

THE DUTCH CREATIVE INDUSTRY

FACTSHEET July 2010

page 1 / 3



The Creative Industry: Creative Business Services, Media & Entertainment, Arts

Employment Dutch Creative Industry in 2009: 261,000
Annual turnover Dutch Creative Industry: 7,1 billion euro
Creative Industry accounts for 18% of all export services in The Netherlands

European figures show the Netherlands is leading in the field of broadband connections: 85% of the population has access to broadband internet connection.

FACTS & FIGURES

The Netherlands: Meet Europe's Creative Hub!

The Netherlands is acclaimed Europe's creative hub by many, and it is therefore not surprisingly Amsterdam, the capital city, is one of the TOP 5 most creative cities in the world! The Dutch creative industry is recognized for its diversity, and Creative Business Services, Media & Entertainment and Arts are the three main divisions in which the Dutch prove their drive for developing products and services based upon creativity, innovation and technology.

The creative industry accounts for 1,9% or 7,1 billion euro of the Dutch economy on an annual basis, and employs approximately 261,000 people. On average, the employment ratio within the creative industry is growing faster than other sectors in The Netherlands. Research shows ¾ of the Dutch enterprises not operating within the creative field benefit from products and services developed by the creative enterprises.

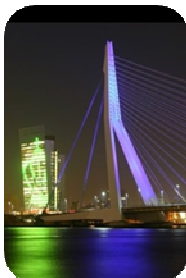
The industry is responsible for 18% of the total export of services in The Netherlands and represents 2% of the global trade in creative products. The table below shows the significant contribution of the Netherlands to the global creative industry:

	Art and Crafts	Audio Visuals	Design	Music (CDs, tapes)	New Media	Publishing	Visual Arts	Total
World (million \$)	23.244	664	218.173	14.929	12.035	44.304	22.1419	335.494
World (%)	6,9%	0,2%	65,0%	4,4%	3,6%	13,2%	6,6%	100%
Developed economies (mln. \$)	9.118	592	112.595	13.424	6.471	36.593	15.651	194.445
Developed economies (%)	4,7%	0,3%	57,9%	6,9%	3,3%	18,8%	8,0%	100%
The Netherlands (mln. \$)	555	0	3.585	1.325	330	1.205	250	7.250
The Netherlands (%)	7,7%	0,0%	49,4%	18,3%	4,6%	16,6%	3,5%	100%

Source: SenterNovem, 2009 – based upon UNCTAD (2006)

Enabling Technologies

Combining the existing knowledge on the open source software and embedded systems with the creative industry is a recognized source of strength of the Dutch. The innovative products and services combining the strengths of both the creative industry and ICT are current drivers of economic growth and ICT is considered an *enabling technology* within the creative industry. Digitalization allows the creative industry to accelerate network development and build connections within their own industry and beyond. The Dutch creative industry contributes significantly to societal challenges and stimulates innovation in health care and education.



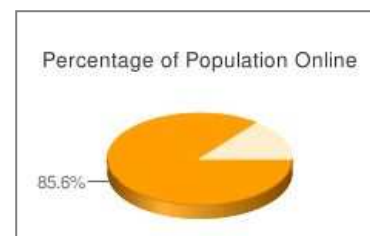
Creative Hubs

The creative industry in The Netherlands is mainly concentrated in or around the cities of Amsterdam, Rotterdam and Utrecht.

Amsterdam is the most internationally orientated city to work in, did you know that 60% of the creative companies in Amsterdam frequently work for international clients? 4% of the firms indicate more than 50% of their business is generated by projects for international clients.

Dutch population digitally oriented

There were 14,304,600 internet users in Netherlands (representing 85.6% of the population) in December 2009, this was up by 266.8% compared to 2000. 90% of all 12-75 year-olds in the Netherlands had home access to the internet in the Spring of 2009, which means the medium is now firmly entrenched in Dutch society, according to an ICT Survey by Statistics Netherlands. 85% of all 12-75 year-olds in the Netherlands with home internet access had a broadband connection, European figures show the Netherlands leads the field in this respect.



Mobile internet access is also gaining popularity very quickly in the Netherlands. In 2009, three out of ten internet users said they had used a mobile web connection. In 2007 this was only two out of ten. Most people use mobile phones and laptops for mobile internet access.

Government Support

The government recognizes the creative industry as a center for new development and national and local governments actively contribute to the Dutch Creative Industry's goal of becoming a dynamic and competitive economy within a strong and innovative Europe. The government aims to strengthen the international position of the Dutch creative industry and financially supports a large number of initiatives based on research, education and entrepreneurship.

THE DUTCH CREATIVE INDUSTRY

FACTSHEET July 2010

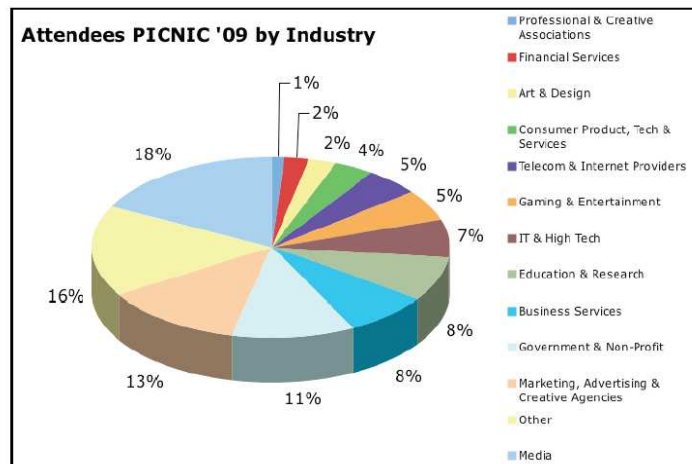
page 3 / 3

Events

As a result of the growing creative industry in The Netherlands, several high profile and successful events have emerged. PICNIC Amsterdam is known as one of the most successful internationally acclaimed events and marks an exciting milestone in 2010, - the 5th anniversary of PICNIC! Held yearly in Europe's creative capital, this unique festival features keynote presentations, hands-on workshops, experimental labs, matchmaking sessions and much more. PICNIC Amsterdam 2010 takes place from September 22 – 24 at the Westergasfabriek, Amsterdam.

PICNIC is about innovative ideas for business and society.

It is an annual festival that blurs the lines between creativity, science, technology and business to explore new solutions in the spirit of co-creation. Curious minds eager to exchange their knowledge, ideas and skills gather at PICNIC, making it the place to create the future – together.



For further information please contact us: info@handelsroute.nl
or check out the website: <http://www.creativecradle.com>

###

This factsheet provides a brief overview of pertinent information on the Dutch creative industry, based on the most recent research sources:

- * Section **FACTS&FIGURES**: Innovation Intelligence, verkenning Creatieve Industrie by SenterNovem, 2009
- * Section **Creative hubs**: Innovation Intelligence, verkenning Creatieve Industrie by SenterNovem, 2009
- * Section **Dutch population digitally orientated**: New Media Trend Watch - <http://tiny.cc/j058g>
- * Section **Government Support**: Kabinetsbrief, waarde van creatie, Brief Cultuur en Economie, 2009
- * Section **Events**: PICNIC – www.picnicnetwork.org