



Facts & Figures – the economic contribution of the creative and cultural sectors

- **26% of employment and 39% of GDP in the EU** comes from Intellectual property-intensive industries, within which the copyright-intensive industries play an important part.ⁱ
- IP-intensive industries pay **significantly higher wages than other industries**, with a wage premium of **more than 40%**.ⁱⁱ
- **Creative industries: 95% micro firms** – The creative industries in the EU are dominated by micro firms, with 95% having fewer than 10 employees.ⁱⁱⁱ
- **53% private consumption in the online economy** – More than half (53%) of the EU's digital GDP-contribution is private consumption, most of which involves media, entertainment and travel services.^{iv}
- **25% of Europe's online population plays video games at least once per week**, according to the 2012 European Consumer Study by the Interactive Software Federation of Europe.^v
- **3 hours and 55 minutes of TV per day and rising** – European viewers watched linear television for 235 minutes per day on average in 2012, up 7 minutes from 2011.^{vi}
- **Games industry: a €14.5 billion market** – Hundreds of European game publishers contribute to many jobs in software, web design and scriptwriting. The European market is valued at €14.5bn.^{vii}
- **TV market worth €91.7 billion** – The TV market in 2010 was worth €91.7 billion (up 5.6% from the previous year). Up to 50% of revenue is reinvested in new content.^{viii}
- **56% growth rate from 2000-2010** – The audiovisual media services industry grew 56% in the EU between 2000 and 2010.^{ix}
- **535,000 new book titles in 2012** – A total of about 535,000 new titles were issued by publishers in 2012.^x
- **9 million book titles** – European publishers held a total of 9 million different book titles in stock in 2012.^{xi}
- **Sport-related jobs represent 2.12% of total EU employment** – For the EU as a whole, 2.12% of jobs are in sport-related activities.^{xii}
- **99% of music businesses are SMEs** – 99% of music businesses are SMEs, while 80% of music released today is produced by SME independent labels.^{xiii}
- **Record companies invested \$4.5 billion in discovering and nurturing new artists (A&R)** and marketing in 2012, equaling some 30% of their global revenues.^{xiv}
- **1336 feature films** were produced in the EU in 2011 alone.^{xv}
- **26,000 digital cinema screens** – More than €1 billion has been invested in European cinema theatres, revolutionising the big-screen experience of seeing films or even live sports, opera or comedy.^{xvi}
- **327.7% growth for digital video subscriptions in 2012** – Spending by European consumers on digital video subscriptions increased by 327.7% in 2012 alone.^{xvii}

OHIM IP contribution study: GDP & Employment contributions of IP intensive industries per Member State

- In Austria, they contribute 3.3% of GDP and represent 131,338 jobs.
- In Belgium, they contribute 4.0% of GDP and represent 149,798 jobs.
- In Bulgaria, they contribute 4.8% of GDP and represent 81,415 jobs.
- In Cyprus, they contribute 2.4% of GDP and represent 10,011 jobs.
- In the Czech Republic, they contribute 4.5% of GDP and represent 154,424 jobs.
- In Denmark, they contribute 4.1% of GDP and represent 124,152 jobs.
- In Estonia, they contribute 4.6% of GDP and represent 20,270 jobs.
- In Finland, they contribute 4.8% of GDP and represent 108,391 jobs.
- In France, they contribute 4.5% of GDP and represent 909,173 jobs.
- In Germany, they contribute 4.0% of GDP and represent 1,354,889 jobs.
- In Greece, they contribute 4.3% of GDP and represent 127,853 jobs.
- In Hungary, they contribute 4.4% of GDP and represent 127,731 jobs.
- In Ireland, they contribute 8.1% of GDP and represent 74,677 jobs.
- In Italy, they contribute 3.7% of GDP and represent 602,661 jobs.
- In Latvia, they contribute 4.2% of GDP and represent 26,188 jobs.
- In Lithuania, they contribute 3.4% of GDP and represent 33,897 jobs.
- In Luxembourg, they contribute 3.1% of GDP and represent 13,612 jobs.
- In the Netherlands, they contribute 3.9% of GDP and represent 345,410 jobs.
- In Poland, they contribute 4.1% of GDP and represent 359,545 jobs.
- In Portugal, they contribute 3.0% of GDP and represent 114,189 jobs.
- In Romania, they contribute 3.1% of GDP and represent 173,149 jobs.
- In Slovakia, they contribute 4.2% of GDP and represent 58,003 jobs.
- In Slovenia, they contribute 4.0% of GDP and represent 28,572 jobs.
- In Spain, they contribute 3.6% of GDP and represent 583,574 jobs.
- In Sweden, they contribute 5.4% of GDP and represent 237,177 jobs.
- In the United Kingdom, they contribute 4.7% of GDP and represent 1,188,970 jobs.

Sources

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- ⁱⁱⁱ European Competitiveness Report; 2010
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- ^{xi} Federation of European Publishers (FEP-FEE), 2012
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