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Links: www.creatingeurope.eu, www.authorsocieties.eu

Cultural and creative industries in the EU show a way out of the economic crisis

Brussels, 02/12/2014 - A new study published by EY (formerly Ernst & Young) reveals that cultural and creative industries (CCIs), among the EU's biggest employers, have experienced sustained growth even through recession. CCIs' position as a powerhouse of economic growth in the EU makes them a leading example: a way out of recession.

The digital economy

The EY study published today emphasises that creative works are one of the main sources nourishing the digital economy, which has been placed at the forefront of European Commission's future policy plan. Jean-Noël Tronc, CEO of French authors' society Sacem said that *"if the **digital economy is to grow** strongly and healthily within the EU, it should do so **hand-in-hand with the cultural and creative economy**, which is **the main source that fills the networks** and platforms created by digital technologies."*

The European Grouping of Societies of Authors and Composers (GESAC) invites EU politicians to give the necessary consideration to the importance of creators who provide the life blood of CCIs and the digital economy. Despite their central role in the growth of the EU, creators' rights and earnings are currently under threat by internet intermediaries that reap huge benefits without providing creators with a (fair) share. GESAC urges the European Commission and the European Parliament to take this considerable threat to CCIs' ecosystems seriously, in light of the modernisation of copyright in the EU.

Christophe Depreter, President of GESAC, said *"Today's study shows that CCIs create 5 times more jobs than telecommunications and far more than conventional sectors like chemical, automotive and metal and steel industries. We are in the information age and creative works are the main source of its digital economy. **Creators need to be at the centre of EU policy on authors' rights/copyright for stronger CCIs that would also feed a more diverse and future-proof digital economy.**"*

Maintaining successful ecosystems

In light of the modernisation of copyright recently set as one of the high priorities for the new European Commission, Jochen Greve, the German screenwriter of renowned TV Series Tatort, among other works, argued that with *“the substantial value created by CCI needs to be adequately recognised. **Copyright/authors’ rights sustain CCIs and their ecosystems; they are industries that are rooted in creativity and therefore depend on protecting intellectual property.**”*

Also arguing in favour of maintaining a healthy copyright system to preserve the strong position of CCIs was Henrique Mota, CEO of Portuguese publishing house Principia Editoria and Vice-President of the Federation of European Publishers (FEP): *“without copyright, there would be far fewer books, and therefore creative expressions would significantly be stifled. **Copyright preserves cultural diversity, and with it a European identity deeply-rooted in its versatility.**”*

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The comprehensive study by EY “Creating Growth: measuring cultural and creative markets in the EU” which analyses 11 sectors of CCIs throughout the EU28, demonstrates the major contribution of CCIs to growth and jobs in the European Union. Representing **€535.9 billion in turnover** and **more than 7 million jobs**, CCIs show an impressive economic weight, but also specificities that provide guiding material for the rest of the EU economy:

- CCIs rely heavily on **local work forces**, making them a key component of local economic development.
- CCIs also **attract young workers** who are especially hard-hit by unemployment in the EU: they account for over 19% of those working in CCIs.
- During recession (2008-2012), **employment in CCIs grew by 0.7% per year**, while general EU employment decreased by 0.7% per year.

GESAC groups 34 of the largest authors’ societies in the European Union, Norway, Iceland and Switzerland. It represents over 1 million creators and rights holders in the areas of music, audiovisual works, visual arts, literary and dramatic works, as well as music publishers. Created in 1990, GESAC’s head office is in Brussels.

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