

## **Priority Export Family: Better entertainment and culture**

### **Cultural and creative industries**

#### **at a glance**

##### **A driver of the French economy**

- 597,000 jobs in France
- €87 billion in revenue
- 2.2% of France's economy

##### **A newly-configured global market**

- Geographic:
  - o Asia Pacific No. 1 in the global market of cultural and creative industries
- Digital:
  - o +58% of global revenue from streaming subscriptions between 2009 and 2015 in the music sector
- Global online art market
  - o €2.4 billion
- The number of e-book readers has doubled over four years

##### **Unify France's offering based on innovation and cultural attractiveness**

- [Logo Ecole des Gobelins] Best animation school in the world
- 108.6 million tickets to see French films internationally
- 65% of tourists come to France for cultural tourism
- France 3<sup>rd</sup> most attractive country in the world for developing video games (behind the United States and Canada)

##### **Export of cultural and creative industries**

- €32.1 billion in exports from French cultural and creative industries in 2015
- 44.3% of revenue in the video game sector generated from exports in 2015

France's main cultural goods exported in 2015:

- Contemporary art: France ranks 4<sup>th</sup> globally
- French books: €680 million
- TV and radio programmes: €164.2 million

But also: Music, live performances, radio, film, fashion, design, art and luxury professions, press...