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With such a strong economic and cultural base, Europe can greatly benefit from the promotion of CCIs and the following solutions designed to encourage further growth in the sector:

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- ▶ Unlock SMEs' potential by finding solutions to **fill financing gaps**
- ▶ **Encourage government support**, as it provides an invaluable leveraging effect on private investment
- ▶ **Re-balance the current value transfer** that mainly benefits online intermediaries
- ▶ **Maintain an intellectual property system** that sustains creativity and ensures a return on investment

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/ December 2014



Study supporters: With its initiative to set up a project aimed at measuring for the first time cultural and creative markets in the EU, GESAC (European Grouping of Societies of Authors and Composers, commissioned EY to conduct this study. It teamed up with the following partners and supporters in an effort to rally a large segment of the representative organisations in the cultural and creative sectors for this unprecedented study. **GESAC partners for the study:** EUROCOPYA European Federation of Joint Management Societies of Producers for Private Audiovisual Copying / EVA European Visual Artists / FIAPF International Federation of Film Producers Associations / IFPI International Federation of the Phonographic Industry / IMPALA Independent Music Companies Association / IVF International Video Federation / SAA Society of Audiovisual Authors. **Supportive organisations:** ACE Architects' Council of Europe / AEC European Association of Conservatoires / AER Association of European Radios / EACA European Association of Communications Agencies / ECSA European Composer and Songwriter Alliance / EGDF European Games Developer Federation / EPC European Publishers Council / FEP Federation of European Publishers / FERA Federation of European Film Directors / FSE Federation of Screenwriters in Europe / IMPF Independent Music Publishers Forum.

Source: Creating growth: Measuring Cultural and Creative markets in the EU, EY, December 2014

CREATING GROWTH:

Measuring cultural and creative markets in the EU



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The creative and cultural industries (CCIs) have shown exceptional resilience to the economic crisis and are well-placed to grow further in the future due to their role as forerunners in digital innovation.

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- ▶ **€535.9 billion** in turnover
- ▶ **7.1 million** jobs
- ▶ **Grew** even through economic hardship
- ▶ Rely heavily on a **local workforce**
- ▶ Include many of the world's **industry leaders**
- ▶ Are **forerunners** in embracing and contributing to the digital market

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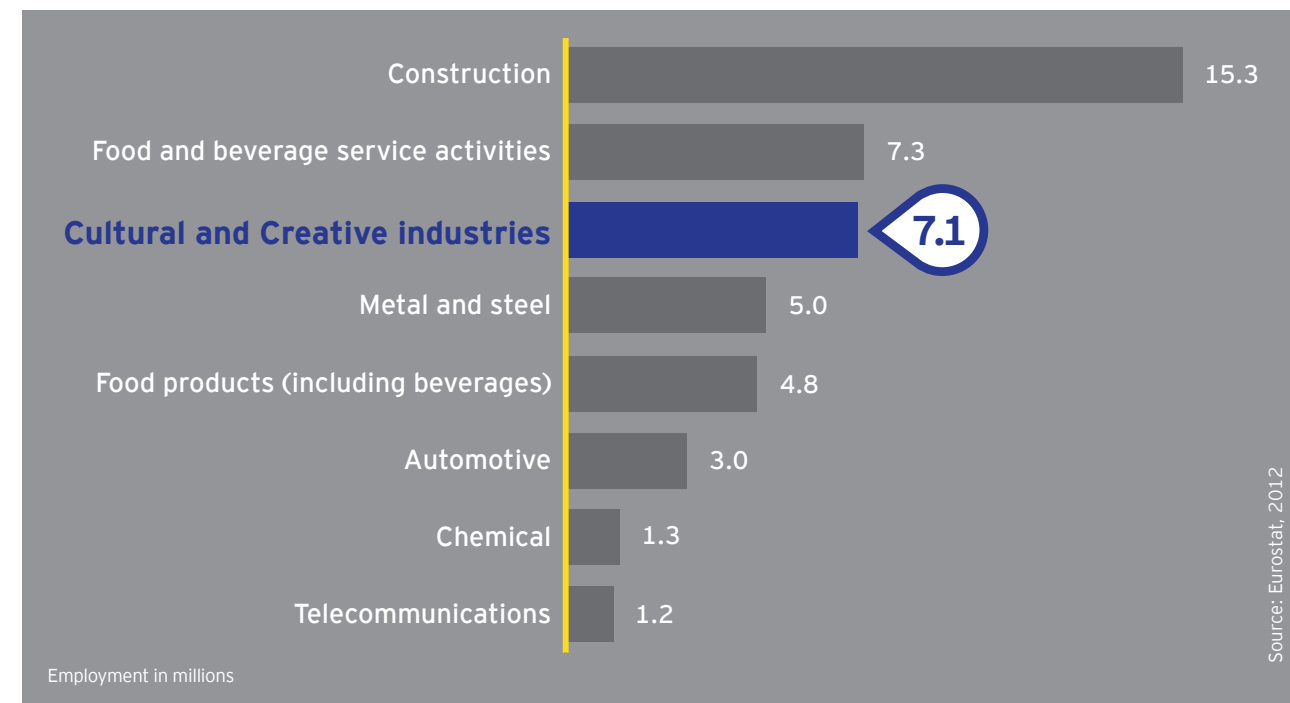
Source: Creating growth: Measuring Cultural and Creative markets in the EU, EY, December 2014

More than 7m Europeans are directly employed by CCIs



3.3% of the EU's working population

CCIs in the EU employ over 5 times as many Europeans as the telecommunications industry



CCIs attract young workers: **19.1% of jobs are held by under 30 year olds**

► **CCIs grew in terms of employment, even through economic hardship**



Job creation between 2008 and 2012

In Europe

↓
-0.7% per year

In CCIs

↑
+0.7% per year

Source: Creating growth: Measuring Cultural and Creative markets in the EU, EY, December 2014

Cultural and creative sectors in Europe: a way out of recession !

CCIs are one of the big employers of the EU. They are a powerhouse of economic growth in Europe.



28 countries / 11 consumer markets:
a €535.9 billion turnover

