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The Creative Economy Delivering Smart, Sustainable and Inclusive Growth

The EU has taken steps towards economic recovery by focusing on new engines for growth and identifying ways to support them. The creative digital economy is growing seven times faster than any other sector of the European economy. At its core, the cultural and creative industries – film, TV, books, music, newspapers, magazines, games, and apps – have proven resilient in times of crisis and continue to expand rapidly.

The contribution of Europe's IPR intensive industries was addressed in a study highlighting that IP-intensive industries contribute 26% of EU employment and 39% of total economic activity (GDP) in the EU, worth €4.7 trillion ([OHIM study](#)). One in 3 of all EU jobs rely on IPR intensive industries with the core copyright-intensive industries alone generating 9.9 million jobs. IPR-intensive industries account for 90% of the EU's trade with the rest of the world and the core copyright-intensive industries create a trade surplus.

The growth model of the creative industries as an engine of the digital economy is one that delivers holistic value by investing in content, talent, culture, knowledge, freedom of expression and in innovation and new technologies. It fosters continuous and sustained development in the Digital Single Market, while catering for the needs of consumers with regard to their cultural and linguistic preferences, with innovative services, products and new business models.

We are the creative economy

We create the content that Europeans want, watch, listen to, read, and engage with every day. We create the high value professional content that spurs consumers to get connected, that helps them purchase and use innovative technologies. We create value for Europe by offering the excitement of a creative career, of jobs that will not be outsourced beyond the EU's borders. We are the only ones who invest in new professional cultural creations, giving Europeans the possibility of financial partnership and investment to make their works a reality, to create a new contribution to our cultural heritage. We spur on all facets of the economy, from technology, to connectivity, to social interaction.

Our innovations deliver great consumer choice

European citizens are able to enjoy creativity in more ways and with higher quality experiences than ever before. Our companies invest in professionalism to ensure the production of premium content of the highest standards. The innovative services we launch,



and the new ways in which we bring content to consumers, have created new opportunities for other sectors which have grown thanks to ours. We innovate with new services that have a profound impact on the daily lives of all Europeans. Without the content we create, finance, and bring to consumers, what would they need a broadband connection for, or a smartphone, or a high end television, or an eReader? It is our creative products and services that contribute to the development of a digital society and economy.

Cultural and creative industries need a fair and responsible Internet to thrive

Our industries need to rely on a fair and responsible framework for the Internet in order to remain sustainable. Publishers and producers have always and will continue to carry editorial responsibility, enabled by effective protection of intellectual property. All actors benefitting from the opportunities offered by the Internet should also take their responsibilities and respect rules of fair competition.

Creativity for future skilled jobs

The creative and media industries contribute to the development of a skilled and educated workforce. This is more important than ever at a time when smart and sustainable growth in the European economy depends on citizens having a high level of skills and education. For example, reading European newspapers promotes essential literacy skills, while at the same time providing a range of authoritative information that is indispensable to citizens wishing to inform themselves about the major challenges facing our society.

Media literacy programmes carried out by the news media sector in schools all across Europe today include a specific focus on digital skills relating to social media, privacy online, copyright and how to engage with content in general. Creative and media businesses acknowledge the importance of young Europeans, in particular, informing them how to actively, critically and consciously apply new devices and tools in the digital era and how to operate safely and knowledgeably online.

ABOUT CMBA: the Creative and Media Business Alliance (CMBA) is an informal grouping that gathers some of Europe's top media and creative businesses and industry associations. It was launched in November 2004 to give the sector a strong and united voice at the level of the European Union. The sectors represented by the CMBA are more than a mere driver for technology development or an "added value" to the European Digital Agenda. They lie at the heart of the digital society.

