

CREATIVE INDUSTRIES SNAPSHOT



BOOKS

€22 - 24 bn annual revenues²;
€35 - 38 bn market value²;
600,000+ new titles per year in all European languages²

PRODUCTION

2,200 feature films produced in the EU in 2017⁵;
European film-producing countries interacted with 150 countries¹⁰
Over 960 titles and 12,000 hours of TV fiction produced in the EU⁵

CINEMA

1.29 bn cinema admission in 2018¹;
€8.1 bn box office revenues in 2018¹;
Over 95% cinema screens are digital in Europe¹⁴

VIDEO CONTENT ONLINE & OFFLINE

€11.8 bn spent by Europeans on online & physical video software in 2018⁹;
An increase of 14.8% in comparison to 2017⁹

COMMERCIAL TV

11,123 TV channels are available in Europe⁴;
A total of 61 different languages were broadcast across the EU-28 in 2017⁵;
A total of 6,517 different TV series and films were broadcast by
at least one EU-28 television channel⁵

SPORT

English top tier football generated £1.1 bn broadcast exports and £3.3 bn
generated in tax revenues in the UK in 2016/17⁶;
The total turnover generated by the professional football industry in Spain in
2016/17 was over €15.69 bn⁷;
55,000 people employed directly or indirectly in German professional football⁸

PHOTOGRAPHY

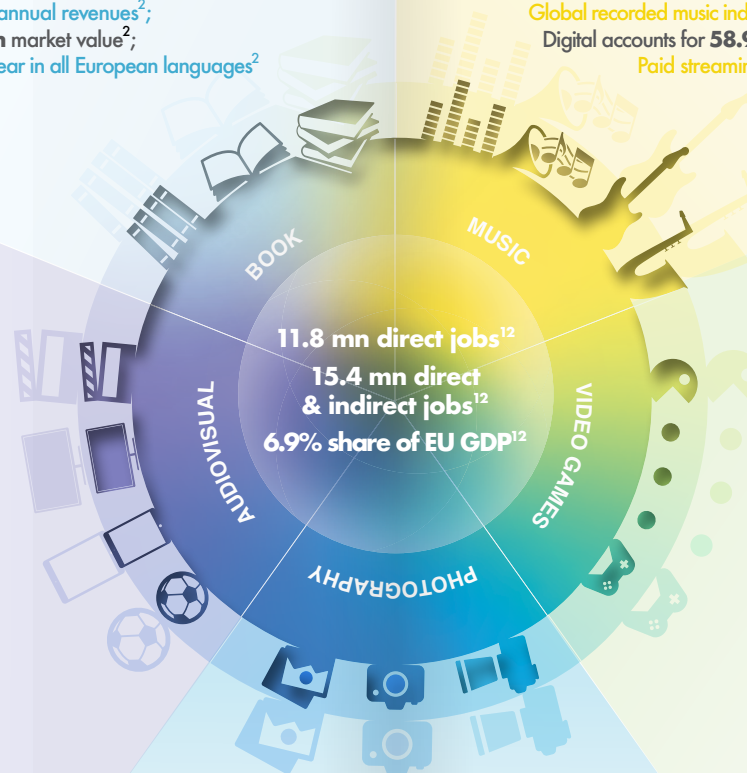
More than a third of the photo agency are micro businesses¹⁵;
The photography business is 100% made up of SMEs and 99% digital.
Worldwide the market is estimated at \$2.7bn with 42% for Europe¹³;
In Germany, the total of digital pictures held in databases is > 580 mn¹⁵

MUSIC

Global recorded music industry revenue totalled €17.3bn in 2018¹¹;
Digital accounts for 58.9% of global recorded music revenue¹¹;
Paid streaming in Europe rose by 29%¹¹

VIDEO GAMES

€21 bn market in 2018³;
15% growth in the main European markets
of UK, France, Germany and Spain³;
54% of the EU's population aged 6-64 play video games³



SOURCES

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- 2 FEP, Manifesto, 2019
- 3 ISFE, Key Facts 2019
- 4 MAVISE Database, 2019
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- 6 Premier League Economic and social impact, 2019
- 7 PwC, La Liga, Economic, fiscal and social impact of professional football in Spain, 2018
- 8 DFL Deutsche Fußball Liga, 2019, Wirtschaftreport 2019 - Die Ökonomische Situation im Lizenzfußball
- 9 IVE, Total Europe Key data, 2018
- 10 Council of Europe, Film Production Report 2017, 2018
- 11 IFPI, Global Music Report - State of the Industry, 2019
- 12 EUIPO/EPO, Intellectual property rights intensive industries and economic performance in the European Union, 2019
- 13 Selling Stocks, Inside the image stock industry, 2019
- 14 UNIC, Annual report, 2018
- 15 Prof. Lars Bauernschmitt / Image Market - Business Trends / University of Applied Sciences Hannover