



SECTOR OVERVIEW

# Creative and Cultural Industries

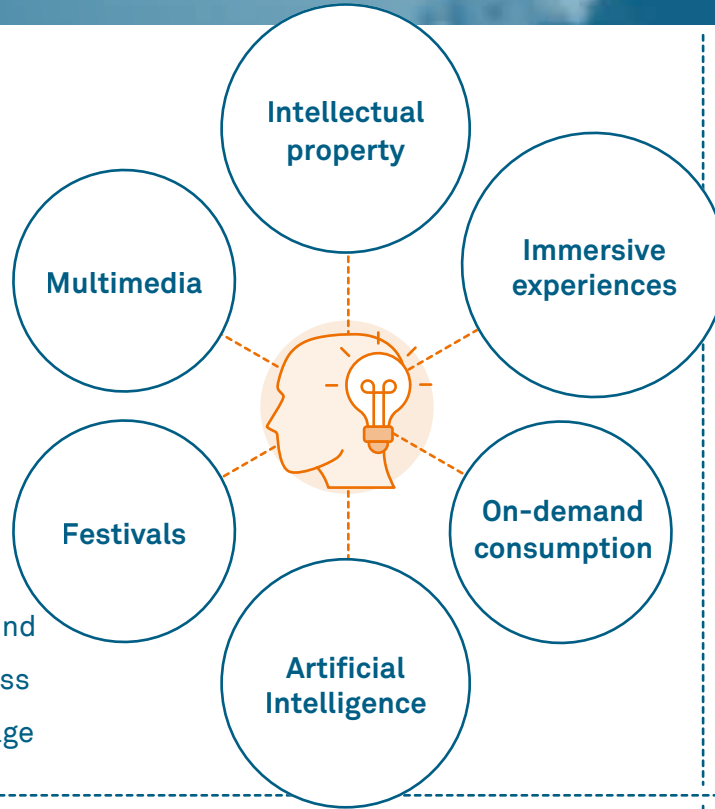


## IN A NUTSHELL

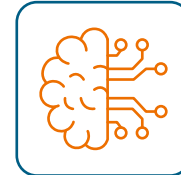
Includes activities related to the **creative production, distribution, and dissemination of cultural products**, as well as the **preservation of heritage**.

Two subsectors of activity:

- Multimedia and video games
- Film, television, and video
- Image and design
- Performing arts
- Music and sound
- Books and press
- Cultural heritage



## DIGITAL TRANSFORMATION



Artificial Intelligence



Virtual reality



Streaming



Blockchain



Virtual reality



3D

## SECTOR STRENGTHS IN BARCELONA



Important tradition in fields such as the **publishing industry, architecture, or decorative arts**



Powerful network of **cultural facilities**.



**International reference in the musical field**, with festivals such as Sónar and Primavera Sound.



**Hub of startups** in the creative and video game industry.

**43.535** job positions in Barcelona

**180 mil** people employed in the cultural sector in Catalonia

**1,9%** of Catalonia's GDP

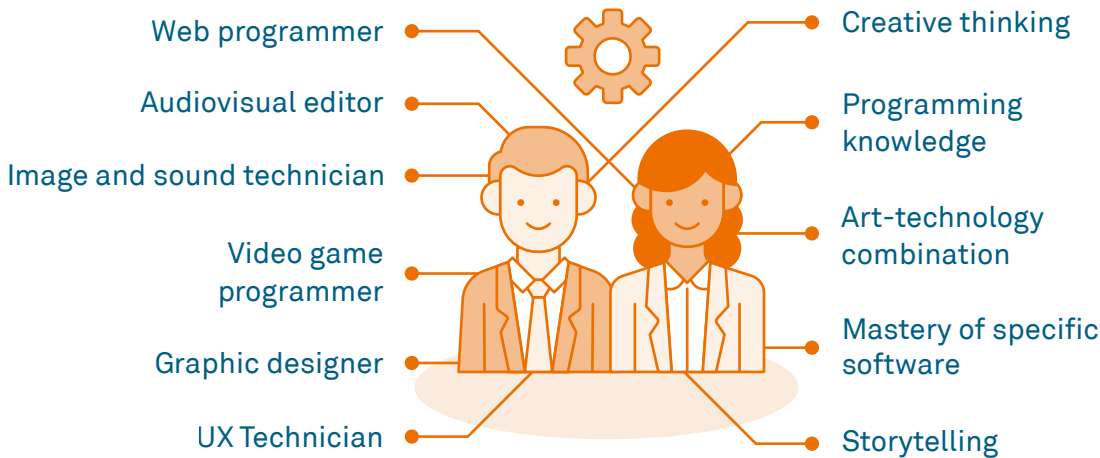
## THE MOST WANTED



### Professional profiles



### Skills



## THE FUTURE OF THE SECTOR

- Expansion of **applications of new technologies** in art and culture.
- **Change in consumption patterns**, with a greater weight of online formats.
- Increase in **diversity and cultural representation** in artistic productions.



### CHALLENGE

Overcoming patterns of temporality and job instability through the **professionalization and valorization** of creative and cultural occupations.

Do you want to work in the **Creative and Cultural Industries**?

On the Barcelona Treball website, you will find resources to continue learning about the sector and boost your job search process.