

OUR VISION



CREATIVITY
WORKS

ACHIEVEMENTS

ACHIEVEMENTS

5 years of events, workshops & campaigns for stakeholders and policymakers enhancing the creative & cultural industries



CREATIVITY WORKS! – CONNECTING CREATIVE AND CULTURAL SECTORS

Creativity Works! is a leading coalition of Europe’s cultural and creative sectors. Our diverse membership includes writers, screenwriters, book publishers and retailers, picture agencies, music publishers, independent music labels, producers, publishers and distributors of film and audiovisual content, cinema operators, broadcasters, sports event organisers, as well as video game developers and publishers. Expect to meet us around issues related to promoting creativity, media literary and cultural industries; incentivising production and distribution; protecting copyright offline and online.

Today Europeans can enjoy over 2 million e-book titles¹, over 50 million musical works² and over 3,000 Video-on-Demand (VOD) services³ are on offer in Europe. Video games deliver experiences that enrich the daily lives of more than 54% of all Europeans⁴.

When it comes to culture and creativity, ‘Made in the EU’ is a mark of supreme quality. European creators and their business partners are global leaders in these fields, and their creative works and services are loved the world over. Moreover, their unique cultural and linguistic diversity lies at the centre of our collective European identity and the EU’s global competitive edge.

At Creativity Works!, we are strong believers in an open dialogue with European decision makers, and look forward to working closely with you.

CREATIVITY WORKS! – MEMBERS



Find out more about the coalition: <http://creativityworks.eu/> | Follow us on Twitter: [@CreativityW](https://twitter.com/CreativityW)

- 1 FEP, *European Book Publishing Statistics*, 2013
- 2 ICMF, *Annual Report*, 2019
- 3 *European Audiovisual Observatory*, 2014
- 4 ISFE, *Key Facts*, 2019



INTRODUCTION

OUR VISION FOR 2019-2024

SUPPORTING EUROPE'S ECONOMY AND CULTURAL DIVERSITY

7.1% of Europe's active population work in the cultural and creative industries, which represents 15 million direct and indirect jobs, while the creative industries overall contribute to 6.9% of EU GDP.¹ In 2015, 80% of people working in the cultural sectors were part of a small or medium-sized enterprise as a vast majority of our sectors are made of SMEs.² Founded on various business models, our industries are the backbone of cultural diversity's preservation and promotion in the EU. We invest in creative projects, help develop talent and produce diverse artistic and media works, which are promoted and distributed through a wide range of consumer-friendly platforms and services across member states. In an EU of 24 official languages - we edit, curate, adapt and promote creative works separately for many diverse audiences.

FULLY DIGITAL AND INNOVATIVE SECTORS

Creative industries are among the most innovative and digitalised sectors in Europe. Technology and creativity go hand in hand. From online streaming, digital cinema screens to improving user experience through artificial intelligence, our desire to deliver better customised content and services to European consumers drives to constantly innovate. The EU's dynamic and flourishing creative sectors are a central component for any digital economy to prosper. We support a balanced online ecosystem for the different players, one that encourages creators to develop their ideas and incentivises producers to invest in and promote original projects. Access to funds such as Creative Europe and Horizon Europe are also vital for creative industries to thrive and invest in innovative tools.

REMAINING COMPETITIVE WITH A SKILLED AND TALENTED MANPOWER

According to the 2016 Industry-level Analysis Report by the European Patent Office and EU Intellectual Property Office, the EU had a trade surplus of €96 billion with the rest of the world in IPR-intensive industries. Moreover, investing in digital and computational skills is vital for Europe's creative industries to keep its competitive edge at global level. We support European initiatives that ensure European workforce have the right tools and skills so we can keep creating and offering tailored content for consumers. IPR infringement limits the positive impact European creative industries have on economic growth, job creation and investment in the creative process and we urge EU decision makers to support us in better enforcing IP rights.

¹ [Intellectual property rights intensive industries and economic performance in the European Union](#), EUIPO/ EPO, 2019

² [Culture statistics - cultural enterprises](#), Eurostat, 2018

TAILORING CONTENT FOR DIVERSE AUDIENCES

Territorial exclusivity is essential for investment in the development, creation, production, marketing and distribution of films and audio-visual content. It also allows us to tailor offers of film and audio-visual content for a wide diversity of consumer preferences and varying purchasing powers across Europe. Ending territorial exclusivity would threaten cultural diversity and diminish the value of European works. Producers would face more restrictions, resulting in fewer jobs and growth opportunities, as well as fewer opportunities for financing creative content. It would risk undermining the EU's long history of measures to promote cultural diversity, as national distributors, broadcasters and cinema operators will not have the same financial abilities to curate content for the needs of the local market.

SUPPORTING THE FIGHT AGAINST ONLINE DISINFORMATION THROUGH MEDIA LITERACY & DIGITAL SKILLS

The extensive spread of disinformation campaigns is a major concern for Europe. 83% of Europeans think online disinformation is a threat to European societies and democracies.³ Meanwhile, a large majority of Europeans continue to support television, radio and newspapers as sources of quality and trustworthy news. Investing in media literacy and digital skills ensures citizens are more conscious of what they read and the services they use to access news. In parallel, European institutions should develop regulatory mechanisms to ensure online platforms provide greater transparency on the measures and investments made towards combatting online disinformation; thereby recognising that self-regulation is only appropriate where appropriate transparency measures are already in place. The current Code of Practice on Disinformation falls short of this objective. Europe needs to step up to the challenge or risk a fragmented approach.

COPYRIGHT SAFEGUARDS CULTURE

IP-related industries are a pillar of the European economy. We need strong IP protection to maintain growth of the cultural and creative sectors. Copyright supports not only well known and established creators and businesses, but also emerging and lesser known authors, entrepreneurs and commentators. Millions of cultural and creative workers from across the EU are behind the films, music, photographs, video games, TV programmes, football games, and books we all enjoy - ranging from writers, screenwriters, directors and producers to technicians and publishers, to name but a few. Copyright ensures that we can continue working and doing what we do best.

³ [Eurobarometer on Fake News and Online Disinformation](#), European Commission, January 2018



CREATIVE INDUSTRIES SNAPSHOT



BOOKS

€22 - 24 bn annual revenues²;
€35 - 38 bn market value²;
600,000+ new titles per year in all European languages²

MUSIC

Global recorded music industry revenue totalled €17.3bn in 2018¹¹;
Digital accounts for 58.9% of global recorded music revenue¹¹;
Paid streaming in Europe rose by 29%¹¹

PRODUCTION

2,200 feature films produced in the EU in 2017⁵;
European film-producing countries interacted with 150 countries¹⁰
Over 960 titles and 12,000 hours of TV fiction produced in the EU⁵

CINEMA

1.29 bn cinema admission in 2018¹;
€8.1 bn box office revenues in 2018¹;
Over 95% cinema screens are digital in Europe¹⁴

VIDEO CONTENT ONLINE & OFFLINE

€11.8 bn spent by Europeans on online & physical video software in 2018⁹;
An increase of 14.8% in comparison to 2017⁹

COMMERCIAL TV

11,123 TV channels are available in Europe⁴;
A total of 61 different languages were broadcast across the EU-28 in 2017⁵;
A total of 6,517 different TV series and films were broadcast by
at least one EU-28 television channel⁵

SPORT

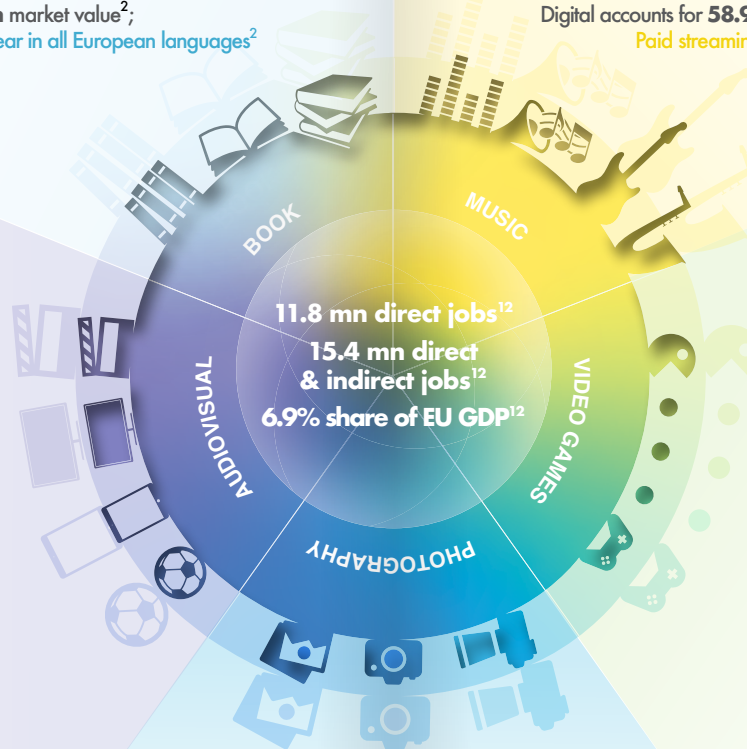
English top tier football generated £1.1 bn broadcast exports and £3.3 bn
generated in tax revenues in the UK in 2016/17⁶;
The total turnover generated by the professional football industry in Spain in
2016/17 was over €15.69 bn⁷;
55,000 people employed directly or indirectly in German professional football⁸

PHOTOGRAPHY

More than a third of the photo agency are micro businesses¹⁵;
The photography business is 100% made up of SMEs and 99% digital.
Worldwide the market is estimated at \$2.7bn with 42% for Europe¹³;
In Germany, the total of digital pictures held in databases is > 580 mn¹⁵

VIDEO GAMES

€21 bn market in 2018³;
15% growth in the main European markets
of UK, France, Germany and Spain³;
54% of the EU's population aged 6-64 play video games³



SOURCES

- 1 UNIC, Annual Report, 2019
- 2 FEP, Manifesto, 2019
- 3 ISEF, Key Facts 2019
- 4 MAVISE Database, 2019
- 5 Council of Europe, Yearbook 2018/2019 key trends, 2019
- 6 Premier League Economic and social impact, 2019
- 7 PwC, La Liga, Economic, fiscal and social impact of professional football in Spain, 2018
- 8 DFL Deutsche Fußball Liga, 2019, Wirtschaftreport 2019 - Die Ökonomische Situation im Lizenzfußball
- 9 IVE, Total Europe Key data, 2018
- 10 Council of Europe, Film Production Report 2017, 2018
- 11 IFPI, Global Music Report - State of the Industry, 2019
- 12 EUJPO/EPO, Intellectual property rights intensive industries and economic performance in the European Union, 2019
- 13 Selling Stocks, Inside the image stock industry, 2019
- 14 UNIC, Annual report, 2018
- 15 Prof. Lars Bauernschmitt / Image Market - Business Trends / University of Applied Sciences Hannover



CREATIVITY
WORKS

www.creativityworks.eu

@CreativityW