



The Vital Contributions of Europe's Creative Industries to Growth and Jobs

The Copyright-Intensive Industries Generate:



€509 Billion
of Europe's GDP



7 Million Jobs

The creative sectors are also a significant employer of young people.

Social Contribution and Cultural Diversity

Creative works often have a public service function to educate, inform, cultivate and entertain!



56%

of Europeans use the internet for cultural purposes, of which 53% to read newspaper articles and 42% to listen to the radio or music



1 546

feature films were produced in the EU in 2013. Local films led the 2013 box office in the Czech Republic, Denmark, Finland, Italy and Lithuania (and also in Norway, Turkey and Russia).



11 428

TV channels are available in Europe, including 300 News Channels and 320 Kids Channels



553 000

new book titles in 2012, with 9 million book titles in stock - and books are still considered the most reliable source of information



37 Million

Europe generates over half the world's music publishing revenues. Over 230 licensed digital music services and over 37 million licensed songs are available

Part of Europe's Cultural and Economic Fabric

Innovation

3 000

Over 3 000 on-demand audiovisual services available

- The app explosion is largely games-based: they generate **72%** of app store revenue
- **39%** of the global music sector is digital
- **2 million** e-book titles exist
- Total spending on online video transactions rose **97.1%** in 2012

Passion

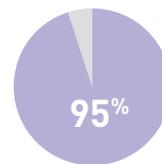


25%

of Europeans online play video games at least once per week

- **54%** of Europeans watch films every day
- Books are the most bought product online
- 'Music' is the most viewed YouTube video category
- In 2013 **907 million** Europeans went to the cinema
- Europeans watched on average **235 minutes** of linear TV per day in 2012

Dynamism



of firms in the EU's creative sectors have fewer than 10 employees - and SMEs drive jobs!

- **99%** of music businesses are micro, small or medium sized enterprises
- The European market for photography represents **50%** of the world market on a reported aggregate stock of **362 million** images
- SMEs were responsible for **90%** of the added value generated within the EU's film and sound recording activities sector in 2010
- 28 EU leading companies created **40%** of the top 100 grossing apps in the EU and US

Inspiration

1 Million

More than 1 million companies are involved in motion picture, video and television programme production, sound recording and music publishing activities

- A video game developed in Scotland broke six Guinness World Records last year, including the highest revenue generated by an entertainment product of any kind in 24 hours
- Independent music companies account for **80%** of all new releases, as well as **80%** of jobs in the music sector
- Nine out of ten of the most 'liked' people on Facebook are artists

SOURCES

OHIM study, September 2013 - 'Intellectual property rights intensive industries: contribution to economic performance and employment in the European Union - Industry-Level Analysis Report'

CMBA infographics

European Audiovisual Observatory, 2014

European Audiovisual Observatory, 2013

Mobile gaming study, Elasticpath, 2012

IVF Yearbook 2013

EU Audiovisual Audience study 2014

European Audiovisual Observatory, 2014

European Consumer Study, ISFE, 2012

Eurodata TV Worldwide « One Television Year in the World », 2012

Survey AGOF

Statista - male users and Statista - female

European Competitiveness Report, 2010

Draft Impact Assessment accompanying the draft White Paper- 'A Copyright Policy for Creativity and Innovation in the European Union', European Commission

IMPALA contribution to EC consultation on future trade policy, July 2010

Press release on Study "Sizing the EU App Economy", EU Commission, February 2014

Stock Image market industry survey 2012, Prof. Glückler University Heidelberg

Speech by EU Commissioner Vassiliou, 16 May 2013

IMPALA contribution to the EC public consultation on the review of the EU copyright rules

Draft Impact Assessment accompanying the draft White Paper- 'A Copyright Policy for Creativity and Innovation in the European Union', European Commission

The game was Grand Theft Auto V, developed by Rockstar North in Edinburgh, which has since gone on to sell 33m copies and earn about \$2bn worldwide <http://www.guinnessworldrecords.com/news/2013/10/confirmed-grand-theft-auto-breaks-six-sales-world-records-51900/>

Special Eurobarometer 339 study, 2013

European Audiovisual Observatory

UNIC, Box office top-five 2013, 2013/2012

European Audiovisual Observatory

ACT's website - key facts (homepage)

FEP-FEE European book publishing statistics, 2012

Survey SNE/Ipsos