

**Table 1.7** Contribution of the cultural sector to the national economies of eight European countries, various years (a)

Country	Reference year	Contribution of the cultural sector to:					
		Turnover		Value added		Employment	
		€ billions	%	€ billions	%	millions	%
Denmark	2000–2001	23.4	7.3	8.3	5.3	0.170	12.0
Finland	2004–2005	12.6	n.a.	4.3	3.8	0.086	3.2
Latvia	2004	0.8	n.a.	0.3	4.0	0.041	4.4
Lithuania	2002	0.6	n.a.	0.04	0.2	0.057	4.0
Netherlands	2004	8.4	n.a.	n.a.	n.a.	0.240	3.2
Poland	2002	8.7	n.a.	17.3	5.2	n.a.	n.a.
Sweden	2000–2001	n.a.	n.a.	17.1	9.0	0.400	10.0
United Kingdom	2001	165.4	n.a.	85.0	6.8	1.300	4.3

Note: (a) Industries included differ significantly among countries. For further details and qualifications to the interpretation of these data, refer to source.  
Source: KEA, European Affairs (2006:33-34).

**Table 1.8** Comparison of contribution of creative/cultural sector with contributions of other sectors for eight European countries (% of GDP) (a)

Country	Proportion of GDP contributed by:			
	Cultural and creative sector	Manufacture of food, beverages, tobacco	Real estate activities	Computer and related activities
Denmark	2.6	2.1	1.0	1.2
Finland	3.1	2.6	5.1	1.5
Latvia	3.1	1.5	1.8	1.5
Lithuania	3.4	1.9	1.8	1.3
Netherlands	2.5	1.6	2.6	1.4
Poland	2.7	2.2	2.3	1.4
Sweden	3.2	1.7	2.7	1.3
United Kingdom	3.0	1.9	2.1	2.7

Note: (a) Industries included in cultural/creative sector vary among countries. For qualifications to the interpretation of these data, refer to source.  
Source: Eurostat and AMADEUS, quoted by KEA, European Affairs (2006:68).

Table 1.9

## Estimates of the contribution of creative industries to GDP for five OECD countries

Creative industries	Australia 1998-1999		Canada 2002		France 2003		United Kingdom 2003		United States 2002	
	A\$ millions	% GDP	C\$ millions	% GDP	€ millions	% GVA	£ millions	% GVA	US\$ millions	% GVA
Advertising	2,464*	0.50	2,856*	0.30	11,858*	0.80	5,000	0.70	20,835*	0.20
Architecture	788*	0.10	1,084*	0.10	2,524*	0.20	4,000	0.50	19,111*	0.20
Video, film and photography	2,397*	0.40	3,909*	0.40	5,155*	0.40	2,200	0.30	39,076*	0.40
Music & the visual & performing arts	952*	0.20	2,576*	0.20	3,425*	0.20	3,700	0.50	30,294*	0.30
Publishing/written media	6,590*	1.20	19,427*	1.80	11,283*	0.80	14,950	2.10	116,451*	1.10
of which: printing	5,640*	1.00	na	na	4,851*	0.30	6,350	0.90	45,662*	0.40
Radio and TV (broadcasting)	3,474*	0.60	5,305*	0.50	4,878*	0.30	6,200	0.90	101,713*	1.00
Art and antiques trade	74*	0.00	1,082*	0.10	413*	0.00	500	0.10	195*	0.00
Design (including designer fashion)	313*	0.10	1,226*	0.10	363*	0.00	5,630	0.70	13,463*	0.10
Crafts	na*	na	na	na	na	na	na	na	na	na
<b>Total</b>	<b>17,053*</b>	<b>3.10</b>	<b>37,465*</b>	<b>3.50</b>	<b>39,899*</b>	<b>2.80</b>	<b>42,180*</b>	<b>5.80</b>	<b>341,139*</b>	<b>3.30</b>
<b>Total economy (GDP or GVA)</b>	<b>542,831</b>	<b>100.00</b>	<b>1,069,703</b>	<b>100.00</b>	<b>1,434,812</b>	<b>100.00</b>	<b>732,395</b>	<b>100.00</b>	<b>10,469,601</b>	<b>100.00</b>
Libraries (includes archives)	792.2	...	1,236*	0.10	na	na	na	na	1,112*	0.00
Museums	716.4	...	550*	0.10	148*	0.00	na	na	3,294*	0.00
Heritage sites	na	na	672*	0.10	na	na	na	na	508*	0.00
Electronic games	na	na	na	na	8,169*	0.60	20,700	2.80	129,636*	1.20

\* = OECD estimate  
# = income data

**Caaveat:** These data are initial estimates and should be interpreted with extreme caution, bearing in mind that (a) they are based on national cultural industry typologies; (b) the contents of individual headings are different from one country to another; and (c) treatment of taxes such as the value added tax is not consistent across countries. In order to maintain consistency between the numerator and the denominator when calculating the percentages, the total GVA or GDP has been used as appropriate.

**Australia:** Data are OECD estimates derived from output by product and by industry data presented in the Australian Bureau of Statistics (ABS), *Arts and Culture in Australia: A Statistical Overview*. Ratios of value added to output were derived from various ABS Service Industries Surveys available on the ABS website.

**Canada:** Statistics Canada estimates at [www.statcan.ca/english/freepub/87-008-GIE/them/economiccont.htm](http://www.statcan.ca/english/freepub/87-008-GIE/them/economiccont.htm). These are updates to the tables presented in Statistics Canada, *Economic Contribution of Culture in Canada*, December 2004 (Catalogue no. 81-595-MIE – no. 023) also available on the Statistics Canada website. The category "Support activities" used in the Canadian framework has been distributed proportionally across the other sectors.

**France:** Data are OECD estimates. They were derived from National Institute for Statistics and Economic Studies (INSEE) turnover data, supplied by the French Ministry of Culture and Communications, by applying value added to turnover ratios taken from INSEE and OECD data. Total GVA has been taken from INSEE national accounts data.

**United Kingdom:** UK DCMS estimates are based on United Kingdom Office for National Statistics data taken from the DCMS *Creative Industries Economic Estimates Statistical Bulletin*, October 2005 - Revised Version at [www.culture.gov.uk/global/research/statistics\\_outputs/creative\\_industries\\_eco\\_est.htm](http://www.culture.gov.uk/global/research/statistics_outputs/creative_industries_eco_est.htm). The table departs from the equivalent DCMS table in that the activities of the printing industry have been added to "Publishing" and the "Total of above". This has been done to enhance cross-country comparability.

**United States of America:** Data are OECD estimates. They were derived from Bureau of Economic Analysis and United States Bureau of the Census data. These estimates should be used with particular caution given the number of assumptions applied in their preparation.

Source: Gordon and Beilby-Orrin, *International Measurement of the Economic and Social Importance of Culture*, OECD (2007).