



CREATIVE ECONOMY

Report 2010

Creative Economy:
A Feasible Development Option





United Nations



CREATIVE ECONOMY

Report 2010

Creative Economy:
A Feasible Development Option



Contents

Foreword	xv
Acknowledgements	xvii
Scope of this report.....	xix
Ten key messages	xxiii
Abbreviations and acronyms	xxvi

PART 1. THE CREATIVE ECONOMY

Chapter

1. Concept and context of the creative economy	3
1.1 Evolving concepts and definitions	3
1.1.1 Creativity	3
1.1.2 Creative goods and services	4
1.1.3 Cultural industries	5
1.1.4 Cultural economics.....	5
1.1.5 Creative industries	6
1.1.6 The UNCTAD classification of the creative industries	7
1.1.7 The creative economy	9
1.1.8 The creative class and creative entrepreneurs.....	10
1.1.9 Creative cities	12
1.1.10 Creative clusters, networks and districts	16
1.1.11 Cultural and creative commons.....	18
1.1.12 Experience economy	18
1.1.13 Creative ecology.....	19
1.2 Major drivers of the creative economy worldwide.....	19
1.2.1 Technology	19
1.2.2 Demand.....	20
1.2.3 Tourism	21
1.3 The multiple dimensions of the creative economy	23
1.3.1 Economic aspects	23
1.3.2 Social aspects	24
1.3.3 Cultural aspects	25
1.3.4 Sustainable development	26
1.4 The cross-cutting nature of creative industries.....	27
1.4.1 Need for concerted inter-ministerial policies	27
1.4.2 Need for dialogue with multiple stakeholders.....	28

1.4.3	Need for institutional mechanisms	28
1.5	The creative economy in the developed world.....	28
2.	The development dimension	33
2.1	Policy implications: The Millennium Development Goals	33
2.2	The creative economy: Linkages and development implications	36
2.2.1	Multifaceted aspects of the creative economy	37
2.2.2	Cultural and technological linkages	37
2.2.3	Social interactions	38
2.3	Traditional knowledge, culture and the creative economy	38
2.4	The creative economy in the developing world and transition economies	41
2.4.1	Africa	41
2.4.2	The Asia-Pacific region.....	47
2.4.3	Central Asia and the Middle East	50
2.4.4	Latin America.....	52
2.4.5	Caribbean	58
2.4.6	Eastern European economies in transition	61
2.5	Creative economy and the green economy	64
2.5.1	Creativity and biodiversity: A win-win solution	66

PART 2. ASSESSING THE CREATIVE ECONOMY: ANALYSIS AND MEASUREMENT

3.	Analysing the creative economy	73
3.1	The need for systematic analysis	73
3.2	Organization of the creative economy	74
3.2.1	Organizational structures	74
3.2.2	Operational matters	74
3.2.3	Locational issues	75
3.2.4	The power of social networks	76
3.3	Economic analysis of the creative industries.....	77
3.3.1	Industrial organization analysis	77
3.3.2	Value-chain analysis.....	77
3.3.3	Inter-industry analysis	79
3.3.4	Locational analysis	80
3.3.5	Environmental analysis	82
3.3.6	Copyright and intellectual property	82
3.3.7	Contract theory	83
3.4	Structure of the creative industries	83
3.4.1	Predominance of small and medium-sized enterprises.....	83

3.4.2	Large-scale corporate enterprises.....	85
3.4.3	Public or quasi-public cultural institutions	86
3.4.4	Individual artists and producers	86
3.5	Distribution and competition issues	89
3.5.1	Changing consumption patterns	92
3.5.2	Creative industries and regulation	92
3.6	An application of production-chain analysis: The music industry in sub-Saharan Africa ..	93
4.	Towards an evidence-based assessment of the creative economy	95
4.1	Why we need a new information base and why it doesn't already exist	95
4.2	Towards a reliable benchmark for the creative economy	96
4.3	The challenge of building an operational model of the creative economy.....	97
4.4	Measures: Their limitations and potential	99
4.4.1	Employment.....	99
4.4.2	Time use	100
4.4.3	Trade and value added	100
4.4.4	Copyright and intellectual property rights issues	101
4.4.5	Public investment.....	101
4.5	Implementation of a Culture Satellite Account	101
4.6	Data sources and assessment tools: Why the current data are inadequate	103
4.7	The case for a trade model for the creative industries using a product classification methodology.....	104
4.8	Comparative analysis of statistical methodologies for international trade of creative and cultural goods	106
4.8.1	Trade statistics for creative and cultural goods: selected methodologies	106
4.8.2	Summary comparison of statistics methodologies for creative and cultural goods	110
4.8.3	Lesson learned from the comparative studyanalysis.....	114
4.9	Methodological basis for a unified measure of international trade of creative goods	117
4.10	Main considerations	119

PART 3. INTERNATIONAL TRADE IN CREATIVE GOODS AND SERVICES

5.	International trade in creative goods and services: Global trends and features	125
5.1	Setting the scene	125
5.2	Creative industries: A new dynamic sector in world trade	126
5.3	Global trends in world trade of creative goods and services	128
5.3.1	Global trends in world exports.....	128
5.3.2	Global trends in world imports	130
5.3.3	Key players in the global market for creative goods	132

5.3.4	Trade balance in creative goods	133
5.3.5	Country profiles on the creative economy	134
5.4	Regional economic groups in world markets.....	135
5.5	Prospects for North-South and South-South trade in creative goods and services	136
5.6	Global trends in international trade of creative industries, by sectors.....	139
5.6.1	Heritage.....	139
5.6.2	Performing arts	141
5.6.3	Visual arts	147
5.6.4	Audiovisuals.....	149
5.6.5	Publishing and printed media	154
5.6.6	Design.....	155
5.6.7	New media	158
5.6.8	Creative services	160
5.6.9	Royalties and licence fees	162
5.6.10	Related industries	163

PART 4. THE ROLE OF INTELLECTUAL PROPERTY AND TECHNOLOGY

6.	The role of intellectual property in the creative economy	169
6.1	Introduction	169
6.2	What are intellectual property rights?	170
6.3	Intellectual property and the creative industries	171
6.3.1	Geographical indications and appellations of origin	172
6.4	Copyright and the creative economy	172
6.4.1	Exclusive rights	173
6.4.2	Moral rights	173
6.4.3	Related rights	174
6.4.4	Exceptions and limitations to copyright	175
6.4.5	Enforcement of copyright	177
6.5	The economics of copyright	177
6.5.1	Creative Commons licences: A fast-growing movement	178
6.6	Contribution of the creative industries to the economy	179
6.7	Copyright, the creative industries and traditional cultural expressions	181
6.7.1	Indigenous communities and new technologies	182
6.8	Copyrights and new technologies.....	184
6.9	Possible policy options	186

7. Technology, connectivity and the creative economy	189
7.1 Introduction	189
7.2 Connectivity and its wider impact	190
7.2.1 The mobile revolution	191
7.2.2 Fastest growth of Internet users in the South	192
7.2.3 Developing countries lag behind in terms of broadband connectivity.....	192
7.2.4 Global shifts boost South-South trade and investment in ICT goods	193
7.3 Measurement issues and creative content.....	194
7.4 ICTs and their impact on the creative economy.....	196
7.4.1 The growing importance of ICTs for the creative industries	197
7.5 Digitization	198
7.6 Convergence and new business models	198
7.7 Impact across the production chain	200
7.8 Looking to the future	203

PART 5. PROMOTING THE CREATIVE ECONOMY FOR DEVELOPMENT

8. Policy strategies for the creative industries	209
8.1 Introduction	209
8.2 The role of public policies	210
8.3 The policy process	213
8.4 Policy directions.....	214
8.4.1 Provision of infrastructure	214
8.4.2 Provision of finance and investment	215
8.4.3 Creation of institutional mechanisms.....	219
8.4.4 Regulatory framework and legislation	221
8.4.5 Development of exports markets.....	223
8.4.6 Establishment of creative clusters	223

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_9904

