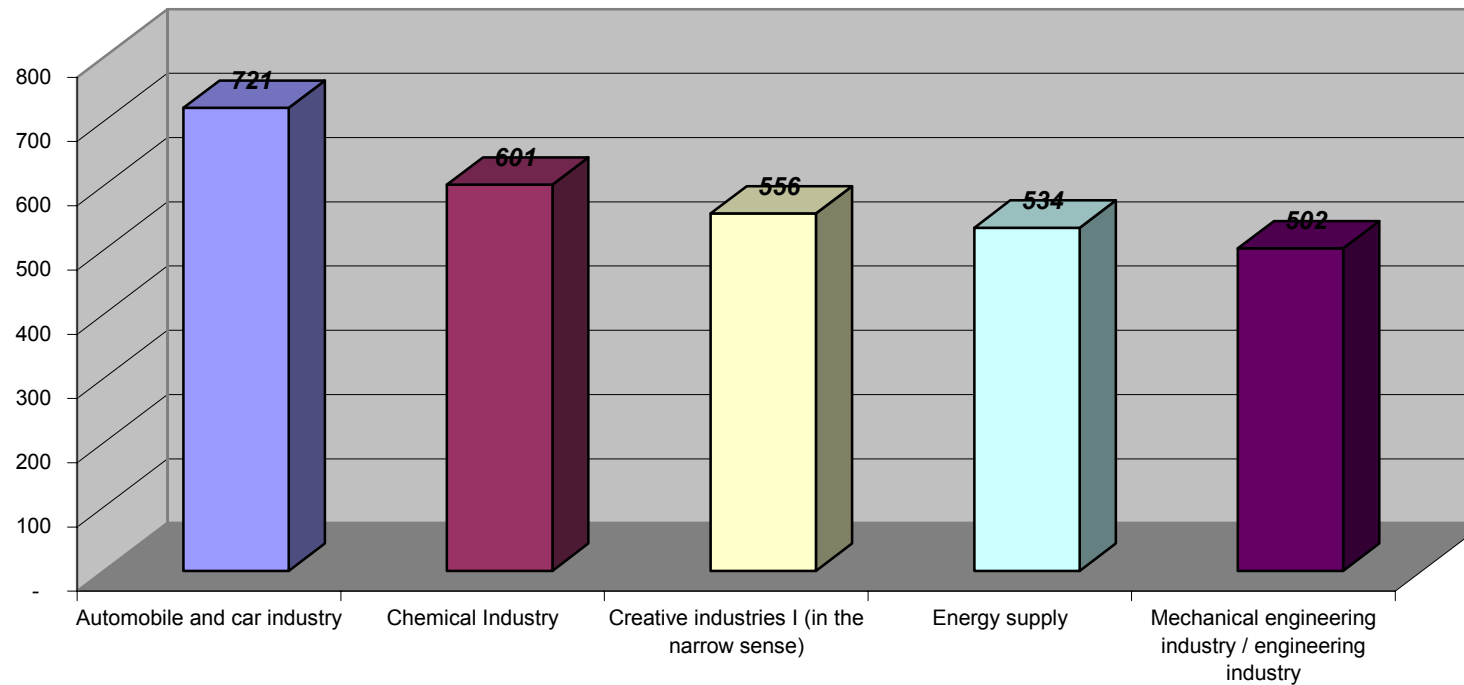


SPOT Creative Industries : a comparison of branches for the EU-25 in 2002 Geppert/Söndermann

In cooperation with MKW Wirtschaftsforschung/economic research the German scientist Michael Söndermann made an industry comparison of the Creative Industries for the EU-25 in the year 2002. With his definition he is very near by the British dcms¹ term. He comes to the remarkable result², that Creative EU industries with ca 556 Bil € turnover are in between the Chemical industry with ca 601 Bil € turnover and the energy supply industry with ca 534 Bil € turnover.

Grafik 1: Creative Industries in der EU-25 im Branchenvergleich nach Umsätzen in Mrd. € - 2002



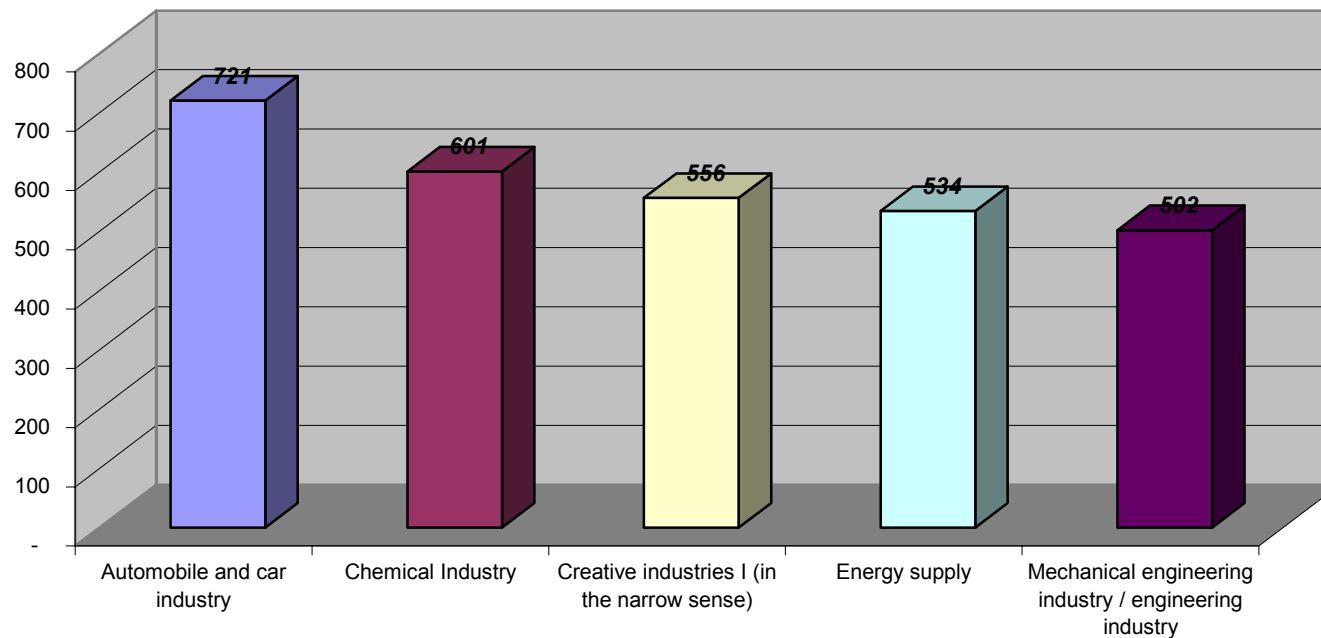
¹ dcms – Department for culture, media and sport of the British Government, Creative Industries Mapping Documents

² Details and estimations see table 1

The comparison is still more significant, if one represents the number of existing enterprises: With nearly 1.400.000 enterprises the Creative Industries lies competitionless before the Manufacturer of machinery with 162.000 enterprises or the often quoted automobile industry with scarcely 17,000 enterprises. After computations of M. Söndermann the enterprises in the Creative Industries employ within the EU-25 up to 6,4 million persons. These estimations and computations are based on eurostat (SBS Structural Business Statistics) data from the year 2002. The estimation contains at the same time the fact that above average many Micro enterprises (employment figure around 5 persons) are to be found in the Creative Industries.

Generally such branches as chemical industry, automobile industry or manufacturer of machinery have a very great importance in turnover, innovation and employment. The two graphs and the table make clear, which high value the Creative Industries represents. This was so far not so much recognized nor promoted; neither by the private nor by the public sector and even not brought into the public discourse.

Creative Industries in der EU-25 im Branchenvergleich nach Umsätzen in Mrd. € - 2002



Creative industries in Europe 2002

Creative industries compared with selected traditional manufacturing industries in the EU-25

		Turnover EUR mill.	Value added (a) EUR mill.	Persons employed (b) Number in 1000	Enterprises Number
NACE 34	Manufacture of motor vehicles, trailers, etc.	721	118	2 163	16 834 c
NACE 24	Chemical industry	601	171	1 929	31 421 c
NACE XX	Creative industries (in a narrower sense)	556	215	6 420	1394 162c
NACE 40	Manufacture of electricity, gas, steam, etc.	534	144	1 181	14 880 c
NACE 29	Manufacture of machinery	502	165	3 527	162 257 c

Details: (XX) Creative industries classification comprises NACE-Codes: 22.1, 22.3, 72, 74.2+3, 74.4, 74.8 with estimates of Software/PC-Games (72.2), architecture/ industrial design (74.201-03) without engineering design, advertising (74.4), design activities (74.87) and branches of cultural industries (92.1-5). (a) Value added at factor cost. (b) Persons employed incl. self-employed and independents. (c) Data to number of enterprises 2001.

Source: Eurostat, Structural Business Statistics (SBS) 2002; own calculations and estimates M. Söndermann/Working group on cultural statistics