

UK
TRADE &
INVESTMENT



Creative Industries UK

Fashion

The UK is at the cutting edge of international fashion, jewellery and accessories.

- Many of the world's key fashion trends, past and present, stem from the UK.
- UK designers export two-thirds of the clothing they produce, while the footwear industry sells over 90 per cent of its production around the world.
- Overseas sales of UK-made apparel and textiles combined are worth £6.4 billion at manufacturers' prices.
- The twice-yearly London Fashion Week is one of the world's premier fashion events.

Film

The UK film industry wins respect, audiences and awards all over the world.

- The UK's 100-plus studios are international leaders in film production.
- The UK is one of the world's most desirable locations for the shooting of films.
- In 2008, total exports of the film industry were around £1.3 billion, with a net contribution of £494 million to the UK balance of payments.
- *The King's Speech*, the highest-grossing British independent film of all time in the UK, won four Oscars (including Best Film) in 2011.

Music

The UK has world-class music talent in every genre.

- The UK is the second-largest music market in Europe and the fourth-largest in the world. It is increasingly a global leader in digital music.
- The UK is the world's second-largest exporter of music.
- International royalties earned by UK acts have more than doubled since 1999, while overall global earnings for UK songwriters and composers have grown by over 250 per cent.
- Eight of the top 40 best-selling albums globally in 2010 were by UK artists.

Performing arts

The UK is famous for professional and innovative performance talent.

- UK musicals such as *Les Misérables*, *Phantom of the Opera*, *Cats* and *Mamma Mia!* travel the world and enjoy phenomenal global success.
- In 2010, London theatre attendances exceeded the 14 million mark for the second year running.
- Performing arts festivals flourish across the UK, including the Edinburgh Festivals, the Notting Hill Carnival and the BBC Proms, the largest music festival in the world.
- London offers more live comedy than any other city in the world.

Publishing

The UK publishing industry is one of the most culturally and commercially diverse in the world.

- The UK has the second-largest publishing industry in Europe and one of the largest in the world. London is considered one of the world's leading publishing centres.
- The UK produced well over 150,000 new book titles in 2010.
- The UK is the world's largest exporter and re-exporter of books by value. The value of book exports from the UK grew by £51 million (4.3 per cent) in 2010.
- The UK is a leading publisher of newspapers and periodicals. More than 7,500 magazine titles are published in the UK.

Television

The UK television industry is globally renowned for the quality, quantity, creativity and diversity of its programming.

- The UK is the world leader in the production and export of innovative TV formats.
- The UK is second only to the USA as an exporter of TV programming hours.
- UK television content sales have increased four-fold over the past decade to over £2 billion.
- The UK is the world's most advanced digital TV market.

The originality and professionalism of UK creativity inspires the world – providing business with the creative imagination that drives commercial success.

UK creative industries

UK creativity is hugely influential across the world, with a reputation for innovation, edgy brilliance and entrepreneurial spirit.

- As a percentage of GDP, the UK has the largest creative industries sector in the world.
- The creative industries account for 5.6 per cent of the economy, with exports totalling £17.3 billion.
- Creative Industries employment in 2010 totalled just under 1.3 million with a further 1 million creative jobs in businesses outside these industries.

Advertising

UK advertising is globally renowned for its innovation and originality.

- The UK advertising industry generates some £7.8 billion in Gross Value Added (GVA) annually.
- The UK's 14,800 advertising agencies employ nearly 300,000 people nationwide.
- Over two-thirds of international advertising agencies have their European headquarters in London.
- The UK advertising industry has more start-ups than anywhere else in Europe.

Animation

Animation is one of the most rapidly expanding areas of creative endeavour and technical development in the UK.

- The UK is a world leader in producing computer-generated (CG) animation for computer and video games.
- The UK is home to highly successful centres of animation production excellence, including Bristol, Cardiff, Dundee, London and Manchester.
- There are more than 300 animation companies in the UK, employing some 4,700 people.
- Leading UK animation studios include Aardman Animations, which exports its films, TV series and commercials across the globe.

Architecture

The UK is one of the world's leading centres of architectural creativity and expertise and is a pioneer in low carbon and sustainable architectural design.

- The UK architecture sector employs some 128,400 people in 11,500 businesses and contributes £3.6 billion in Gross Value Added (GVA) each year.
- Many of the world's most recognisable buildings/structures were designed by UK-based architects.
- Since 1979, there have been four UK winners of the coveted Pritzker Architecture Prize: James Stirling, Norman Foster, Richard Rogers and Zaha Hadid.

Computer games

The UK is a world-class location for computer games development.

- The UK is one of the largest and most successful producers of computer games in the world.
- The UK computer games industry contributes some £1 billion to national GDP.
- Over 95 per cent of UK games developers are exporters. In 2010, exports of UK-developed boxed video games alone were worth over £1.4 billion. Ongoing blockbuster successes include the Grand Theft Auto series.
- The UK is home to a rapidly growing casual games sector. Pioneering companies in this area include Jagex, Mindcandy and Mediatonic.

Design

The UK is a global centre of design excellence and innovation, from interior and furniture to product and industrial design.

- There are over 230,000 designers in the UK, generating a turnover of some £15 billion each year.
- The UK's world-leading crafts sector annually contributes £3 billion gross value added (GVA) to the economy.
- Seven of the top 50 international design firms (based on design revenue from projects outside their own country) are located in the UK.
- The UK furniture manufacturing industry employs 112,000 people within 8,360 companies, contributing £8.3 billion to the economy.

Digital media

The UK has one of the most advanced digital media industries in the world.

- The UK pioneered digital TV and radio.
- The UK is ranked as the top internet gateway in the world and has the highest number of verified Wi-Fi hotspots in Europe.
- The UK has the most extensive broadband market of the G7 countries.
- London's Tech City aims to become the digital capital of Europe.

UK Trade & Investment is the government department that helps UK companies achieve export success and also brings high quality investment to the UK.

For further information telephone:
+44 (0)20 7215 8000 or visit:
www.ukti.gov.uk

For further information about the strengths of the UK's creative industries visit the UK creative industries marketing toolkit:
www.creative-industries.co.uk

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