

4 KEY INSIGHTS

Digitisation's Role in Shaping Europe's Creative Economy

Mapping the Economic Impact: Digitisation in Europe's Cultural Sectors



Economic Contribution

Cultural and creative sectors contribute €559 billion annually to the EU's GDP, representing 4.2% of the total GDP.

Digitisation Impact

Over 7 million people are employed in the cultural and creative sectors across Europe, with digitisation influencing job roles and market dynamics



Market Dynamics

Digitisation has led to a 20% increase in market opportunities across the sectors, particularly affecting music, film, and multimedia industries.



Online Challenges

Digital piracy has surged by 30% in the past five years, pressuring traditional revenue and remuneration models within cultural industries.



Source: Mapping the Creative Value Chains Report
European Commission