



# World Creative

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## TIEMPOS DE CULTURA

**El primer mapa mundial de las industrias culturales y creativas**

[MÁS INFORMACIÓN](#)

## LAS INDUSTRIAS CULTURALES Y CREATIVAS ESTIMULAN LA ECONOMÍA MUNDIAL

CISAC – la Confederación Internacional de Sociedades de Autores y Compositores – se complace en presentar un nuevo estudio publicado por EY titulado “Tiempos de cultura – El primer mapa mundial de las Industrias Culturales y Creativas (ICC)”.

Por primera vez, este informe cuantifica la contribución económica y social mundial de este importante sector. El estudio analiza 11 sectores de las ICC: publicidad, arquitectura, literatura, videojuegos, cine, música, periódicos/revistas, artes escénicas, radio, televisión y artes visuales. Los tres sectores de las ICC que más empleo generan son las artes visuales (6,73m), la literatura (3,67m) y la música (3,98m).



**2,25 billones de US\$**

Ingresos de las ICC a nivel mundial

3% del PIB mundial

Superan los ingresos de los servicios de telecomunicaciones (1,57 billones de USD)

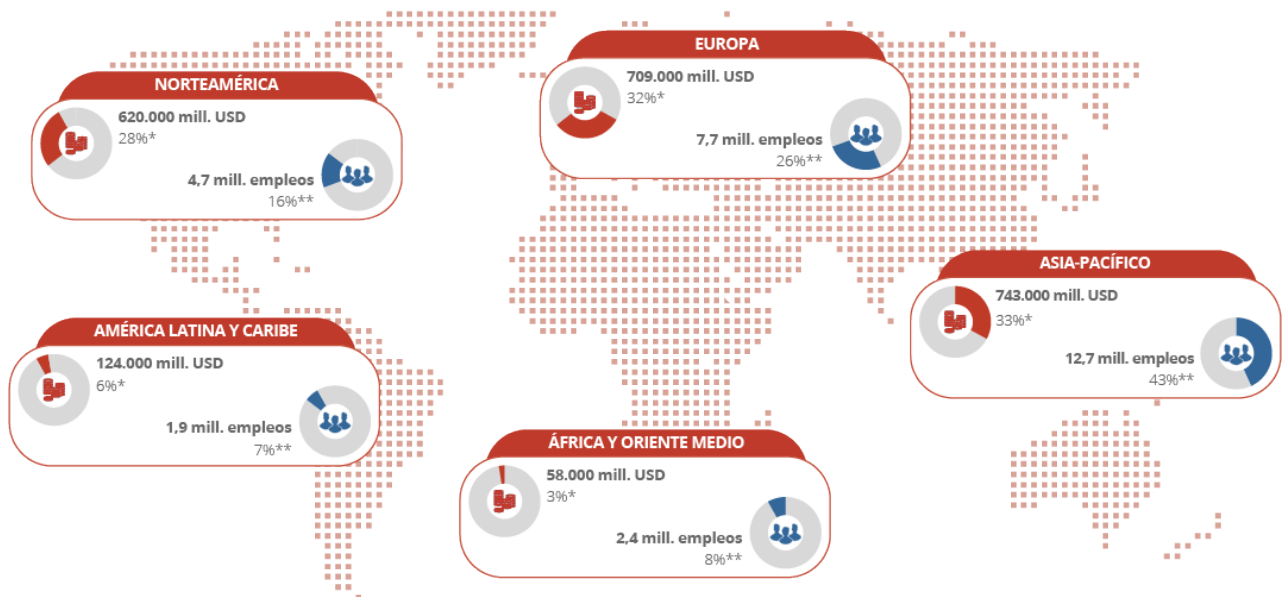


29,5 millones de empleos  
Empleo mundial de las ICC

1,0% de la población activa mundial

Superan el conjunto de empleos de la industria automovilística en Europa, Japón y Estados Unidos (25 millones)

## UN MUNDO CREATIVO MULTIPOLAR



\* % de ingresos de las ICC a nivel mundial    \*\* % de empleos totales de las ICC



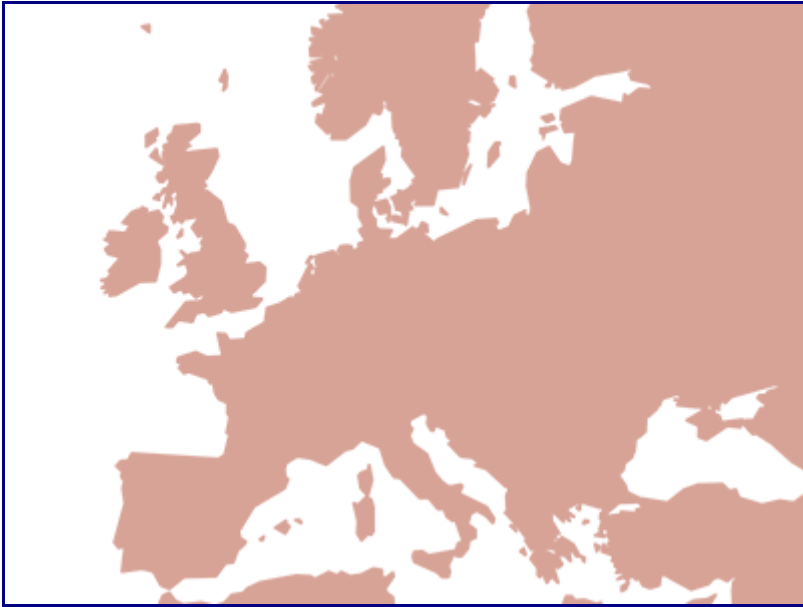
ÁFRICA Y ORIENTE MEDIO



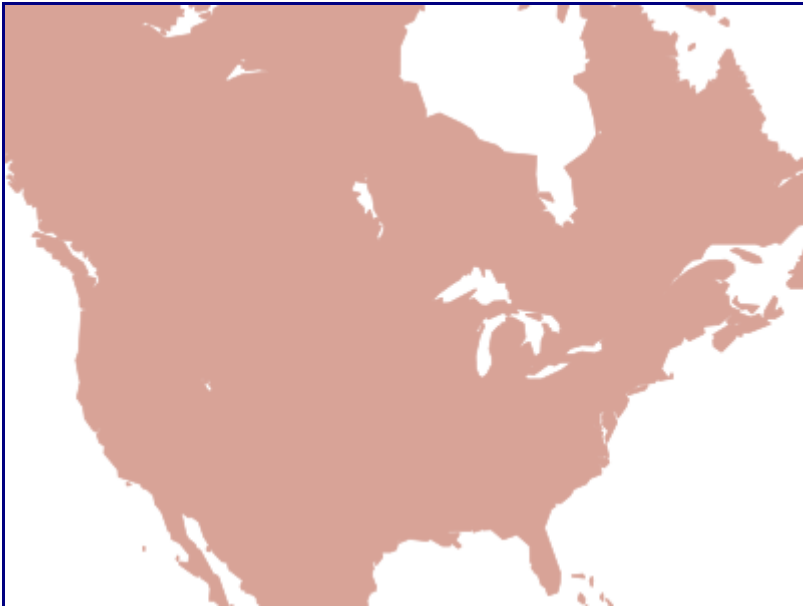
AMÉRICA LATINA Y EL CARIBE



ASIA-PACÍFICO



EUROPA



NORTEAMÉRICA

## IMPULSAR LA ECONOMÍA DIGITAL

200.000 mill. US\$ Contribución a las ventas digitales mundiales

530.000 mill. US\$ Importe de las ventas totales de dispositivos digitales

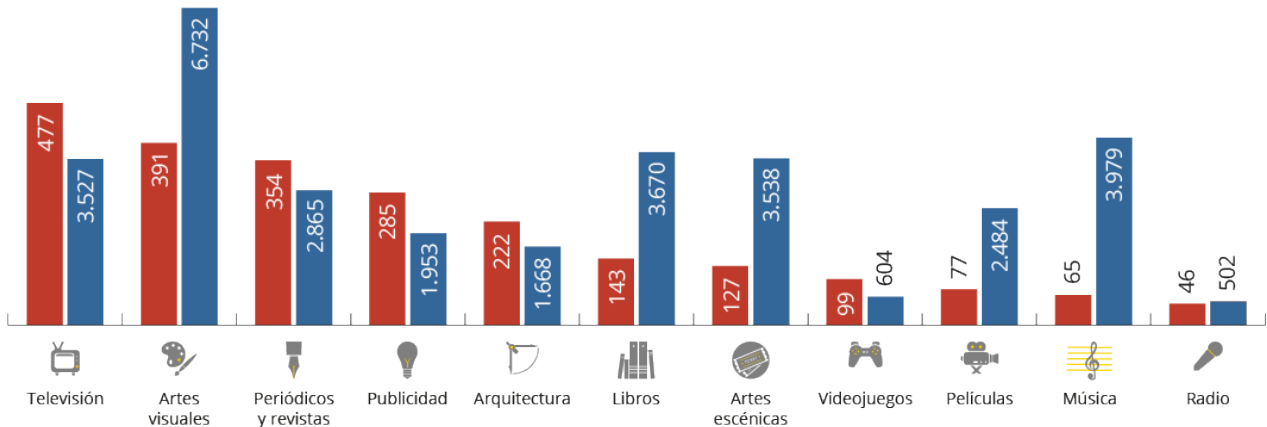
66.000 mill. US\$ Ventas de contenidos culturales digitales de negocio al consumidor

21.700 mill. US\$ Ingresos publicitarios de los medios digitales y el streaming gratuito

# CONTRIBUCIÓN DE LAS ICC POR SECTORES

Ingresos por sectores (en miles de millones de USD)

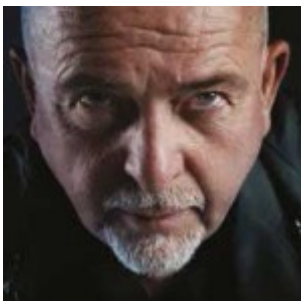
Número de empleos (en '000)



## LA VOZ DEL CREADOR



Isao Tomita, músico – Japón *Tuve la oportunidad de intentar deleitar a los que escucharon (mi música). La cultura de la música es muy valiosa para todo el género humano. Debemos mantener un entorno en el que los creadores puedan dedicarse a crear.*



Peter Gabriel, músico - Reino Unido *La distribución digital representa una excelente oportunidad para creadores y oyentes si aquellos que crean los contenidos pueden beneficiarse del valor que genera su obra.*



Carlhinos Brown, músico – Brasil *La cultura no es sólo entretenimiento, para divertirse; también preserva nuestras raíces. La diversidad cultural constituye el legado que nos han dejado.*



Laurent Petit Girard, compositor – Francia *Como compositor, mi vida profesional depende de un entorno favorable para la creación. La gestión colectiva de los derechos de autor nos garantiza cierta estabilidad.*



Christian Furr, artista visual - Reino Unido *El arte puede servir para cambiar las mentalidades arraigadas.*

## CONSTRUIR UN MUNDO MÁS CREATIVO



### **Promover los derechos de autor**

Las industrias creativas necesitan unos marcos jurídicos adecuados que protejan los derechos de los creadores y les garanticen una remuneración justa para impulsar el crecimiento económico y la creación de empleo en todo el mundo.



### **Mejorar la monetización en línea**

Los responsables políticos han de reequilibrar la actual transferencia de valor en la economía digital, que a día de hoy beneficia a los intermediarios en línea, con el fin de sustentar la economía de las industrias culturales.



### **Cultivar el talento**

El talento de los artistas es la razón de ser de las industrias culturales y creativas y éste merece ser protegido y promovido. La comunidad creativa es un motor de innovación para un desarrollo más sostenible.

# DESCARGAR

## ESTUDIO



[Descargar](#)

## RESUMEN



[Descargar](#)



# NOTA DE PRENSA



**Cultural and Creative Industries Fuel Global Economy and Provide 29.5 million Jobs Worldwide**

Paris, 3 December 2015 - With revenues of US\$2,250 billion, Cultural and Creative Industries account for 3% of world GDP and employ 29.5 million people (1% of the world's active population).

Cultural and Creative Industries (CCI) revenues exceed those of telecom services and employ more people than the car industry in Europe, Japan and the US combined (28.8 million vs. 25 million).

This major contribution of CCI to the global economy is explained in a new study, jointly presented by the International Confederation of Societies of Authors and Composers (CISAC) and the United Nations Educational, Scientific and Cultural Organisation (UNESCO) at UNESCO's headquarters in Paris, France, and published by EY (formerly Ernst & Young).

The study concludes that, to unlock the full potential of CCI, creators must be fairly remunerated for the use of their creative works, so that they can continue contributing to culture and the economy. In particular in the digital market, policy makers need to address the transfer of value currently taking place in favour of internet intermediaries, and ensure that creators and the creative industries are paid fairly for the exploitation of their works.

**Creative works are a key driver of the digital economy.**

In 2013, creative content contributed US\$200b to global digital sales, powering sales of digital devices and increasing demand for high-speed broadband services. Sales of digital cultural goods generated US\$65 billion and US\$21.7 billion of advertising revenues for online media and free streaming websites.

**The study**

The study provides unique data, mapping out a colourful mosaic of a multicolor creative world. It reflects the diversity that UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions stands for, and enhances UNESCO's global effort for "more data and stronger indicators on the role of Culture for development and innovation".

**CISAC President and UNESCO Goodwill Ambassador Juan-Manuel Jarama said:**

"This unique and first global study of cultural and creative industries shows that creators around the world, in all artistic sectors, are a major contributor to the world economy, both in terms of revenues and jobs. They need to be able to work in an environment that protects their moral and economic rights, so that they can sustain their creative activity. We hope this study will be an eye opener for

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# DOCUMENTOS DE APOYO



**Executive Summary**

**Cultural and Creative Industries (CCI) Generate US\$2,250b of Revenues and 29.5 Million Jobs Worldwide**

CCI revenues estimate exceed those of telecom services (US\$1,970 billion), and surpass India (US\$1,900b). While the total, the top three sectors are television (US\$477b), visual arts (US\$393b), and newspapers and magazines (US\$356b). With 29.5 million jobs, CCI employ 1% of the world's active population. The top three employers are visual arts (8.75%), books (3.87%) and music (3.89%).

**The Cultural and Creative World is Multipolar**

Asia-Pacific accounts for US\$142b in revenues (33% of global CCI sales) and 12.7m jobs (43% of CCI jobs worldwide). The Asian market is driven by a large population, and the region is home to CCI leaders, such as Tencent, CCTV and YouTube. Europe and North America are the second and third largest CCI markets. Today Latin America and Africa (including the Middle East) rank fourth and fifth, respectively – but CCI players see great development opportunities in these two regions. Though synthetic, each world region is developing a momentum of its own.

**Cultural and Creative Content Drives the Digital Economy**

CCI are a linchpin of the online economy – contributing US\$200b to global digital sales in 2013. Cultural and creative content also powers sales of digital devices, which reached US\$650b in 2013. Digital cultural goods are, by far, the highest revenue source for the digital economy, generating US\$66b of CCI sales in 2013 and US\$21.7% of advertising revenues for online media and free streaming websites.

**Cultural Production is Young, Innovative and Entrepreneurial**

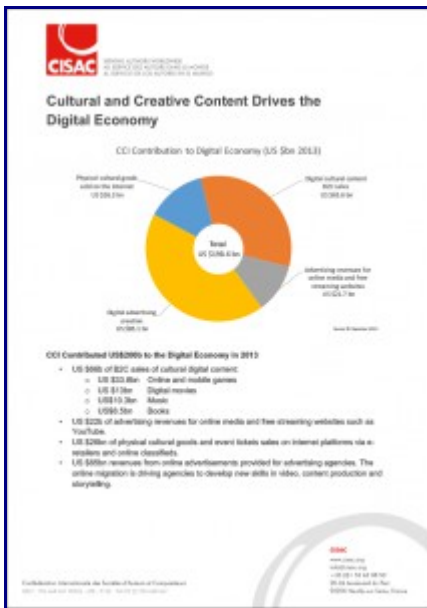
Creative activities contribute significantly to youth employment and careers in CCI are relatively open to people of all ages and backgrounds. In Europe, CCI sectors typically employed more people aged 18-29 years than any other sector. Creative industries also tend to favour the participation of women compared with more traditional industries. Statistics compiled by the UK Government showed that women accounted for more than 30% of people employed in the music industry in 2014 (vs. 41% of the active population overall). Moreover, creation is driven by small businesses or individuals, giving rise to agile and innovative employees.

**Culture Boosts Cities' Attractiveness**

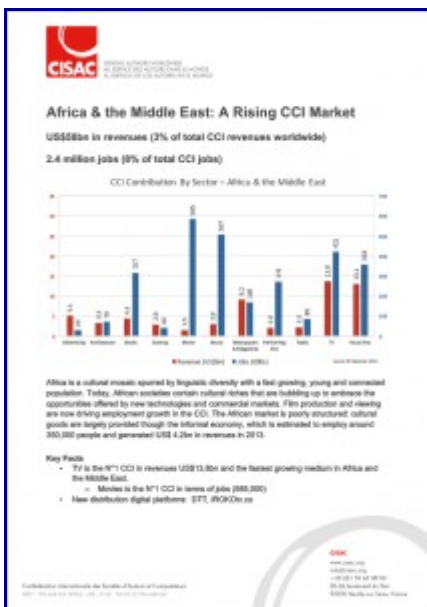
World-class cultural infrastructure is a catalyst for urban development, building a mosaic of

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[Síntesis](#)



## Highlights digitales



## Highlights regionales



## Biographies

### Jean-Michel Jarre – President of CISAC

CISAC's President is electronic music pioneer Jean-Michel Jarre. He succeeded the late Robin Gibb, who passed away in May 2012, and Hervé Di Rosa, French visual artist and painter, interim president until June 2013.

President of one of the fastest growing trends in the industry today: electronic music, composer Jean-Michel Jarre elevated the genre to new peaks of popularity in the late 70's and early 80's, selling 60 million albums. Emerging as an innovative international superstar, he created a new format of outdoor concert performance that has contributed to break the ground for a new generation of outdoor live cultural events. His latest album *Electronica 1 - The new machine* was released in October 2018.

In addition to his music career and CISAC Presidency, Jean-Michel Jarre has also been a UNESCO representative and Goodwill Ambassador for the past two decades.

### Gaël Oron – Director General of CISAC

Gaël Oron is CISAC's Director General. A specialist in international copyright law, he has worked extensively with different sectors of the creative industries and, in particular, the music industry. His skills and experience cover legal, public affairs and lobbying work and he has represented rightsholders before governments, legislators and international bodies on a range of intellectual property, trade matters, national copyright laws and international treaties.

Oron joined CISAC in 2012 as General Counsel and took over the position of Director General in September 2014.

Prior to joining CISAC, he was Deputy Director for Global Legal Policy at the International Federation of the Phonographic Industry (IFPI) in London. Before that, he worked in private practice, specialising in intellectual property litigation.

A qualified lawyer, Oron has published numerous articles and contributed chapters to leading books on copyright and intellectual property. He is also a Visiting Professor at Queen Mary University of London, where he teaches on the creative industries to Master of Laws students.

### Marc Lhermitte, Partner EY Advisory (ex Ernst & Young)

Marc Lhermitte has led the first economic study of cultural and creative industries (CCI) in France and the first economic study of CCI in Europe. Global Leader of EY's International Location Advisory Services, Marc has over 25 years of experience assessing the competitiveness and attractiveness of countries, regions, cities and sites as well as advising multinationals in their site



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## Biografías



## About CISAC

### What is CISAC?

Presided over by electronic music pioneer Jean-Michel Jarre, CISAC—the International Confederation of Societies of Authors and Composers—is the world's leading network of authors societies. With 228 members in 128 countries, we represent four million creators from all geographic areas and all artistic disciplines: music, audiovisual, dance, theatre and visual arts.

In 2014, royalties collected by CISAC member societies on behalf of creators reached €7.8 billion. CISAC protects the rights and promotes the interests of creators worldwide. We enable collective management organisations (CMOs) to seamlessly represent creators across the globe and ensure that royalties flow to authors for the use of their works anywhere in the world. CISAC provides the highest business, legal and IT standards to protect creators' rights and to support the development of the international network of collective management societies.

Founded in 1926, CISAC is a non-governmental, not-for-profit organisation with headquarters in France and four regional offices in Africa (Johannesburg), Latin America & Caribbean (Chile), Asia-Pacific (China) and Europe (Singapore). [www.cisac.org](http://www.cisac.org)

### What does CISAC do?

CISAC protects the rights and promotes the interests of creators across all regions of the world and artistic fields.

#### CISAC Advocates for Creators' Rights

CISAC brings together creators and their collective management organisations (CMOs) in [lobby decision-making](#) to strengthen copyright/author's rights worldwide. As part of this work, we also [represent creators](#) directly and pro-actively [contribute](#) the importance of fair remuneration to their livelihood.

#### CISAC Develops and Operates Global Information Networks

Using standardised [operational identifiers](#) of works and a global system of databases, we help our members document, locate, collect and distribute royalty payments to protected works.

#### CISAC Promotes Best Practices in Governance

We provide [legal, financial and operational support](#) to collective management organisations. Our members adhere to a set of Professional Rules and Binding Resolutions, ensuring that they operate according to best practices in the industry.



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## Preguntas y respuestas CISAC



## Recursos y contactos

## VIDEO: CONFERENCIA DE PRENSA



## DISCURSO Y PRESENTATION



## Discurso de Jean-Michel Jarre



Discurso de Irina Bokova

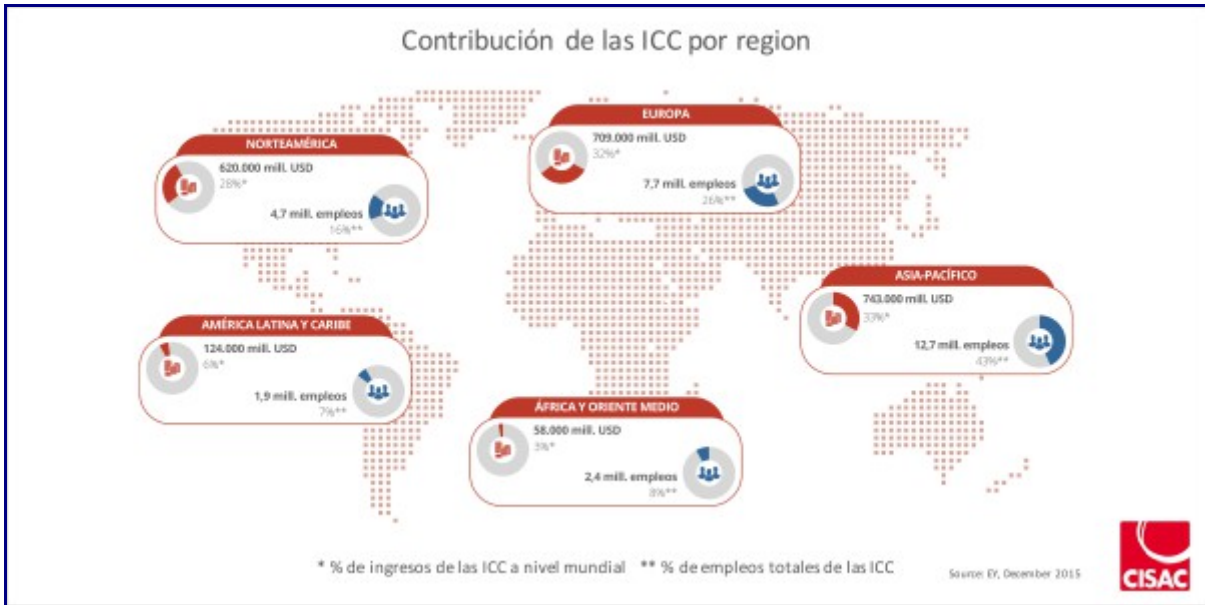


Discurso de Gadi Oron



Marc Lhermitte Presentation

# GRÁFICOS

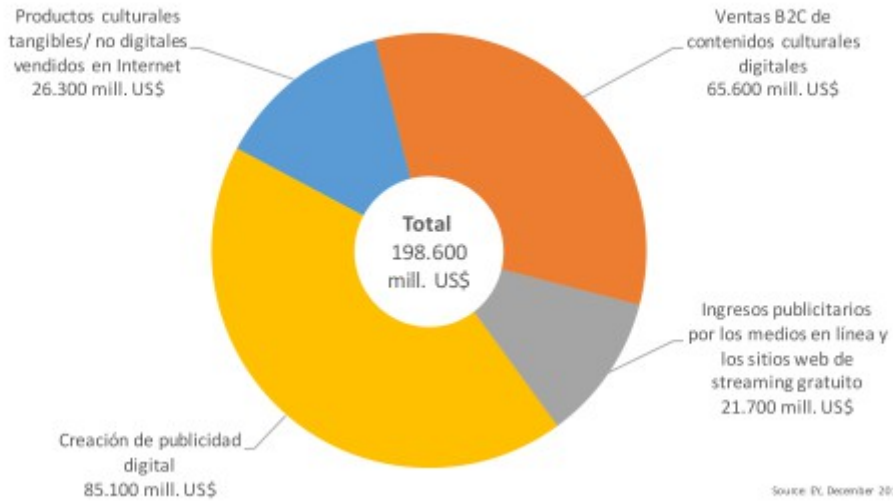


## CCI-Contribution-by-Region-ES



## CCI-Contribution-by-Sector-ES

### Contribución de las ICC a la economía digital (mill. US\$ en 2013)

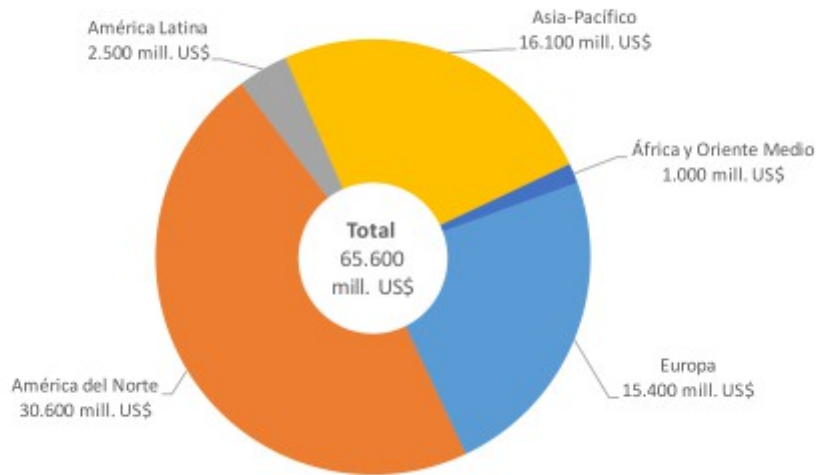


Source: IFC, December 2015



### CCI-Contribution-Digital-ES

#### Ventas de productos culturales digitales por regiones (mill. US\$ en 2013)

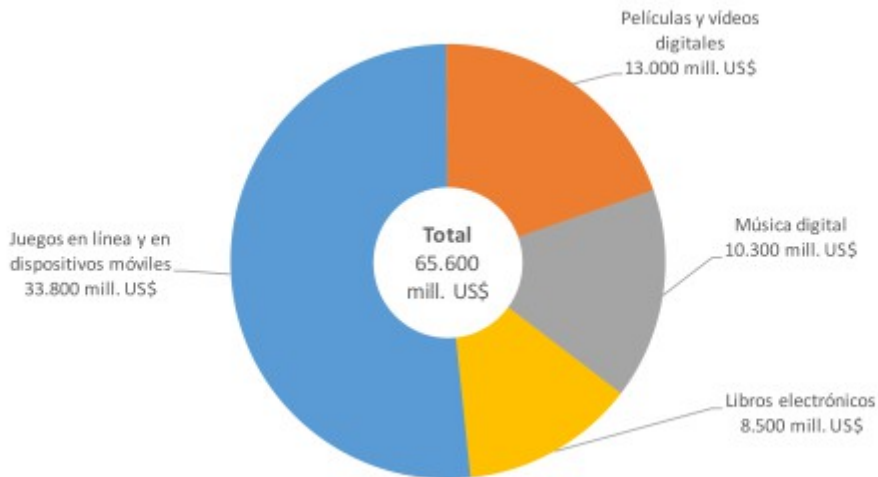


Source: IFC, December 2015



### CCI-Contribution-DigitalbyRegion-ES

#### Ventas de productos culturales digitales por tipos (mill. US\$ 2013)

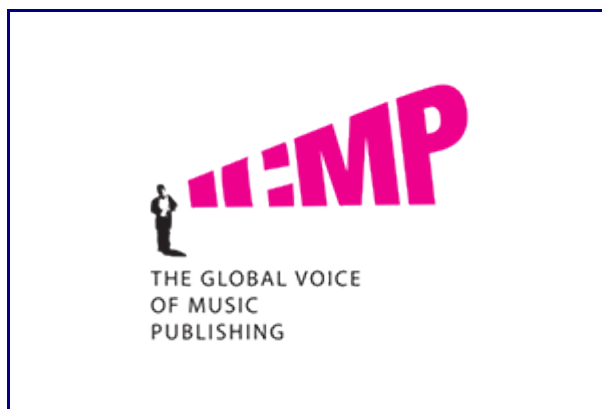


Source: IFC, December 2015





## SOCIOS DEL ESTUDIO





## **Acerca de la CISAC**

La Confederación Internacional de Sociedades de Autores y Compositores es la primera red mundial de sociedades de autores. Protegemos los derechos y promovemos los intereses de los creadores en todo el mundo.

Con 230 sociedades de autores miembros en 120 países, la CISAC representa a cuatro millones de creadores de todas las áreas geográficas y todos los repertorios artísticos. La CISAC está presidida por el pionero de la música electrónica Jean Michel Jarre y los cuatro vicepresidentes de la organización: la cantante beninesa Angélique Kidjo, el escultor senegalés Ousmane Sow, el poeta, guionista y letrista indio Javed Akhtar y el director de cine argentino Marcelo Piñeyro.

Fundada en 1926, la CISAC es una organización no gubernamental sin fines lucrativos con sede en Francia y oficinas regionales en África (Burkina Faso), América Latina (Chile), Asia-Pacífico (China) y Europa (Hungría).

## **Sobre La UNESCO**

La Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura (UNESCO) fue fundada el 16 de noviembre de 1945.

La UNESCO tiene 195 Miembros y ocho Miembros Asociados. Sus órganos de gobierno son la Conferencia General y el Consejo Ejecutivo. La Secretaría, dirigida por la Directora General, implementa las decisiones tomadas por ambos órganos.

La organización tiene más de 50 oficinas en todo el mundo. Su sede se encuentra en Place de Fontenoy en París (Francia), en un edificio modernista excepcional, inaugurado en 1958 y renovado recientemente.

Si desea más información, visite el sitio web de la [UNESCO](http://www.unesco.org).

## **Acerca de EY**

EY es líder mundial en servicios de auditoría, asesoramiento fiscal y legal, transacciones y consultoría. Los análisis y los servicios de calidad que ofrecemos ayudan a generar confianza y seguridad en los mercados de capitales y en las economías de todo el mundo.

Desarrollamos a profesionales destacados que trabajan en equipo para cumplir los compromisos adquiridos ante nuestros grupos de interés. Con ello, desempeñamos un papel esencial construyendo un ámbito laboral mejor para nuestros profesionales, nuestros clientes y la sociedad.

EY es una organización mundial constituida por firmas miembros de Ernst & Young Global Limited, cada una de las cuales es una entidad legal independiente. Ernst & Young Global Limited, registrada en el Reino Unido, es una compañía de responsabilidad limitada que no presta servicios a clientes. Visiten [www.ey.com](http://www.ey.com) para obtener más información.

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