OUR VISION

CREATIVITY
WORKS

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 titles[1], over 50 million musical works[2] and over 3,000 Video-on-Demand (VOD) services[3] are on offer in Europe. Video games deliver experiences that enrich the daily lives of more than 54% of all Europeans[4].

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

1 FEP, European Book Publishing Statistics, 2013
2 ICMP, 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 costumised 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 revenues[2];
€35 - 38 bn market value[2];
600,000+ new titles per year in all European languages[2]

PRODUCTION

2,200 feature films produced in the EU in 2017[5];
European film-producing countries interacted with **150** countries[10]
Over **960** titles and **12,000** hours of TV fiction produced in the EU[5]

CINEMA

1.29 bn cinema admission in 2018[1];
€8.1 bn box office revenues in 2018[1];
Over **95%** cinema screens are digital in Europe[14]

VIDEO CONTENT ONLINE & OFFLINE

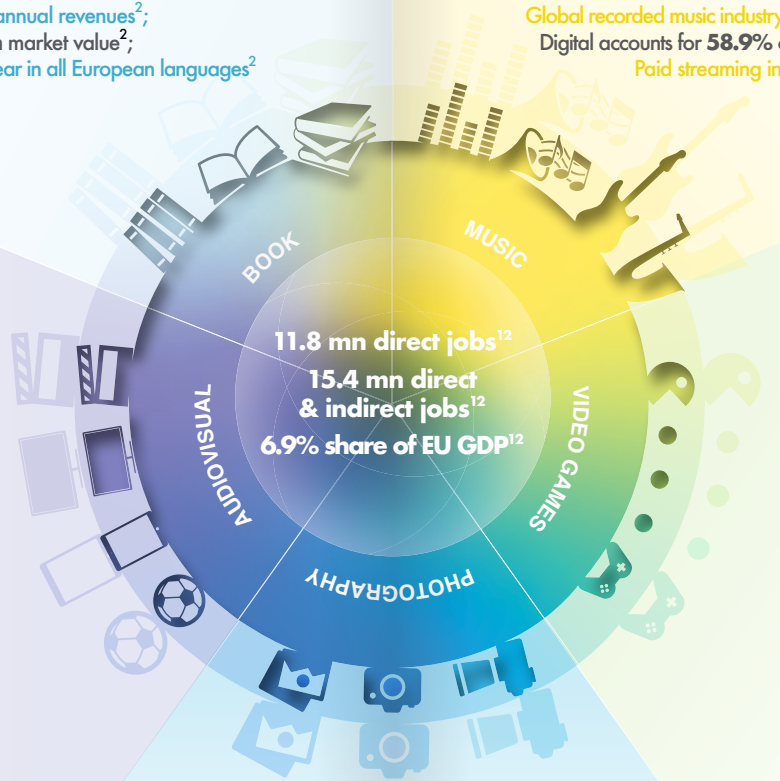
€11.8 bn spent by Europeans on online & physical video software in 2018[9];
An increase of **14.8%** in comparison to 2017[9]

COMMERCIAL TV

11,123 TV channels are available in Europe[4];
A total of **61** different languages were broadcast across the EU-28 in 2017[5];
A total of **6,517** different TV series and films were broadcast by at least one EU-28 television channel[5]

SPORT

£1.1bn broadcast exports and **£3.3 bn** generated in tax revenues in the UK in 2016/17[6]
The total turnover generated by the professional football industry in Spain in 2016/17 was over **€15.69 bn**[7];
55,000 people employed directly or indirectly in German professional football[8]



MUSIC

Global recorded music industry revenue totalled **€17.3bn** in 2018[11];
Digital accounts for **58.9%** of global recorded music revenue[11];
Paid streaming in Europe rose by **29%**[11]

VIDEO GAMES

€21 bn market in 2018[3];
15% growth in the main European markets of UK, France, Germany and Spain[3];
54% of the EU's population aged 6-64 play video games[3]

PHOTOGRAPHY

More than a third of the photo agency are micro businesses[15];
The photography business is **100%** made up of SMEs and **99%** digital.
Worldwide the market is estimated at **$2.7bn** with **42%** for Europe[13];
In Germany, the total of digital pictures held in databases is > **580 mn**[15]

SOURCES

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2 FEP, Manifesto, 2019
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12 EUIPO/EPO, Intellectual property rights intensive industries and economic performance in the European Union, 2019
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14 UNIC, Annual report, 2018
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