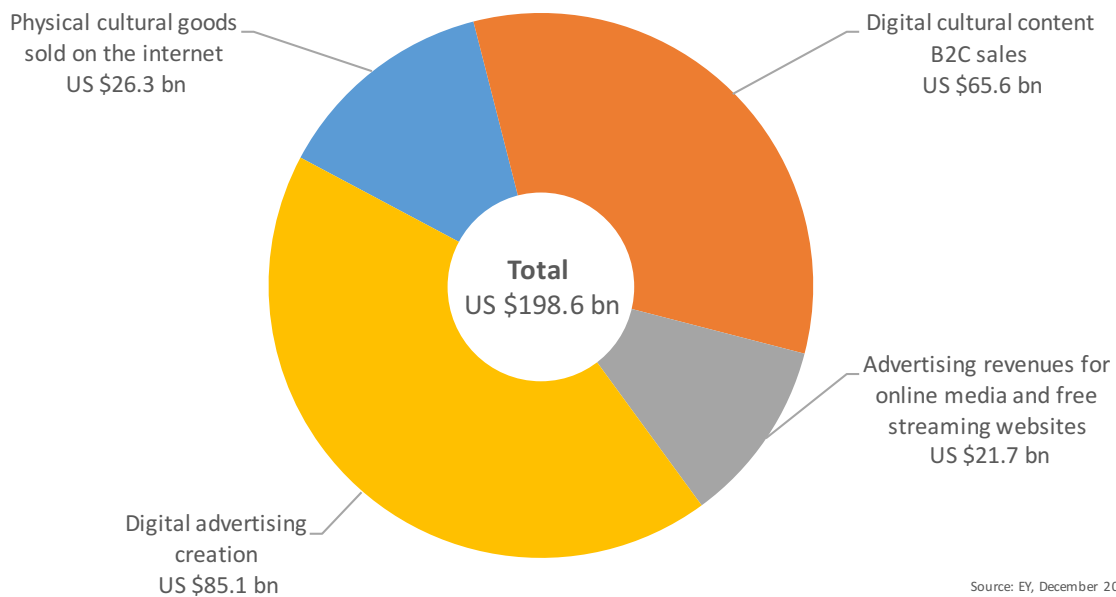


Cultural and Creative Content Drives the Digital Economy

CCI Contribution to Digital Economy (US \$bn 2013)

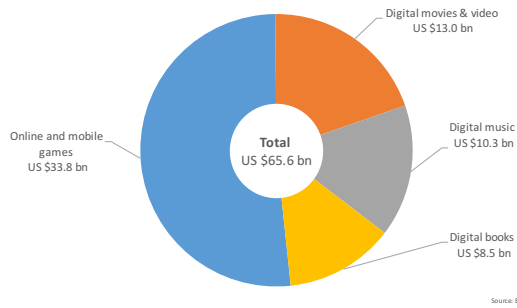


Source: EY, December 2015

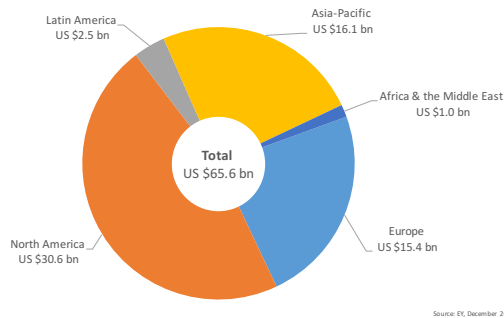
CCI Contributed US\$200b to the Digital Economy in 2013

- US \$66b of B2C sales of cultural digital content:
 - US \$33.8bn Online and mobile games
 - US \$13bn Digital movies
 - US\$10.3bn Music
 - US\$8.5bn Books
- US \$22b of advertising revenues for online media and free streaming websites such as YouTube.
- US \$26bn of physical cultural goods and event tickets sales on internet platforms via e-retailers and online classifieds.
- US \$85bn revenues from online advertisements provided for advertising agencies. The online migration is driving agencies to develop new skills in video, content production and storytelling.

Digital Cultural Goods Sales by Type (US \$bn 2013)



Digital Cultural Goods Sales by Region (US \$bn 2013)



Cultural and creative content powers sales of digital devices (TV Sets, tablets, smartphones, e-readers) which totalled US\$532b in 2013.

- Cultural content is the key driver of the demand for high-bandwidth telecoms services (4G and 5G networks, fibre optic link, etc.)
- North Americans are the most enthusiastic consumers of digital cultural goods buying for example 20% of their books in digital form, compared with 3.8% in Europe and 3% in APAC