure them and then develop mapping models so as to learn about the behaviour and status of cultural industries in their countries.

The role of UNESCO, which has a specialised statistics department, is crucial for providing guidance on best practices, giving support to governments that need to undertake an ambitious project like promoting creative industries and explaining the need for these investments.

Impact on the sector

In a globalised and technical world like today's, featuring a high educational level, fierce market competition and great product variety, society and companies need culture and creativity to merge, a combination that helps them to develop.

The fact that companies have recognised the importance of creativity is a breakthrough because today, more than ever, they need to innovate and creativity is one of the most important competitive advantages.

In 2000, *Business Week* first introduced the concept of the "creative economy". In 2001 John Howkins wrote the book *The Creative Economy* in which he identified **15 production sectors that make it up: innovation and development, publishing, software, TV and radio, design (graphic, industrial, fashion, textiles, etc.), music, movies, games, advertising, architecture, performing arts, crafts, video games, fashion and art.** The book, when revised in 2007, argued that this list was still valid.

In addition, other services are emerging related to creation and production sectors: marketing, sales, finance, management, research, etc. As a result new sales roles, research institutes, specialised agencies, culture managers, etc. are appearing which base their business philosophy on creativity and this new industry concept.

The variety of businesses being set up is huge in terms of their activities and the markets they target. Examples include production companies, design studios, laboratories, recording studios, bands, theatre companies, art exhibition venues, architecture studios, galleries, concert halls, publishers, cultural management and event management companies, multipurpose facilities, engineering studios, etc.

Finally, **a very important feature of these companies is that many of them originate in the informal economy and become more professional and consolidated if they are subsequently successful.**

In 1999 John Howkins estimated the revenue generated by these types of industries at \$2.2 trillion. The United States is the unquestioned leader in the creation and consolidation of this type of companies and currently produces 40% of total revenue.

Impact on professional profiles

Jobs available in the creative industries include consulting on the production and marketing of craft products, educational and entertainment software development, corporate identity graphic design, packaging and container graphic design, advertising design, haute couture fashion design and product design consultancy.

Numerous studies argue that the creative industries and the cultural sector have the best development, business and employment prospects, especially in developed countries and mainly in those which can exploit their cultural diversity.

Professional profiles in the cultural industries are very varied and generally have a medium or high educational level, mainly with university qualifications.

However, expert studies suggest that in addition to training, the skills required to succeed in the creative industries are creativity, self-belief and self-confidence, the qualities involved in entrepreneurship.

The most common qualifications in the creative industries are in advertising and public relations, marketing, engineering, design and architecture.

However, there are also other professionals with qualifications in other sectors that complement the more common ones and who contribute to greater diversity and creativity in the creative industries.

Hence the most common profile of people working in this sector is entrepreneurs who start up a business based on a hobby and decide to exploit it commercially. These people need advice on inter alia how to start a business, labour rights and obligations, business and human resources management and cultural resources management, especially at the beginning of their activity. They also need to continually update their artistic knowledge.

Consequently **sector professionals, as well as being creative and expert in their particular sphere of activity, must also be strategists, innovators and managers.**

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