



Department
for Culture
Media & Sport

Creative Industries Economic Estimates: Service Exports by Key Markets

March 2016

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Chapter 1 - Findings

Background

This release provides an estimate of the exports of services of the Creative Industries to a selection of countries that represent markets of interest to the Department for Culture, Media and Sport (DCMS) and UK Trade and Investment (UKTI).

This release accompanies the previously release Creative Industries Economic Estimates: Focus on Exports release, [published in June 2015](#). It is being released to make public analysis that has been undertaken within DCMS.

The markets of interest covered by these statistics are:

- France
- Germany
- Hong Kong
- India
- Japan
- UAE
- USA
- China
- South Korea

Exports of Services

Exports of services are measured using ONS International Trade in Services (ITIS) data. These are based on a survey of just under 15,000 UK businesses, and record the value of services which businesses export. Results are in current prices (i.e. have not been adjusted for inflation).

The exports of services of the Creative Industries for 2013 were reported in the previously published [Creative Industries Economic Estimates: Focus on Exports](#). This additional analysis uses the same methodology as those used in that release. A full methodology paper on these statistics can be found [here](#).

Key findings

The total value of exports by country is listed below in Table 1. Breakdown by Creative Industries Groups is given in Table 2 and Table 3.

Table 1: Value of exports in services for the Creative Industries by selected countries in 2013

Country	Value of exports of services (£m)
France	898.4
Germany	1,057.4
Hong Kong	136.8
India	160.7
Japan	259.4
UAE	188.3
USA	4,545.9
China	144.8
South Korea	104.6

Table 2: Value of exports of services by country in £ millions, 2013

Creative Industries group	Value of exports of services (£m) by country									
	France	Germany	Hong Kong	India	Japan	UAE	USA	China	South Korea	Total exports
1. Advertising and marketing	139.2	187.6	26.0	10.4	99.0	27.8	522.9	10.5	26.9	2,640.7
2. Architecture	11.3	1.8	6.3	4.3	-	18.2	52.1	34.1	-	358.6
3. Crafts	-	-	-	-	-	-	-	-	-	-
4. Design: Product, Graphic and Fashion Design	27.1	12.5	5.6	3.6	2.6	-	24.2	1.2	0.9	204.0
5. Film, TV, video, radio and photography	148.0	200.2	15.0	23.0	18.1	58.1	1,182.3	10.9	8.7	4,034.3
6. IT, software and computer services	482.1	514.2	46.0	100.5	83.5	59.8	2,244.1	49.8	43.3	8,588.9
7. Publishing	67.8	106.4	35.3	17.7	39.6	16.6	346.9	31.1	11.5	1,315.5
8. Museums, Galleries and Libraries	-	-	-	-	-	-	-	-	-	-
9. Music, performing and visual arts	22.6	34.2	2.3	1.1	14.2	4.3	169.6	6.4	2.0	703.7
Total	898.4	1,057.4	136.8	160.7	259.4	188.3	4545.9	144.8	104.6	17,855.6

Table 3: Value of exports of services as a percentage the Creative Industries total, 2013

Creative Industries group	Value of exports of services by country as % of total									
	France	Germany	Hong Kong	India	Japan	UAE	USA	China	South Korea	
1. Advertising and marketing	5.3%	7.1%	1.0%	0.4%	3.7%	1.1%	19.8%	0.4%	1.0%	
2. Architecture	3.1%	0.5%	1.8%	1.2%	-	8.9%	14.5%	9.5%	-	
3. Crafts	-	-	-	-	-	-	-	-	-	
4. Design: Product, Graphic and Fashion Design	13.3%	6.1%	2.8%	1.8%	1.3%	-	11.9%	0.6%	0.5%	
5. Film, TV, video, radio and photography	3.7%	5.0%	0.4%	0.6%	0.4%	1.4%	29.3%	0.3%	0.2%	
6. IT, software and computer services	5.6%	6.0%	0.5%	1.2%	1.0%	0.7%	26.1%	0.6%	0.5%	
7. Publishing	5.2%	8.1%	2.7%	1.3%	3.0%	1.3%	26.4%	2.4%	0.9%	
8. Museums, Galleries and Libraries	-	-	-	-	-	-	-	-	-	
9. Music, performing and visual arts	3.2%	4.9%	0.3%	0.2%	2.0%	0.6%	24.1%	0.9%	0.3%	
Total	5.0%	5.9%	0.8%	0.9%	1.5%	1.1%	25.5%	0.8%	0.6%	

Notes:

1. Source, ONS International Trade in Services (ITIS) survey
2. Figures are expressed in current prices (i.e. not adjusted for inflation)
3. Exports for Crafts and Museums, Galleries and Libraries, and Architecture are not shown as data are disclosive

Chapter 2 - Background Information

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