

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.

INDUSTRY	REVENUE		
	2001 MAPPING DOCUMENT (£BN)	1998 (£BN)	PERCENTAGE CHANGE ² (%)
INTERACTIVE LEISURE SOFTWARE	1.0	0.8	17
SOFTWARE & COMPUTER SERVICES	36.4	30.3	20
TELEVISION & RADIO	12.1	10.6	15
TOTAL	49.5	41.7	19
	(44% OF TOTAL)		

INDUSTRY	EMPLOYMENT		
	2001 MAPPING DOCUMENT (THOUSANDS)	1998 (THOUSANDS)	PERCENTAGE CHANGE ² (%)
ADVERTISING	93	85	9
CRAFTS	24	24	-2
FILM & VIDEO	45	48	-8
PERFORMING ARTS	74	75	-1
TELEVISION & RADIO	102	101	1
SOFTWARE & COMPUTER SERVICES	555	420	32
TOTAL	892	754	18
	(67% OF TOTAL)		

(1) Estimates for 1998 compiled from the same sources as the figures shown for the 2001 Mapping Document.

INDUSTRY	EXPORTS		PERCENTAGE CHANGE ² (%)
	2001 MAPPING DOCUMENT (£M)	1998 (£M)	
ADVERTISING	774	815	-5
ARCHITECTURE	68	59	15
FILM & VIDEO	653	581	12
TELEVISION ³	440	444	-1
TOTAL	1,935	1,899	2

(19% OF TOTAL)

(2) Calculated on unrounded figures.

(3) Television exports only.

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.

INDUSTRY	REVENUE	
	2001 MAPPING DOCUMENT (£BN)	1998 MAPPING DOCUMENT (£BN)
ADVERTISING ⁽¹⁾	3.0	>4
ARCHITECTURE	1.7	1.5
ART & ANTIQUES MARKET	3.5	2.2
CRAFTS	0.4	0.4
DESIGN	26.7	12.0
DESIGNER FASHION	0.6	0.6
FILM & VIDEO	3.6	0.9
INTERACTIVE LEISURE SOFTWARE	1.0	1.2
MUSIC	4.6	3.6
PERFORMING ARTS	0.5	0.9
PUBLISHING	18.5	16.3
SOFTWARE & COMPUTER SERVICES	36.4	7.5
TELEVISION & RADIO	12.1	6.4
TOTAL	112.5	57.5

(1) Gross revenue is £16bn from which £13bn as reported as revenue by other creative industries has been deducted to avoid double counting.

EMPLOYMENT

INDUSTRY	2001 MAPPING DOCUMENT (THOUSANDS)	1998 MAPPING DOCUMENT (THOUSANDS)
ADVERTISING	93	96
ARCHITECTURE	21	30
ART & ANTIQUES MARKET	37	40
CRAFTS	24	25
DESIGN	76	23
DESIGNER FASHION	12	12
FILM & VIDEO	45	33
INTERACTIVE LEISURE SOFTWARE	21	27
MUSIC	122	160
PERFORMING ARTS	74	60
PUBLISHING	141	>125
SOFTWARE & COMPUTER SERVICES	555	272
TELEVISION & RADIO	102	64
TOTAL	1,322	966

EXPORTS

INDUSTRY	2001 MAPPING DOCUMENT (£M)	1998 MAPPING DOCUMENT (£M)
ADVERTISING	774	565
ARCHITECTURE	68	250
ART & ANTIQUES MARKET	629	1,300
CRAFTS	40	40
DESIGN	1,000	350
DESIGNER FASHION	350	350
FILM & VIDEO	653	522
INTERACTIVE LEISURE SOFTWARE	503	417
MUSIC	1,300	1,500
PERFORMING ARTS	80	>75
PUBLISHING	1,654	1,900
SOFTWARE & COMPUTER SERVICES	2,761	.. ²
TELEVISION	440 ³	234
TOTAL	10,252	7,503

(2) 1998 Document reported no reliable data available.

(3) Television exports only.

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