APPENDIX

2001 CREATIVE INDUSTRIES MAPPING DOCUMENT IN COMPARISON WITH ESTIMATES FOR 1998.\(^1\)

Analysis of change since the publication of the 1998 Creative Industries Mapping Document is best considered by reference to data from comparable sources as shown in the tables below.

### Revenue

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>2001 MAPPING DOCUMENT (£BN)</th>
<th>1998 (£BN)</th>
<th>PERCENTAGE CHANGE ((^2))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive Leisure Software</td>
<td>1.0</td>
<td>0.8</td>
<td>17</td>
</tr>
<tr>
<td>Software &amp; Computer Services</td>
<td>36.4</td>
<td>30.3</td>
<td>20</td>
</tr>
<tr>
<td>Television &amp; Radio</td>
<td>12.1</td>
<td>10.6</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>49.5</strong></td>
<td><strong>41.7</strong></td>
<td><strong>19</strong></td>
</tr>
</tbody>
</table>

(44% of Total)

### Employment

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>2001 MAPPING DOCUMENT (THOUSANDS)</th>
<th>1998 (THOUSANDS)</th>
<th>PERCENTAGE CHANGE ((^2))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>93</td>
<td>85</td>
<td>9</td>
</tr>
<tr>
<td>Crafts</td>
<td>24</td>
<td>24</td>
<td>-2</td>
</tr>
<tr>
<td>Film &amp; Video</td>
<td>45</td>
<td>48</td>
<td>-8</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>74</td>
<td>75</td>
<td>-1</td>
</tr>
<tr>
<td>Television &amp; Radio</td>
<td>102</td>
<td>101</td>
<td>1</td>
</tr>
<tr>
<td>Software &amp; Computer Services</td>
<td>555</td>
<td>420</td>
<td>32</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>892</strong></td>
<td><strong>754</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

(67% of Total)

---

(1) Estimates for 1998 compiled from the same sources as the figures shown for the 2001 Mapping Document.
The total comparable changes are particularly encouraging for revenue and employment. Industry revenues over the three relevant sectors have increased by a total of 19%, while for exports and employment there have been increases of 2% and 18% respectively.

**COMPARISON OF THE 2001 AND 1998 CREATIVE INDUSTRIES MAPPING DOCUMENTS**

We set out below the figures from this *Mapping Document* and its 1998 predecessor. The two documents are not directly comparable so we suggest that extreme caution is used when attempting to draw conclusions from the data. In particular, please bear in mind:

- Different years are used as reference points throughout each document. This means that an aggregated creative industries figure will mix data from different years. Also individual industry figures may cover different time periods (for example, growth in revenue for advertising may reflect a four year period, while that for film may cover only one);

- In terms of sources, there are relatively few instances where the data source is the same in both documents;

- The data may cover differing definitions of the industry (for example, in places advertising data refers only to advertising and in others it will refer to advertising and engineering services. The publishing industry’s definitions of magazines and journals may vary from official classifications);

- Some data have been aggregated from a consistent source but certain elements within the aggregation have been omitted/added;

- Where sources are consistent, subsequent revisions may make the estimate in the last document outdated;

- In some cases where the source appears consistent, there may be methodological changes that result in incomparability between the two documents.

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>2001 MAPPING DOCUMENT (EM)</th>
<th>1998 (EM)</th>
<th>PERCENTAGE CHANGE ² (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISING</td>
<td>774</td>
<td>815</td>
<td>-5</td>
</tr>
<tr>
<td>ARCHITECTURE</td>
<td>68</td>
<td>59</td>
<td>15</td>
</tr>
<tr>
<td>FILM &amp; VIDEO</td>
<td>653</td>
<td>581</td>
<td>12</td>
</tr>
<tr>
<td>TELEVISION ³</td>
<td>440</td>
<td>444</td>
<td>-1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,935</td>
<td>1,899</td>
<td>2</td>
</tr>
</tbody>
</table>

*(19% OF TOTAL)*

(2) Calculated on unrounded figures.

(3) Television exports only.
<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>2001 MAPPING DOCUMENT (£BN)</th>
<th>1998 MAPPING DOCUMENT (£BN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISING (1)</td>
<td>3.0</td>
<td>&gt;4</td>
</tr>
<tr>
<td>ARCHITECTURE</td>
<td>1.7</td>
<td>1.5</td>
</tr>
<tr>
<td>ART &amp; ANTIQUES MARKET</td>
<td>3.5</td>
<td>2.2</td>
</tr>
<tr>
<td>CRAFTS</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>DESIGN</td>
<td>26.7</td>
<td>12.0</td>
</tr>
<tr>
<td>DESIGNER FASHION</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>FILM &amp; VIDEO</td>
<td>3.6</td>
<td>0.9</td>
</tr>
<tr>
<td>INTERACTIVE LEISURE SOFTWARE</td>
<td>1.0</td>
<td>1.2</td>
</tr>
<tr>
<td>MUSIC</td>
<td>4.6</td>
<td>3.6</td>
</tr>
<tr>
<td>PERFORMING ARTS</td>
<td>0.5</td>
<td>0.9</td>
</tr>
<tr>
<td>PUBLISHING</td>
<td>18.5</td>
<td>16.3</td>
</tr>
<tr>
<td>SOFTWARE &amp; COMPUTER SERVICES</td>
<td>36.4</td>
<td>7.5</td>
</tr>
<tr>
<td>TELEVISION &amp; RADIO</td>
<td>12.1</td>
<td>6.4</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>112.5</strong></td>
<td><strong>57.5</strong></td>
</tr>
</tbody>
</table>

(1) Gross revenue is £16bn from which £13bn as reported as revenue by other creative industries has been deducted to avoid double counting.
<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>2001 MAPPING DOCUMENT (THOUSANDS)</th>
<th>1998 MAPPING DOCUMENT (THOUSANDS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISING</td>
<td>93</td>
<td>96</td>
</tr>
<tr>
<td>ARCHITECTURE</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>ART &amp; ANTIQUES MARKET</td>
<td>37</td>
<td>40</td>
</tr>
<tr>
<td>CRAFTS</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>DESIGN</td>
<td>76</td>
<td>23</td>
</tr>
<tr>
<td>DESIGNER FASHION</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>FILM &amp; VIDEO</td>
<td>45</td>
<td>33</td>
</tr>
<tr>
<td>INTERACTIVE LEISURE SOFTWARE</td>
<td>21</td>
<td>27</td>
</tr>
<tr>
<td>MUSIC</td>
<td>122</td>
<td>160</td>
</tr>
<tr>
<td>PERFORMING ARTS</td>
<td>74</td>
<td>60</td>
</tr>
<tr>
<td>PUBLISHING</td>
<td>141</td>
<td>&gt;125</td>
</tr>
<tr>
<td>SOFTWARE &amp; COMPUTER SERVICES</td>
<td>555</td>
<td>272</td>
</tr>
<tr>
<td>TELEVISION &amp; RADIO</td>
<td>102</td>
<td>64</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,322</strong></td>
<td><strong>966</strong></td>
</tr>
<tr>
<td>INDUSTRY</td>
<td>2001 MAPPING DOCUMENT (£M)</td>
<td>1998 MAPPING DOCUMENT (£M)</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>ADVERTISING</td>
<td>774</td>
<td>565</td>
</tr>
<tr>
<td>ARCHITECTURE</td>
<td>68</td>
<td>250</td>
</tr>
<tr>
<td>ART &amp; ANTIQUES MARKET</td>
<td>629</td>
<td>1,300</td>
</tr>
<tr>
<td>CRAFTS</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>DESIGN</td>
<td>1,000</td>
<td>350</td>
</tr>
<tr>
<td>DESIGNER FASHION</td>
<td>350</td>
<td>350</td>
</tr>
<tr>
<td>FILM &amp; VIDEO</td>
<td>653</td>
<td>522</td>
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<tr>
<td>INTERACTIVE LEISURE SOFTWARE</td>
<td>503</td>
<td>417</td>
</tr>
<tr>
<td>MUSIC</td>
<td>1,300</td>
<td>1,500</td>
</tr>
<tr>
<td>PERFORMING ARTS</td>
<td>80</td>
<td>&gt;75</td>
</tr>
<tr>
<td>PUBLISHING</td>
<td>1,654</td>
<td>1,900</td>
</tr>
<tr>
<td>SOFTWARE &amp; COMPUTER SERVICES</td>
<td>2,761</td>
<td>2</td>
</tr>
<tr>
<td>TELEVISION</td>
<td>440</td>
<td>234</td>
</tr>
<tr>
<td>TOTAL</td>
<td>10,252</td>
<td>7,503</td>
</tr>
</tbody>
</table>

(2) 1998 Document reported no reliable data available.
(3) Television exports only.
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