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## 1. Classification Model of the European Commission

Statistical Classification of the Cultural Sector in Europe. Classification of the European Commission according to the official European Classification of Economic Activities NACE Rev.1

| NACE 2-digits  | NACE 3 digits   | Inclusion in the cultural field |
|--|---|---------------------------------|
| 22 – Publishing, printing and reproduction of recorded media | 22.1 – Publishing   | Yes                             |
|  | 22.2 – Printing and service activities related to printing  | No                              |
|  | 22.3 – Reproduction of recorded media   | No                              |
| 92 – Recreational, cultural and sporting activities          | 92.1 – Motion picture and video activities  | Yes                             |
|  | 92.2 – Radio and television activities  | Yes                             |
|  | 92.3 – Other entertainment activities   | Yes                             |
|  | 92.4 – News agency activities   | Yes                             |
|  | 92.5 – Library, archive, museums and other cultural activities  | Yes                             |
|  | 92.6 – Sporting activities  | No                              |
|  | 92.7 – Other recreational activities  | No                              |
| 74 – Other business activities                               | 74.1 – Legal, accounting, bookkeeping and auditing activities; tax consultancy; market research and public opinion polling; business and management consultancy; holdings | No                              |
|  | 74.2 – Architectural and engineering activities and related technical consultancy   | Direct estimation*              |
|  | 74.3 – Technical testing and analysis   | No                              |
|  | 74.4 – Advertising  | Yes                             |
|  | 74.5 – Labour recruitment and provision of personnel  | No                              |
|  | 74.6 – Investigation and security activities  | No                              |
|  | 74.7 – Industrial cleaning  | No                              |
|  | 74.8 – Miscellaneous business activities not elsewhere classified.  | Yes                             |

**Note:** \*As the NACE nomenclature does not allow isolating architectural activities from engineering activities and related technical consultancy, the DEPS used estimator calculated from professional sources. European definition of cultural sector without NACE-code 52.47 Retail sale of books, newspapers and stationery, code 36.3 Manufacture of musical instruments, 22.3 Reproduction of sound, video, computer media recording. NACE Rev.1 = “Nomenclature statistique des activités économiques dans la Communauté Européenne” – Statistical Classification of Economic Activities in the European Community).

**Sources:** European Commission, “The Economy of Culture in Europe”, (Study, October 2006) acc. to: EU Cultural Statistics / Task Force Employment/EUROSTAT and French Ministry of Culture/Research Department DEPS

## 2. Classification Model of the "Committee for the Enquiry of Culture in Germany" of the German Parliament

The basic model of the culture and creative industries according to the classification by STATISTICAL SUB-GROUPS and economic branches (NACE Rev.1, WZ 2003)

| NACE Code<br>2 digits   | NACE/WZ<br>WZ-no. 3 digits  | NACE/WZ<br>WZ no. 4 digits (partly 5 digits)   |
|---|---|--|
| 22 - Publishing, printing and reproduction of recorded media  | 22.1 - Publishing   | 22.11 - Publishing of books<br>22.12 - Publishing of newspapers<br>22.13 - Publishing of journals and periodicals<br>22.14 - Publishing of sound recordings<br>22.15 - Other publishing  |
| 92 - Recreational, cultural and sporting activities   | 92.1 - Motion picture and video activities  | 92.11 - Motion picture and video productions<br>92.12 - Motion picture and video distribution<br>92.13 - Motion picture projection   |
|   | 92.2 - Radio and television activities; Production of Radio and television programmes | 92.20 - Radio and television activities; Production of Radio and television programmes   |
|   | 92.3 - Other entertainment activities   | 92.31 - Artistic and literary creation and interpretation<br>92.32 - Operation of theatre, opera and musical houses, technical support to cultural activities<br>32.34 - Other entertainment activities n.e.c.   |
|   | 92.4 - News agency activities; freelance journalists                                  | 92.40 - News agency activities; own-account journalists  |
|   | 92.5 - Libraries, archives, botanical and zoological gardens                          | 92.51 - Library and archives activities 9231<br>92.52 - Museums activities and preservation of historical sites and buildings  |
| 52 - Retail Trade   | 52.4 - Other retail sale  | 52.47 - Retail sale of books, newspapers and stationery<br>52.45.3 - Retail sale of musical instruments and scores<br>52.47.2 - Retail sale of books and technical journals<br>52.48.2 - Retail sale of art (excluding antiquities, carpets, stamps, coins and gifts)                          |
| 74 - Other business activities  | 74.2 - Architectural and engineering activities and related technical consultancy     | 74.2x - Architectural activities<br>74.20.1 - Consulting architectural activities in building construction and interior design<br>74.20.2 - Consulting architectural activities in town, city and regional planning<br>74.20.3 - Consulting architectural activities in landscape architecture |
|   | 74.8 - Miscellaneous business activities n.e.c.                                       | 74.8x - Design activities<br>74.20.6 Machinery and industrial plan design<br>74.40.1 - Activities of advertising consultants, window dressing<br>74.87.4 - Fashion design related to textiles, jewellery, furniture and the like   |
|   | 74.4 - Advertising  | 74.40.2 - Dissemination of advertising media (advertising consultancy included in design)  |
| 72 - Computer and related activity  | 72.2 - Software/Games   | 72.2 - Development and publishing of software  |
| <p><b>Note:</b> German definition of the cultural sector excluding WZ-no. 36.3 Manufacture of musical instruments, WZ-no 22.3 Reproduction of recorded media. WZ 2003 = German Classification of Economic Activities. Based on NACE Rev.1 = "Nomenclature statistique des activités économiques dans la Communauté Européenne" - Statistical Classification of Economic Activities in the European Community</p> <p><b>Source:</b> Arbeitskreis Kulturstatistik</p> |   |  |

**Source:** Enquetekommission Kultur in Deutschland, Abschlussbericht, 2007, S. 376 [Committee for the Enquiry of Culture in Germany, Final Report, 2007, p. 376]

### 3. Classification Model of the Conference of Ministers of Economic Affairs, Breakdown by Statistical Sub-Groups

Frame definition of the core areas of the culture and creative industries adopted by the Conference of Ministers of Economic (decision of June 2008)

Basic classification of the culture and creative industries according to statistical groups and WZ-numbers (WZ 2003)

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#### CULTURE INDUSTRIES

|       |                                |   |
|-------|--------------------------------|---|
| I.    | Publishing Industry            | WZ-Nr. 22.1                                     |
| II.   | Film Industry                  | WZ-Nr. 92.1                                     |
| III.  | Broadcasting Industry          | WZ-Nr. 92.2                                     |
| IV.   | Artists' and other Groups      | WZ-Nr. 92.3                                     |
| V.    | Journalists/News Agencies      | WZ-Nr. 92.4                                     |
| VI.   | Museums/Art Exhibitions        | WZ-Nr. 92.5                                     |
| VII.  | Retail Sale of Cultural Goods* | WZ-Nr. 52.4*<br>or 52.45.3, 52.47.2, 52.48.2**  |
| VIII. | Architectural Market           | WZ-Nr. 74.2*<br>or 74.20.1, 74.20.2, 74.20.3    |
| IX.   | Design Industry                | WZ-Nr. 74.8*<br>or 74.20.6, 74.40.1***, 74.87.4 |

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#### CREATIVE BRANCHES

|     |                         |                           |
|-----|-------------------------|---------------------------|
| X.  | Advertising             | WZ-No. 74.4 to 74.40.1*** |
| XI. | Software/Games Industry | WZ-No. 72.2               |

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#### **Creative Industry = (CULTURE INDUSTRIES + CREATIVE BRANCHES)**

**Notes:** \*3-digit economic groups are replaced by 5-digit economic activities if possible; otherwise %-share of the group is indicated. \*\* An estimated share of 20% is indicated for art trade as economic activity no. 5.2.48.2 includes a high share of non-cultural activities. \*\*\* Economic activities is assigned to more than one group but included only once in the total.

#### 4. Re-arrangement of statistical sub-groups by core branches (WZ 2003)

##### 1. Music Industry

Share in %

|         |  |           |
|---------|--|-----------|
| 92.31.5 | Freelance composers, arranging of music                                      |           |
| 92.31.2 | Ballet-companies, orchestras, bands and choirs                               |           |
| 22.14.0 | Publishing of sound recordings and printed music                             |           |
| 92.32.1 | *Organisation of theatre performances and concerts                           |           |
| 92.32.2 | *Operation of opera houses, theatre and concert halls and similar facilities | 10% (SVB) |
| 92.32.5 | *Technical activities in support of cultural and entertaining services       |           |
| 52.45.3 | Retail sale of musical instruments and scores                                |           |
|         | <b>Total market segment</b>  |           |

##### 2. Book Market

|         |                             |  |
|---------|-----------------------------|--|
| 92.31.6 | Freelance writers/authors   |  |
| 22.11.1 | Publishing of books         |  |
| 52.47.2 | Retail sale of books        |  |
|         | <b>Total market segment</b> |  |

##### 3. Art market

|           |   |                |
|-----------|---|----------------|
| 92.31.3   | Freelance artists   |                |
| 52.48.2** | Retail sale of art (estimation)                               | 20% (UST, SVB) |
| 92.52.1   | Museum shops (estimation) and organisation of art exhibitions |                |
|           | <b>Total market segment</b>                                   |                |

##### 4. Film Industry

|         |  |  |
|---------|--|--|
| 92.31.7 | *Freelance stage, motion picture, radio and television artists |  |
| 92.11.0 | Motion picture and video productions                           |  |
| 92.12.0 | Motion picture and video distribution                          |  |
| 92.13.0 | Cinemas  |  |
|         | <b>Total market segment</b>                                    |  |

##### 5. Broadcasting Industry

|         |                                 |           |
|---------|---------------------------------|-----------|
| 92.20.0 | Radio and television activities | 35% (SVB) |
|         | <b>Total market segment</b>     |           |

##### 6. Performing Art market

|         |  |           |
|---------|--|-----------|
| 92.31.7 | *Freelance stage, motion picture, radio and television artists               |           |
| 92.31.8 | Freelance performers   |           |
| 92.31.1 | Theatre ensembles  | 10% (SVB) |
| 92.32.1 | *Organisation of theatre performances and concerts                           |           |
| 92.32.2 | *Operation of opera houses, theatre and concert halls and similar facilities | 10% (SVB) |
| 92.32.3 | Operation of variety theatres and cabarets                                   |           |
| 92.32.5 | *Technical activities in support of cultural and entertaining services       |           |
| 92.34.1 | Dancing schools  |           |
| 92.34.2 | Other entertainment activities (e.g. circus, acrobats, puppet theatres)      |           |
|         | <b>Total market segment</b>  |           |

##### 7. Design Industry

|         |                                   |  |
|---------|-----------------------------------|--|
| 74.20.6 | Industrial design                 |  |
| 74.87.4 | Product/fashion/graphic design    |  |
| 74.40.1 | *Communication/advertising design |  |
|         | <b>Total market segment</b>       |  |

##### 8. Architectural Market

|         |   |  |
|---------|---|--|
| 74.20.1 | Architectural activities in building construction and interior design |  |
|---------|---|--|

- 74.20.2 Architectural activities in town, city and regional planning
- 74.20.3 Architectural activities in landscape architecture

**Total market segment**

**9. Press Market**

- 92.40.2 Freelance journalists and press-photographers
- 92.40.1 News agencies activities
- 22.11.2 Publishing of directories
- 22.12.0 Publishing of newspapers
- 22.13.0 Publishing of journals and periodicals
- 22.15.0 Other publishing

**Total market segment**

**10. Advertising Market**

- 74.40.1 \*Advertising/advertising design
- 74.40.2 Dissemination of advertising media and activities of advertising agencies

**Total market segment**

**11. Manufacture of Software and Games**

- 72.20.1 Publishing of software
- 72.20.2 Software consultancy

**Total market segment**

**(-) Other Activities**

- 92.31.4 Freelance restorers
- 92.51.0 Library and archives 8% (SVB)
- 92.52.2 Preservation of historical sites and buildings 8% (SVB)
- 92.53.0 Botanical and zoological gardens and nature reserves activities 8% (SVB)
- 92.33.0 Fair and amusement park activities

**Total market segment**

**Notes:** \*Allocated to more than one core branch. %-share employees liable to social insurance deductions = employment statistics, UST = turnover tax statistics

**Source:** Forschungsgutachten Kultur- und Kreativwirtschaft der Bundesregierung 2009 [Research Report on Culture and Creative Industries of the German Federal Government, 2009]

## 5. Culture and Creative Industries, Breakdown by Statistical Sub-Groups, 2006

|   | Enterprises<br>(1) | Turnover<br>(2) | Persons<br>employed<br>(3) | Employees<br>(4) | Marginally<br>employed<br>(5) | Side jobs<br>(6) |
|---|--------------------|-----------------|----------------------------|------------------|-------------------------------|------------------|
|   | Number             | million €       | Number                     | Number           | Number                        | Number           |
|   | 2006               | 2006            | 2006                       | 2006             | 2006                          | 2006             |
| <b>Group 1: Publishing / sound recording</b>  |                    |                 |                            |                  |                               |                  |
| 22.1 Publishing   | 9,653              | 37,472          | 147,276                    | 137,623          | 62,433                        | 19,646           |
| <b>Group 2: Film Industry</b>   |                    |                 |                            |                  |                               |                  |
| 92.1 Motion picture and video production and distribution; motion picture projection  | 8,730              | 6,855           | 43,481                     | 34,751           | 12,643                        | 5,822            |
| <b>Group 3: Broadcasting Industry</b>   |                    |                 |                            |                  |                               |                  |
| 92.1 Radio activities, production of Radio and TV programmes                          | 889                | 7,426           | 22,133                     | 21,244           | 586                           | 353              |
| <b>Group 4: Artists' and other Groups</b>   |                    |                 |                            |                  |                               |                  |
| 92.3 Other culture and entertainment activities                                       | 40,100             | 6,812           | 78,653                     | 38,553           | 14,698                        | 6,924            |
| <b>Group 5: Journalists / News Agencies</b>   |                    |                 |                            |                  |                               |                  |
| 92.4 News agencies activities, activities of own-account journalists                  | 17,416             | 2,000,5         | 25,375                     | 7,959            | 2,163                         | 964              |
| <b>Group 6: Museum Shops, arts exhibitions</b>  |                    |                 |                            |                  |                               |                  |
| 92.5 Library, archives, museums, botanical and zoological gardens                     | 1,382              | 719             | 4,085                      | 2,703            | 378                           | 93               |
| <b>Group 7: Retail sale of cultural goods</b>   |                    |                 |                            |                  |                               |                  |
| from 52.4: Other retail sale  | 9,343              | 5,632           | 41,772                     | 32,429           | 12,323                        | 3,005            |
| <b>Group 8: Architectural Market</b>  |                    |                 |                            |                  |                               |                  |
| from 74.2: Architectural and engineering activities and related technical consultancy | 39,737             | 7,287           | 99,626                     | 59,889           | 13,858                        | 5,594            |
| <b>Group 9: Design Industry</b>   |                    |                 |                            |                  |                               |                  |
| from 74.8: Miscellaneous business activities  | 38,728             | 14,869          | 120,147                    | 81,419           | 29,141                        | 12,124           |
| <b>Group 10: Advertising Market*</b>  |                    |                 |                            |                  |                               |                  |
| 74.4 Advertising  | 39,507             | 25,797          | 142,021                    | 102,514          | 80,907                        | 25,003           |
| <b>Group 11: Manufacture of software/games</b>  |                    |                 |                            |                  |                               |                  |
| 72.2 Software consultancy and supply  | 35,719             | 24,103          | 305,805                    | 270,086          | 20,372                        | 10,960           |
| <b>Culture and Creative Industries</b>  | <b>219,376</b>     | <b>126,378</b>  | <b>938,043</b>             | <b>718,667</b>   | <b>222,970</b>                | <b>79,442</b>    |
| <b>Share in Overall Economy</b>   | <b>7.1%</b>        | <b>2.6%</b>     | <b>3.2%</b>                | <b>2.7%</b>      | <b>4.6%</b>                   | <b>4.2%</b>      |

**Notes:** \*Economic activity advertising design allocated twice, but only included once in total sum. Red figure calculated excluding public institutions and non-profit enterprises and originations. (1) taxable enterprises with (2) annual turnover of 17,500 Euro and more, (3) self-employed persons and employees liable to social insurance deductions, (4) employees liable to social insurance deductions, (5) excluding marginally employed persons, (6) marginally employed persons in side jobs.

**Sources:** Destatis, Federal Agency for Employment, Forschungsgutachten Kultur- und Kreativwirtschaft der Bundesregierung 2009 [Research Report on Culture and Creative Industries of the German Federal Government, 2009]

## 6. Enterprises (1) of the Culture and Creative Industries, Breakdown by Core Branches, 2003 - 2008

|                                  |  | Number<br>2003 | Number<br>2004 | Number<br>2005 | Number<br>2006 | Number<br>2007*** | Number<br>2008*** |
|----------------------------------|--|----------------|----------------|----------------|----------------|-------------------|-------------------|
| <b>1. Music Industry</b>         |  |                |                |                |                |                   |                   |
| 92.31.5                          | Freelance composers, arranging of music                                      | 2,148          | 2,213          | 2,303          | 2,337          | 2,372             | 2,407             |
| 92.31.2                          | Music and dance ensembles  | 1,957          | 1,909          | 1,897          | 1,859          | 1,822             | 1,785             |
| 22.14.0                          | Publishing of sound recordings and printed music                             | 1,302          | 1,370          | 1,401          | 1,478          | 1,559             | 1,645             |
| 92.32.1                          | *Organisation of theatre performances and concerts                           | 1,088          | 1,151          | 1,200          | 1,268          | 1,340             | 1,416             |
| 92.32.2                          | *Operation of opera houses, theatre and concert halls and similar facilities | 204            | 200            | 204            | 207            | 210               | 213               |
| 92.32.5                          | *Technical activities in support of cultural and entertaining services       | 954            | 1,060          | 1,210          | 1,358          | 1,524             | 1,711             |
| 52.45.3                          | Retail sale of musical instruments and scores                                | 2,364          | 2,342          | 2,354          | 2,291          | 2,230             | 2,170             |
|                                  | <b>Core branch total</b>   | <b>10,017</b>  | <b>10,245</b>  | <b>10,569</b>  | <b>10,798</b>  | <b>11,056</b>     | <b>11,346</b>     |
| <b>2. Book Market</b>            |  |                |                |                |                |                   |                   |
| 92.31.6                          | Freelance writers  | 5,035          | 5,336          | 5,654          | 5,915          | 6,188             | 6,474             |
| 22.11.1                          | Publishing of books  | 2,553          | 2,606          | 2,650          | 2,674          | 2,698             | 2,723             |
| 52.47.2                          | Retail sale of books   | 5,127          | 5,121          | 5,123          | 5,049          | 4,976             | 4,904             |
|                                  | <b>Core branch total</b>   | <b>12,715</b>  | <b>13,063</b>  | <b>13,427</b>  | <b>13,638</b>  | <b>13,862</b>     | <b>14,101</b>     |
| <b>3. Art Market</b>             |  |                |                |                |                |                   |                   |
| 92.31.3                          | Freelance artists  | 7,265          | 7,380          | 7,713          | 8,039          | 8,379             | 8,733             |
| 52.48.2                          | Retail sale of art (estimate)  | 2,191          | 2,132          | 2,077          | 2,003          | 1,932             | 1,864             |
| 92.52.1                          | Museum shops (estimate) and organisation of art exhibitions                  | 829            | 869            | 902            | 943            | 986               | 1,031             |
|                                  | <b>Core branch total</b>   | <b>10,285</b>  | <b>10,381</b>  | <b>10,692</b>  | <b>10,985</b>  | <b>11,297</b>     | <b>11,628</b>     |
| <b>4. Film Industry</b>          |  |                |                |                |                |                   |                   |
| 92.31.7                          | *Freelance stage, motion picture, radio and television artists               | 7,607          | 8,033          | 8,519          | 8,924          | 9,348             | 9,793             |
| 92.11.0                          | Motion picture and video productions   | 5,806          | 6,002          | 6,330          | 6,600          | 6,882             | 7,175             |
| 92.12.0                          | Motion picture and video distribution  | 1,321          | 1,233          | 1,196          | 1,145          | 1,096             | 1,049             |
| 92.13.0                          | Cinemas  | 1,007          | 990            | 987            | 985            | 983               | 981               |
|                                  | <b>Core branch total</b>   | <b>15,741</b>  | <b>16,258</b>  | <b>17,032</b>  | <b>17,654</b>  | <b>18,309</b>     | <b>18,998</b>     |
| <b>5. Broadcasting Industry</b>  |  |                |                |                |                |                   |                   |
| 92.20.0                          | Radio and television activities  | 826            | 839            | 858            | 889            | 921               | 954               |
|                                  | <b>Core branch total</b>   | <b>826</b>     | <b>839</b>     | <b>858</b>     | <b>889</b>     | <b>921</b>        | <b>954</b>        |
| <b>6. Performing Arts Market</b> |  |                |                |                |                |                   |                   |
| 92.31.7                          | *Freelance stage, motion picture, radio and television artists               | 7,607          | 8,033          | 8,519          | 8,924          | 9,348             | 9,793             |
| 92.31.8                          | Freelance performers   | 479            | 483            | 496            | 531            | 568               | 609               |
| 92.31.1                          | Activities of the theatre ensembles  | 87             | 95             | 102            | 108            | 114               | 121               |
| 92.32.1                          | *Organisation of theatre performances and concerts                           | 1,088          | 1,151          | 1,200          | 1,268          | 1,340             | 1,416             |
| 92.32.2                          | *Operation of opera houses, theatre and concert halls and similar facilities | 204            | 200            | 204            | 207            | 210               | 213               |
| 92.32.3                          | Operation of variety theatres and cabarets                                   | 198            | 194            | 200            | 203            | 206               | 209               |
| 92.32.5                          | *Technical activities in support of cultural and entertaining services       | 954            | 1,060          | 1,210          | 1,358          | 1,524             | 1,711             |
| 92.34.1                          | Activities of dancing schools  | 1,381          | 1,441          | 1,466          | 1,522          | 1,580             | 1,640             |
| 92.34.2                          | Other entertainment activities (e.g. circus, acrobats, puppet theatres)      | 2,394          | 2,631          | 2,936          | 3,199          | 3,486             | 3,798             |
|                                  | <b>Core branch total</b>   | <b>14,392</b>  | <b>15,288</b>  | <b>16,333</b>  | <b>17,320</b>  | <b>18,377</b>     | <b>19,509</b>     |
| <b>7. Design Industry</b>        |  |                |                |                |                |                   |                   |
| 74.20.6                          | Industrial design  | 2,598          | 2,841          | 3,116          | 3,455          | 3,831             | 4,248             |
| 74.87.4                          | Product/fashion/graphic design   | 11,306         | 11,974         | 12,855         | 13,445         | 14,062            | 14,707            |
| 74.40.1                          | *Communication/advertising design  | 18,989         | 20,214         | 21,148         | 21,828         | 22,530            | 23,254            |
|                                  | <b>Core branch total</b>   | <b>32,893</b>  | <b>35,029</b>  | <b>37,119</b>  | <b>38,728</b>  | <b>40,423</b>     | <b>42,209</b>     |
| <b>8. Architectural Market</b>   |  |                |                |                |                |                   |                   |
| 74.20.1                          | Architectural activities in building construction and interior design        | 31,890         | 32,191         | 32,841         | 34,124         | 35,457            | 36,842            |
| 74.20.2                          | Architectural activities in town, city and regional planning                 | 2,683          | 2,786          | 2,913          | 3,132          | 3,367             | 3,621             |
| 74.20.3                          | Architectural activities in landscape architecture                           | 2,216          | 2,256          | 2,324          | 2,481          | 2,649             | 2,828             |
|                                  | <b>Core branch total</b>   | <b>36,789</b>  | <b>37,233</b>  | <b>38,078</b>  | <b>39,737</b>  | <b>41,473</b>     | <b>43,290</b>     |
| <b>9. Press Market</b>           |  |                |                |                |                |                   |                   |

|  |   |                |                |                |                |                |                |
|--|---|----------------|----------------|----------------|----------------|----------------|----------------|
| 92.40.2                                | Freelance journalists and press-photographers                             | 13,130         | 14,125         | 15,223         | 16,615         | 18.134         | 19.792         |
| 92.40.1                                | News agencies   | 801            | 785            | 823            | 801            | 780            | 759            |
| 22.11.2                                | Publishing of directories   | 157            | 165            | 162            | 169            | 176            | 184            |
| 22.12.0                                | Publishing of newspapers  | 688            | 711            | 702            | 700            | 698            | 696            |
| 22.13.0                                | Publishing of journals and periodicals                                    | 1,784          | 1,790          | 1,744          | 1,732          | 1.720          | 1.708          |
| 22.15.0                                | Other publishing  | 2,872          | 2,902          | 2,905          | 2,900          | 2.895          | 2.890          |
|  | <b>Core branch total</b>  | <b>19,432</b>  | <b>20,478</b>  | <b>21,559</b>  | <b>22,917</b>  | <b>24.403</b>  | <b>26.029</b>  |
| <b>10. Advertising</b>                 |   |                |                |                |                |                |                |
| 74.40.1                                | *Communication/advertising design   | 18,989         | 20,214         | 21,148         | 21,828         | 22.530         | 23.254         |
| 74.40.2                                | Dissemination of advertising media and activities of advertising agencies | 18,231         | 17,977         | 17,889         | 17,679         | 17.471         | 17.266         |
|  | <b>Core branch total</b>  | <b>37,220</b>  | <b>38,191</b>  | <b>39,037</b>  | <b>39,507</b>  | <b>40.001</b>  | <b>40.521</b>  |
| <b>11. Software/Games Industry</b>     |   |                |                |                |                |                |                |
| 72.20.1                                | Publishing of software  | 571            | 593            | 615            | 641            | 668            | 696            |
| 72.20.2                                | Software consultancy  | 27,062         | 30,190         | 32,790         | 35,078         | 37.526         | 40.144         |
|  | <b>Core branch total</b>  | <b>27,633</b>  | <b>30,783</b>  | <b>33,405</b>  | <b>35,719</b>  | <b>38.194</b>  | <b>40.840</b>  |
| <b>(-) Other Activities</b>            |   |                |                |                |                |                |                |
| 92.31.4                                | Freelance restorers   | 1,070          | 1,115          | 1,209          | 1,266          | 1.326          | 1.388          |
| 92.51.0                                | Library and archives  | 66             | 70             | 69             | 74             | 79             | 85             |
| 92.52.2                                | Preservation of historical sites and buildings                            | 63             | 51             | 60             | 65             | 70             | 76             |
| 92.53.0                                | Botanical and zoological gardens and nature reserves activities           | 229            | 252            | 278            | 300            | 324            | 349            |
| 92.33.0                                | Fair and amusement park activities  | 3,438          | 3,431          | 3,388          | 3,364          | 3.340          | 3.317          |
|  | <b>Core branch total</b>  | <b>4,866</b>   | <b>4,919</b>   | <b>5,004</b>   | <b>5,069</b>   | <b>5.139</b>   | <b>5.215</b>   |
|  | Including double counts   | 222,809        | 232,707        | 243,113        | 252,961        | 263.456        | 274.642        |
|  | Assigned to more than one economic activity                               | 28,842         | 30,658         | 32,281         | 33,585         | 34.952         | 36.386         |
| <b>Culture and Creative Industries</b> |   | <b>193.967</b> | <b>202.049</b> | <b>210,832</b> | <b>219,376</b> | <b>228,504</b> | <b>238,256</b> |
| <b>Share in Overall Economy</b>        |   | <b>6.7%</b>    | <b>6.8%</b>    | <b>6.9%</b>    | <b>7.1%</b>    | <b>7.2%</b>    | <b>7.4%</b>    |

**Notes:** (\*) Economic branches are allocated to several market segments. \*\*Share of art trade estimated. (1) Taxable enterprises include all freelance and self-employed entrepreneurs with a taxable turnover of at least EUR 17,500 per annum.

**Source:** Destatis, Federal Agency for Employment; calculations by Michael Söndermann/AG Kultur- und Kreativwirtschaft 2008

## 7. Turnover Volumes of the Culture and Creative Industries, Breakdown by Core Branches, 2003 - 2008

|                                  | Million €<br>2003 | Million €<br>2004 | Million €<br>2005 | Million €<br>2006 | Million €<br>2007*** | Million €<br>2008*** |
|----------------------------------|-------------------|-------------------|-------------------|-------------------|----------------------|----------------------|
| <b>1. Music Industry</b>         |                   |                   |                   |                   |                      |                      |
| 92.31.5                          | 241               | 235               | 238               | 244               | 247                  | 249                  |
| 92.31.2                          | 201               | 222               | 215               | 214               | 214                  | 214                  |
| 22.14.0                          | 2,001             | 2,002             | 2,083             | 1,867             | 1,770                | 1,724                |
| 92.32.1                          | 963               | 1,011             | 1,196             | 1,301             | 1,358                | 1,388                |
| 92.32.2                          | 329               | 303               | 343               | 334               | 330                  | 327                  |
| 92.32.5                          | 225               | 285               | 302               | 381               | 432                  | 460                  |
| 52.45.3                          | 969               | 967               | 1,015             | 1,051             | 1,069                | 1,079                |
| <b>Core branch total</b>         | <b>4,930</b>      | <b>5,025</b>      | <b>5,391</b>      | <b>5,392</b>      | <b>5,420</b>         | <b>5,442</b>         |
| <b>2. Book Market</b>            |                   |                   |                   |                   |                      |                      |
| 92.31.6                          | 384               | 409               | 446               | 456               | 461                  | 464                  |
| 22.11.1                          | 9,697             | 9,228             | 9,639             | 10,294            | 10,643               | 10,824               |
| 52.47.2                          | 3,929             | 3,968             | 4,048             | 3,993             | 3,966                | 3,952                |
| <b>Core branch total</b>         | <b>14,010</b>     | <b>13,605</b>     | <b>14,133</b>     | <b>14,743</b>     | <b>15,070</b>        | <b>15,240</b>        |
| <b>3. Art Market</b>             |                   |                   |                   |                   |                      |                      |
| 92.31.3                          | 607               | 623               | 665               | 713               | 738                  | 752                  |
| 52.48.2**                        | 583               | 590               | 608               | 588               | 578                  | 573                  |
| 92.52.1                          | 300               | 324               | 341               | 466               | 552                  | 603                  |
| <b>Core branch total</b>         | <b>1,490</b>      | <b>1,536</b>      | <b>1,614</b>      | <b>1,767</b>      | <b>1,868</b>         | <b>1,928</b>         |
| <b>4. Film Industry</b>          |                   |                   |                   |                   |                      |                      |
| 92.31.7                          | 646               | 678               | 714               | 754               | 775                  | 786                  |
| 92.11.0                          | 4,291             | 3,964             | 4,083             | 3,788             | 3,651                | 3,585                |
| 92.12.0                          | 1,428             | 1,317             | 1,465             | 1,621             | 1,708                | 1,753                |
| 92.13.0                          | 1,504             | 1,616             | 1,363             | 1,446             | 1,489                | 1,512                |
| <b>Core branch total</b>         | <b>7,869</b>      | <b>7,576</b>      | <b>7,625</b>      | <b>7,609</b>      | <b>7,624</b>         | <b>7,637</b>         |
| <b>5. Broadcasting Industry</b>  |                   |                   |                   |                   |                      |                      |
| 92.20.0                          | 7,656             | 7,880             | 8,225             | 7,426             | 7,649                | 7,879                |
| <b>Core branch total</b>         | <b>7,656</b>      | <b>7,880</b>      | <b>8,225</b>      | <b>7,426</b>      | <b>7,649</b>         | <b>7,879</b>         |
| <b>6. Performing Arts Market</b> |                   |                   |                   |                   |                      |                      |
| 92.31.7                          | 646               | 678               | 714               | 754               | 775                  | 786                  |
| 92.31.8                          | 36                | 35                | 34                | 36                | 37                   | 37                   |
| 92.31.1                          | 36                | 38                | 37                | 41                | 43                   | 44                   |
| 92.32.1                          | 963               | 1,011             | 1,196             | 1,301             | 1,358                | 1,388                |
| 92.32.2                          | 329               | 303               | 343               | 334               | 330                  | 327                  |
| 92.32.3                          | 89                | 74                | 72                | 74                | 75                   | 75                   |
| 92.32.5                          | 225               | 285               | 302               | 381               | 432                  | 460                  |
| 92.34.1                          | 166               | 173               | 183               | 198               | 205                  | 209                  |
| 92.34.2                          | 703               | 752               | 887               | 1,036             | 1,122                | 1,169                |

|  |   |                |                |                |                |                |                |
|--|---|----------------|----------------|----------------|----------------|----------------|----------------|
|  | <b>Core branch total</b>  | <b>3,192</b>   | <b>3,350</b>   | <b>3,769</b>   | <b>4,154</b>   | <b>4,377</b>   | <b>4,496</b>   |
| <b>7. Design Industry</b>                        |   |                |                |                |                |                |                |
| 74.20.6  | Industrial design   | 437            | 484            | 538            | 680            | 770            | 821            |
| 74.87.4  | Product/fashion/graphic design  | 1,406          | 1,503          | 1,590          | 1,595          | 1,597          | 1,599          |
| 74.40.1  | *Communication/advertising design   | 9,012          | 9,576          | 11,188         | 12,594         | 13,385         | 13,805         |
|  | <b>Core branch total</b>  | <b>10,855</b>  | <b>11,563</b>  | <b>13,316</b>  | <b>14,869</b>  | <b>15,752</b>  | <b>16,225</b>  |
| <b>8. Architectural Market</b>                   |   |                |                |                |                |                |                |
| 74.20.1  | Architectural activities in building construction and interior design     | 6,013          | 5,839          | 6,003          | 6,246          | 6,373          | 6,438          |
| 74.20.2  | Architectural activities in town, city and regional planning              | 660            | 525            | 544            | 626            | 673            | 698            |
| 74.20.3  | Architectural activities in landscape architecture                        | 385            | 370            | 387            | 414            | 429            | 436            |
|  | <b>Core branch total</b>  | <b>7,058</b>   | <b>6,734</b>   | <b>6,934</b>   | <b>7,287</b>   | <b>7,475</b>   | <b>7,572</b>   |
| <b>9. Press Market</b>                           |   |                |                |                |                |                |                |
| 92.40.2  | Freelance journalists and press-photographers                             | 941            | 1,018          | 1,066          | 1,197          | 1,270          | 1,309          |
| 92.40.1  | News agencies   | 925            | 790            | 813            | 804            | 799            | 797            |
| 22.11.2  | Publishing of directories   | 1,107          | 1,074          | 1,068          | 1,102          | 1,120          | 1,129          |
| 22.12.0  | Publishing of newspapers  | 8,505          | 8,634          | 10,833         | 10,617         | 10,512         | 10,459         |
| 22.13.0  | Publishing of journals and periodicals                                    | 12,785         | 12,652         | 10,651         | 10,172         | 9,944          | 9,832          |
| 22.15.0  | Other publishing  | 3,618          | 3,762          | 3,362          | 3,419          | 3,449          | 3,463          |
|  | <b>Core branch total</b>  | <b>27,882</b>  | <b>27,930</b>  | <b>27,792</b>  | <b>27,312</b>  | <b>27,094</b>  | <b>26,990</b>  |
| <b>10. Advertising Market</b>                    |   |                |                |                |                |                |                |
| 74.40.1  | *Communication/advertising design   | 9,012          | 9,576          | 11,188         | 12,594         | 13,385         | 13,805         |
| 74.40.2  | Dissemination of advertising media and activities of advertising agencies | 13,828         | 13,771         | 12,838         | 13,203         | 13,391         | 13,487         |
|  | <b>Core branch total</b>  | <b>22,839</b>  | <b>23,347</b>  | <b>24,025</b>  | <b>25,797</b>  | <b>26,776</b>  | <b>27,292</b>  |
| <b>11. Software/Games Industry</b>               |   |                |                |                |                |                |                |
| 72.20.1  | Publishing of software  | 476            | 732            | 834            | 751            | 677            | 610            |
| 72.20.2  | Software consultancy  | 18,812         | 20,753         | 22,194         | 23,352         | 24,570         | 25,851         |
|  | <b>Core branch total</b>  | <b>19,288</b>  | <b>21,485</b>  | <b>23,028</b>  | <b>24,103</b>  | <b>25,247</b>  | <b>26,461</b>  |
| <b>(-) Other Activities</b>                      |   |                |                |                |                |                |                |
| 92.31.4  | Freelance restorers   | 106            | 106            | 118            | 136            | 147            | 153            |
| 92.51.0  | Library and archives  | 22             | 18             | 19             | 20             | 21             | 22             |
| 92.52.2  | Preservation of historical sites and buildings                            | 26             | 17             | 20             | 24             | 26             | 27             |
| 92.53.0  | Botanical and zoological gardens and nature reserves activities           | 173            | 183            | 220            | 209            | 204            | 201            |
| 92.33.0  | Fair and amusement park activities  | 827            | 814            | 858            | 894            | 912            | 922            |
|  | <b>Core branch total</b>  | <b>1,154</b>   | <b>1,138</b>   | <b>1,234</b>   | <b>1,283</b>   | <b>1,310</b>   | <b>1,325</b>   |
|  | Including double counts   | <b>128,222</b> | <b>131,168</b> | <b>137,086</b> | <b>141,742</b> | <b>145,663</b> | <b>148,486</b> |
|  | Assigned to more than one economic activity                               | 11,175         | 11,854         | 13,742         | 15,364         | 16,279         | 16,767         |
| <b>Culture and creative Industries No.1.-12)</b> |   | <b>117.047</b> | <b>119.314</b> | <b>123,344</b> | <b>126,378</b> | <b>129,383</b> | <b>131,720</b> |
| <b>Share in Overall Economy</b>                  |   | <b>2.8%</b>    | <b>2.7%</b>    | <b>2.7%</b>    | <b>2.6%</b>    | <b>2.5%</b>    | <b>2.5%</b>    |

**Notes:** (1) Taxable turnover = Deliveries and services excluding VAT; (2) 2003 and 2004 estimates due to changes in the official statistics. \*Economic activity assigned twice, only included once in overall total. \*\* Share art trade estimated. \*\*\* Preliminary data or estimates; figures in red: calculated share.

**Source:** Turnover tax statistics Destatis; calculations by Michael Söndermann/AG Kultur- und Kreativwirtschaft 2008

## 8. Person Employed (1) in the Culture and Creative Industries, Breakdown by core Branches, 2003 - 2008

|                                  |  | Number        | Number        | Number        | Number        | Number        | Number        |
|----------------------------------|--|---------------|---------------|---------------|---------------|---------------|---------------|
|                                  |  | 2003          | 2004          | 2005          | 2006          | 2007***       | 2008***       |
| <b>1. Music Industry</b>         |  |               |               |               |               |               |               |
| 92.31.5                          | Freelance composers, arranging of music                                      | 2,280         | 2,338         | 2,438         | 2,471         | 2,512         | 2.565         |
| 92.31.2                          | Music and dance ensembles  | 7,410         | 7,338         | 7,320         | 7,368         | 7,189         | 7.166         |
| 22.14.0                          | Publishing of sound recordings and printed music                             | 4,734         | 4,699         | 5,049         | 5,155         | 5,380         | 5.574         |
| 92.32.1                          | *Organisation of theatre performances and concerts                           | 7,648         | 7,173         | 7,104         | 7,046         | 6,828         | 6.998         |
| 92.32.2                          | *Operation of opera houses, theatre and concert halls and similar facilities | 3,531         | 3,388         | 3,330         | 3,347         | 3,370         | 3.436         |
| 92.32.5                          | *Technical activities in support of cultural and entertaining services       | 3,116         | 3,392         | 3,576         | 3,677         | 4,499         | 4.835         |
| 52.45.3                          | Retail sale of musical instruments and scores                                | 6,249         | 6,043         | 5,835         | 5,920         | 5,977         | 6.022         |
|                                  | <b>Core branch total</b>   | <b>34,968</b> | <b>34,371</b> | <b>34,652</b> | <b>34,984</b> | <b>35,754</b> | <b>36.595</b> |
| <b>2. Book Market</b>            |  |               |               |               |               |               |               |
| 92.31.6                          | Freelance writers  | 5,270         | 5,598         | 5,898         | 6,179         | 6,458         | 6.783         |
| 22.11.1                          | Publishing of books  | 47,133        | 44,190        | 43,357        | 43,136        | 40,224        | 39.850        |
| 52.47.2                          | Retail sale of books   | 33,938        | 33,359        | 32,763        | 32,182        | 31,926        | 32.268        |
|                                  | <b>Core branch total</b>   | <b>86,341</b> | <b>83,147</b> | <b>82,018</b> | <b>81,497</b> | <b>78,608</b> | <b>78.901</b> |
| <b>3. Art Market</b>             |  |               |               |               |               |               |               |
| 92.31.3                          | Activities of own-account artists  | 8,730         | 8,844         | 9,158         | 9,489         | 9,763         | 10.095        |
| 52.48.2**                        | Retail sale of art (estimate)  | 3,893         | 3,826         | 3,757         | 3,670         | 3,595         | 3.549         |
| 92.52.1                          | Museum shops (estimate) and organisation of art exhibitions                  | 1,994         | 2,049         | 2,039         | 2,090         | 2,198         | 2.184         |
|                                  | <b>Core branch total</b>   | <b>14,617</b> | <b>14,719</b> | <b>14,953</b> | <b>15,249</b> | <b>15,556</b> | <b>15.827</b> |
| <b>4. Film Industry</b>          |  |               |               |               |               |               |               |
| 92.31.7                          | *Freelance stage, motion picture, radio and television artists               | 8,708         | 9,202         | 10,393        | 10,369        | 10,844        | 11.355        |
| 92.11.0                          | Motion picture and video productions   | 29,963        | 31,215        | 31,664        | 30,682        | 31,831        | 31.978        |
| 92.12.0                          | Motion picture and video distribution  | 4,054         | 4,001         | 3,697         | 3,641         | 3,672         | 3.779         |
| 92.13.0                          | Cinemas  | 12,041        | 10,536        | 9,775         | 9,158         | 9,312         | 9.126         |
|                                  | <b>Core branch total</b>   | <b>54,766</b> | <b>54,954</b> | <b>55,529</b> | <b>53,850</b> | <b>55,659</b> | <b>56.238</b> |
| <b>5. Broadcasting Industry</b>  |  |               |               |               |               |               |               |
| 92.20.0                          | Radio and television activities  | 22,171        | 22,119        | 21,813        | 22,133        | 22,202        | 22.497        |
|                                  | <b>Core branch total</b>   | <b>22,171</b> | <b>22,119</b> | <b>21,813</b> | <b>22,133</b> | <b>22,202</b> | <b>22.497</b> |
| <b>6. Performing Arts Market</b> |  |               |               |               |               |               |               |
| 92.31.7                          | *Freelance stage, motion picture, radio and television artists               | 8,708         | 9,202         | 10,393        | 10,369        | 10,844        | 11.355        |
| 92.31.8                          | Freelance performers   | 559           | 573           | 590           | 626           | 662           | 710           |
| 92.31.1                          | *Theatre ensembles   | 1,334         | 1,305         | 1,284         | 1,233         | 1,221         | 1.234         |
| 92.32.1                          | *Organisation of theatre performances and concerts                           | 7,648         | 7,173         | 7,104         | 7,046         | 6,828         | 6.998         |
| 92.32.2                          | *Operation of opera houses, theatre and concert halls and similar facilities | 3,531         | 3,388         | 3,330         | 3,347         | 3,370         | 3.436         |
| 92.32.3                          | Operation of variety theatres and cabarets                                   | 838           | 782           | 806           | 807           | 839           | 937           |
| 92.32.5                          | *Technical activities in support of cultural and entertaining services       | 3,116         | 3,392         | 3,576         | 3,677         | 4,499         | 4.835         |
| 92.34.1                          | Dancing schools  | 2,808         | 2,827         | 2,851         | 3,020         | 3,168         | 3.398         |

|  |   |                |                |                |                |                |                  |
|--|---|----------------|----------------|----------------|----------------|----------------|------------------|
| 92.34.2                                | Other entertainment activities (e.g. circus, acrobats, puppet theatres)   | 4,401          | 4,806          | 6,271          | 6,774          | 7,110          | 7.406            |
|  | <b>Core branch total</b>  | <b>32,943</b>  | <b>33,447</b>  | <b>36,205</b>  | <b>36,899</b>  | <b>38,541</b>  | <b>40.308</b>    |
| <b>7. Design Industry</b>              |   |                |                |                |                |                |                  |
| 74.20.6                                | Industrial design   | 7,359          | 7,691          | 8,202          | 8,683          | 9,313          | 10.032           |
| 74.87.4                                | Product/fashion/graphic design  | 16,578         | 17,193         | 18,011         | 19,133         | 19,939         | 21.051           |
| 74.40.1                                | *Communication/advertising design   | 92,959         | 89,921         | 90,876         | 92,331         | 96,419         | 101.331          |
|  | <b>Core branch total</b>  | <b>116,896</b> | <b>114,805</b> | <b>117,089</b> | <b>120,147</b> | <b>125,671</b> | <b>132.414</b>   |
| <b>8. Architectural Market</b>         |   |                |                |                |                |                |                  |
| 74.20.1                                | Architectural activities in building construction and interior design     | 93,101         | 88,494         | 85,609         | 84,251         | 85,488         | 88.624           |
| 74.20.2                                | Architectural activities in town, city and regional planning              | 10,409         | 10,086         | 9,510          | 9,425          | 9,425          | 10.111           |
| 74.20.3                                | Architectural activities in landscape architecture                        | 6,417          | 6,093          | 5,866          | 5,950          | 6,106          | 6.364            |
|  | <b>Core branch total</b>  | <b>109,927</b> | <b>104,673</b> | <b>100,985</b> | <b>99,626</b>  | <b>101,019</b> | <b>105.098</b>   |
| <b>9. Press Market</b>                 |   |                |                |                |                |                |                  |
| 92.40.2                                | *Freelance journalists and press-photographers                            | 14,534         | 15,511         | 16,744         | 18,174         | 19,705         | 21.372           |
| 92.40.1                                | News agencies   | 8,543          | 8,294          | 7,428          | 7,201          | 7,417          | 7.860            |
| 22.11.2                                | Publishing of directories   | 3,783          | 3,604          | 3,620          | 3,701          | 4,405          | 4.533            |
| 22.12.0                                | Publishing of newspapers  | 60,087         | 56,663         | 52,543         | 50,971         | 50,231         | 49.461           |
| 22.13.0                                | Publishing of journals and periodicals                                    | 37,861         | 36,794         | 37,108         | 36,759         | 37,453         | 37.718           |
| 22.15.0                                | Other publishing  | 6,750          | 7,162          | 7,240          | 7,554          | 7,786          | 7.692            |
|  | <b>Core branch total</b>  | <b>131,558</b> | <b>128,028</b> | <b>124,683</b> | <b>124,360</b> | <b>126,997</b> | <b>128.636</b>   |
| <b>10. Advertising Market</b>          |   |                |                |                |                |                |                  |
| 74.40.1                                | *Communication/advertising design   | 92,959         | 89,921         | 90,876         | 92,331         | 96,419         | 101.331          |
| 74.40.2                                | Dissemination of advertising media and activities of advertising agencies | 52,820         | 50,849         | 49,061         | 49,690         | 49,586         | 50.382           |
|  | <b>Core branch total</b>  | <b>145,779</b> | <b>140,770</b> | <b>139,937</b> | <b>142,021</b> | <b>146,005</b> | <b>151.714</b>   |
| <b>11. Software/Games Industry</b>     |   |                |                |                |                |                |                  |
| 72.20.1                                | Publishing of software  | 585            | 654            | 693            | 1,090          | 1,288          | 1.373            |
| 72.20.2                                | Software consultancy  | 278,059        | 276,375        | 290,613        | 304,715        | 325,309        | 343.725          |
|  | <b>Core branch total</b>  | <b>278,644</b> | <b>277,029</b> | <b>291,306</b> | <b>305,805</b> | <b>326,597</b> | <b>345.098</b>   |
| <b>(-) Other Activities</b>            |   |                |                |                |                |                |                  |
| 92.31.4                                | *Freelance restorers  | 2,776          | 2,591          | 2,602          | 2,671          | 2,727          | 2.697            |
| 92.51.0                                | Library and archives  | 1,127          | 1,084          | 1,034          | 1,037          | 993            | 1.007            |
| 92.52.2                                | Preservation of historical sites and buildings                            | 230            | 228            | 219            | 188            | 171            | 173              |
| 92.53.0                                | Botanical and zoological gardens and nature reserves activities           | 733            | 748            | 731            | 770            | 810            | 820              |
| 92.33.0                                | Fair and amusement park activities  | 13,921         | 14,117         | 13,610         | 13,576         | 13,777         | 11.604           |
|  | <b>Core branch total</b>  | <b>18,787</b>  | <b>18,768</b>  | <b>18,196</b>  | <b>18,242</b>  | <b>18,478</b>  | <b>16.301</b>    |
|  | Including double counts   | 1,047,398      | 1,026,830      | 1,037,366      | 1,054,813      | 1,091,088      | 1.129.629        |
|  | Assigned to more than one economic activity                               | 115,962        | 113,076        | 115,279        | 116,770        | 121,960        | 127.954          |
| <b>Culture and Creative Industries</b> |   | <b>931.435</b> | <b>913.754</b> | <b>922,087</b> | <b>938,043</b> | <b>969,128</b> | <b>1,001,674</b> |
| <b>Share in Overall Economy</b>        |   | <b>3.1%</b>    | <b>3.1%</b>    | <b>3.2%</b>    | <b>3.2%</b>    | <b>3.2%</b>    | <b>3.3%</b>      |

**Notes:** (1) Persons employed = freelancers plus employees liable to social insurance deductions, excluding marginal employment; . \*Economic activity assigned twice, only included once in overall total. \*\* Share of art trade share estimated. \*\*\* Preliminary data or estimates; figures in red: calculated share.

**Source:** Turnover tax statistics Destatis; Federal Agency for Employment; calculations by Michael Söndermann/AG Kultur- und Kreativwirtschaft 2008



## 9. Turnover Size Ranges in the Culture and Creative Industries, 2006

| Core Branch Selected<br>WZ-No.             | Type of Enterprise       | Size range         | No. of enterprises | Turnover in million € | Turnover per enterprise in thous.€ | %-share of enterprises | %-share in turnover |
|--|--------------------------|--------------------|--------------------|-----------------------|------------------------------------|------------------------|---------------------|
|  |                          |                    | 2006               | 2006                  | 2006                               | 2006                   | 2006                |
| <b>Music Industry</b>                      |                          |                    |                    |                       |                                    |                        |                     |
| 22.14.1<br>52.45.3                         | Micro enterprises        | up to 2 million €  | 3,694              | 896                   | 243                                | 95%                    | 26%                 |
|  | Small enterprises        | up to 10 million € | 150                | 609                   | 4,061                              | 4%                     | 17.5%               |
|  | Medium enterprises       | up to 50 million € | 31                 | 592                   | 19,103                             | 1%                     | 17.0%               |
|  | Major companies          | from 50 million €  | 9                  | 1,391                 | 154,544                            | 0%                     | 40%                 |
|  | All types of enterprises | Total              | 3,884              | 3,488                 | 898                                | 100%                   | 100%                |
| <b>Book Market</b>                         |                          |                    |                    |                       |                                    |                        |                     |
| 22.11.1<br>52.47.2                         | Micro enterprises        | up to 2 Million €  | 7,168              | 2,382                 | 332                                | 93%                    | 16.7%               |
|  | Small enterprises        | up to 10 Million € | 402                | 1,587                 | 3,947                              | 5%                     | 11%                 |
|  | Medium enterprises       | up to 50 Million € | 119                | 2,456                 | 20,635                             | 2%                     | 17.2%               |
|  | Major companies          | from 50 Million €  | 34                 | 7,863                 | 231,259                            | 0%                     | 55%                 |
|  | All types of enterprises | Total              | 7,723              | 14,287                | 1,850                              | 100%                   | 100%                |
| <b>Art Market</b>                          |                          |                    |                    |                       |                                    |                        |                     |
| 92.52.1<br>excluding<br>52.48.2            | Micro enterprises        | up to 2 Million €  | 898                | 183                   | 203                                | 95%                    | 39%                 |
|  | Small enterprises        | up to 10 Million € | 42                 | 159                   | 3,783                              | 4%                     | 34%                 |
|  | Medium enterprises       | up to 50 Million € | 2                  | 50                    | 25,000                             | 0%                     | 11%                 |
|  | Major companies          | from 50 Million €  | 1                  | 75                    | 75,000                             | 0%                     | 16%                 |
|  | All types of enterprises | Total              | 943                | 467                   | 495                                | 100%                   | 100%                |
| <b>Film Industry</b>                       |                          |                    |                    |                       |                                    |                        |                     |
| 92.1                                       | Micro enterprises        | up to 2 Million €  | 8,281              | 1,693                 | 204                                | 95%                    | 25%                 |
|  | Small enterprises        | up to 10 Million € | 381                | 1,604                 | 4,209                              | 4%                     | 23%                 |
|  | Medium enterprises       | up to 50 Million € | 49                 | 1,072                 | 21,868                             | 1%                     | 16%                 |
|  | Major companies          | from 50 Million €  | 19                 | 2,487                 | 130,872                            | 0%                     | 36%                 |
|  | All types of enterprises | Total              | 8,730              | 6,855                 | 785                                | 100%                   | 100%                |
| <b>Broadcasting Industry</b>               |                          |                    |                    |                       |                                    |                        |                     |
| 92.2                                       | Micro enterprises        | up to 2 Million €  | 736                | 290                   | 394                                | 83%                    | 4%                  |
|  | Small enterprises        | up to 10 Million € | 97                 | 432                   | 4,458                              | 11%                    | 6%                  |
|  | Medium enterprises       | up to 50 Million € | 36                 | 764                   | 21,214                             | 4%                     | 10%                 |
|  | Major companies          | from 50 Million €  | 20                 | 5,941                 | 297,027                            | 2%                     | 80%                 |
|  | All types of enterprises | Total              | 889                | 7,426                 | 8,354                              | 100%                   | 100%                |
| <b>Performing Arts Market</b>              |                          |                    |                    |                       |                                    |                        |                     |
| 92.3                                       | Micro enterprises        | up to 2 Million €  | 39,770             | 3,997                 | 100                                | 99%                    | 59%                 |
|  | Small enterprises        | up to 10 Million € | 267                | 1,068                 | 4,000                              | 1%                     | 16%                 |
|  | Medium enterprises       | up to 50 Million € | 57                 | 1,049                 | 18,409                             | 0%                     | 15%                 |
|  | Major companies          | from 50 Million €  | 6                  | 698                   | 116,283                            | 0%                     | 10%                 |
|  | All types of enterprises | Total              | 40,100             | 6,812                 | 170                                | 100%                   | 100%                |
| <b>Design Industry</b>                     |                          |                    |                    |                       |                                    |                        |                     |
| 74.20.6<br>74.87.4<br>excluding<br>74.40.1 | Micro enterprises        | up to 2 Million €  | 16,791             | 1,714                 | 102                                | 99%                    | 75%                 |
|  | Small enterprises        | up to 10 Million € | 99                 | 359                   | 3,622                              | 1%                     | 16%                 |
|  | Medium enterprises       | up to 50 Million € | 10                 | 203                   | 20,265                             | 0%                     | 9%                  |
|  | Major companies          | from 50 Million €  | -                  | -                     | -                                  | -                      | -                   |
|  | All types of enterprises | Total              | 16,900             | 2,275                 | 135                                | 100%                   | 100%                |
| <b>Architectural Market</b>                |                          |                    |                    |                       |                                    |                        |                     |
| 74.20.1<br>74.20.2<br>74.20.3              | Micro enterprises        | up to 2 Million €  | 39,420             | 5,697                 | 145                                | 99%                    | 78%                 |
|  | Small enterprises        | up to 10 Million € | 283                | 1,005                 | 3,551                              | 1%                     | 14%                 |
|  | Medium enterprises       | up to 50 Million € | 34                 | 585                   | 17,202                             | 0%                     | 8%                  |
|  | Major companies          | from 50 Million €  | -                  | -                     | -                                  | -                      | -                   |
|  | All types of enterprises | Total              | 39,737             | 7,287                 | 183                                | 100%                   | 100%                |

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**Press Market**

|                                       |                          |                    |       |        |         |      |      |
|---------------------------------------|--------------------------|--------------------|-------|--------|---------|------|------|
| 22.1<br>excluding<br>22.11.1<br>22.14 | Micro enterprises        | up to 2 Million €  | 830   | 104    | 125     | 52%  | 0.5% |
|                                       | Small enterprises        | up to 10 Million € | 489   | 2,277  | 4,657   | 30%  | 10%  |
|                                       | Medium enterprises       | up to 50 Million € | 203   | 4,657  | 22,940  | 13%  | 21%  |
|                                       | Major companies          | from 50 Million €  | 83    | 15,011 | 180,853 | 5%   | 68%  |
|                                       | All types of enterprises | Total              | 1,605 | 22,049 | 13,737  | 100% | 100% |

**Advertising Market**

|      |                          |                    |        |        |         |      |      |
|------|--------------------------|--------------------|--------|--------|---------|------|------|
| 74.4 | Micro enterprises        | up to 2 Million €  | 38,072 | 7,222  | 190     | 96%  | 28%  |
|      | Small enterprises        | up to 10 Million € | 1,189  | 4,675  | 3,932   | 3%   | 18%  |
|      | Medium enterprises       | up to 50 Million € | 193    | 3,827  | 19,831  | 0%   | 15%  |
|      | Major companies          | from 50 Million €  | 53     | 10,073 | 190,053 | 0%   | 39%  |
|      | All types of enterprises | Total              | 39,507 | 25,797 | 653     | 100% | 100% |

**Software/Games Industry**

|      |                          |                    |        |        |         |      |      |
|------|--------------------------|--------------------|--------|--------|---------|------|------|
| 72.2 | Micro enterprises        | up to 2 Million €  | 34,071 | 6,562  | 193     | 95%  | 27%  |
|      | Small enterprises        | up to 10 Million € | 1,325  | 5,446  | 4,110   | 4%   | 23%  |
|      | Medium enterprises       | up to 50 Million € | 280    | 5,750  | 20,536  | 1%   | 24%  |
|      | Major companies          | from 50 Million €  | 43     | 6,346  | 147,573 | 0%   | 26%  |
|      | All types of enterprises | Total              | 35,719 | 24,103 | 675     | 100% | 100% |

**Notes:** Taxable enterprises and freelances with annual turnover volumes of EUR 17,500 and more

**Source:** Turnover tax statistics Destatis; calculations by Michael Söndermann/AG Kultur- und Kreativwirtschaft 2008

### 10. Freelance Artists, Breakdown by Turnover Size Ranges, 2006

| Turnover size ranges in € | Composer | Music/dance ensemble | Visual artist | Stage artist | Writer | Journalist |
|---------------------------|----------|----------------------|---------------|--------------|--------|------------|
|                           | %        | %                    | %             | %            | %      | %          |
|                           | 2006     | 2006                 | 2006          | 2006         | 2006   | 2006       |
| 17,500-50,000             | 55.8     | 61.9                 | 57.5          | 59.3         | 58.8   | 59.6       |
| 50,000-100,000            | 22.5     | 19.7                 | 24.6          | 23.5         | 24.0   | 26.4       |
| 100,000-250,000           | 15.1     | 12.0                 | 12.8          | 12.2         | 13.1   | 10.8       |
| 250,000-500,000           | 4.2      | 3.3                  | 3.3           | 3.2          | 3.0    | 2.2        |
| 500,000-1 million         | 1.5      | 1.5                  | 1.1           | 1.2          | 0.7    | 0.7        |
| from 1 million            | 0.9      | 1.6                  | 0.6           | 0.6          | 0.5    | 0.3        |
| Total                     | 100.0    | 100.0                | 100.0         | 100.0        | 100.0  | 100.0      |

| Turnover size ranges in € | Number   | Number   | Number   | Number   | Number   | Number   |
|---------------------------|----------|----------|----------|----------|----------|----------|
|                           | absolute | absolute | absolute | absolute | absolute | absolute |
| 17,500-50,000             | 1,304    | 1,151    | 4,624    | 5,289    | 3,477    | 9,908    |
| 50,000-100,000            | 525      | 366      | 1,977    | 2,095    | 1,419    | 4,391    |
| 100,000-250,000           | 352      | 224      | 1,031    | 1,092    | 772      | 1,787    |
| 250,000-500,000           | 99       | 61       | 264      | 287      | 177      | 361      |
| 500,000-1 million         | 35       | 27       | 91       | 111      | 43       | 123      |
| from 1 million            | 22       | 30       | 52       | 50       | 27       | 45       |
| Total                     | 2,337    | 1,859    | 8,039    | 8,924    | 5,915    | 16,615   |

**Notes:** Freelance artists with annual turnover volumes of EUR 17,500 and more

**Source:** Turnover tax statistics Destatis; calculations by Michael Söndermann/AG Kultur- und Kreativwirtschaft 2008

### 11. Freelance Artists, Database of Persons Insured, German Artists' Social Insurance, 2000 - 2008

|        | Number  | Number  | Number  | Number  | Number  |
|--------|---------|---------|---------|---------|---------|
|        | 2000    | 2002    | 2004    | 2006    | 2008    |
| Male   | 63,418  | 68,493  | 75,121  | 82,849  | 85,831  |
| Female | 43,751  | 50,476  | 58,849  | 68,555  | 73,691  |
| Total  | 107,169 | 118,969 | 133,970 | 151,404 | 159,522 |

**Source:** Künstlersozialkasse [Artists' Social Insurance] 2008

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Bayern: Interpellation - Bericht über die Bayerische Kulturwirtschaft (2001), Hrsg.: Bayerisches Staatsministerium für Wissenschaft, Forschung und Kunst

Berlin: 2. Kulturwirtschaftsbericht (2009), Hrsg.: Land Berlin

Brandenburg: 1. Bericht zur Kultur- und Kreativwirtschaft (2009 in Vorbereitung) Hrsg.: Ministerien für Wirtschaft sowie Wissenschaft, Forschung und Kultur des Landes Brandenburg

Bremen: 2. Kulturwirtschaftsbericht (2009 in Vorbereitung), Hrsg.: Senator für Kultur Hansestadt Bremen

Hamburg: 1. Kulturwirtschaftsbericht (2006), Kulturbehörde Hansestadt Hamburg

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Niedersachsen: 2. Kulturwirtschaftsbericht (2007), Hrsg.: Niedersächsische Ministerien für Wirtschaft, Arbeit und Verkehr sowie Wissenschaft und Kultur

Nordrhein-Westfalen: 5. Kulturwirtschaftsbericht 2007, Hrsg.: Ministerium für Wirtschaft, Mittelstand und Energie des Landes Nordrhein-Westfalen

Rheinland-Pfalz: Kulturwirtschaft (2009 in Vorbereitung), Zukunftsinitiative Rheinland-Pfalz

Sachsen: 1. Kulturwirtschaftsbericht 2008 (2009 in Vorbereitung), Hrsg.: Sächsische Staatsministerien für Wirtschaft und Arbeit sowie Wissenschaft und Kunst

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Thüringen: 1. Kulturwirtschaftsbericht 2008 (2009 in Vorbereitung), Hrsg.: Ministerien für Kultus sowie Wirtschaft, Technologie und Arbeit

Saarland: Noch keine Initiativen bekannt geworden.

Kulturwirtschaftsberichte aus folgenden Metropolregionen und Städten (Auswahl ohne Anspruch auf Vollständigkeit): Aachen, Bochum, Dortmund, Frankfurt, Karlsruhe, Köln, Offenbach, Stuttgart

## 14. Statistical Re-classification of the Culture and Creative Industries in Germany according to the New Classification of Economic Branches (WZ 2008)

(Valid for all data evaluation starting from 2009 as far as data and statistics are available in the new classification.)

Definition of the Arbeitskreis Kulturstatistik e.V. according to the official German classification of economic branches WZ2008)

| WZ no. 2 digits   | WZ no. 3 digits   | WZ no. 4 digits (partly 5 digits)  |
|---|---|--|
| <b>Publishing sector</b>  |   |  |
| 58 - Publishing activities  | 58.1 - Publishing of books, periodicals and other publishing activities (excluding software)                              | 58.11 - publishing of books<br>58.12 - Publishing of directories and mailing lists<br>58.13 - 58.13 - Publishing of newspapers<br>58.14 - Publishing of journals and periodicals<br>58.19 - Other publishing activities (excluding software)   |
| <b>Film industry</b>  |   |  |
| 59 - Motion picture, video and television programme production, sound recording and music publishing activities | 59.1 - Motion picture, video and television programme production, sound recording and music publishing activities cinemas | 59.11 - Motion picture, video and television programme production activities<br>59.12 - Motion picture, video and television programme post-production activities<br>59.13 - Motion picture, video and television programme distribution activities (excluding video rental stores)<br>59.14 Motion picture projection activities  |
| <b>Manufacture of sound storage media/publishing of music</b>   |   |  |
|   | 59.2 - Sound recording and music publishing activities  | 59.20 Activities of sound-recording studios and production of taped radio programming, publishing of sound recordings and printed music<br>59.20.1 - Activities of sound-recording studios and production of taped radio programming<br>59.20.2 - Publishing of sound recordings<br>59.20.3 - Publishing of printed music  |
| <b>Broadcasting Industry</b>  |   |  |
| 60 - Programming and broadcasting activities  | 60.1 - Radio broadcasting<br>60.2 - Television programming and broadcasting activities                                    | 60.10 - Radio broadcasting<br>60.20 - Television programming and broadcasting activities   |
| <b>Cultural economic branches</b>   |   |  |
| 90- Creative, arts and entertainment activities   | 90.0 -Creative, arts and entertainment activities   | <b>90.01 -Performing arts</b><br>90.01.1 - Activities of theatre ensembles<br>90.01.2 - Activities of ballet companies, orchestras, bands and choirs<br>90.01.3 - Activities of own-account performers and circus groups<br>90.01.4 - Activities of own-account stage, motion picture, radio and television artists and other performing arts activities<br>90.02 - Support activities to performing arts<br>90.02.0 - Support activities to performing arts |
|   |   | <b>90.03 -Artistic Creation</b><br>90.03.1 - Activities of own-account composers, arranging of music<br>90.03.2 - Activities of own-account writers<br>90.03.3 - Activities of own-account visual artists<br>90.03.4 - Activities of own-account restorers<br>90.03.5 - Activities of own-account journalists and press photographers  |
|   |   | 90.04 -Operation of arts facilities<br>90.04.1 - Organisation of theatre performances and concerts<br>90.04.2 - Operation of opera houses, theatre and concert halls and similar facilities<br>90.04.3 - Operation of variety theatres and cabarets  |
| <b>Libraries/ Museums</b>   |   |  |
| 91 -Libraries, archives, museums botanical and zoological gardens   | 91.0 -Libraries, archives, museums botanical and zoological gardens   | 91.01 -Libraries and archives activities<br>91.02 -Museum activities<br>91.03 -Operation of historical sites and buildings and similar visitor attractions   |
| <b>Trade of Cultural Goods</b>  |   |  |

|   |   |  |
|---|---|--|
| 47 - Retail trade, except of motor vehicles and motorcycles                   | 47.6 - Retail trade of published products, sports equipment and toys              | 47.59.3 - Retail sale of musical instruments and scores<br>47.61 - Retail sale of books<br>47.62.1 - Retail sale of newspapers, journals and periodicals<br>47.63 - Retail sale of music and video recordings<br>47.78.3 - Retail sale of arts objects, paintings, craftworks (excluding stamps, coins and gift articles)  |
| <b>Architecture</b>   |   |  |
| 71 - Architectural and engineering activities; technical testing and analysis | 71.1 - Architectural and engineering activities and related technical consultancy | 71.11 - Architectural activities<br>71.11.1 - Consulting architectural activities in building construction<br>71.11.2 - Consulting architectural activities in interior design<br>71.11.3 - Consulting architectural activities in town, city and regional planning<br>71.11.4 - Consulting architectural activities in landscape architecture                     |
| <b>Design</b>   |   |  |
| 74 - Other professional, scientific and technical activities                  | 74.1 - Studios for textile, jewellery, graphic and related design                 | 74.10 Activities of textile, jewellery, graphic and related design<br>74.10.1 - Activities of industrial, product and fashion design<br>74.10.2 - Activities of graphics and communications designers<br>74.10.3 - Activities of interior decorators<br>71.12.2 - Engineering activities for projects in specific technical fields and engineering design (partly) |
| <b>Advertising</b>  |   |  |
| 73 - Advertising and market research  | 73.1 - Advertising  | 73.11 - Advertising agencies<br>73.12 - Media representation   |
| <b>Software/Games</b>   |   |  |
|   | 58.2 - Publishing of software   | 58.21 - Publishing of computer games<br>58.29 - Publishing of other software   |
|   | 62.0 - Computer programming, consultancy and related activities                   | 62.01 - Computer programming activities<br>62.01.1 - Web-page design and programming<br>62.01.9 - Other software development   |

**Notes:** WZ 2008 = German classification of economic branches, based on European NACE Rev.2 = "Nomenclature statistique des activités économiques dans la Communauté Européenne" – Statistical classification of economic activities in the European Community, 2008 edition

**Source:** Arbeitskreis Kulturstatistik e.V.