From cultural to creative industries

The specific characteristics of the creative industries

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Some current usages of the terms cultural / creative industries

- UK Department of Culture, Media and Sport
- French Département des Etudes, de la Prospective et des Statistiques
- UNESCO
- UN Conference on Trade and Development (UNCTAD)
- World Intellectual Property Organisation (WIPO)
Most definitions of the creative / cultural industries include the following industries:

- arts and heritage
- audiovisual industries including film, music, video games, etc.
- broadcast and print media
- publishing
- advertising, fashion, design, architecture
Definitions

• Creativity: the capacity to generate new and original ideas or new ways of solving problems

• Culture: shared values, beliefs, traditions, ways of life and the means of expressing these e.g. through the arts
A distinction

Cultural goods and services:

• require creativity
• convey symbolic messages
• potential intellectual property

Creative goods and services:

• simply require creativity
Conclusions

- Creative industries are a large group of which the cultural industries are a sub-set

- This has implications for statistical data collection of relevance to cultural policy