
THE GLOBALISATION OF CULTURAL TRADE: A SHIFT IN CONSUMPTION

International flows of cultural goods and services 2004-2013



United Nations
Educational, Scientific and
Cultural Organization

UNESCO
INSTITUTE
for
STATISTICS



UNESCO

The constitution of the United Nations Educational, Scientific and Cultural Organization (UNESCO) was adopted by 20 countries at the London Conference in November 1945 and entered into effect on 4 November 1946. The Organization currently has 195 Member States and 10 Associate Members.

The main objective of UNESCO is to contribute to peace and security in the world by promoting collaboration among nations through education, science, culture and communication in order to foster universal respect for justice, the rule of law, and the human rights and fundamental freedoms that are affirmed for the peoples of the world, without distinction of race, sex, language or religion, by the Charter of the United Nations.

To fulfil its mandate, UNESCO performs five principal functions: 1) prospective studies on education, science, culture and communication for tomorrow's world; 2) the advancement, transfer and sharing of knowledge through research, training and teaching activities; 3) standard-setting actions for the preparation and adoption of internal instruments and statutory recommendations; 4) expertise through technical co-operation to Member States for their development policies and projects; and 5) the exchange of specialized information.

UNESCO is headquartered in Paris, France.

UNESCO Institute for Statistics

The UNESCO Institute for Statistics (UIS) is the statistical office of UNESCO and is the UN depository for global statistics in the fields of education, science and technology, culture and communication.

The UIS was established in 1999. It was created to improve UNESCO's statistical programme and to develop and deliver the timely, accurate and policy-relevant statistics needed in today's increasingly complex and rapidly changing social, political and economic environments.

The UIS is based in Montreal, Canada.

This report was written by Lydia Deloumeaux of the UNESCO Institute for Statistics, under the direction of José Pessoa and assisted by Lisa Barbosa for data preparation and production of maps.

Published in 2016 by:

UNESCO Institute for Statistics
P.O. Box 6128, Succursale Centre-Ville
Montreal, Quebec H3C 3J7
Canada

Tel: (1 514) 343-6880
Email: uis.publications@unesco.org
<http://www.uis.unesco.org>

©UNESCO-UIS 2016

ISBN 978-92-9189-185-6
Ref: UIS/2016/CUL/TD/1

DOI: <http://dx.doi.org/10.15220/978-92-9189-185-6-en>

Design: JCNicholls Design / www.jcnicholls.com

This publication is available in Open Access under the Attribution-ShareAlike 3.0 IGO (CC-BY-SA 3.0 IGO) license (<http://creativecommons.org/licenses/by-sa/3.0/igo/>). By using the content of this publication, the users accept to be bound by the terms of use of the UNESCO Open Access Repository (<http://www.unesco.org/open-access/terms-use-ccbysa-en>).

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities or concerning the delimitation of its frontiers or boundaries.

The ideas and opinions expressed in this publication are those of the authors; they are not necessarily those of UNESCO and do not commit the Organization.

Acknowledgements

This report is based on data extracted from the United Nations Commodity Trade Statistics Database and the UNCTAD/WTO/ITC trade in services. The UIS acknowledges the contributions to the report received from the UN Statistics Division (UNSD), the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO). Additional information and statistics were provided by the Organisation for Economic Co-operation and Development (OECD).

Special thanks are extended to the peer reviewers: Keith Nurse (University of the West Indies Regional), Dominique Jutras and Sylvie Marceau (*Observatoire de la culture et des communications du Québec, Institut de statistique du Québec*). Many thanks are also due to Joscelyn Magdeleine (World Trade Organization-WTO) for providing comments and suggestions on an earlier draft.

Acronyms and abbreviations

International and regional organizations

AfDB	African Development Bank
BEA	Bureau of Economic Analysis
CISAC	International Confederation of Authors and Composers
CMOs	Collective Management Organizations
Eurostat	Directorate-General of the European Commission / Statistical Office of the European Union
IFPI	International Federation of the Phonographic Industry
IMF	International Monetary Fund
ITC	International Trade Center
ITU	International Telecommunication Union
OECD	Organisation for Economic Co-operation and Development
TFSITS	Inter-agency Task Force on Statistics of International Trade in Services
UIS	UNESCO Institute for Statistics
UN	United Nations
UN Comtrade	United Nations Commodity Trade Statistics Database
UNCTAD	United Nations Conference on Trade and Development
UNSD	United Nations Statistics Division
UNWTO	World Tourism Organization
WCO	World Customs Organization
WIPO	World Intellectual Property Organization
WTO	World Trade Organization

Other acronyms and abbreviations

BOP	Balance of Payments
BPM5	5 th edition of the Balance of Payments Manual
BPM6	6 th edition of the Balance of Payments Manual
CIF	Cost, insurance and freight
CPC	Central product classification
China, Hong Kong SAR	China, Hong Kong Special Administrative Region
China, Macao SAR	China, Macao Special Administrative Region
EBOPS	Extended Balance of Payments Services Classification
ESM	Equipment and supporting material
FATS	Foreign Affiliate Trade Statistics
FCS	2009 UNESCO Framework for Cultural Statistics
FDI	Foreign Direct Investment
FOB	Free on Board
GDP	Gross Domestic Product
GNI	Gross National Income
GVCs	Global value chains
HS	Harmonized Commodity Description and Coding System usually “Harmonized System”
ICIO	OECD Inter-country input-output
IMTS	International merchandise trade statistics
ISIC	International Standard Industrial Classification of All Economic Activities
ISIC Rev4	International Standard Industrial Classification of All Economic Activities Rev4
MSTIS	Manual on Statistics of International Trade in Services
Other Asia n.e.s.	Other Asia, not elsewhere specified (n.e.s.)
TFYR of Macedonia	The former Yugoslav Republic of Macedonia
TiVA	Trade in value added
UAE	United Arab Emirates
UK	United Kingdom
US\$	United States dollar
US	United States

Foreword

With the adoption of the 2030 agenda for sustainable development in 2015, culture is recognised globally as an enabler and contributor to sustainable development. This agenda presents the world with a challenge to measure more accurately the contribution of culture.

As the global leader in the measurement and analysis of culture, the UNESCO Institute for Statistics (UIS) plays a leading role in the production and analysis of internationally-comparable cultural statistics. Statistics on the international trade of cultural goods and services are an important contributor to the measurement of the economic contribution of cultural industries to the global economy.

This report uses the methodology outlined in the *2009 UNESCO Framework for Cultural Statistics* to analyse trends in the international trade of cultural goods and services from 2004 to 2013. Through the use and analysis of various international trade data sources, this report provides insight into the similarities and differences of the export and import of cultural goods and services between developed and developing countries. It analyses the impact that digitisation has had on how cultural goods are consumed globally. Finally, the effect that the financial crisis of 2008 and resulting economic downturn had on the trade of cultural goods and services is also examined.

This report represents a step forward in our understanding of the trends in the global trade of cultural goods and services. It is a valuable resource for policymakers, academics and others interested in a longitudinal analysis of international cultural trade.

This report has been enriched by the contributions from various international organizations such as UNSD, WTO, UNCTAD, ITC and WIPO which also exemplifies the existing cooperation among international organizations towards the improvement trade statistics.

I am pleased to present this report and I hope that it will contribute to a better understanding of international cultural trade.



Silvia Montoya
Director
UNESCO Institute for Statistics

Table of contents

Acknowledgements	3
Acronyms and abbreviations	4
Foreword	5
Highlights	11
Introduction	12
Methodology	13
1. International flows of cultural goods	15
1.1 Impact of the economic crisis.....	15
1.1.1 Global results	15
1.1.2 Unequal flows of cultural goods by region and level of income.....	17
1.1.3 Who are the key players and how has their role evolved over time?	25
1.1.3.1 Global overview of all countries.....	25
1.1.3.2 Profile of top 10 exporters and importers of cultural goods	32
1.2. Structure of world trade of cultural goods.....	36
1.2.1 What are the main components of trade in cultural goods?	36
1.2.2 Profile of regions and income groupings in the trade of cultural goods	39
1.2.3 Which are the key cultural goods traded internationally?.....	51
1.3 Origin and destination of cultural goods for five leading exporters	57
1.4 Concluding remarks on international flows of cultural goods	65
2. International trade of cultural services	66
2.1 New tools for improved measurement of trade in cultural services	66
2.2 Analysis of statistics on the international trade of cultural services.....	69
2.3 Concluding remarks on the international flows of cultural services.....	76
3. Globalisation of cultural flows	77
3.1 Intra-firm trade, foreign affiliate statistics (FATS) and foreign direct investments (FDI) in the culture sector	77
3.1.1 Which data for measuring flows in the film industry?.....	77
3.1.2 Measuring intra-firm trade in other culture sectors.....	79
3.2 Capturing international cultural flows in the digital age	83
4. Conclusions	89
References	90
Annex I. Methodology	92
Annex II. Glossary	95
Annex III. Composition of regions and economic groupings	97
Annex IV. Statistical tables	99

Section a. Cultural goods

Table G1.	Total exports of cultural goods by country, 2004-2013	100
Table G2.	Total imports of cultural goods by country, 2004-2013	110
Table G3.	Trade coverage ratio of cultural goods by country, 2004-2013	120
Table G4.	Total and share of global exports of cultural goods by 2009 UNESCO FCS domains, 2004-2013	130
Table G5.	Total and share of global imports of cultural goods by 2009 UNESCO FCS domains, 2004-2013	130
Table G6.	Exports of cultural goods by region, 2004-2013.....	130
Table G7.	Imports of cultural goods by region, 2004-2013.....	132
Table G8.	Exports of cultural goods by level of income, 2004-2013	132
Table G9.	Imports of cultural goods by level of income, 2004-2013	132
Table G10.	Exports of cultural goods by region and the 2009 UNESCO FCS domains, 2013	134
Table G11.	Imports of cultural goods by region and the 2009 UNESCO FCS domains, 2013	134
Table G12.	Exports of cultural goods by level of income and the 2009 UNESCO FCS domains, 2013	135
Table G13.	Imports of cultural goods by level of income and the 2009 UNESCO FCS domains, 2013	135
Table G14.	Top 20 exporters of cultural goods of cultural and natural heritage (domain A), 2004-2013	136
Table G15.	Top 20 importers of cultural goods of cultural and natural heritage (domain A), 2004-2013	138
Table G16.	Top 20 exporters of cultural goods of performance and celebration (domain B), 2004-2013	140
Table G17.	Top 20 importers of cultural goods of performance and celebration (domain B), 2004-2013	142
Table G18.	Top 20 exporters of cultural goods of visual arts and crafts (domain C), 2004-2013.....	144
Table G19.	Top 20 importers of cultural goods of visual arts and crafts (domain C), 2004-2013	146
Table G20.	Top 20 exporters of cultural goods of books and press (domain D), 2004-2013	148
Table G21.	Top 20 importers of cultural goods of books and press (domain D), 2004-2013	150
Table G22.	Top 20 exporters of cultural goods of audiovisual and interactive media (domain E), 2004-2013	152
Table G23.	Top 20 importers of cultural goods of audiovisual and interactive media (domain E), 2004-2013	154
Table G24.	Top 20 exporters of cultural goods of design and creative services (domain F), 2004-2013	156
Table G25.	Top 20 importers of cultural goods of design and creative services (domain F), 2004-2013	158
Table G26.	Destination of Chinese cultural goods in 2004 and 2013	160

Table G27. Origin of cultural goods entering China in 2004 and 2013	161
Table G28. Destination of United States cultural goods in 2004 and 2013.....	162
Table G29. Origin of cultural goods entering United States in 2004 and 2013	163
Table G30. Destination of United Kingdom cultural goods in 2004 and 2013.....	164
Table G31. Origin of cultural goods entering United Kingdom in 2004 and 2013	165
Table G32. Destination of Indian cultural goods in 2004 and 2013	166
Table G33. Origin of cultural goods entering India in 2004 and 2013.....	167
Table G34. Destination of Turkish cultural goods in 2004 and 2013.....	168
Table G35. Origin of cultural goods entering Turkey in 2004 and 2013	169
Table G36. Top 10 most exported cultural goods, 2004-2013	170

Section b. Services statistics

Table S1. Total value of exports of cultural services, 2003-2012	172
Table S2. Total value of imports of cultural services, 2003-2012	176
Table S3. Exports of cultural services by the 2009 UNESCO FCS domains, 2012.....	182
Table S4. Imports of cultural services by the 2009 UNESCO FCS domains, 2012.....	183
Table S5. Exports in selected cultural services and countries, 2003-2013.....	184
Table S6. Imports in selected cultural services and countries, 2003-2013.....	186
Table S7. Net trade in selected cultural services and countries, 2003-2013	188

List of boxes

Box 1. Conceptual debates on defining culture.....	14
Box 2. Focus on sub-Saharan Africa	18
Box 3. Visualising the structure of trade in cultural goods	56
Box 4. The Geneva Cooperation (UNCTAD, WTO and ITC) on trade in services statistics	68
Box 5. UIS/WTO/UNSD proposal to amend EBOPS 2010 to improve the measurement of cultural services in the Caribbean	68
Box 6. Measuring trade in value added terms for cultural industries: The globalisation of the cultural industry.....	80
Box 7. Measuring copyrighted works and their economic impacts in a changed technological environment	86

List of figures

Figure 1. Common definitions of culture/creative sector	14
Figure 2. Annual growth rate of exports of cultural goods and all goods, 2004-2013.....	16
Figure 3. Annual growth rate of imports of cultural goods and all goods, 2004-2013.....	16
Figure 4. Share of exports of cultural goods by region, 2004-2013	17
Figure 5. Distribution of exports of cultural goods by region, 2013	18

Figure 6. Regional distribution of exports of cultural goods and all goods, 2013.....	19
Figure 7. Share of imports of cultural goods by region, 2004-2013	20
Figure 8. Distribution of imports of cultural goods by region, 2013	20
Figure 9. Regional distribution of imports of cultural goods and all goods, 2013.....	21
Figure 10. Share of exports of cultural goods by income type, 2004-2013.....	22
Figure 11. Share of exports of cultural goods and all goods by income type, 2013.....	23
Figure 12. Share of imports of total cultural goods by income type, 2004-2013	24
Figure 13. Share of imports of cultural goods and all goods by income type, 2013.....	25
Figure 14. Total exports of cultural goods, 2013	26
Figure 15. Total imports of cultural goods, 2013	26
Figure 16. Total exports and imports of cultural goods by country, 2013	27
Figure 17. Coverage ratio of cultural goods by level of income, 2013	28
Figure 18. Exports of cultural goods for low-, lower-middle- and upper-middle-income countries, 2013	29
Figure 19. Imports of cultural goods for low-, lower-middle- and upper-middle-income countries, 2013	30
Figure 20. Share of world exports of cultural goods from top 10 countries, 2004-2013	31
Figure 21. Share of world imports of cultural goods to top 10 countries, 2004-2013.....	32
Figure 22. Top 10 exporters of cultural goods, 2004-2013.....	33
Figure 23. Top 10 importers of cultural goods, 2004-2013.....	34
Figure 24. Trade profile of leading exporters in trade of cultural goods, 2013	35
Figure 25. Share of world cultural goods exports by 2009 UNESCO FCS domains, 2004-2013	37
Figure 26. Share of world cultural goods imports by 2009 UNESCO FCS domains, 2004-2013	38
Figure 27. Distribution of cultural goods exports by domain and region, 2013.....	39
Figure 28. Distribution of cultural goods imports by domain and region, 2013.....	40
Figure 29. Distribution of cultural goods exports by domain and income, 2013	41
Figure 30. Distribution of cultural goods imports by domain and income, 2013	41
Figure 31. Top 10 exporters of cultural and natural heritage goods, 2013.....	43
Figure 32. Top 10 importers of cultural and natural heritage goods, 2013.....	43
Figure 33. Top 10 exporters of performance and celebration goods, 2013.....	44
Figure 34. Top 10 importers of performance and celebration goods, 2013.....	45
Figure 35. Top 10 exporters of visual arts and crafts goods, 2013	46
Figure 36. Top 10 importers of visual arts and crafts goods, 2013	46
Figure 37. Top 10 exporters of books and press goods, 2013	47
Figure 38. Top 10 importers of books and press goods, 2013	48
Figure 39. Top 10 exporters of audiovisual and interactive media goods, 2013.....	49
Figure 40. Top 10 importers of audiovisual and interactive media goods, 2013	49

Figure 41. Top 10 exporters of design and creative services goods, 2013.....	50
Figure 42. Top 10 importers of design and creative services goods, 2013.....	51
Figure 43. Top 10 exported cultural goods, 2004-2013	52
Figure 44. Exports of jewellery in gold compared to gold prices, 2004-2013	53
Figure 45. Exports value of jewellery in constant and current gold price, 2004-2013	53
Figure 46. Share difference of the top 10 exported cultural goods in total cultural goods between 2004 and 2013...54	
Figure 47. World exports of cultural goods, 2013	56
Figure 48. Origin and destination of Chinese cultural goods.....	58
Figure 49. Origin and destination of cultural goods for the United States.....	59
Figure 50. Origin and destination of cultural goods for the United Kingdom.....	61
Figure 51. Origin and destination of Indian cultural goods	62
Figure 52. Origin and destination of Turkish cultural goods.....	64
Figure 53. Share of estimated world exports of cultural services by income groupings, 2003-2012	70
Figure 54. Share of estimated world imports of cultural services by income groupings, 2003-2012	70
Figure 55. Exports of the top 15 exporters of cultural services, 2012	71
Figure 56. Trade balance of cultural services for selected countries, 2012.....	72
Figure 57. Cultural services trade coverage ratio, 2007 and 2012	73
Figure 58. Comparison of average shares of cultural services exports from the audiovisual and interactive media and the performance and celebration and visual arts and crafts domains, by level of income, 2003-2012 ...	74
Figure 59. Comparison of average shares of cultural services imports from the audiovisual and interactive media and the performance and celebration and visual arts and crafts domains, 2003-2012	75
Figure 60. Diversity versus homogeneity of top 10 films viewed globally, 2012-2013	78
Figure 61. Number of affiliates in country and abroad for two selected industries: publishing, printing and reproduction of recorded media, 2012	80
Figure 62. An illustration of the globalisation of cultural products: The movie “Lucy”	81
Figure 63. Annual growth rate of gross royalty collections from CISAC members, 2001-2012	83
Figure 64. Different platforms for listening to music.....	84
Figure 65. Digital revenue by source, 2008-2014.....	85
Figure 66. Example of licensing of music rights for online uses.....	88

List of tables

Table 1. The six 2009 UNESCO FCS cultural domains	13
Table 2. Annual growth rate by domains, in US\$ current value, 2004-2013.....	36
Table 3. Cultural services definitions	67
Table 4. Growth/trends for trade in selected cultural services and countries, 2003-2013.....	76
Table 5. Foreign direct investment in motion picture, radio, television and other entertainment activities, 2012.....	79

Highlights

The purpose of this report is to present the results of the analysis of international cultural trade data for the period 2004-2013. Furthermore, this report aims to shed light on the impact that the global financial and economic crisis of 2008 has had on the flows of cultural goods and services. Finally, it describes innovative models and statistics that have been developed to improve the accuracy of these data.

- The results illustrate the dematerialisation of some cultural goods. Several cultural goods are now accessible electronically and are traded much less as physical commodities. Dematerialisation has had a great impact on music, and newspaper production is declining rapidly. However, books remained an important exported and imported cultural good in some regions.
- Flows of cultural goods are still recovering from the financial and economic crisis of 2008, which primarily affected developed countries.
- China surpassed the United States as lead exporter of cultural goods in 2010. However, the United States has remained the world's largest importer of cultural goods.
- During the last ten years, India, Turkey and Malaysia have emerged as leading exporters of cultural goods.
- The demand for cultural goods is still largely driven by developed countries primarily from North America and Europe and East Asia.
- Low-income economies in regions such as sub-Saharan Africa, the Caribbean and the Arab States, are still playing a marginal role in international flows of cultural goods and services.
- Developing countries largely export visual arts goods, such as statuettes, as well as textile crafts and articles of jewellery. Developed countries trade mainly in jewellery, fine arts and books.
- Articles of gold jewellery are the most traded cultural good. This is largely due to the high price of gold and the fact that gold is considered to be a safe investment during economic crises.
- Audiovisual services are increasingly becoming the most important cultural service traded.
- Despite the growing importance of China, cultural trade between North-North countries has remained strong while overall South-South trade in cultural goods has remained weak.
- The availability of international data on cultural services has increased with the introduction of new classifications and new data sources such as Foreign Affiliates Trade Statistics which is an important tool for assessing cultural flows. Nonetheless, cultural services statistics are still limited for developing countries.
- The last decade witnessed greater cooperation amongst international organizations in the promotion and improvement of cultural trade statistics.

Introduction

In 2010, the UN General Assembly recognised the importance of culture for sustainable development (UN, 2011). Besides creating jobs and increasing turnover, exports of cultural goods contribute to the dynamism of local economies.

The movement of trade liberalisation that started several decades ago has resulted in the extensive growth of international trade. This was accompanied by a multiplication of trade agreements to enhance national growth and development. In several cases, cultural goods were subject to exemptions due to their specific nature. As a result, countries – for example in Europe – put in place trade policy measures, such as tariff reduction or quotas, to regulate the trade of cultural goods.

The 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions reiterated the special nature of cultural goods. This Convention invites developed countries to open their markets to cultural products of developing countries (UNESCO, 2005). Analyses of the impact of the Convention on trade flows of cultural goods as well as on policy measures are provided in the chapter 6¹ of the 2015 UNESCO report on the implementation of the 2005 Convention (UNESCO, 2015).

Is the trade of cultural goods and services influenced by cultural factors? The literature argues that proximity or a common language can influence bilateral trade (Disdier et al., 2009). True causality still needs to be explored, however.

The last decade was affected by a severe economic crisis. Since 2011, the global economy is recovering slowly (UNCTAD, 2014b) due to low economic growth. The economic downturn mainly affected developed countries. How has this crisis affected the flows of cultural goods? Which regions or countries have the greatest influence in this market?

In the world of digitisation, dematerialisation has impacted the production and consumption of music, film and books. The increase in the consumption of digital products has resulted in a decline in the sales of typical tangible cultural goods, such as CDs or DVDs. In 2014, sales of these items decreased by 8.1% compared to 2013 (IFPI², 2015).

The complexity of the globalisation phenomenon and its impact on the flows of cultural goods and services has resulted in additional challenges for measurement. How do you adequately measure these new trends? Statistics are a key component for assessing the vitality of the trade in cultural goods and services globally.

This report is a continuation of the UNESCO series on cultural flows started almost 30 years ago. The analysis contrasts and compares patterns of cultural flows across different regions and describes the types of cultural goods and services. Furthermore, this report sheds light on the impact that the financial and economic crisis of 2008 has had on the flows of cultural goods and services globally. Finally, it describes innovative models and statistics that have been developed to improve the accuracy of data.

¹ Chapter 6: Striking a balance: flows of cultural goods and services

² <http://www.ifpi.org/facts-and-stats.php>

Methodology

This report analyses data on the flows of cultural goods and services, which are collected using different frameworks. Data on cultural goods are collected from customs statistics using the 2002 Harmonised System classification (HS), while cultural services data are based on balance of payments data using the Extended Balance of Payments System (EBOPS).

In the 2009 UNESCO Framework for Cultural Statistics (FCS), cultural goods are defined as goods “conveying ideas, symbols and ways of life, some of which may be subject to copyrights” (UNESCO-UIS, 2009). Cultural goods are “experience goods meaning that consumers can determine their value only after they have been consumed” (OECD, 2008). They are thus different from other products by their system of valorisation, inherent in which is an irreproducible characteristic that is intrinsically linked to its appreciation by consumers.

While cultural goods are tangible and classified by their observable physical characteristics, cultural services are intangible. Cultural services “are aimed at satisfying cultural interests or needs. They do not represent cultural material goods in themselves but facilitate their production and distribution” (UNESCO-UIS, 2009).

This report uses the 2009 UNESCO FCS approach to define the culture sector which differentiates cultural domains from related domains. Cultural domains are associated with artistic and traditional cultural goods and services activities, while related domains – sports and recreation and tourism – refer to partially cultural activities and are associated principally with leisure and recreation. A broader definition of culture is used for the latter (see **Box 1**). The analysis presented in this report thus concentrates on the six core cultural domains associated with artistic activities and creativity³ as defined in the 2009 UNESCO FCS (see **Table 1**)⁴.

Table 1. The six 2009 UNESCO FCS cultural domains

Cultural domains
A. Cultural and natural heritage
B. Performance and celebration
C. Visual arts and crafts
D. Books and press
E. Audiovisual and interactive media
F. Design and creative services

The objective of this report is also to highlight the progress made since the 2005 UIS report on the measurement of cultural trade flows (UNESCO-UIS, 2005) and assess the dramatic changes that have occurred in the field as a result of the Internet and globalisation. Since the 2005 report, several improvements in the measurement of cultural services have been made, and these are described in the second part of the report. Classifications have improved and new methodologies have emerged, such as the Trade in Value Added Project, which distinguishes domestic from foreign value added content of export products (see **Box 6**). Cooperation among different international

organizations has increased resulting in improved data availability and quality. For example, the World Intellectual Property Organization (WIPO) uses the 2009 UNESCO FCS methodology in the production of data on the export of creative goods and services for their Global Innovation Index (WIPO, 2015). The present report concludes with an exhaustive review of different data sources for accurately measuring international flows in cultural goods and services.

³ The transversal domain intangible cultural heritage cannot be measured separately from goods or services data.

⁴ The domain equipment and supporting material (ESM) defined as “facilitating or enabling the creation, production and distribution of cultural products” (UIS-UNESCO, 2009) is not covered in this report. The scope of ESM, however, is associated with information and technology, computers and internet activities without which many cultural expressions could not occur.

Box 1. Conceptual debates on defining culture

There has been much debate over past years on a common model for measuring cultural and creative industries. The 2009 UNESCO FCS attempted to reconcile these different opinions by integrating some creative components, including architecture, design and advertising services, into domain F. As shown in **Figure 1**, models developed by UNESCO-UIS, UNCTAD and WIPO have many components in common, but certain differences remain. While WIPO has adopted a purely economic definition based on copyright concepts, UNCTAD and UNESCO share more common cultural items. UNESCO distinguishes itself by including natural heritage as part of the traditional definition of the 1972 Convention concerning the Protection of the World Cultural and Natural Heritage. In addition, the 2009 UNESCO FCS includes two related domains, tourism and sports. It also includes the transversal domains of cultural education and intangible cultural heritage.

Figure 1. Common definitions of the culture/creative sector



Source: UNESCO Institute for Statistics (UIS), 2015

1. International flows of cultural goods

1.1 IMPACT OF THE ECONOMIC CRISIS

This chapter presents an analysis of the flows of cultural goods based on data obtained from the COMTRADE database. Data for 161⁵ countries are analysed for the period 2004 to 2013.

As stated earlier, cultural goods and services are special goods which carry symbolic, aesthetic, artistic or cultural value.

International trade in cultural goods provides insight into the dynamism of cultural industries and the interest for such goods, as indicated by their supply and demand by different countries. Opening a country's economy to international trade could be a factor of economic growth. For example, over the last 20 years China has enjoyed double-digit economic growth, and its role in exporting cultural goods has become preponderant.

However, when countries open their internal markets, there is also a need to protect their domestic markets and ensure that local production will not be replaced by foreign production. Hence, many obstacles can hinder the access to foreign markets regulated by international or national policy measures. In addition, the globalisation of the values chain does not necessarily mean that a given good is entirely made in a particular country. Finally, in this digital era, products can travel physically but also virtually via the Internet.

1.1.1 Global results

The economic and financial crisis of 2008 greatly impacted the global economy. As a result, the international trade of goods declined in 2009 and started to recover in 2010. From 2011 to 2013, the growth of international trade in goods was significantly lower than pre-crisis levels (UNCTAD, 2014b). The flows of cultural goods were also affected by the economic crisis and decreased significantly in 2009.

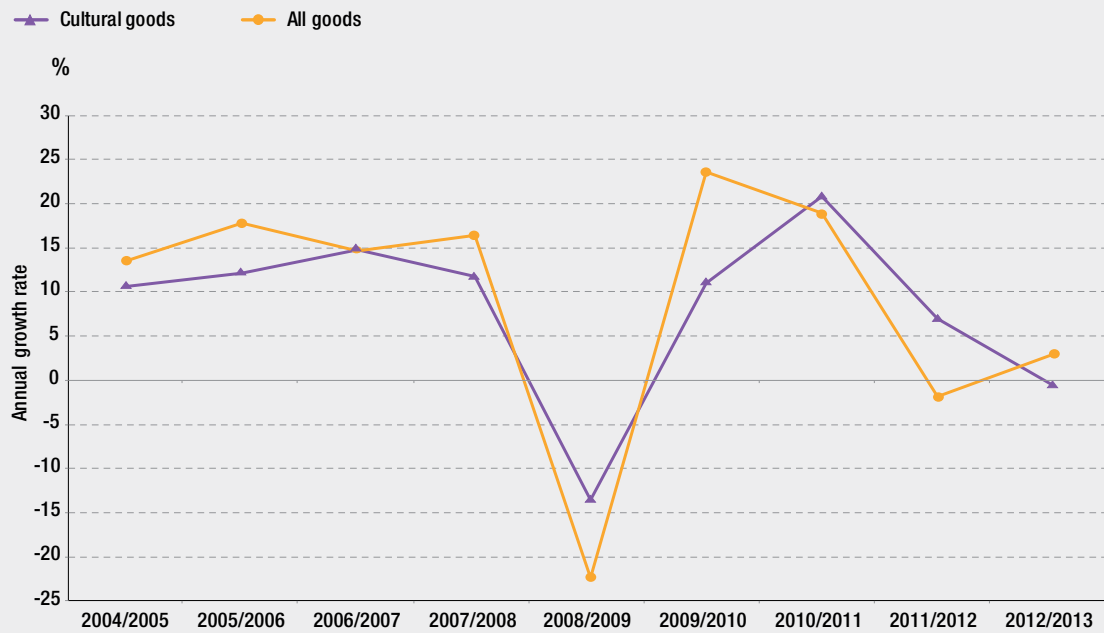
In 2013, the global trade of cultural goods amounted to US\$190.5 billion, representing US\$212.8 billion for exports and US\$168.3 billion for imports. The value of world exports of cultural goods almost double compared to 2004, which was US\$108.4 billion. The export of cultural goods represented 1.22% of all exports of goods in 2013, which was the average for this period.

Figures 2 and 3 compare the evolution of exports and imports of cultural goods with the total trade of goods from 2004 to 2013. Exports of cultural goods were less impacted by the economic crisis. From 2008 to 2009, exports of cultural goods decreased by 13.5% compared to a decrease of 22.4% for the exports of total goods. As of 2010, both the total trade of goods and cultural goods started to grow again. However, as of 2011, the pace of growth of exports of cultural goods declined drastically with a growth rate of only 7% between 2011 and 2012 compared to 21% between 2010 and 2011. From 2012 to 2013, the value of exports of cultural goods remained steady with a slight annual decrease of 0.6%. Meanwhile, total trade, which faced a significant drop in 2012, grew again in 2013 (see *Figure 2*).

The annual growth rate of imports of both cultural and total goods dropped drastically from 2008 to 2009, declining by 22% and 23% respectively. However, the recovery after the economic crisis was less solid and more difficult for imports of cultural goods, with an average annual growth rate of 9.4% between 2010 and 2011 – significantly lower than the 19% annual growth rate of total goods for the same period. While the annual growth rate of imports of all goods grew slightly by 1.6% between 2012 and 2013, for cultural goods it declined by 2.6% (see *Figure 3*).

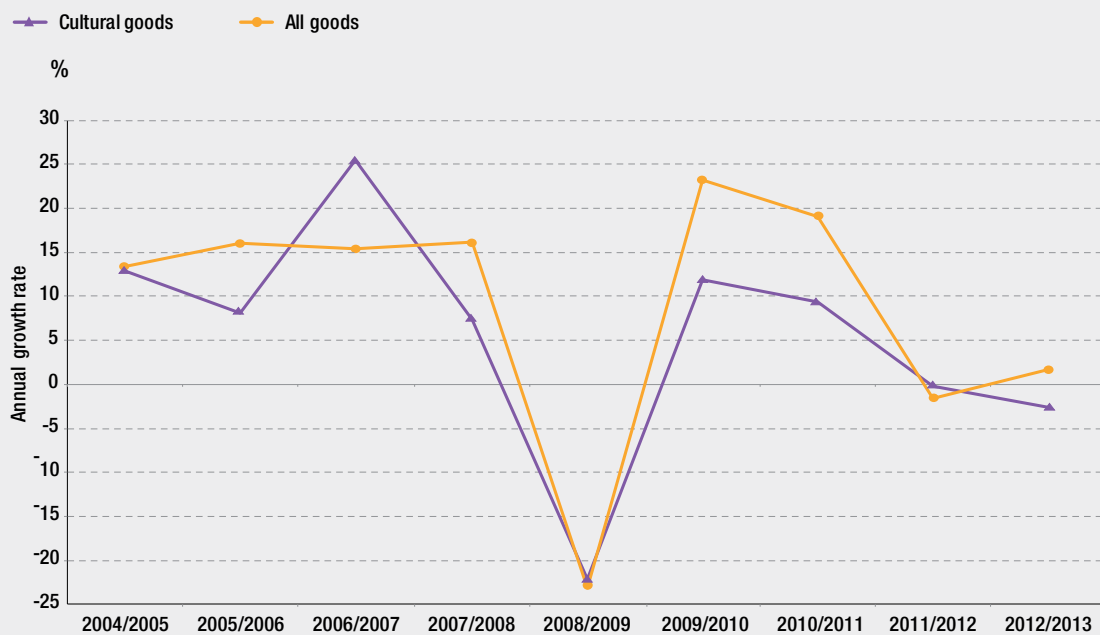
⁵ This is the maximum number of countries. The number can be lower depending on the indicator and the year.

Figure 2. Annual growth rate of exports of cultural goods and all goods, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 3. Annual growth rate of imports of cultural goods and all goods, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

1.1.2 Unequal flows of cultural goods by region and level of income

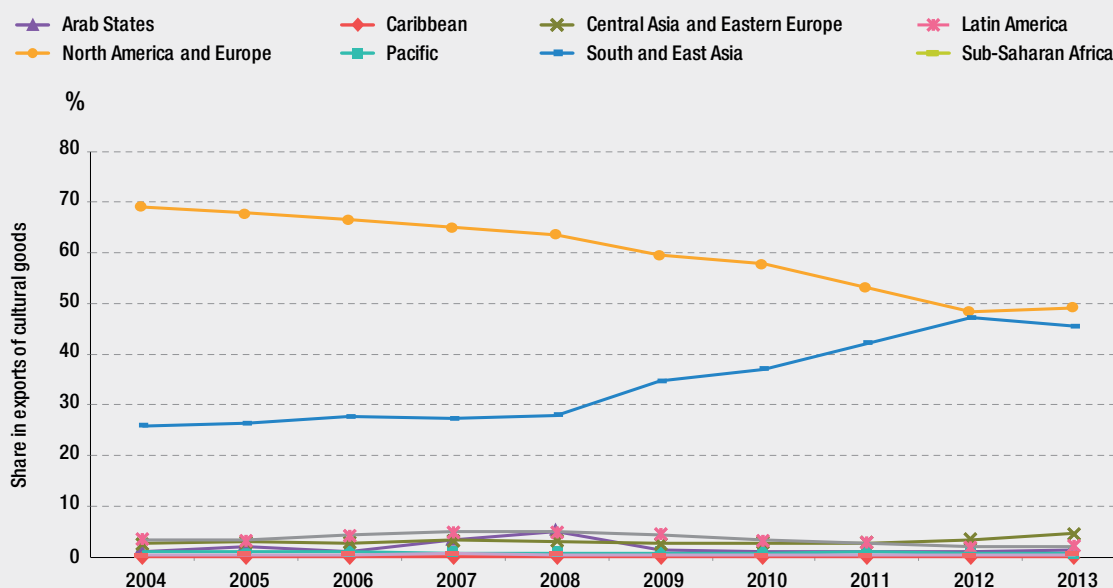
The global market for cultural goods has continued to grow over the last ten years. Has this growth benefited developing countries?

During the last decade, global trade was led by emerging economies in East Asia, Latin America and sub-Saharan Africa. These emerging economies enjoyed an annual economic growth rate of more than 5%. After 2009, the growth of international trade was mainly driven by the high performance of East Asian countries (UNCTAD, 2014). Assessing the role of different regions in the exchanges of cultural goods during the last ten years provides insight into which regions and income groupings of countries are driving the trade of cultural goods.

Regional dominance of cultural goods

From 2004 to 2013, the share of global exchanges of cultural goods evolved differently by region when comparing exports and imports. **Figure 4** shows that in 2004 North America and Europe dominated by exporting 69% of all cultural goods. However, by 2012 this dominance had decreased to 48%. In 2013, it increased slightly to 49%, representing US\$104.4 billion. Concurrently the Chinese economy slowed down, reducing economic growth in that country, which nonetheless remained at a higher level than in most developed countries. Over the same period, South and East Asia played a greater role in the export of cultural goods, increasing its share from US\$28.1 billion (26%) of world exports of cultural goods in 2004 to US\$96.8 billion (46%) in 2013. During 2013, the economic downturn was still affecting the demand for and exports of cultural goods in North America and European countries.

Figure 4. Share of exports of cultural goods by region, 2004-2013

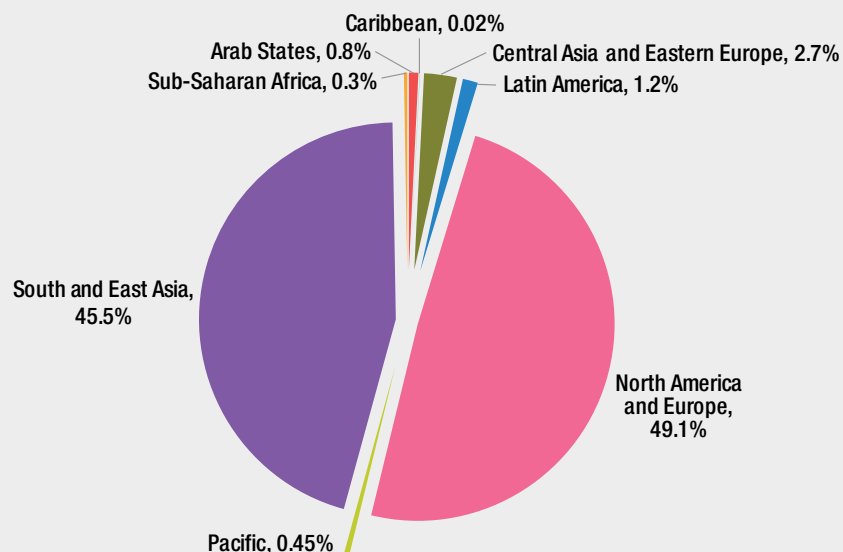


Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 5 shows the minor role played by other regions in world exports of cultural goods. In 2013, the region with the third-largest share of such exports, Central Asia and Eastern Europe, accounted for only 2.7% (US\$5.7 billion) of the world's cultural exports, which was still an increase compared to 2004, when its share accounted for only 1.6% or US\$1.7 billion.

The remaining regions – the Arab States, the Pacific, sub-Saharan Africa (see **Box 2**) and the Caribbean – played an even more marginal role, with a share of exports totalling less than 1%. In 2013, small islands from the Caribbean represented only 0.02% (US\$39.9 million) and Pacific countries only 0.45% (US\$961.5 million) of exports of cultural goods.

Figure 5. Distribution of exports of cultural goods by region, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

In 2013, the share of North American and European exports in the trade of cultural goods and in total goods was similar, around 50%. South and East Asia was the only region in which the share of exports of cultural goods (46%) was higher than its share of exports of total goods (31%). Conversely, the share of Central Asian and Eastern European exports in the world trade of

cultural goods (2.7%) was lower than its share in exports of total goods (5.3%). In 2013, the Latin American region was notably under-represented in exports of cultural goods with only a 1.2% share. This share is five times less than the region's weight in total export goods (6.1%) (see **Figure 6**).

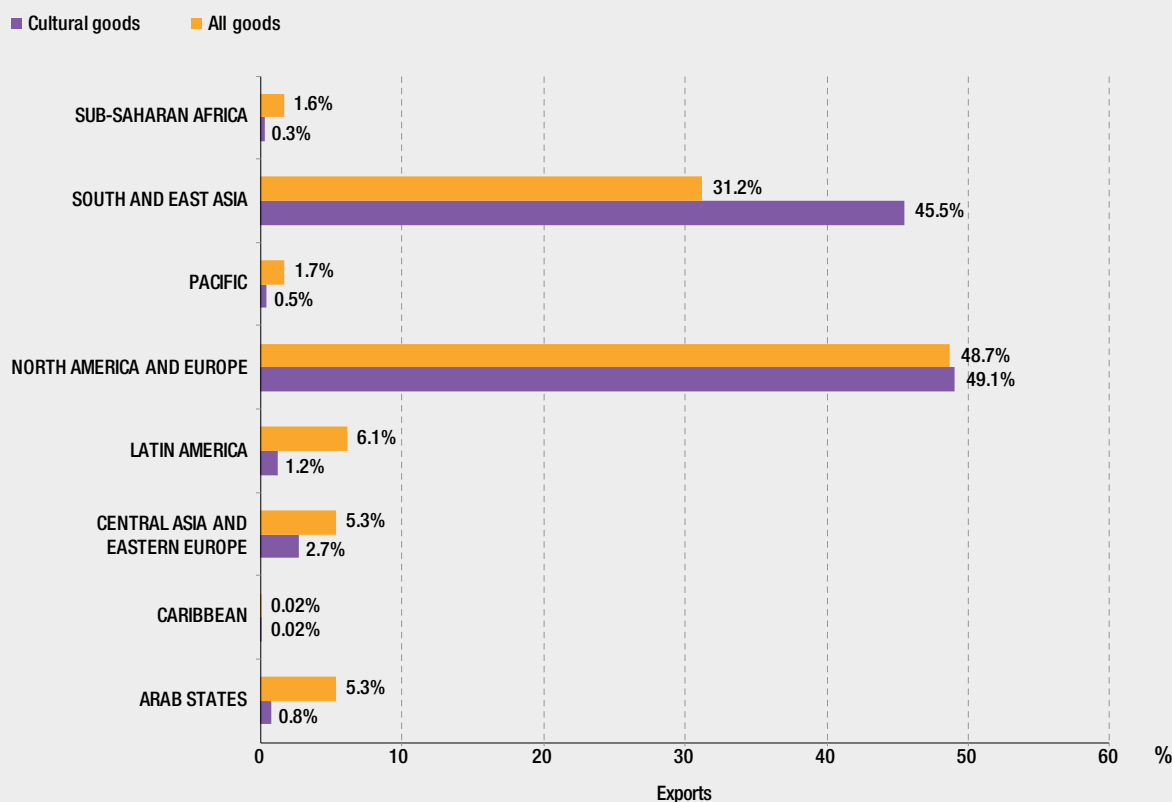
Box 2. Focus on sub-Saharan Africa

In 2013, sub-Saharan Africa witnessed a 4.5% growth in its gross domestic product (GDP), surpassing growth in the global economy, at 3%. Most of the region's markets were driven by internal demand rather than exports due to the economic recession in developed countries.

Over the last decade, the rising prices of raw materials have boosted the economies of some emerging countries. Exports from most African countries are concentrated around few products and few partner countries. Their economies are highly susceptible to the volatility of commodity prices and are therefore "more vulnerable to external shocks" (UNCTAD, 2014b).

International trade is also characterised by fragmentation of economic processes on a global scale. The expansion of the global value chain has resulted in increased trade of intermediate goods and services (see **Box 6**). However, African countries played a marginal role in this process with only a 2.2% share in the global value chain in 2011 (AfDB, 2014), which could explain the relative low share of African exports in the trade of cultural goods.

Figure 6. Regional distribution of exports of cultural goods and all goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

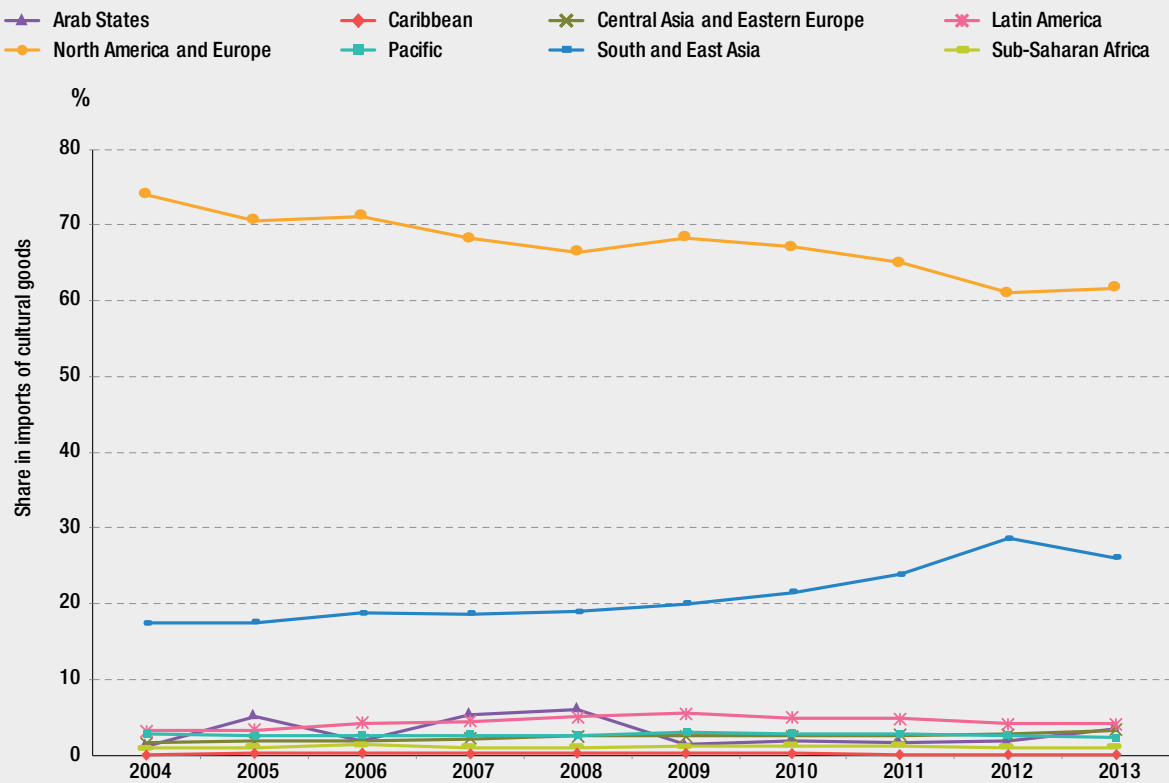
By contrast, one region – North America and Europe – largely dominated the imports of cultural goods during the last decade (see **Figure 7**), with a 62% share in 2013. While its share decreased over this period, its imports grew in value terms from US\$82 billion in 2004 to US\$103.9 billion in 2013. The region's share has stagnated since.

South and East Asia increased its world share of imports of cultural goods from 17% (US\$19.3 billion) in 2004 to 26% (US\$43.9 billion) in 2013. Latin America ranked third with a share of 3.4% (US\$5.8 billion in 2013) – which is double its

share in 2004 (see **Figure 8**). Therefore, demand for foreign cultural goods is driven by two regions: North America and Europe and East Asia.

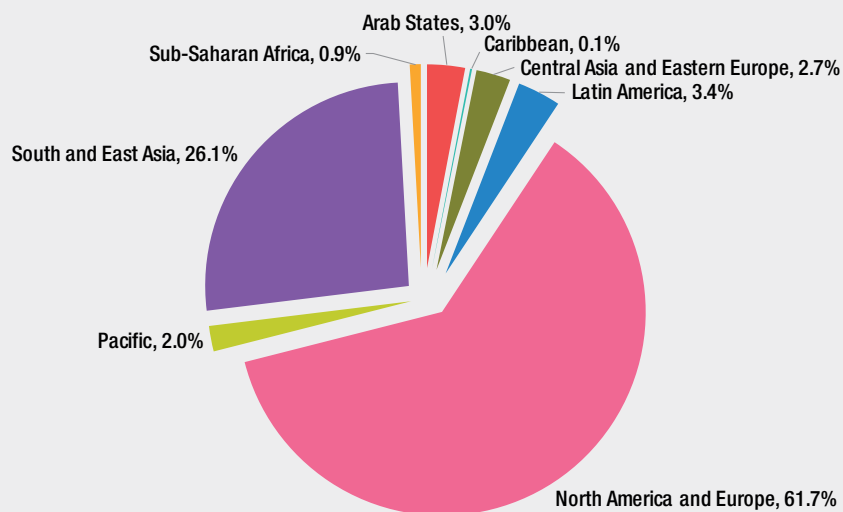
Figure 9 compares the distribution of imports of cultural goods to total goods by region in 2013. North America and Europe imports a much larger share of the world's cultural goods (62%) than of total goods (50%). Pacific countries (2%) and Arab States (3%) were the only other regions whose share of world imports of cultural goods was greater than total imports of goods.

Figure 7. Share of imports of cultural goods by region, 2004-2013



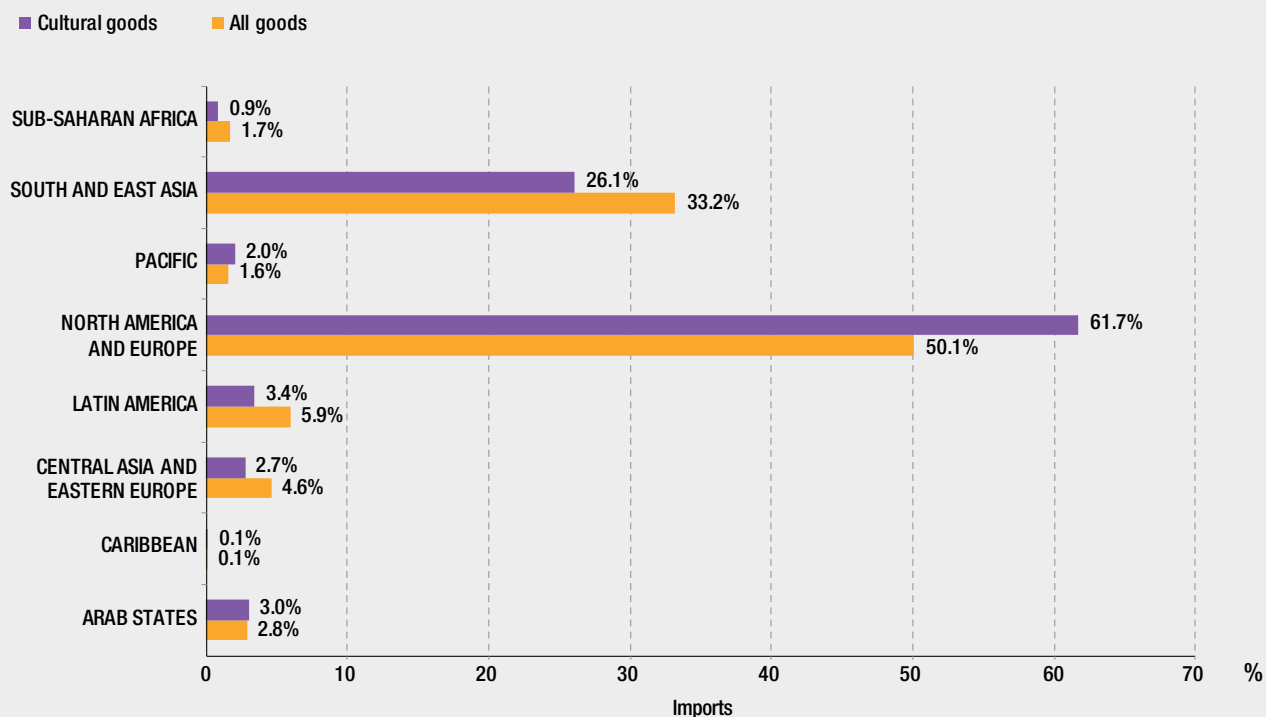
Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 8. Distribution of imports of cultural goods by region, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 9. Regional distribution of imports of cultural goods and all goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Trade of cultural goods by income level

Analysing countries according to level of income sheds light on the trade of cultural goods between countries at different stages of development. Has the trend changed over time? Different trade policy measures exist, including preferential treatment measures, to open up the trade of cultural goods to economies with the lowest development levels. Are cultural goods from developing economies reaching the international market? Many factors can hinder the export capacity of countries, such as: a lack of infrastructure; exports consisting mostly of raw materials and not finished goods; the lack of product differentiation; no policy measures to protect local culture and develop exports; no consumer preferences, norms; and many other factors (Bineau, 2011).

Over the last ten years, emerging economies have risen in international trade. But have low-income countries benefited?

From 2004 to 2013, the export of cultural goods from high-income economies increased from US\$87 billion to US\$123.3 billion (see *Table G8 in Annex IV*). However, **Figure 10** shows that the overall share of cultural exports from high-income economies significantly decreased over this period, dropping from 80% of total exports of cultural goods in 2004 to 58% in 2012, and remaining stable in 2013. Meanwhile, upper-middle-income economies more than doubled their share of exports of cultural goods, from 16% in 2004 to 35% in 2013, while multiplying by four their value in cultural goods from US\$17.2 billion in 2004 to US\$74.8 billion in 2013. Much of this is due to exports from China. The impact of the financial and economic crisis of 2008, which affected mostly high-income and upper-middle-income economies, is reflected in the export of cultural goods, which decreased by 20% and 19%, respectively, in these groupings.

Figure 10. Share of exports of cultural goods by income type, 2004-2013

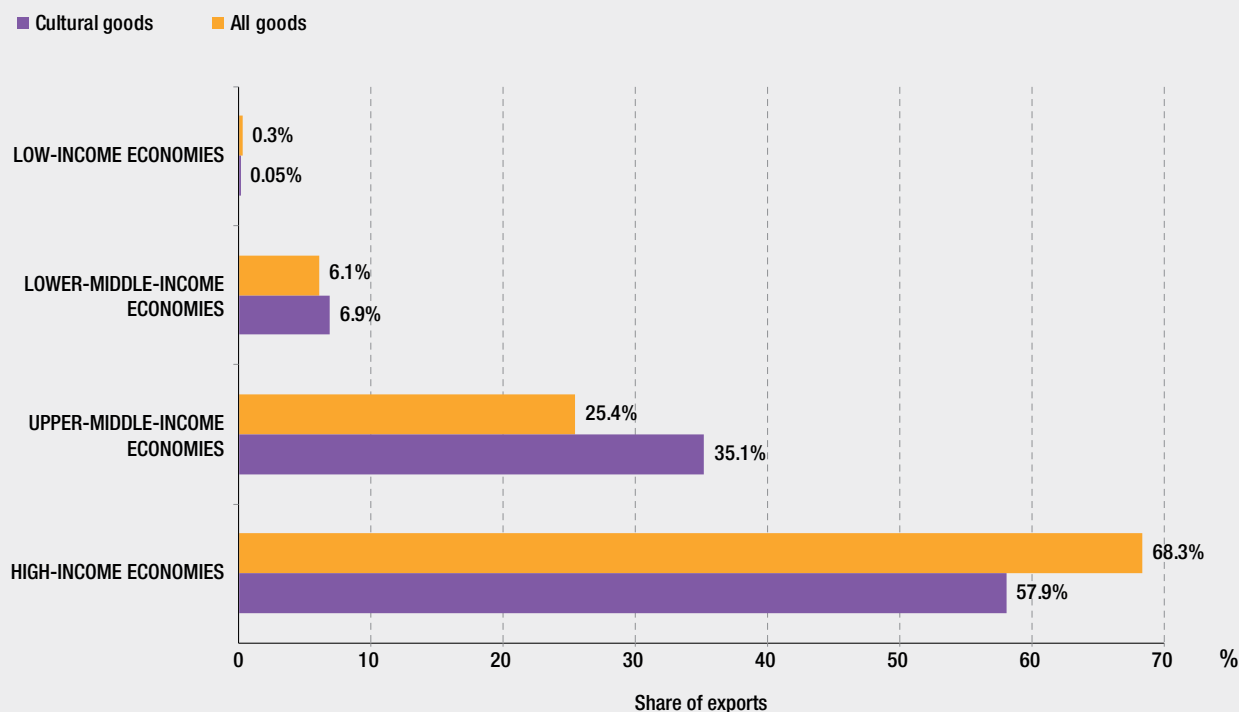


Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

The value of exports of cultural goods from lower-middle-income economies multiplied 3.5 times over the last decade, increasing from US\$4.2 billion in 2004 to US\$14.6 billion in 2013. The share of the overall trade of cultural goods of lower-middle-income economies increased gradually to reach its highest level in 2012, with an 11% share. However, the share dropped by more than one-half from 2012 and 2013. This group (which includes India) saw impressive growth in exports of cultural goods between 2008 and 2009, reaching 131%, but suffered a decrease of 10% in 2010 due to the global financial and economic crisis. Meanwhile, low-income economies represented less than 1% of global exports of cultural goods during the period, with only a 0.05% share in 2013 (or US\$102 million). Low-income economies usually have limited capacity to export their cultural goods, which rarely reach the international market.

Figure 11 compares the share of exports of cultural goods by income level relative to exports of total goods. In 2013, there was a greater difference in the share of exports of total goods between high-income economies and upper-middle-income economies (68% vs. 25%) than in the share of exports of cultural goods (58% vs. 35%). However, in upper-middle-income economies the share of exporting cultural goods surpassed the share of all goods. The opposite is true in high-income economies, where total goods represented a larger share of trade than cultural goods. In lower-middle-income economies, the share of exporting cultural goods (6.9%) was slightly higher than total goods (6.1%). The share low-income economies in global trade was almost negligible in 2013, with a 0.05% share in global exports of cultural goods compared to 0.25% in global exports in all goods.

Figure 11. Share of exports of cultural goods and all goods by income type, 2013

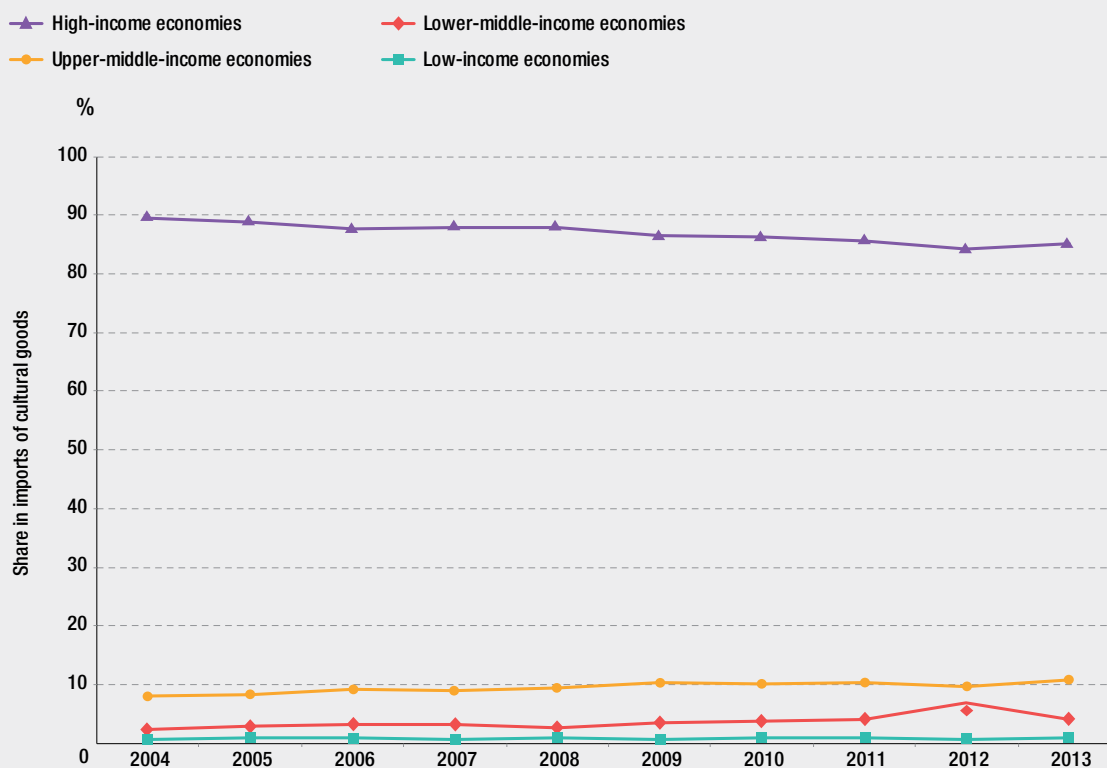


Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Emerging economies are characterised by growing domestic demand, reflected in the increase of imports from upper-middle-income economies. However, this growth is less prominent for cultural goods. Is the increase of cultural consumption originating mainly from internal demand? Throughout the period 2004-2013, imports of cultural goods were dominated almost exclusively by high-income economies, growing

from US\$99.2 billion in 2004 to US\$143.3 billion in 2013 (see *Table G9*). From 2004 to 2013, the share of global imports of cultural goods from high-income economies decreased by only 4.5%, compared to a 22% decrease in their share of exports of such goods. High-income economies are thus over-represented in imports of cultural goods with an 85% share, compared to 69% of all goods imported globally (see **Figure 12**).

Figure 12. Share of imports of cultural goods by income type, 2004-2013

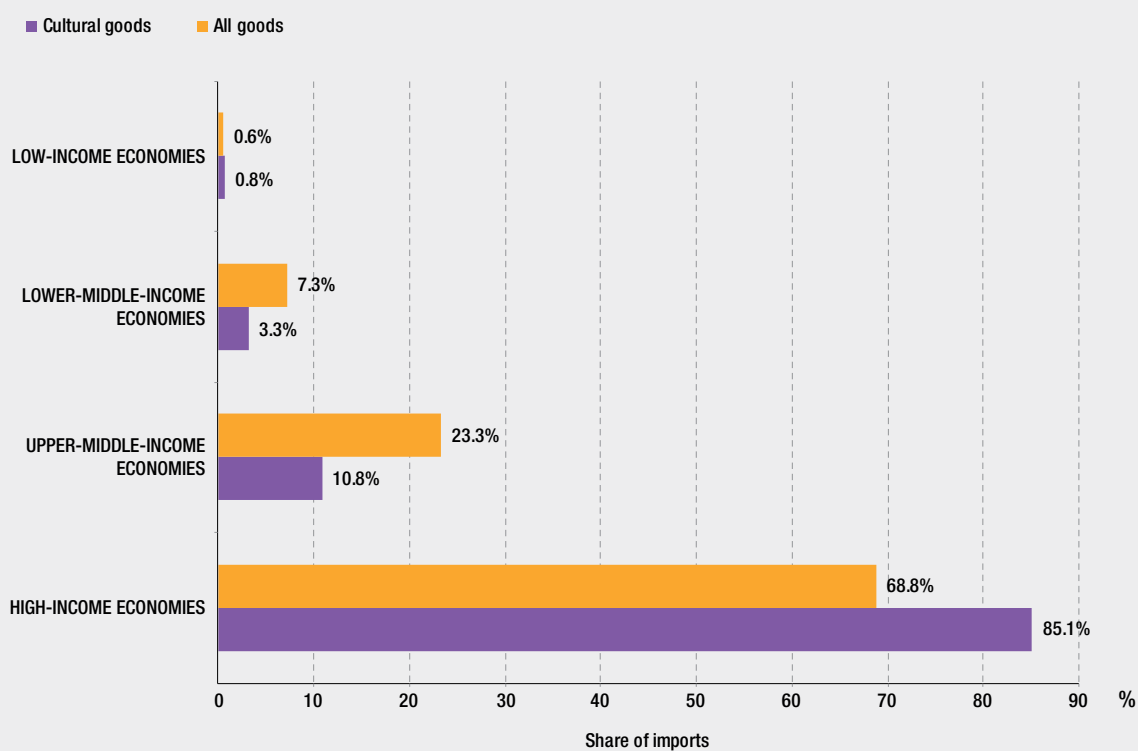


Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

During this period, the other income groups played a significantly smaller role in importing cultural goods. For example, upper-middle-income economies had an 11% share in imports of cultural goods, while they accounted for 23% of imports of all goods. This most likely reflects growing demand from the middle

class in emerging economies such as China. For lower-middle-income economies and low-income economies, the shares of imports of cultural goods were 3.3% and 0.8% respectively, compared to 7.30% and 0.6% for imports of total goods in 2013 (see **Figure 13**).

Figure 13. Share of imports of cultural goods and all goods by income type, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

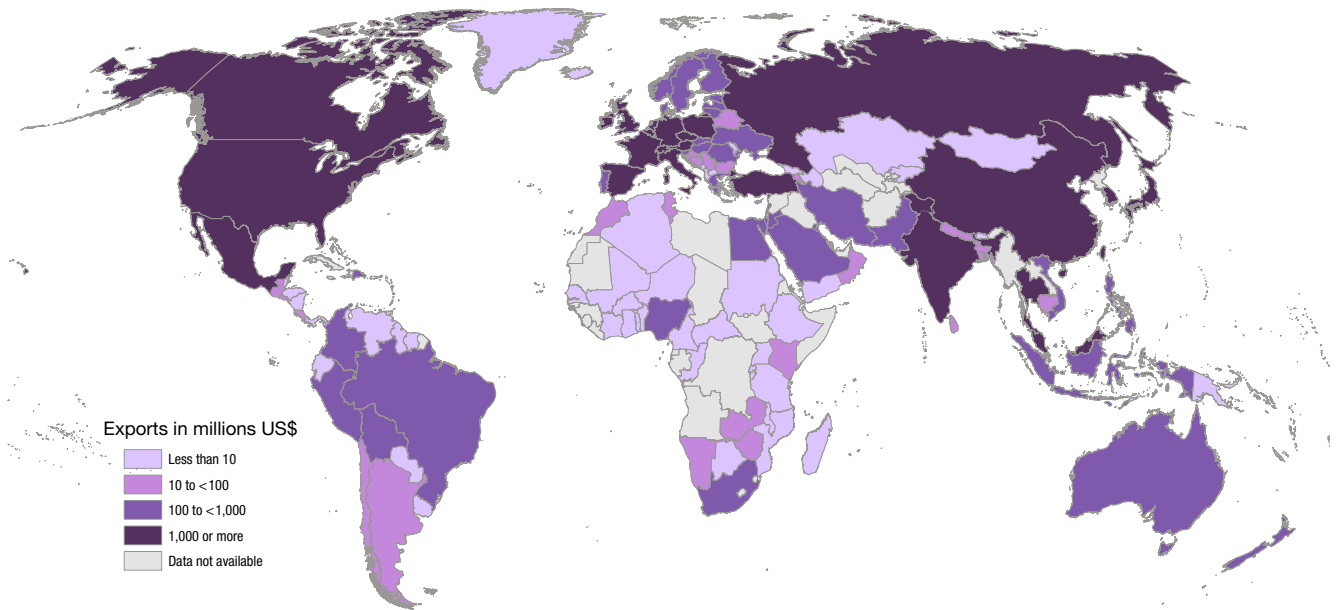
1.1.3 Who are the key players and how has their role evolved over time?

1.1.3.1 Global overview of all countries

The magnitude of cultural trade between countries varies greatly, ranging from US\$10,000 worth of exports from Burundi to exports worth US\$60 billion from China in 2013 (see **Figures 14** and **15**). **Figure 16** compares total exports of cultural goods to total imports of cultural goods in 2013. The range in trade worth is clearly depicted across the 154 countries with data available.

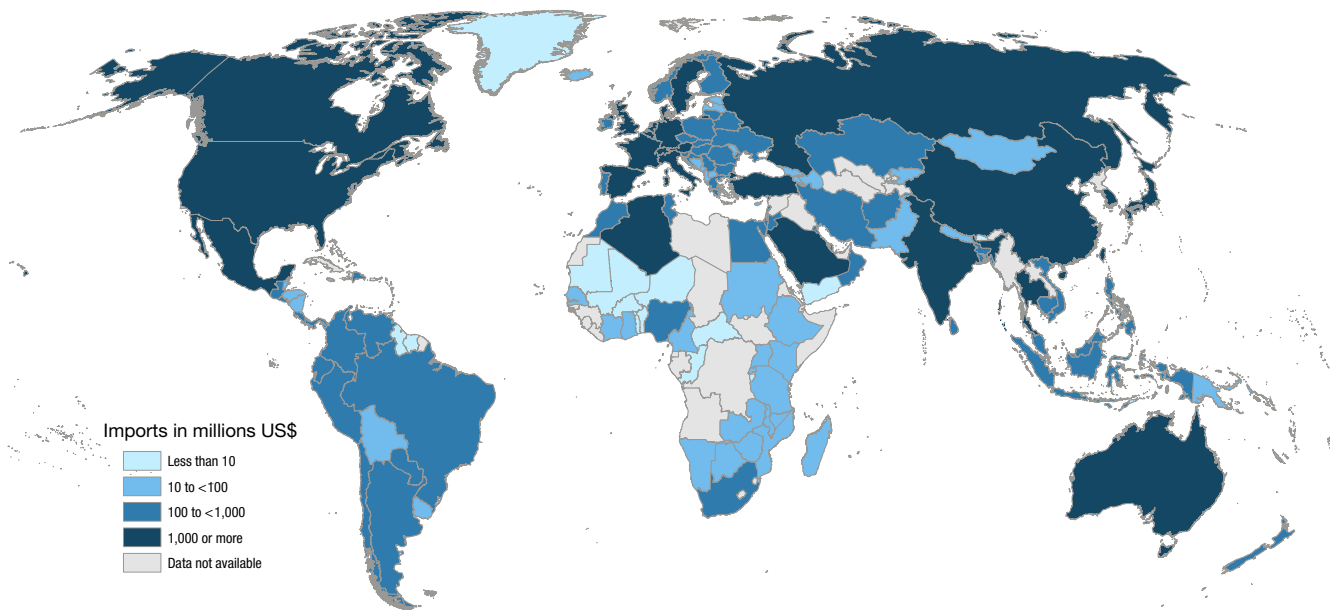
The majority of countries (123 out of 154 countries) were net importers of cultural goods, compared to 31 that were net exporters. In 2013, China was a net exporter of cultural goods along with Bolivia, Estonia, India, the Islamic Republic of Iran and Pakistan. Algeria also stood out as importing a relatively high amount of cultural goods, while its exports in cultural goods were quite minimal. Bahrain, Paraguay and Venezuela also had significantly higher levels of imports of cultural goods than exports.

Figure 14. Total exports of cultural goods, 2013



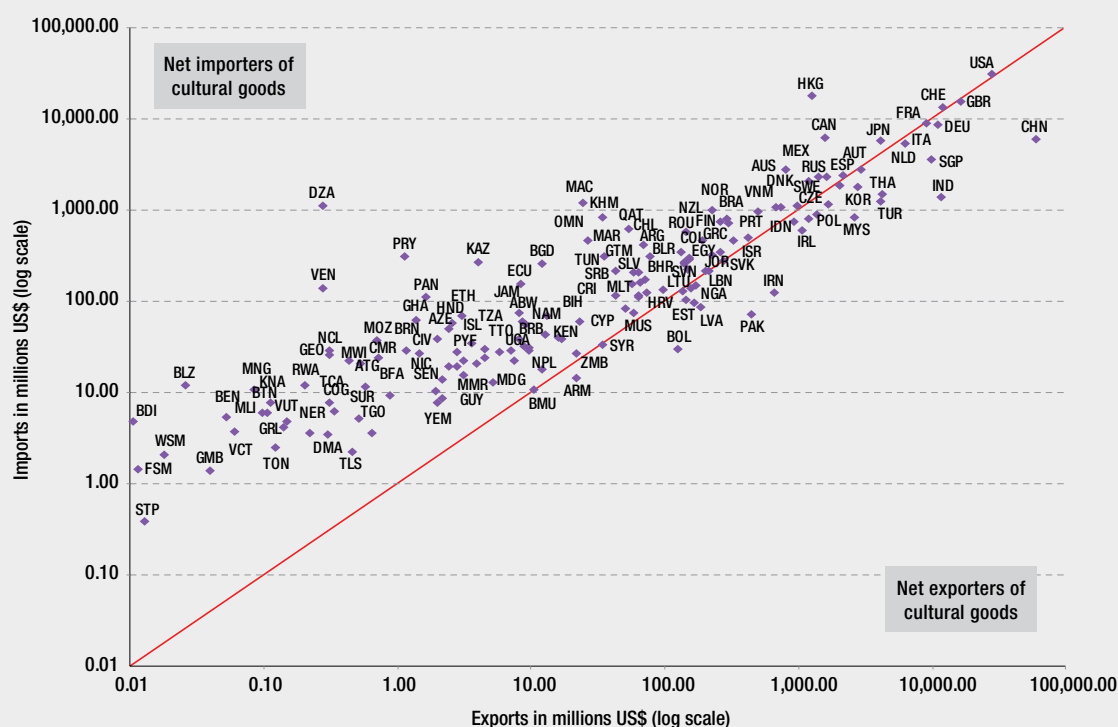
Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 15. Total imports of cultural goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 16. Total exports and imports of cultural goods by country, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Profile of importers and exporters by income level

Does the level of development or level of income of a country influence the trade of cultural products? While analysis of cultural trade by income level can provide insight into the flows between groups, can it also point out the exceptions?

Another method used to measure the magnitude of exports of cultural goods compared to imports is the coverage ratio which is the ratio of exports to imports. A value close to 100 indicates that the values of exports and imports are similar. A value below 100 indicates that the country is a net importer of cultural goods, while a value above 100 indicates that the country is a net exporter of cultural goods.

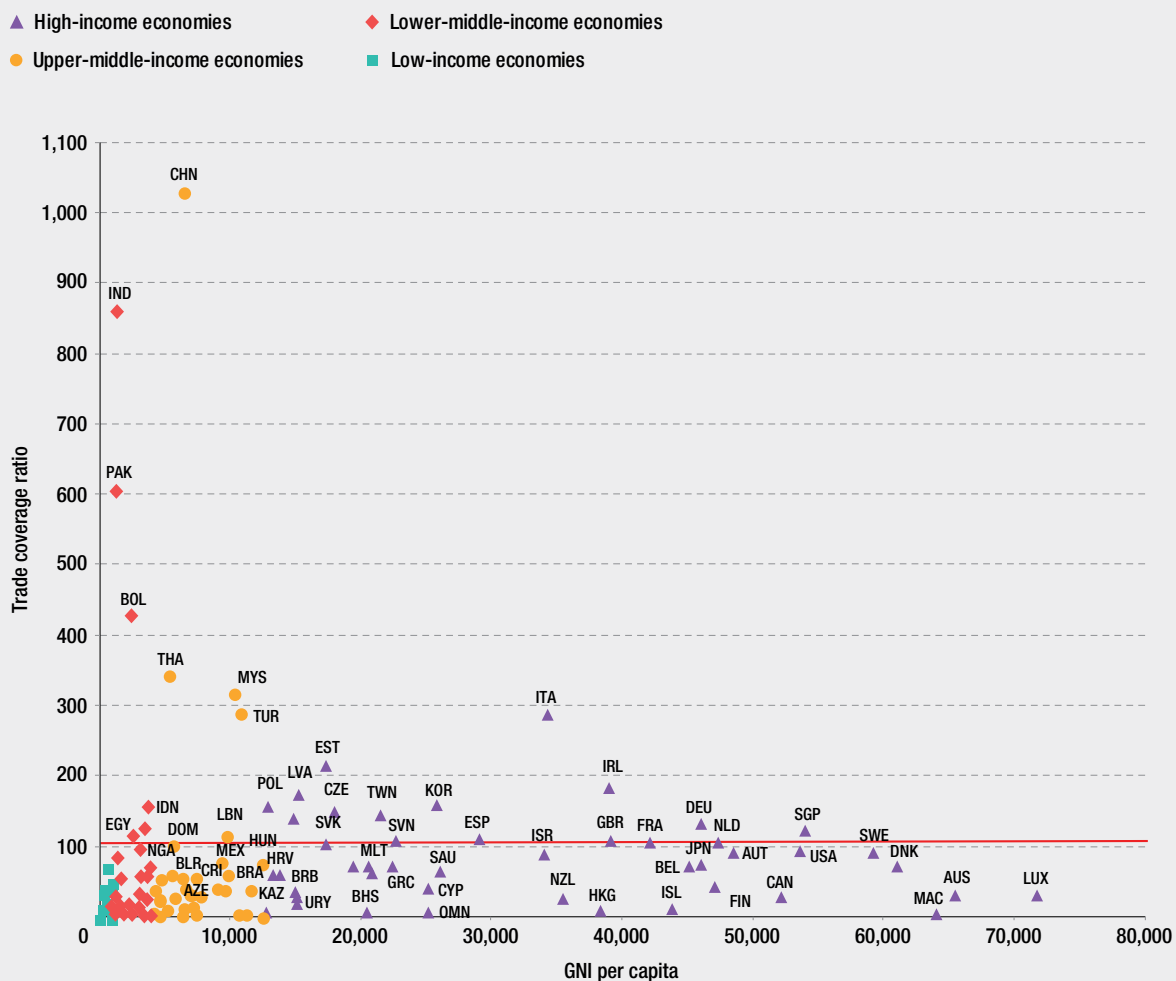
Figure 17 shows that in 2013 there was no clear correlation between the level of income of a

country and the coverage ratio of cultural goods. The majority of high-income economies, such as Australia, France, Spain and the United Kingdom, had an equal distribution of imports and exports of cultural goods. The remaining high-income countries were net importers of cultural goods. The exception was Italy, which exported three times more cultural goods than it imported.

Few countries had a coverage ratio above 200 in 2013. China, with a coverage ratio of 1029, had a level of exports of cultural goods ten times higher than its level of imports. India also stood out with a significantly higher level of exports in cultural goods compared to its imports. Bolivia, Malaysia, Pakistan, Thailand and Turkey also had significant net trade balances in cultural goods.

Some low- or lower-middle-income economies had a coverage ratio between 100 and 200. The majority of low-income countries, however, had a coverage ratio below 100 in 2013.

Figure 17. Coverage ratio of cultural goods by level of income, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Developing country importers and exporters of cultural goods

The type of trade in cultural goods is quite varied among income groups. What are the trade characteristics of developing countries? **Figures 18 and 19** show the role in cultural trade of countries with mid and low levels of development. Figure 18 shows that there is no strong correlation between the level of exports of cultural goods and level of income. However, it can be noted that no low-income economy

has a high level of exports of cultural goods. A logarithmic scale is used in these graphs, thus a country like India – which is the largest exporter of cultural goods from the lower-middle-income economies – has a level of exports of cultural goods 10,000 times higher than Sao Tome and Principe, which had a similar level of income per capita in 2013. With the exception of Mexico, all countries with a significantly high level of exports of cultural goods are in Asia, led by China, then India, Malaysia and Thailand.

Figure 18. Exports of cultural goods for low-, lower-middle- and upper-middle-income countries, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Some correlation between the level of income and level of imports of cultural goods can be identified in Figure 19. In 2013, low-income and lower-middle-income countries had the lowest levels of imports of cultural goods. The range

of imports of cultural goods in upper-middle-income economies varies greatly and generally increases in relation to income. As was the case for exports, China was the exception and had the highest level of imports of cultural goods.

Figure 19. Imports of cultural goods for low-, lower-middle- and upper-middle-income countries, 2013



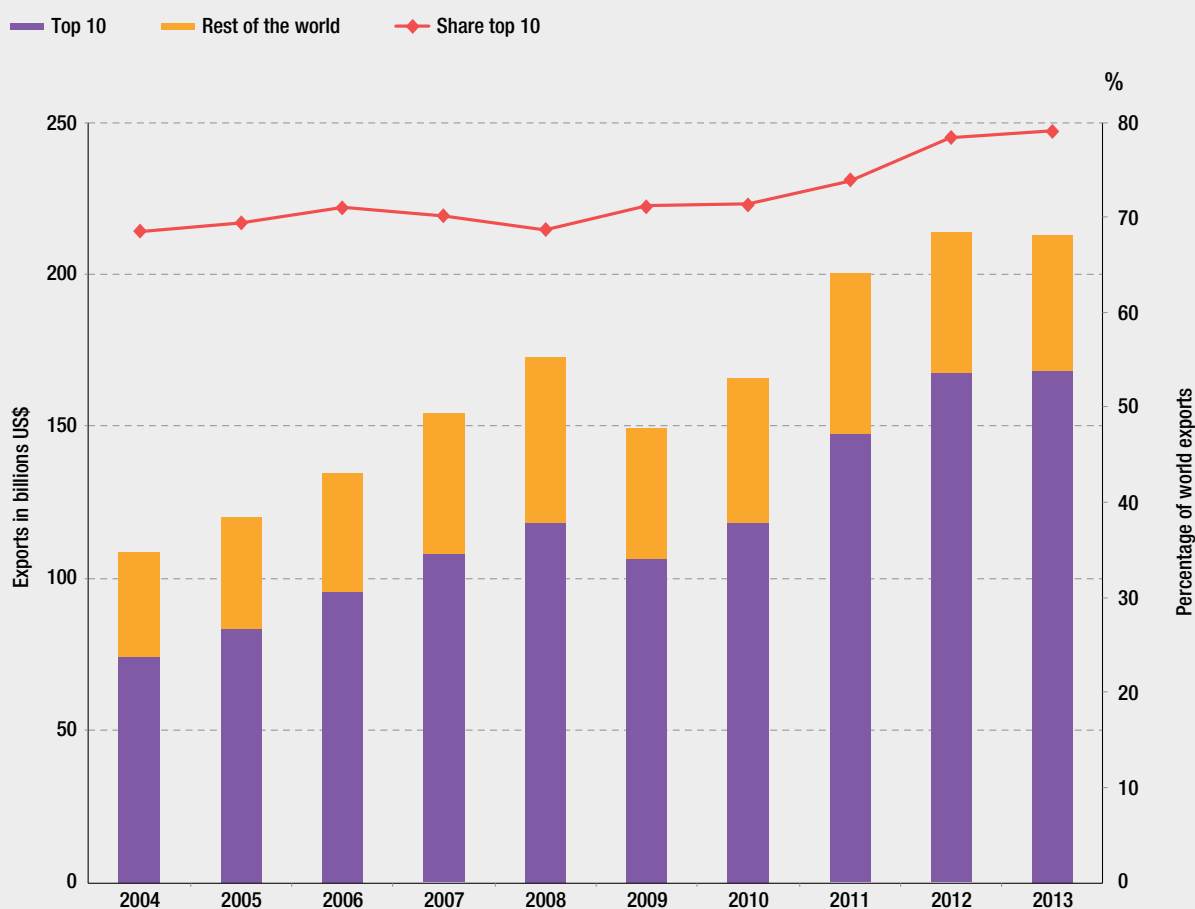
Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Are the exchanges of cultural goods concentrated among few countries?

Between 2004 and 2013, there was an increased concentration of exports of cultural goods from a small number of countries. **Figure 20** presents the weight and the share of the 10 leading

exporters of total cultural goods. Exports in value terms increased by 126% in the top 10 countries, from US\$74.3 billion in 2004 to US\$168.2 billion in 2013. At the same time, their share of total exports of cultural goods increased from 69% in 2004 to 79% in 2013.

Figure 20. Share of world exports of cultural goods from top 10 countries, 2004-2013

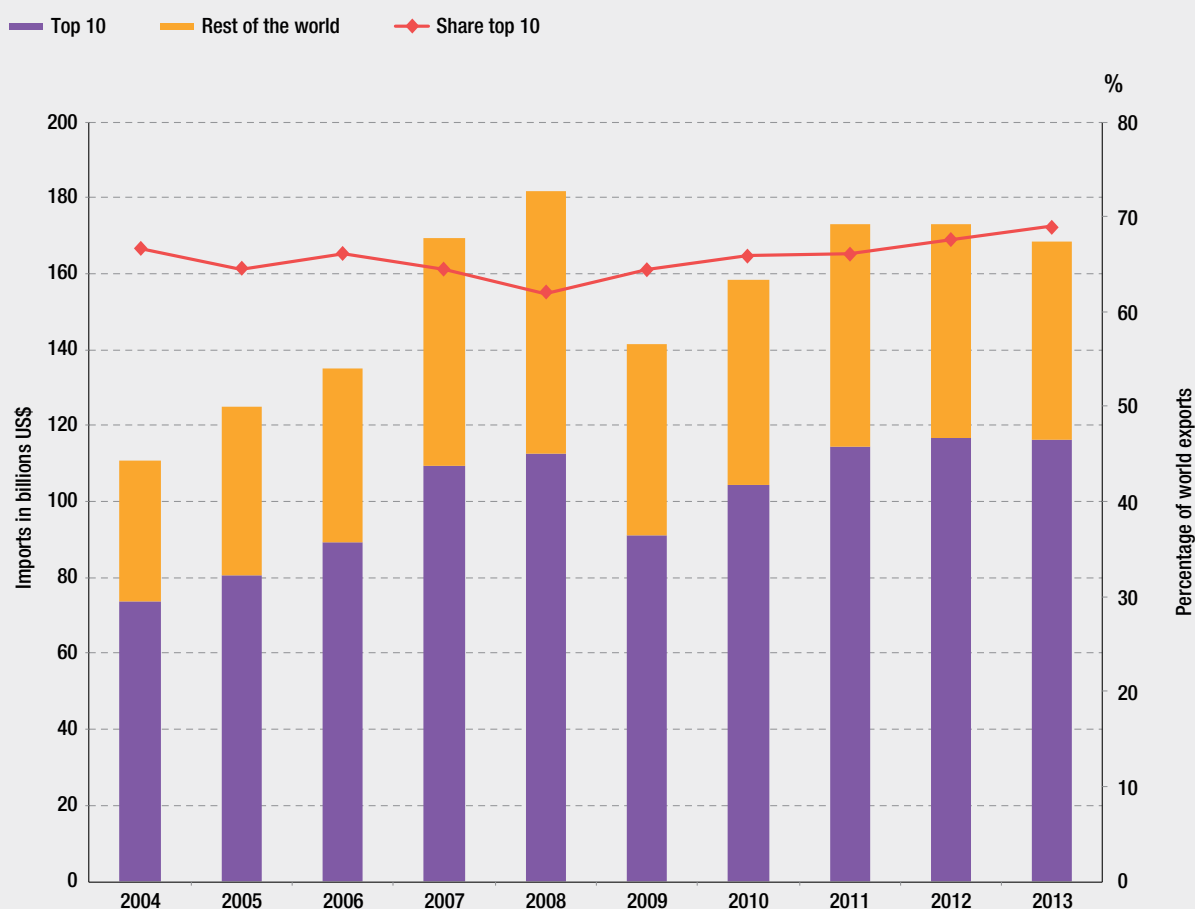


Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

While exports of cultural goods grew continuously from 2004 to 2013, the share of the top 10 importers in cultural goods decreased slightly during the economic crisis, dropping to their lowest share of 62% in 2008 (see **Figure 21**). Most of the top 10 countries were developed countries that were the hardest hit by the economic turmoil, and their internal and external

demand for cultural goods decreased accordingly. Imports of cultural goods to the top 10 countries increased at a slower rate (57%) than for exports of such goods, from US\$73.9 billion in 2004 to US\$116.2 billion in 2013. The share of the top 10 countries in total imports of cultural goods grew slightly, from 67% in 2004 to 69% in 2013.

Figure 21. Share of world imports of cultural goods to top 10 countries, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

1.1.3.2 Profiles of the top 10 exporters and importers of cultural goods

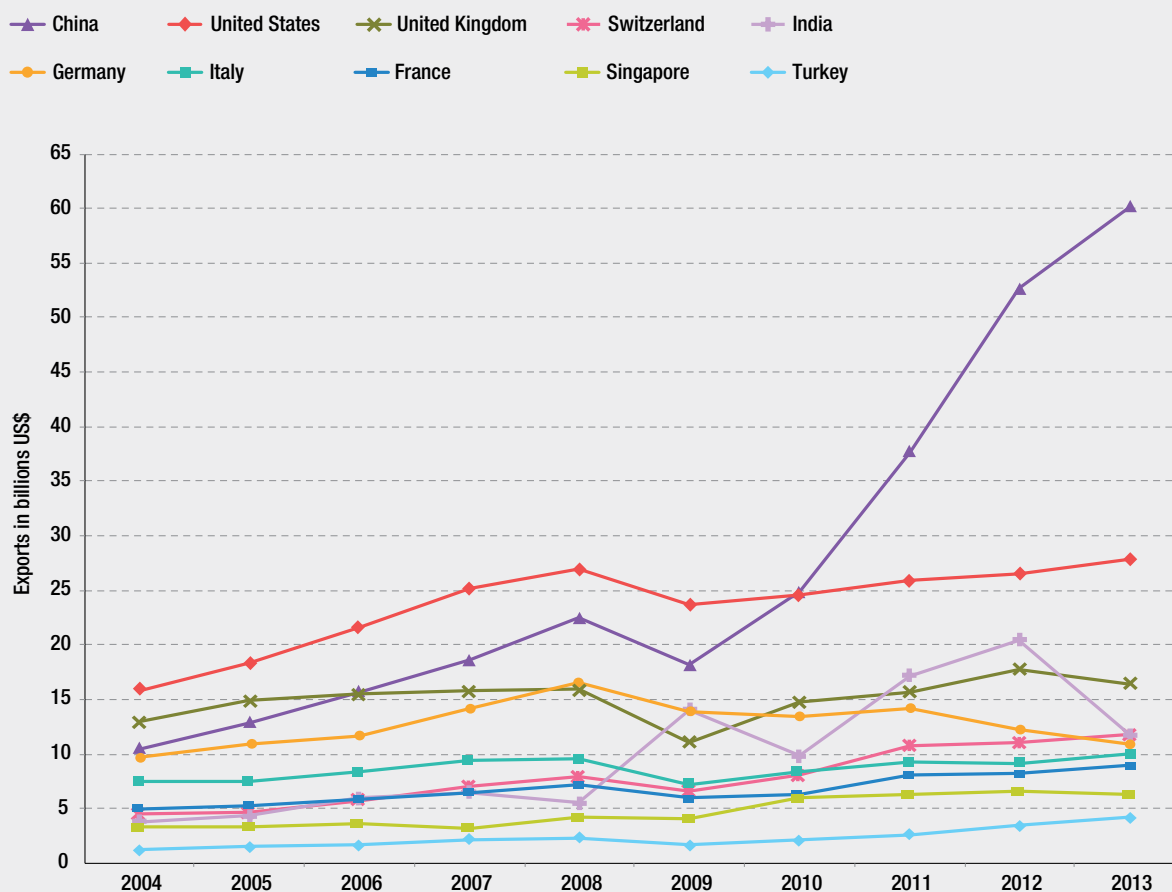
Are the same countries the top exporters and importers of cultural goods? Which countries have emerged as the largest exporters of cultural goods over the last 10 years?

In 2013, the top 10 exporters of cultural goods consisted of 7 high-income economies, 2 upper-middle-income economies (China and Turkey) and 1 lower-middle-income economy (India) (see **Figure 22**). The share of high-income countries in the top 10 decreased from 77% in 2004 to 55% in 2013. Over the same period, upper-middle-

income economies more than doubled their share of exports within the top 10 countries, increasing from 14% in 2004 to 38% in 2013.

Asian countries have emerged as strong exporters of cultural goods. In 2004, South and East Asian countries (China, India and Singapore) accounted for only 23% of exports of cultural goods within the top 10, which at the time was dominated by Europe and North America, accounting for a share of 77% of total exports. By 2013, the top 10 exporting countries were equally distributed among Asia and Europe and North America, holding 49% and 51% of shares of cultural goods exports respectively.

Figure 22. Top 10 exporters of cultural goods, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

China's exponential growth in cultural exports began in 2009, and within one year, it overtook the United States as market leader. By 2013, the total value of China's cultural exports was more than double that of the United States, representing US\$60.1 billion and US\$27.9 billion respectively (WTO, 2014). As of 2009, China's growth was exponential, reinforcing its leading position in the export of cultural goods since then.

The United Kingdom, which was the second-largest exporter of cultural goods in 2004, became the third-largest exporter in 2013. India, which was the eighth-largest exporter of cultural goods in 2004, moved to fifth position, with its

cultural exports tripling from US\$3.8 billion in 2004 to US\$11.7 billion in 2013. Singapore was the third South and East Asian country in the top 10. From 2004 to 2013, the value of its cultural exports doubled to US\$6.3 billion. Turkey, which ranked 22nd in 2004, appeared in the top 10 list of exporters for the first time in 2013, with US\$4.2 billion worth of cultural exports.

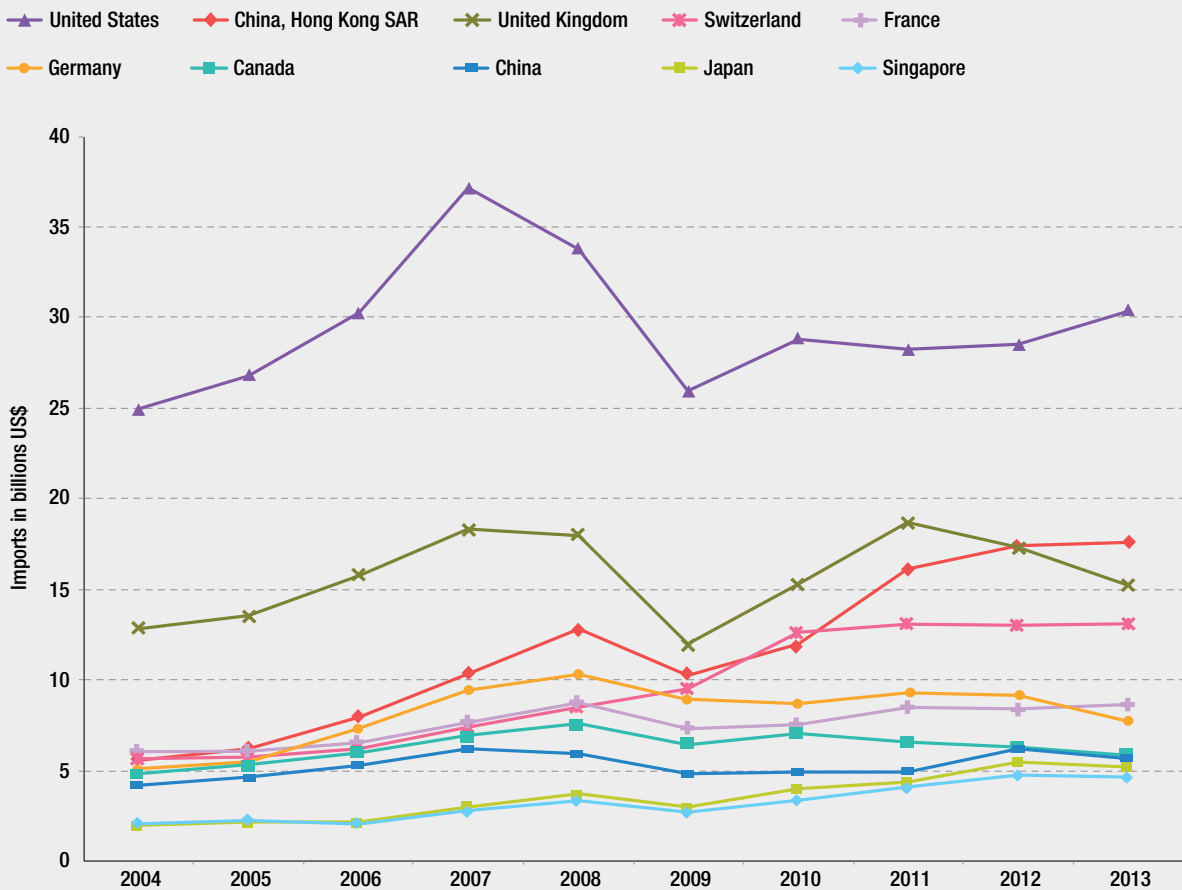
High-income economies dominated the imports of cultural goods. In 2004, all the largest importers were high-income economies, and by 2013, they still accounted for 9 out of the 10 largest importers, along with China.

Figure 23 shows a significant drop in import values of cultural goods in 2009. From 2008 to 2009, all countries in the top 10 – except Switzerland – saw their imports of cultural goods affected by the economic crisis, from which American imports are recovering only slowly. After a brief rise, imports into the United States started to decrease again as of 2011, reaching the same levels in 2013 as in 2006.

In 2004, 8 out of the 10 largest importers of cultural goods were from North America and

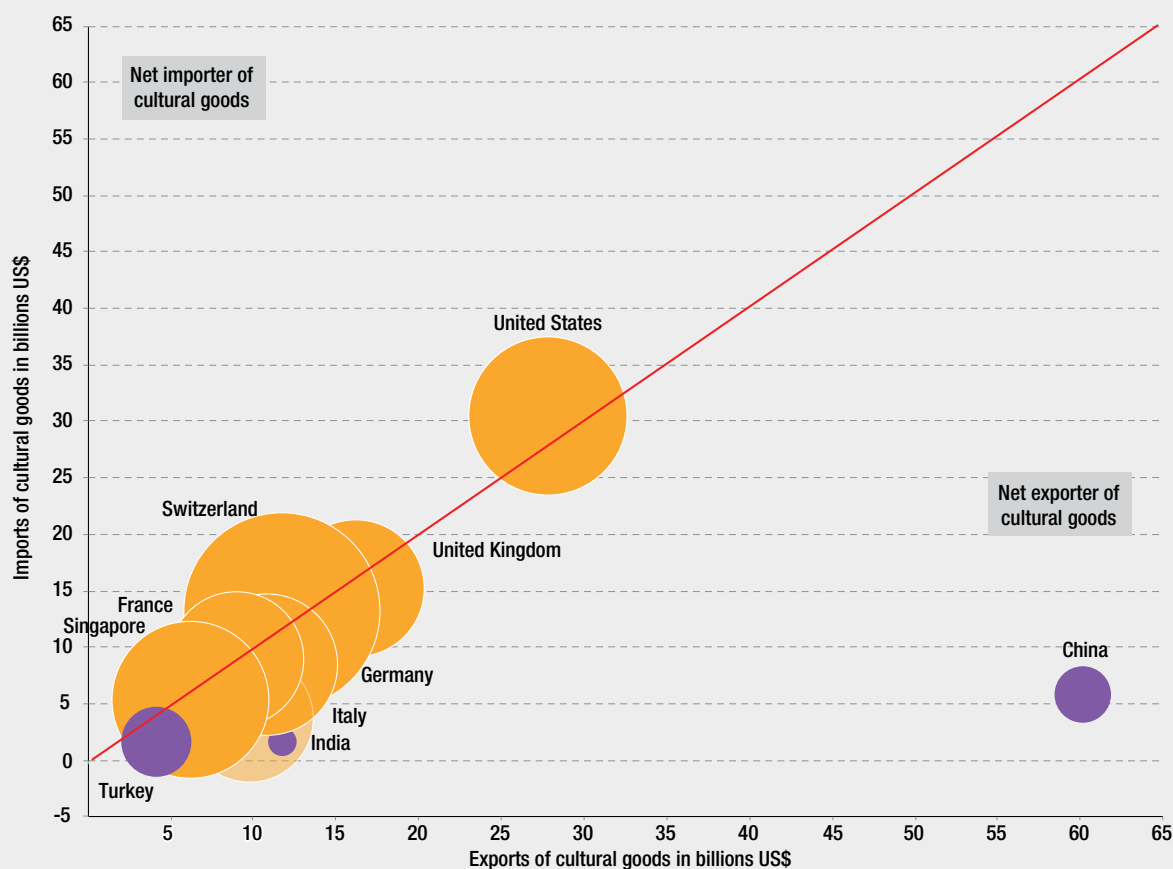
Europe, representing 60% of total imports of cultural goods. In 2004, Hong Kong Special Administrative Region of China and Japan were among the top 10 biggest importers of cultural goods. In 2013, Singapore joined this group from Asia, which by then represented 32% of the cultural goods imported by the top 10. However, it should be noted that data for Hong Kong Special Administrative Region of China are most likely overestimated because re-imports were not deducted from existing data.

Figure 23. Top 10 importers of cultural goods, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 24. Trade profile of leading exporters in trade of cultural goods, 2013⁶



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

To conclude, three developing countries – China, India and Turkey – emerged as leading exporters of cultural goods during the period 2004 to 2013, but only China as a leading importer. As shown in **Figure 24**, these three countries had

a positive balance (net exporter) in the trade of cultural goods. For the other top 10 countries, the balance of trade is either close to equal or negative (net importer).

⁶ Circle's size: weighted by level of the GNI per capita, World Bank Atlas Method.

1.2 STRUCTURE OF WORLD TRADE OF CULTURAL GOODS

1.2.1 What are the main components of trade in cultural goods?

World trade by domain

This section analyses the world trade of cultural goods using the 2009 UNESCO Framework for Cultural Statistics (FCS) domains:

- **Domain A: Cultural and natural heritage** – only covers two items in customs statistics “Collections and collectors’ pieces of zoological, botanical, mineralogical, anatomical, historical, archaeological, paleontological, ethnographic or numismatic interest” and “Antiques of an age exceeding one hundred years”.
- **Domain B: Performance and celebration** – consists mainly of musical instruments and recorded media⁷ (such as CDs).
- **Domain C: Visual arts and crafts** – includes diverse visual arts goods, such as original engravings and sculptures, statuettes of any kind; crafts, including articles of jewellery in gold or silver, and articles in woven fabrics, embroidery or knitted or crocheted fabrics.
- **Domain D: Books and press** – mainly includes printed books, newspapers, periodicals and magazines. E-books downloaded from the Internet are recorded in services statistics.
- **Domain E: Audiovisual and interactive media** – covers cinematographic films; video games also belong to this category.

- **Domain F: Design and creative services** – little of this domain is in the form of goods. In customs statistics, this domain is represented by one code in the 2009 UNESCO FCS, “Plans and drawings” which represents architecture.

Table 2 shows that exports of visual arts and crafts (domain C) increased by 186% in US dollar values from 2004 to 2013, while their imports increased by 101%. Trade in audiovisual and interactive media (domain E) products also increased steadily, by more than doubling the value of their exports. The growth in books and press (domain D) exports and imports was quite modest, at 16% and 12% respectively. The value of exports and imports of performance and celebration goods (domain B) decreased (-18% for both), which was also true for design and creative services (domain F), with exports decreasing by 28% and imports by 11%.

Even though visual arts include fine arts, most trading of fine arts is done through auctions and conducted outside international exchanges. The art market is thus excluded from data on the international trade in cultural goods. It has been observed, however, that the fine arts market has grown extensively in recent years, with the turnover for this market increasing from US\$12.5 billion in 2004 to US\$15.2 billion in 2013 (Artprice, 2015). In 2004, China was not a player in the art market, which was led by the United States with a 46% share of auction sales turnover. By 2014, however, China had overtaken the United States and was the primary player in this market, with a 37% share.

Table 2. Annual growth rate by domains, in US\$ current value, 2004-2013

Growth 2004-2013	Total cultural	A. Cultural and natural heritage	B. Performance and celebration	C. Visual arts and crafts	D. Books and press	E. Audiovisual and interactive media	F. Design and creative services
Exports	96.2%	45.4%	-17.8%	185.6%	16.3%	111.9%	-28.2%
Imports	52.0%	57.3%	-17.8%	101.0%	12.4%	111.9%	-11.3%

Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

⁷ Customs do not differentiate recorded media by type of activity. Therefore, data include music recordings (master copies) and other types of recordings. The valuation of music could be undervalued, and as such, an analysis of services is provided in the second section of this report.

Figures 25 and **26** illustrate the growth of visual arts and crafts exports and imports from 2004 to 2013. This domain consists mainly of articles of jewellery (gold or silver), paintings, statuary of all kinds and crafts. In 2004, it accounted for one-half of global exports of cultural goods, totalling US\$51.3 billion. By 2013, this share represented 71% of all cultural exports (US\$151.8 billion) (see *Table G4*).

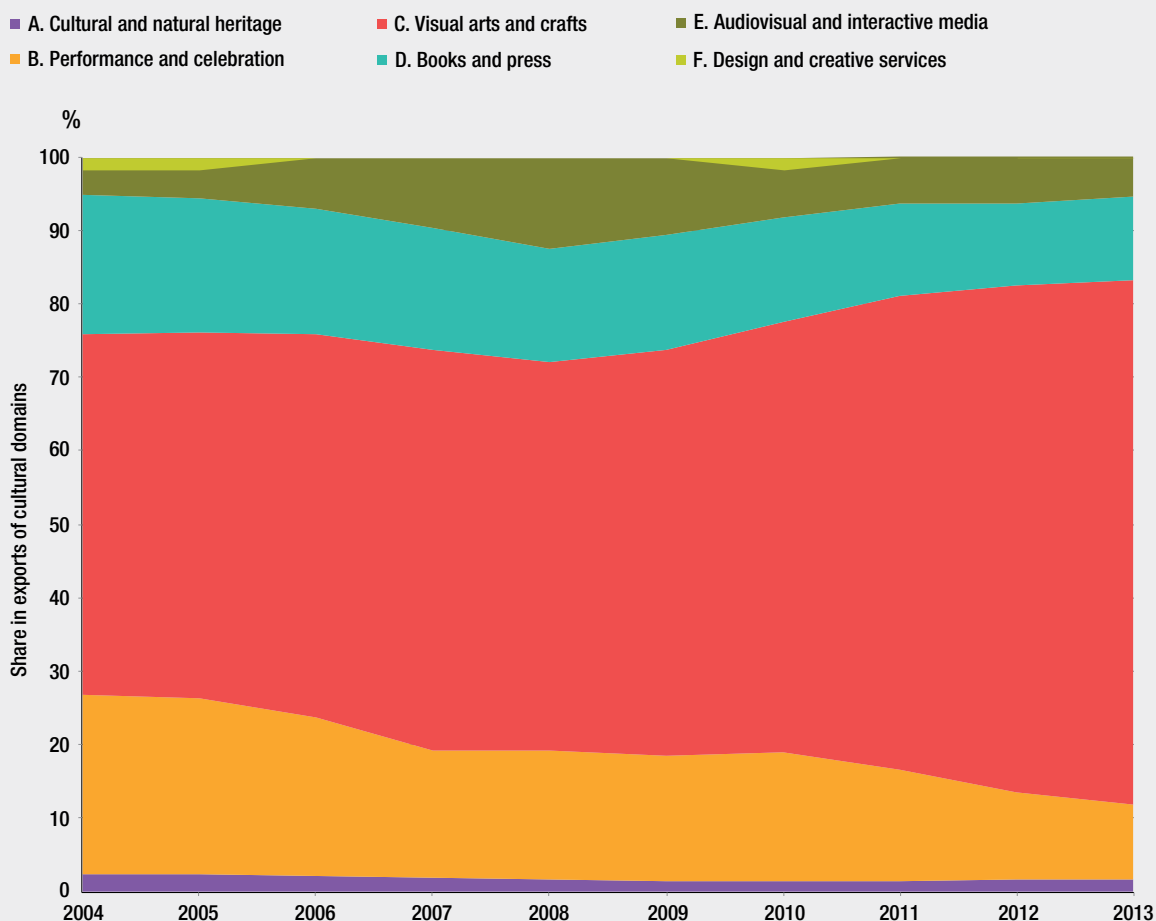
Arguably, this increase came at the expense of two other domains: performance and celebration (domain B) and books and press (domain D). From 2004 to 2013, the value of domain B exports decreased from US\$26.4 billion to US\$21.7 billion. In 2004, this domain had a 24% share of total exports of cultural goods, placing

it in second position; by 2013, it had slipped to third with a 10% share.

In value terms, books and press (domain D) exports slightly increased from US\$20.7 billion in 2004 to US\$24.1 billion in 2013, but its share of world cultural goods exports decreased from 19% in 2004 to 11% in 2013. Nonetheless, the domain took over the second position.

The design and creative services (domain F) and cultural and natural heritage (domain A) domains represented the smallest shares of cultural goods exports in 2013, with a 0.09% share (US\$193.5 million value) and a 1.75% share (US\$3.7 billion value), respectively.

Figure 25. Share of world cultural goods exports by 2009 UNESCO FCS domains, 2004-2013



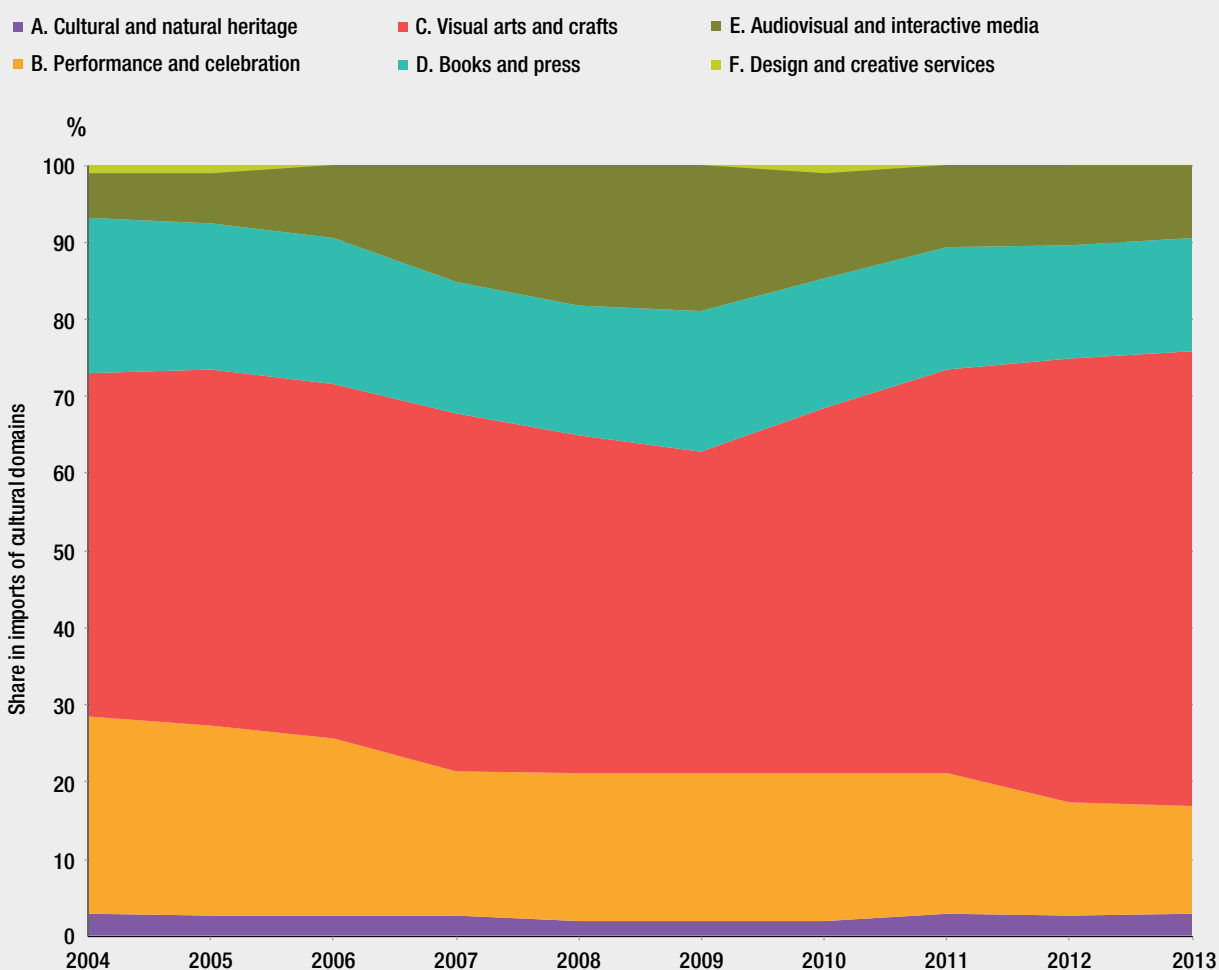
Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Over the last decade, visual arts and crafts also dominated the imports of cultural goods, representing US\$99.1 billion in 2013. While its share of total exports continued to grow, its share of total imports decreased to 42% in 2009 due to the economic crisis, but then started to recover after 2010, reaching 59% of total cultural goods imports in 2013 (see Figure 26).

Audiovisual and interactive media accounted for a 6.6% share of world imports of cultural goods in 2004, which rose to 18% in 2008, making this domain the third largest in imports of cultural

goods. This situation remained constant until 2009. As of 2010, however, this domain's share of global imports of cultural goods started to decrease, dropping to 9.3% in 2013, representing US\$15.6 billion (see Table G5). Books and press accounted for a 20% share of imports in 2004 (US\$22.3 billion), which decreased continuously to 15% in 2013, but with a higher value (US\$25.1 billion). This is most likely a reflection of the dematerialisation of some cultural goods, which are now accessible electronically and are traded considerably less as a physical commodity.

Figure 26. Share of world cultural goods imports by 2009 UNESCO FCS domains, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

1.2.2 Profile of regions and income groupings in the trade of cultural goods

What is the structure of cultural trade in each region?

The structure of cultural trade refers to the distribution of trade in each domain within each region. **Figures 27** and **28** show the regional distribution of international flows of cultural goods in 2013. Section 1.2.1 described the dominance of visual arts and crafts, with a 71% share of world exports of cultural goods in 2013. The share was even higher than the global figure in the following regions: Arab States (86% share of all exports representing US\$1.4 billion), Central Asia and Eastern Europe (87%, US\$5 billion) and South and East Asia (82%, US\$97.2 billion).

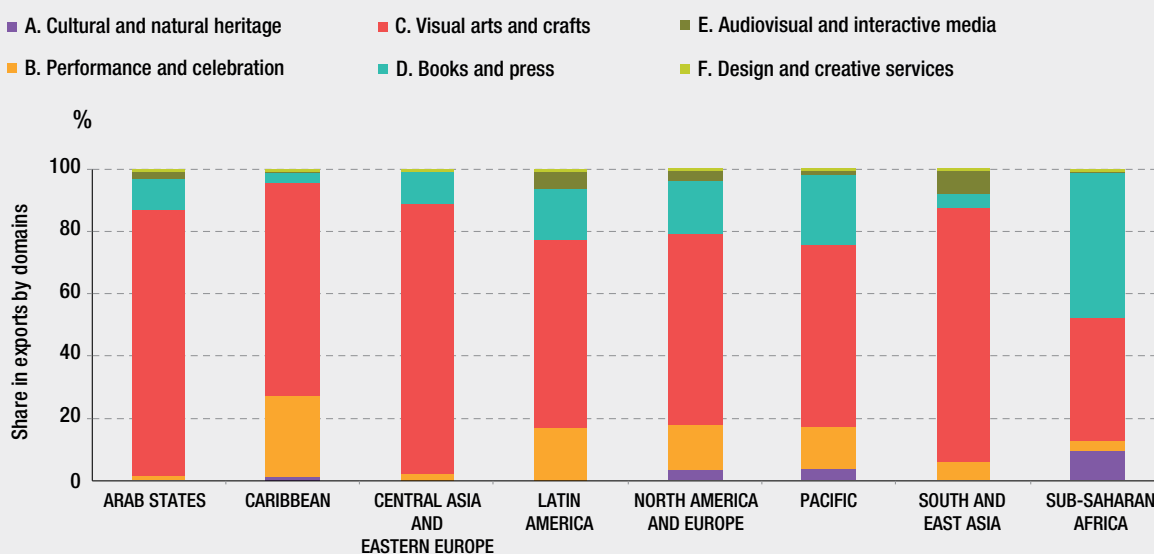
Sub-Saharan Africa was the only region where books and press were the most exported cultural good, accounting for 47% (US\$269.7 million) of cultural goods exports in 2013. In other regions, this domain came in second, except in Latin America and the Caribbean where performance and celebration remained in second place with a 26% share of cultural exports (US\$10.4 million), while books and press had a 19% (US\$449 million) share.

Sub-Saharan Africa had the largest share of exports of cultural and natural heritage, which held the third position in the region with a 9.6% share of exports of all cultural goods (see *Figure 27* and *Table G10*).

Visual arts and crafts also dominate imports but to a lesser extent than exports. In 2013, books and press took second place in imports of cultural goods in each region, except in sub-Saharan Africa, where it was the most important import with a 49% share (US\$719.1 million). In the Caribbean, Central Asia and the Pacific regions, books and press accounted for more than 20% of total imports of cultural goods, with shares of 27% (US\$68 million), 23% (US\$1.04 billion), and 29% (US\$991.2 million) respectively. The performance and celebration domain ranked third in all regions, except in South and East Asia (see *Figure 28* and *Table G11*).

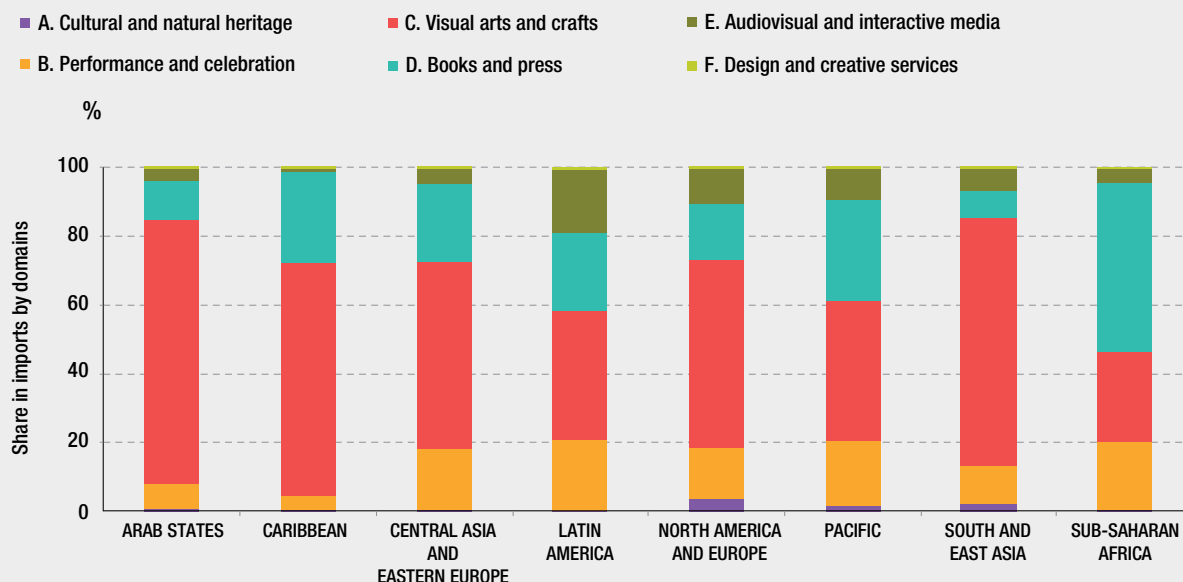
Latin America is the only region that shows a more balanced distribution of cultural domains within imports of cultural goods. The dominance of visual arts and crafts is lower in this region, accounting for 38% (US\$2.2 billion) of all imported cultural goods. The domain is followed by books and press (23% share, US\$1.3 billion), performance and celebration (21%, US\$1.2 billion), and audiovisual and interactive media (19%, US\$1.1 billion).

Figure 27. Distribution of cultural goods exports by domain and region, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 28. Distribution of cultural goods imports by domain and region, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Structure of cultural goods by level of income

As noted earlier, visual arts and crafts accounted for more than 50% of global exports of cultural goods. Does a contrasting pattern exist among the different economies?

Figures 29 and 30 show the structure of international cultural trade by level of income and identify some degree of specialisation. In all income groupings, visual arts and crafts are the most exported cultural good. In low-income economies, other cultural domains also represented a significant part of exports.

Lower-middle-income economies exported almost exclusively visual arts and crafts. In 2013, the domain accounted for 92% of all exports of cultural goods, representing US\$13.4 million (see Table G12). This was similar to 2004 when visual arts and crafts accounted for 90% of exports in this group of countries. Exports of audiovisual and interactive media were almost non-existent in lower-middle- and low-income economies.

The structure of cultural exports of upper-middle-income economies was less diversified in 2013 compared to 2004. In 2004, visual arts and crafts exports accounted for 64% of total cultural

goods exported and reached 83% in 2013 (see Figure 29) or US\$61.9 billion. Over the same period, the shares of audiovisual and interactive media, books and press, and performance and celebration were divided by two in 2013, to 8.4% (US\$6.3 billion), 5.0% (US\$3.7 billion) and 3.7% (US\$2.7 billion) respectively.

The exports of cultural goods of low-income and high-income economies were spread among three domains. In both cases, visual arts and crafts dominated exports of cultural goods in 2013 with shares of 59% (US\$59.9 million) and 62% (US\$76.4 billion), respectively. In low-income economies, books and press and cultural and natural heritage ranked second and third in importance in exports of cultural goods, with shares of 24% (US\$24.6 million) and 13% (US\$13.3 million), respectively. In high-income economies, cultural and natural heritage, with exports worth US\$3.6 billion representing a 2.9% share, ranked only fifth. Between 2004 and 2013, the value of performance and celebration exports from high-income economies decreased by almost 50%, with the share dropping to 15% in 2013. Consequently, books and press ranked second in importance in high-income countries, with exports worth US\$19.6 billion in 2013.

Figure 29. Distribution of cultural goods exports by domain and income, 2013

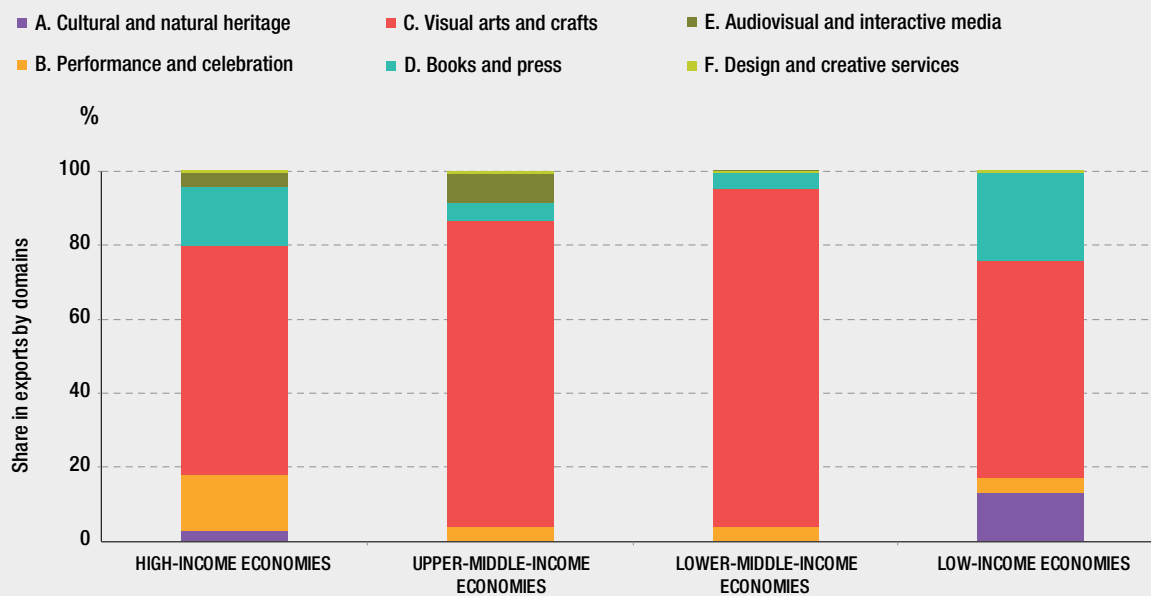
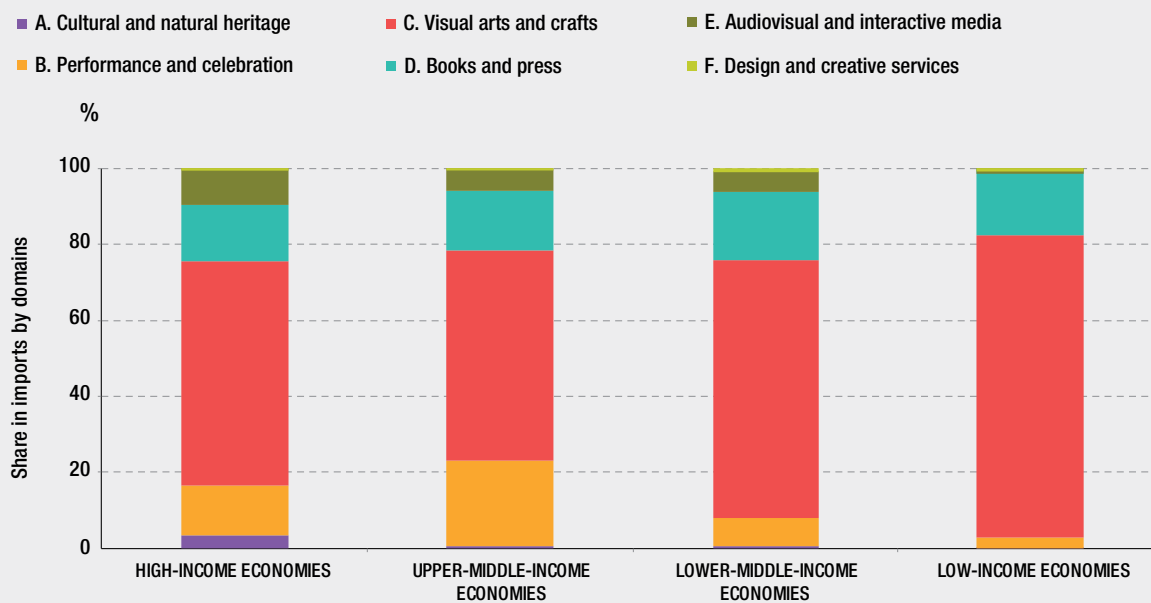


Figure 30. Distribution of cultural goods imports by domain and income, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Likewise, visual arts and crafts dominated imports in all income economies. Low-income economies were the only category for which imports of cultural goods were less diversified than exports, meaning that imports were concentrated across a fewer number of cultural domains. For this income category, imports of visual arts and crafts goods worth US\$1 billion accounted for a 79% share of imports, followed by imports of books and press, with a 18% share (US\$231.3 million). In 2013, imports of books and press accounted for more than 15% of all imports of cultural goods in all income groupings, which is still less when compared to 2004 when this share was approximately 20%.

In 2004, imports of performance and celebration related goods, which were quite prominent in all income categories, dropped significantly for lower-middle-income economies, decreasing from 46% in 2004 to only 7.4% in 2013, worth US\$403 million. The share of cultural imports for this domain also decreased in all other income groupings, making it the third-most important domain for the import of cultural goods in 2013. The exception was for upper-middle-income economies, where it surpassed books and press and took second position with a 23% share of imports in cultural goods, accounting for US\$4.1 billion in 2013. This may be due to the drop in music CD (recorded media) sales, while China is still producing the physical media necessary for performance recording.

Analysis by cultural domain: Country profiles

Who are the leading exporters and importers of cultural goods for each domain? Has the role or prominence of countries changed over the last decade in the trade flows of a particular domain? Are some countries specialised in particular cultural domains?

Domain A: Cultural and natural heritage

Due to its nature, the exports of cultural and natural heritage goods comprised a marginal part of total cultural trade. **Figures 31** and **32** show that in 2013 exports and imports in this domain were highly concentrated in two countries: the United Kingdom and the United States. This trend has continued since 2004. Although the United Kingdom has remained the primary exporter and the United States the primary importer of these goods over the past ten years, their respective shares in the global trade of cultural goods in this domain decreased 5% and 18%, respectively.

In 2004 and in 2013, exports of cultural and natural heritage were greatly concentrated in five countries, accounting for 87% of the market in this domain. The United Kingdom and United States together represented 64% of exports, with 39% (US\$1.4 billion) and 25% (US\$933 million), respectively (see *Figure 31 and Table G14*). France ranked third, followed by Switzerland and Germany. However, the 39% share of exports from the United Kingdom reported for 2013 in this domain was significantly lower than its 53% share in 2004. This decrease was mostly to the benefit of the United States, whose share of cultural and natural heritage exports increased from 16% in 2004 to 25% in 2013.

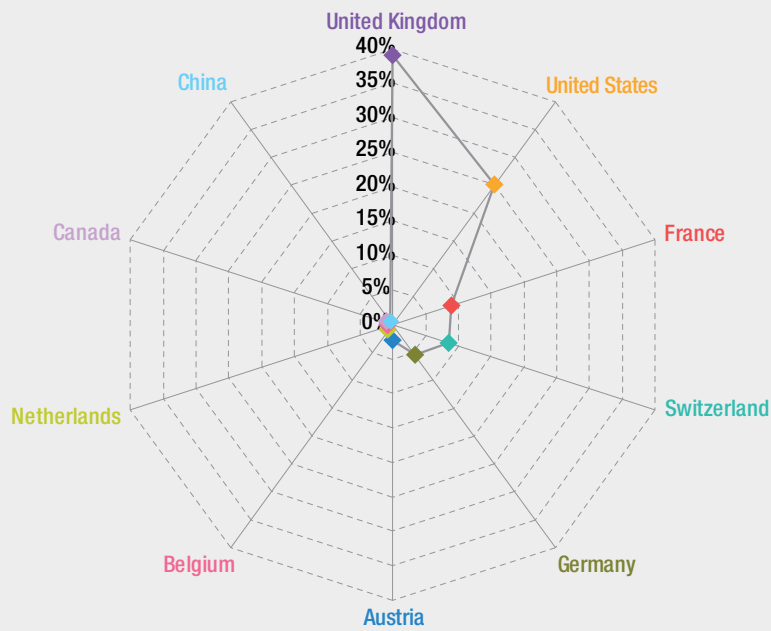
In the same year, China was the tenth-most important exporter of goods in this domain, with only a 0.7% share (US\$25.7 million). Two African countries – Zambia (with US\$19.9 million) and South Africa (with US\$16.4 million) – were among the top 20 exporters, with 0.5% and 0.4% of the share, respectively. From 2004 to 2013, Zambian exports of cultural and natural heritage goods increased sharply, with their US dollar value in 2013 100 times higher than in 2004. While South Africa was already in the top 20 of exporters, the value of its exports in this domain doubled from 2004 to 2013 (see *Table G14*).

From 2004 to 2013, the United States remained the leading importer of cultural and natural heritage, followed by the United Kingdom. Despite an increase in the value of imports from US\$1.5 billion to US\$1.6 billion for the United States and from US\$941 million to US\$1.2 billion for the United Kingdom, their global shares of imports in this domain declined from 46% to 33% and from 29% to 25%, respectively.

Similar to exports, imports in this domain were highly concentrated among a limited number of countries, with the top 5 importers representing 84% of world imports in 2013, slightly down from their 87% share in 2004. Other countries worth noting were Hong Kong Special Administrative Region of China (US\$744 million), with a 15% share of imports; Switzerland (US\$336.8 million) with 6.7%; and the Netherlands (US\$245 million), with 4.9% (see *Figure 32*).

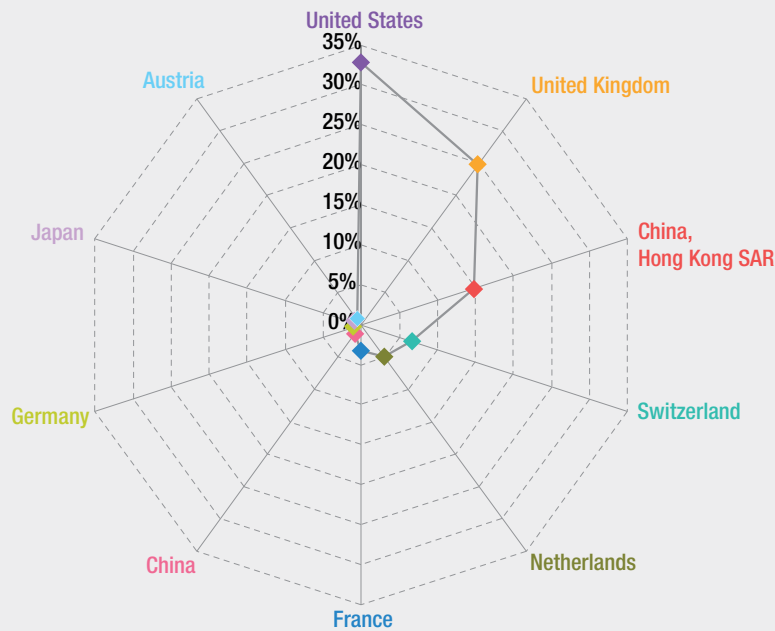
A notable development in 2013 was the emergence of China among the top 10 importers of cultural and natural heritage goods, ranking seventh with a 1.4% share (representing US\$71.1 million), a value multiplied by 100 in comparison to 2004 (see *Table G15*).

Figure 31. Top 10 exporters of cultural and natural heritage goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 32. Top 10 importers of cultural and natural heritage goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Domain B: Performance and celebration

Along with the design and creative services domain, the performance and celebration domain is one of the two domains for which the level of exports decreased over the period 2004-2013, with an annual negative growth rate of -18%. It was also one of the few cultural domains for which the level of concentration among the top 10 exporters increased slightly from 54% in 2004 to 55% in 2013.

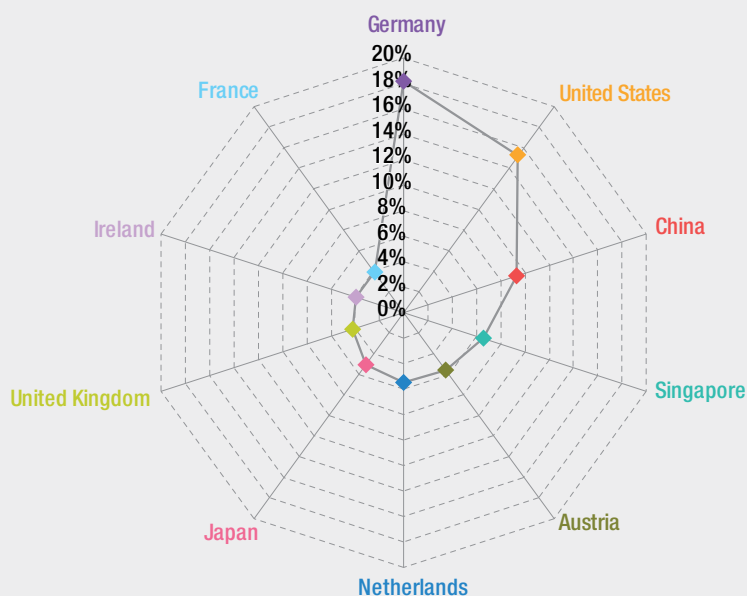
All top 10 exporting countries, which are all high-income economies with the exception of China, showed a decrease in their exports of performance and celebration goods, and the composition of the top 5 exporting countries changed. From 2004-2013, China's performance and celebration exports grew by 114%, becoming the third-largest exporter of goods in this domain in 2013, replacing the Netherlands which held this position in 2004 (see **Figure 33** and *Table G16*). However, results for China may be biased due to the high percentage of CDs that are produced solely for export.

In 2013, with exports worth US\$3.9 billion, Germany remained the primary exporter of goods from this domain. While, in value terms, these exports decreased by 4% compared to 2004, their share in total exports increased from 16% to 18%. With performance and celebration exports worth US\$3.3

billion, the United States remained the second-largest exporter and slightly increased its share from 14% in 2004 to 15% in 2013. While Ireland and the United Kingdom were among the top 5 exporters in this domain in 2004, with shares of 8.0% and 7.8% respectively, by 2013 Ireland's share had shrunk by more than one-half, decreasing from US\$2.1 billion in 2004 to US\$867 million in 2013 and dropping to ninth position. The United Kingdom's performance and celebration exports were reduced by 20%, becoming the-eighth largest exporter in this domain. Besides China, Singapore and Japan were the other Asian countries among the top 10, with their combined shares increasing from 14% in 2004 to 21% in 2013.

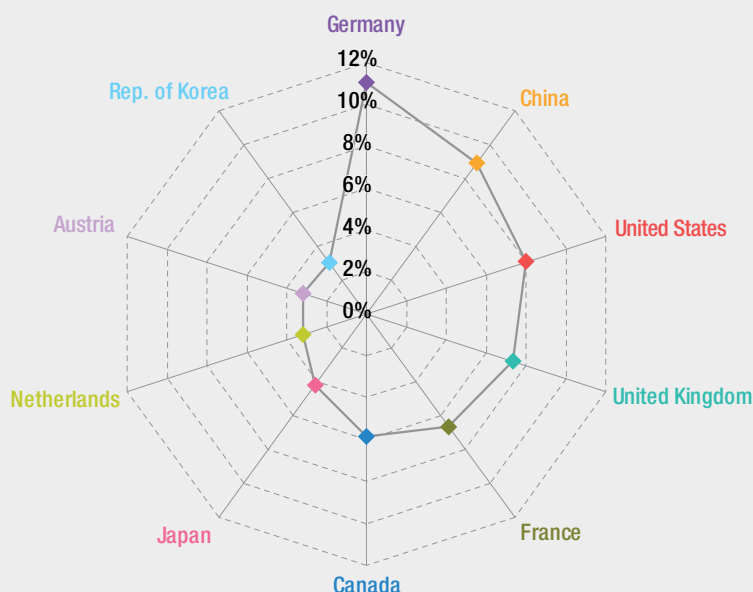
From 2004 to 2013, performance and celebration imports decreased by 18%, from US\$28.4 billion to US\$23.4 billion. In 2013, Germany overtook the United States as the main importer of performance and celebration goods, with an 11% share of global imports. At the same time, imports into the United States decreased by 37%, from US\$3 billion in 2004 to US\$1.9 billion in 2013, making this country the third-largest importer in this domain, after Germany and China. These last two countries were the only top 5 importer countries for which the values of performance and celebration imports increased during this period, by 81% and 12% respectively (see **Figure 34** and *Table G17*).

Figure 33. Top 10 exporters of performance and celebration goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 34. Top 10 importers of performance and celebration goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Domain C: Visual arts and crafts

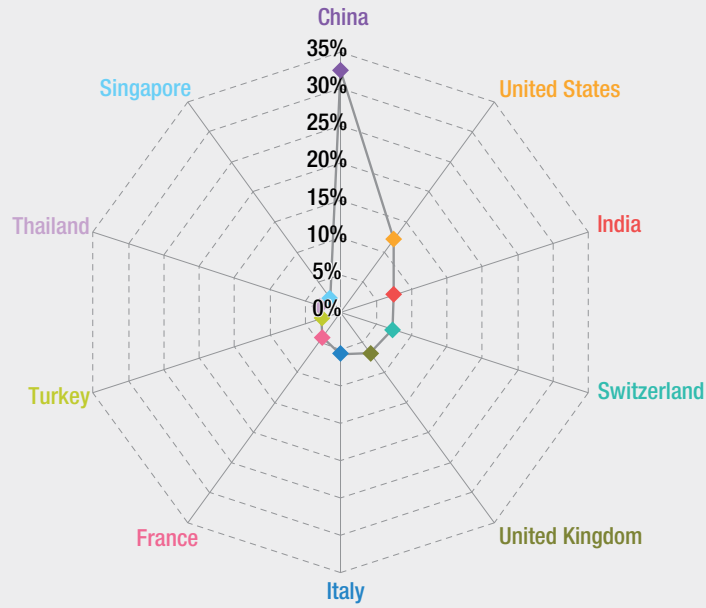
Visual arts and crafts made up most of the world trade in cultural goods from 2004 to 2013, growing by 185% over this period. At the same time, China showed spectacular growth in this domain, increasing its US dollar value exports by 735% (see *Table G18*). This is the only domain in which several developing countries, such as China, India, Thailand and Turkey, are among the largest exporters. Together they accounted for 45% of world trade in visual arts and crafts in 2013 (see *Figure 35*).

With its 33% share of global exports of visual arts and crafts goods, representing US\$49.4 billion in 2013, China became the largest exporter, taking over the number one spot from the United States (with only a 12% share). From 2004 to 2013, exports from this domain became more concentrated among the top 5 countries, whose combined share increased from 54% in 2004 to 66% in 2013. India strongly strengthened its position in exports of visual arts and crafts, becoming the third-largest exporter in 2013.

Between 2004 and 2013, global imports of visual arts and crafts goods enjoyed a steady average annual growth of 101%. With the exception of China, no developing countries were listed among the top 10 importers (see *Figure 36*). However, some developing countries were among the top 20 importers in 2013, such as Turkey (thirteenth position), India (fourteenth), Mexico (fifteenth) and Algeria (sixteenth) (see *Table G19*). As in 2004, the United States remained the largest importer in 2013, even though the value of imports increased from US\$14.7 billion to US\$19 billion and its share in world imports decreased from 30% to 19% over the same period.

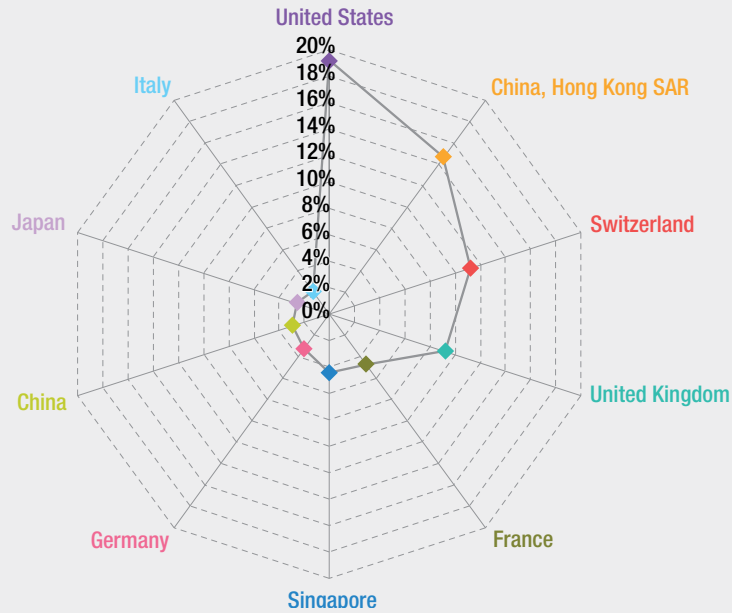
The combined share of the top 5 importing countries of visual arts and crafts goods remained relatively stable, decreasing slightly from 61% in 2004 to 59% in 2013. Hong Kong Special Administrative Region of China moved to second place in 2013, overtaking the United Kingdom, which held this position in 2004. The same year, Switzerland was third among importers of visual arts and crafts goods, and the United Kingdom fourth, holding 11% and 9% shares, respectively, of world imports.

Figure 35. Top 10 exporters of visual arts and crafts goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 36. Top 10 importers of visual arts and crafts goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Domain D: Books and press

With increasing digitalisation in the publishing industry, the growth of books and press exports was modest from 2004 to 2013, reaching only 16%.

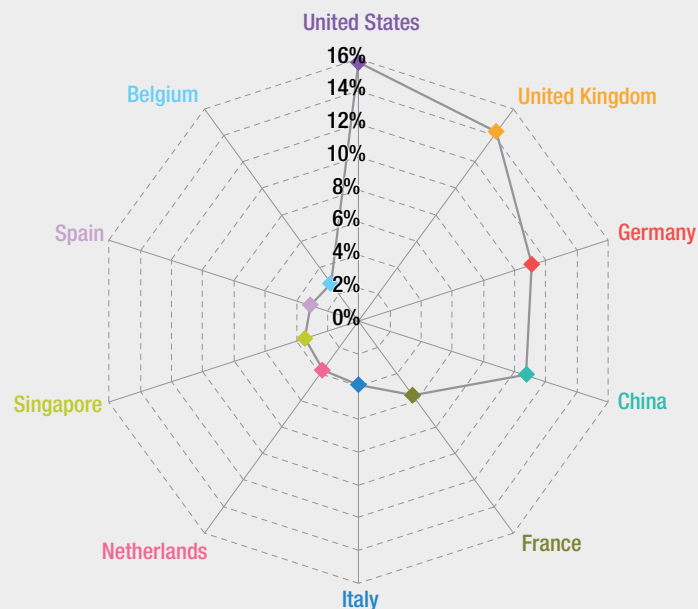
In contrast to other cultural domains, there is no high concentration in the trade of books and press goods, with no country holding more than a 20% share of global exports. From 2004 to 2013, exports from the United Kingdom decreased by 9% to reach US\$3.4 billion, while United States exports increased by 11%, replacing the United Kingdom as the leading exporter of books and press.

Over the same period, Spain witnessed the largest decline of its books and press exports,

which fell by 33%, from US\$1.1 billion in 2004 to US\$738.6 million in 2013. Thus, Spain fell fifth-largest exporter of these goods in 2004 to ninth in 2013. China doubled its share of exports from 4% in 2004 to 11% in 2013 (see **Figure 37** and **Table G20**).

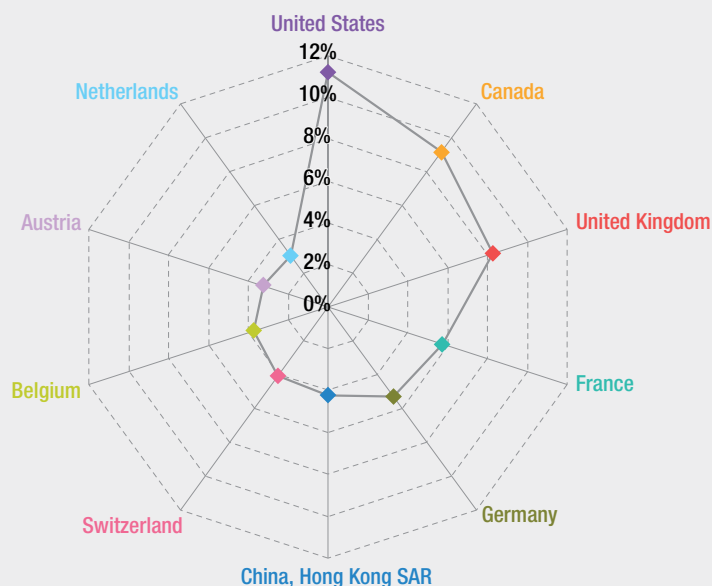
From 2004 to 2013, books and press imports grew by 12% overall. The ranking of the top 5 importers for this domain remained the same in 2004 and 2013: United States, Canada, United Kingdom, France and Germany. However, their combined share in total books and press imports decreased from 46% in 2004 to 40% in 2013. In 2013, no developing countries were in the top 10 exporting countries of books and press (see **Figure 38** and **Table G21**).

Figure 37. Top 10 exporters of books and press goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 38. Top 10 importers of books and press goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Domain E: Audiovisual and interactive media

Video games were one of the top 10 cultural goods exported in 2013, associated mainly with interactive media. From 2004 to 2013, there was steady growth in audiovisual and interactive media, increasing by 112%.

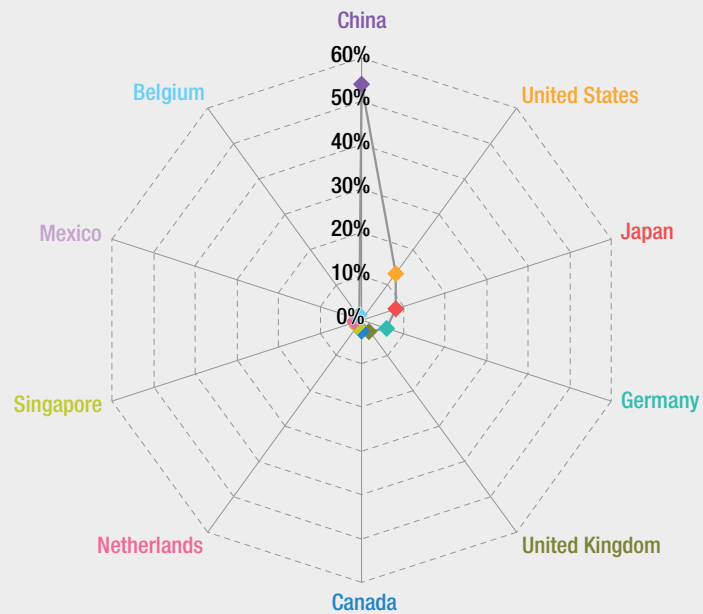
Figures 39 and 40 show the high level of concentration of audiovisual and interactive media exports among only a few countries. Since 2004, China has dominated significantly, accounting for one-half of global exports in this domain. Its leading position was mainly due to the large share of video games that were exported.

From 2004 to 2013, only Japan significantly improved its position among the largest audiovisual and interactive media exporting countries, moving up from tenth position in 2004 with a 1.1% share to third position in 2013 with an 8.2% share, which corresponded to an exponential increase in value terms of US\$59 million in 2004 to US\$925 million in 2013. It is also important to note the emergence of Mexico in the top 10 exporting countries in 2013, with a 1.4% share of global exports (see *Figure 39 and Table G22*).

The United States maintained its position as the largest importer of audiovisual and interactive media goods, with a US\$2.6 billion (35%) share in 2004 and US\$5 billion (32%) share in 2013 (see *Figure 40 and Table G23*). Only Hong Kong Special Administrative Region of China had a decrease in the value of its imports in this domain, which fell by 12% and lowered the country's rank among importing from second in 2004 to sixth position in 2013. Japan greatly reinforced its position as the second-largest importer with a 10% share. Germany, the United Kingdom and France were also among the five largest importers in 2013, maintaining the same line-up for the top 5 as in 2004. The combined share of these five countries in audiovisual and interactive media imports decreased from 69% in 2004 to 63% in 2013.

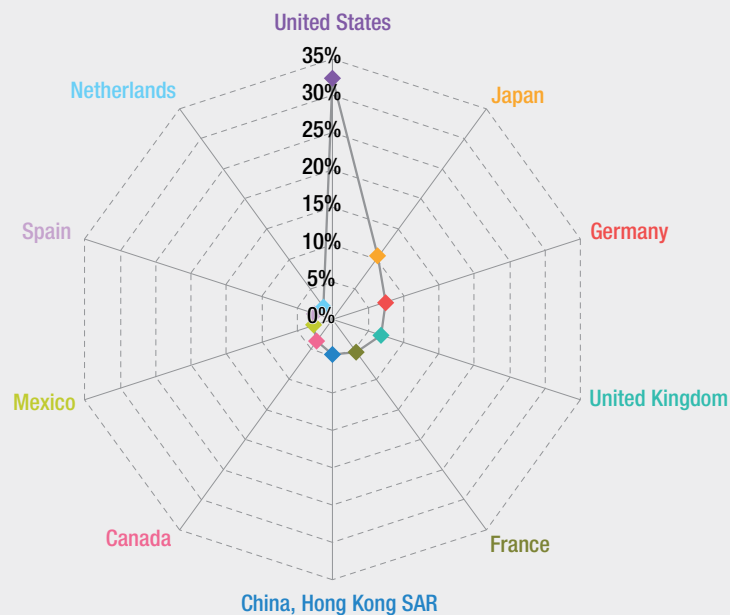
Audiovisual goods, including products of the film industry, cannot be accurately measured using customs statistics. For example, some countries include advertising films in the cinematographic category, therefore data are not comparable. In addition, the audiovisual sector is in a transition phase with the multiplication of different distribution platforms for the same products. Customs statistics cover the costs of the print master while all other transactions are recorded in statistics for services (see *Domain F*).

Figure 39. Top 10 exporters of audiovisual and interactive media goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 40. Top 10 importers of audiovisual and interactive media goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Domain F: Design and creative services

The design and creative services domain includes primarily services rather than goods, and therefore, services data should be used to more accurately assess the real value of trade. This could explain its small share in cultural trade. It is the only domain not led by the three key players in exports and imports of cultural goods: Germany, the United Kingdom and the United States. However, the data reveal the economic dynamism of emerging economies in this domain.

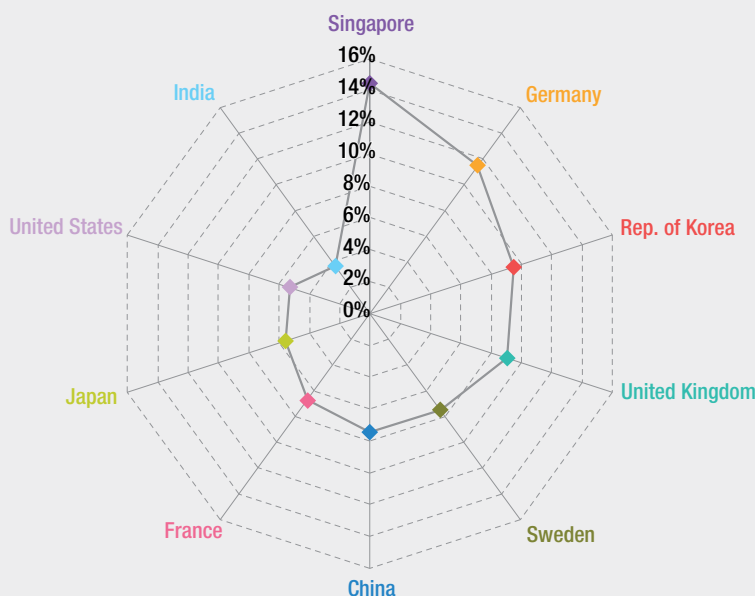
From 2004 to 2013, the design and creative services domain was the only other domain – along with performance and celebration – that experienced a decrease in exports, by 28% in US dollar values. Singapore was the largest exporter of cultural goods in this domain in 2013, with a 15% share worth US\$28 million. It overtook Germany, which was the leading exporting country in 2004, with a 39% share representing US\$105.7 million. By 2013 Germany's share was down to 12%, worth US\$22.2 million. The third-largest exporter in this domain in 2013 was the Republic of Korea, with a 10% share of exports.

Over the last ten years, the concentration of top design and creative services exports among the five largest exporters weakened, with their combined share decreasing from 69% in 2004 to 52% in 2013 (see **Figure 41** and *Table G24*).

Design and creative services is the only cultural domain where developing countries have a prominent position among the top 10 importers. In 2013, four developing countries accounted for 37% of global imports from this domain. In 2004, India was the largest importer of these goods with a 17% share, which grew to 26% in 2013, representing a 50% increase in US dollar values (see **Figure 42** and *Table G25*).

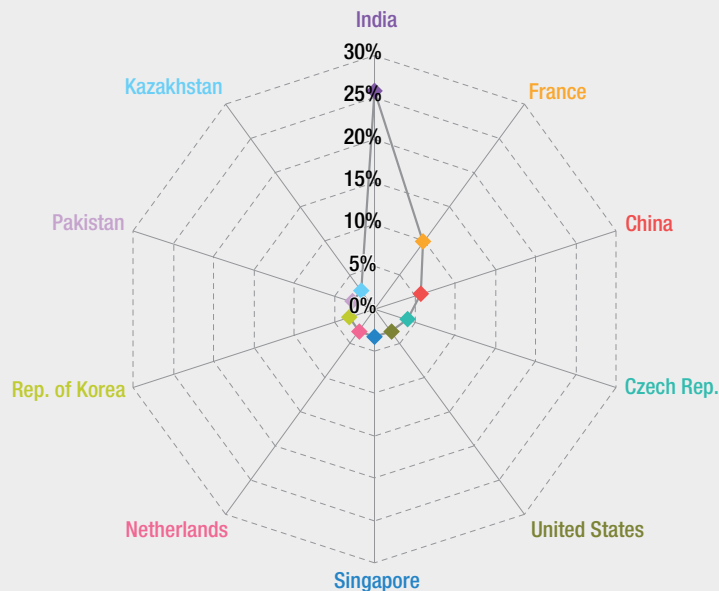
With its 5.7% share, China was the third-largest importer of design and creative services goods in 2013, although this share was significantly smaller compared to 2004, when it was 16%, representing a decrease in US dollar values of 64%. In 2013, Pakistan and Kazakhstan were also among the top 10 importers. From 2004 to 2013, France increased its imports in this domain significantly, becoming the second-largest importer with a 9.8% share.

Figure 41. Top 10 exporters of design and creative services goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 42. Top 10 importers of design and creative services goods, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

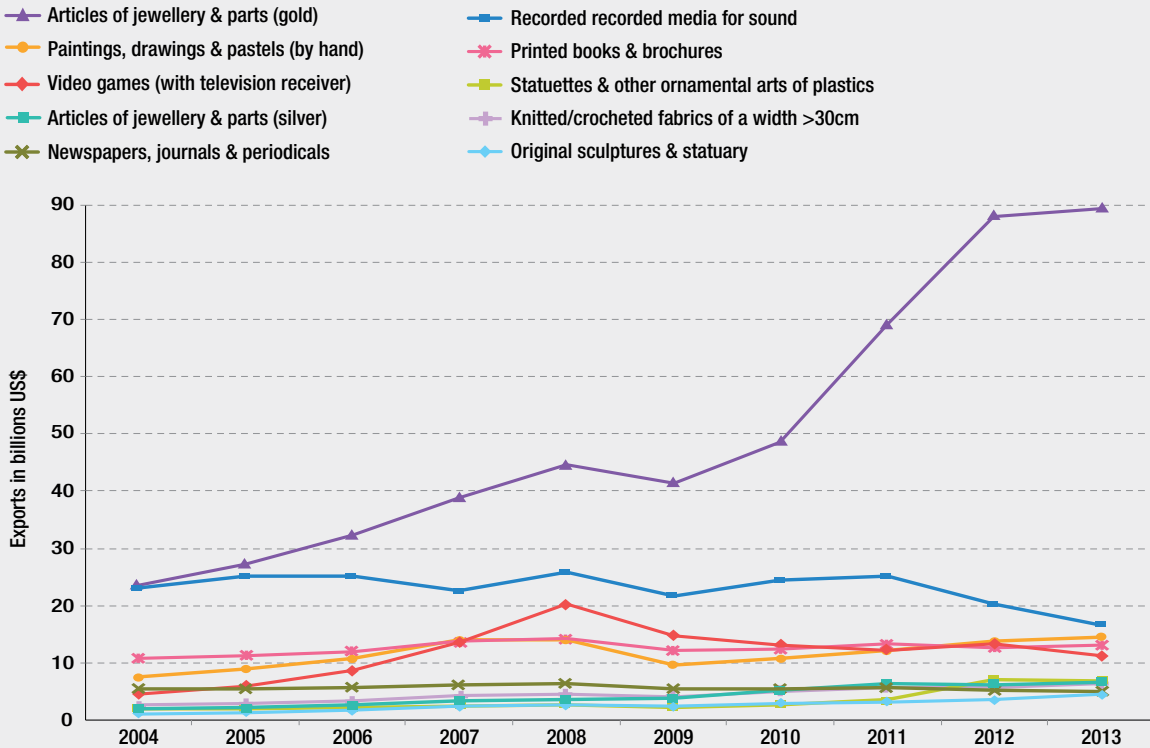
This section has highlighted the emergence of developing countries in the exports of cultural goods from 2004 to 2013. While high-income countries like France, Germany, the United Kingdom and the United States were leading exporters and importers of cultural goods at the beginning of this period (and for the most part still are), China has emerged as a growing importer and exporter in all cultural domains.

India and Turkey have also surfaced as leading exporters, particularly in visual arts and crafts. The growing share of exports from developing countries reveals the dynamism of their production in this domain and the increasing demand for their goods. However, this diversification is not yet visible in the line-up of top importing countries of cultural goods – demand is still mainly concentrated among high-income economies like France, Germany, the United Kingdom and the United States.

1.2.3 Which are the key cultural goods traded internationally?

What is the structure of world exports of cultural goods? Which cultural goods are exported the most? Analysis shows little diversity in the flows of cultural goods, because the top 10 most exported cultural products represented 77% of all exported cultural goods in 2004, a figure that rose to 82% in 2013. Six of the ten most exported cultural goods in 2013 were from the visual arts and crafts domain. However, over the last ten there was contrasting patterns in terms of value of the top 10 cultural goods (see **Figure 43**).

Figure 43. Top 10 exported cultural goods, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Jewellery made from precious metals (in particular gold) accounted for 42% of exports of cultural goods in 2013, compared to 22% in 2004 (see Figures 43, 46 and Table G26). Are the export values of precious metal jewellery dependent on raw material prices? The price of gold and other precious metals were less affected by the economic crisis in 2009. **Figure 44** shows that gold prices grew steadily over the last ten years. From 2004 to 2013, the value of precious metals grew by 245% – at an average annual growth rate of 15%. During the economic turmoil, gold was considered a safe haven for investment, and gold prices grew by 20% between 2007 and 2008, and then continued to grow between 2008 and 2009, albeit at a slower rate at 10%.

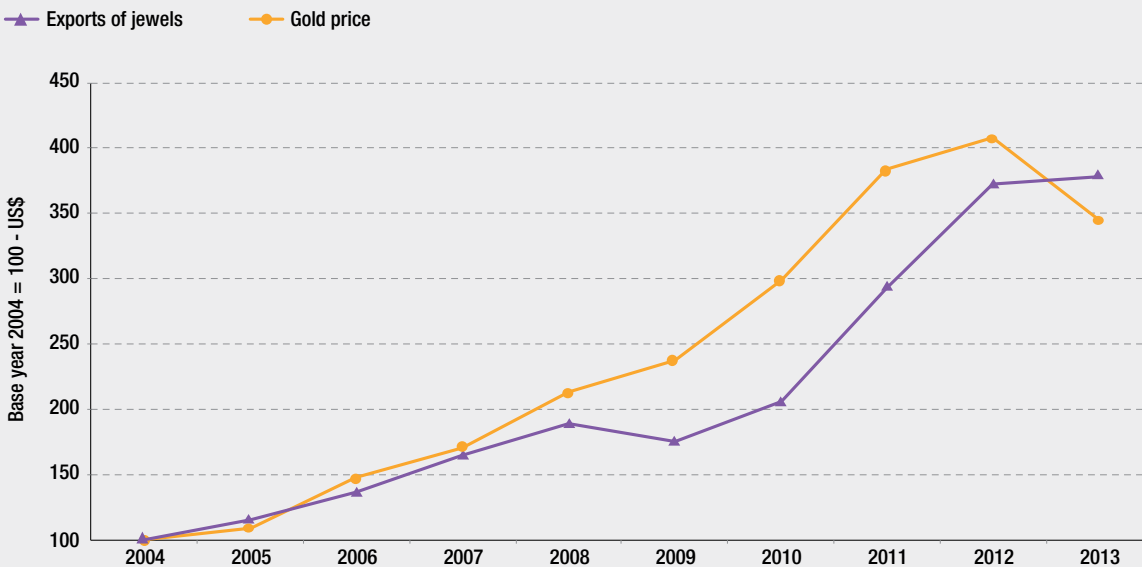
From 2004 to 2013, exports of jewellery mainly in gold increased by 278%, with an average annual

growth rate of 15%. Figure 44 shows, however, that between 2008 and 2009 the economic crisis impacted jewellery exports, which decreased in US dollar values by 7.7%. For both gold and jewellery in gold, some slowdown appeared in 2013. Exports of jewellery increased by only 1.5% between 2012 and 2013, while gold prices decreased by a dramatic 18%.

Figure 45 shows that from 2004 to 2013 the export value of jewellery in gold was highly dependent on raw gold prices, having increased by only 9.6% (at constant 2004 gold value) from US\$23.6 billion in 2004 to US\$25.9 billion in 2013.

The export share of jewellery in silver also increased, by 65%. In 2013, jewellery of precious metals (gold or silver) accounted for 45% of global exports of cultural goods.

Figure 44. Exports of jewellery in gold compared to gold prices, 2004-2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Figure 45. Export value of jewellery in constant and current gold price, 2004-2013

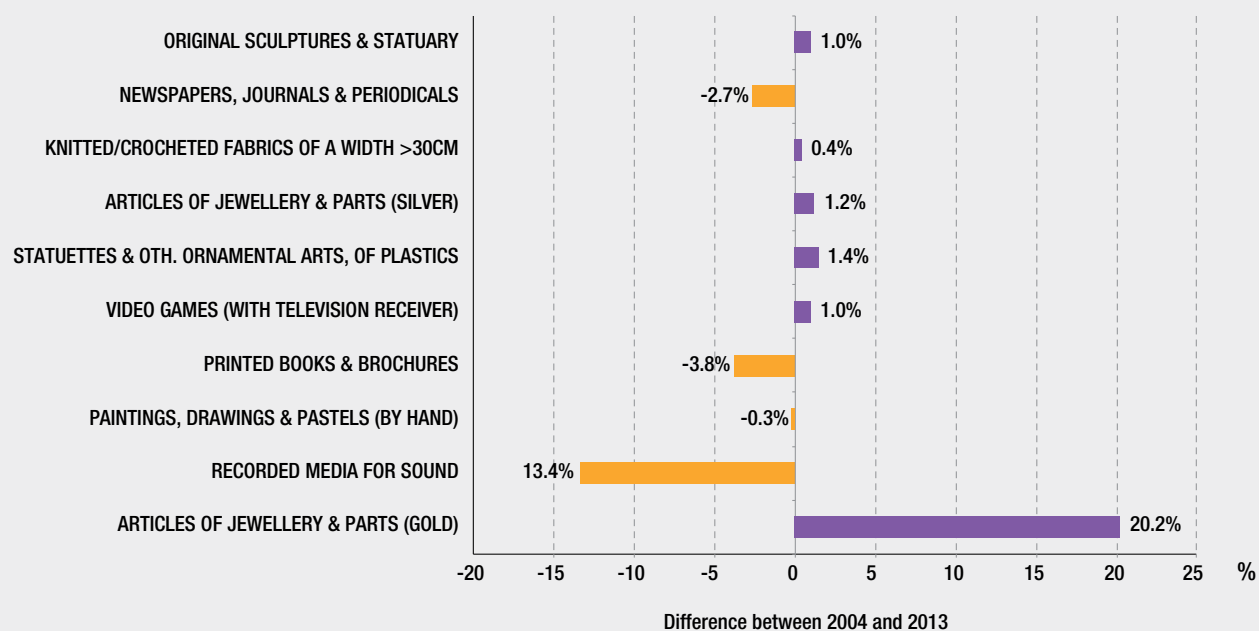


Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

The other goods in the domain of visual arts and crafts maintained almost the same share of total exports of cultural goods between 2004 and 2013 (see *Figure 43*). In comparison, exports of

cultural goods in other cultural domains showed a declining tendency, in particular physical media (see *Figure 46*).

Figure 46. Share difference of the top 10 exported cultural goods in total cultural goods between 2004 and 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

A change in certain cultural practices can have an impact on the international trade of cultural goods. A decrease in the purchase of DVDs or CDs, for example, will be reflected in the international trade of physical media, such as recorded audio. In 2004, exports in recorded sound media accounted for US\$23 billion, which then fell to US\$16.6 billion in 2013. In 2004, recorded sound media nearly matched gold jewellery in total exports of cultural goods, with respective shares of 22% and 21%. However, from 2004 to 2013 the share of recorded media for sound in total cultural goods decreased by 13 percentage points, falling to a 7.8% share of total cultural goods.

Two categories from the books and press domain were among the top 10 most exported cultural goods. Printed books and brochures were the third-most exported cultural good in 2004, representing US\$10.8 billion or a 10% share of total cultural goods. Although their exports increased in US dollar value in 2013 by 13%, their share of all exported cultural goods dropped by 4 percentage points to 6.2% in 2013. From 2004 to

2013, the export value of newspapers, journals and periodicals dropped from US\$5.4 billion to US\$4.9 billion. While newspapers, journals and periodicals were the fifth-most exported cultural goods in 2004, they fell to ninth position in 2013, with their shares of global exports of cultural goods decreasing from 5.0% to 2.3% respectively (see Figure 46 and Table G26).

In 2013, only one cultural good from the audiovisual and interactive media domain – video games – was in the top 10 list of exported cultural goods. From 2004 to 2013, the rank of this product among exports of cultural goods remained relatively constant, increasing its share in world exports of cultural goods by only 1 percentage point. As explained earlier, trends in the export of audiovisual cultural goods are better tracked in cultural services statistics.

Finally, goods from two domains – cultural and natural heritage and design and creative services – were not represented in the top 10 in 2013. As noted above, cultural goods from these domains are usually not tracked by customs statistics.



Box 3. Visualising the structure of trade in cultural goods

Figure 47. World exports of cultural goods, 2013



Legend

- Audiovisual and Interactive Media
- Cultural and Natural Heritage
- Performance and Celebration
- Books and Press
- Design and Creative Services
- Visual Arts and Crafts

Figure 47 shows the dominance of jewellery in cultural trade, accounting for the visual arts and crafts domain to hold two-thirds of world exports of cultural goods. About 350,000 basic trade records from UN Comtrade were used to create this illustration. Unlocking the truth hidden in large amounts of information is one of the challenges in trade data analysis (traditional analytical tables, such as top imported cultural goods or top exporters in cultural goods, are no longer sufficient). Fortunately, data visualization technology has improved rapidly in recent years in terms of design and IT infrastructure. UN Comtrade uses a number of these applications, such as SAS Visual Analytics, the Harvard Atlas of Economic Complexity, Bertelsmann’s Global Economic Dynamics and the MIT Observatory of Economic Complexity (which was used to produce Figure 47).

As is the case for many industries today, jewellery is made through a production network generally covering multiple countries, where the inputs of goods (gold, precious stones) and inputs of services (e.g. design, sorting, cutting or marketing) can take place in different countries. Such production networks are referred to as global value chains (GVCs). For trade analysts, policymakers or trade negotiators, the value-added of a country to the GVC is more important

than the actual gross value of the reported exports. For instance, in 2013 India reported jewellery exports worth US\$11.4 billion, but how much of this was value added in India? To get a more complete picture, value-added information can be complemented by statistics on job creation and the use of natural resources. India shows high exports of jewellery but also high imports of precious metals and diamonds. India shows high exports of jewellery but also high imports of precious metals and diamonds.

The GVC map can be used to show the number of active enterprises in various stages of the production network at national level and the associated exports, imports, employment and use of natural resources. To get a more comprehensive macro-economic view, global input-output tables can be developed from which the relative value-added in industry sectors can be derived. Within this context, the UN Statistical Commission requested further work on the measurement of international trade and economic globalisation, including the drafting of a handbook on extended international and global accounts.

Source: UN Comtrade, DESA/UNSD, 2015

1.3 Origin and destination of cultural goods for five leading exporters

This section describes the main origin of imports and destination of exports of cultural goods for five leading exporting countries: China, India, Turkey, the United Kingdom and United States. Countries from different regions and of levels of income are also analysed.

China

In 2010, China became the world's largest exporter of cultural goods. From 2004 to 2013, its share of cultural exports to the top 10 partner countries remained stable. One-half (52%) of all cultural goods from China were exported to Hong Kong Special Administrative Region of China in 2013 (see **Figure 48**). This could be due to the fact that re-exports are included in Chinese customs statistics, highlighting limitations of customs statistics that sometimes record the country through which a cultural good is transiting but is not the final destination. Articles of jewellery (mainly in gold) accounted for 81% of Chinese exports to Hong Kong Special Administrative Region of China in 2013.

While in US dollar value Chinese exports to the United States increased by 200% from 2004 to 2013, the actual share decreased from 32% in 2004 to 18% in 2013. Video games were the top Chinese cultural good exported to the United States, accounting for 29% of cultural trade between the two countries. Articles of jewellery constituted the second-most exported

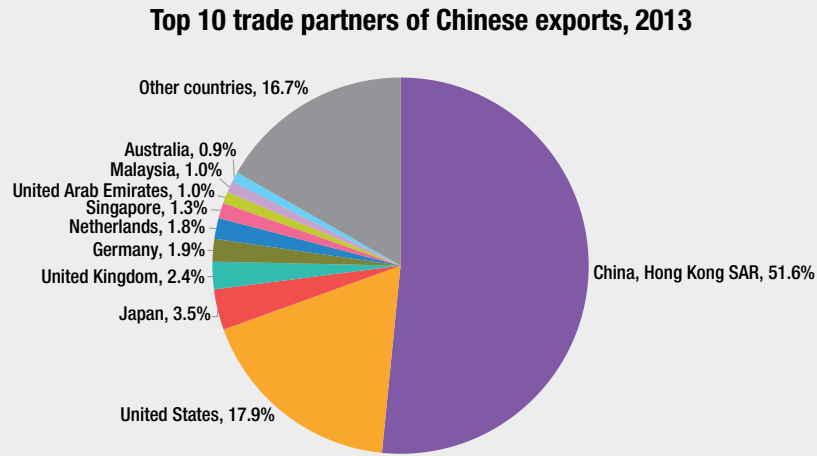
Chinese cultural good to the United States, with a 24% share, followed by statuettes and other ornamental articles in plastic (13% share) (see *Table G26*).

In 2013, China exported most of its cultural goods to Asia (63%). In addition to Hong Kong Special Administrative Region of China, other destinations included: Japan (3.5%), Singapore (1.3%) and Malaysia (1%). The United Arab Emirates also appeared in the top 10 countries to which China exported cultural goods (1% share). 28% of these exports were types of handicraft, such as statuettes and other ornamental arts in plastic, and 24% consisted of embroidery.

China began importing cultural goods from a larger number of countries in 2013 as compared to 2004. In 2004, 89% of Chinese imports of cultural goods came from the top 10 countries; by 2013 these 10 countries accounted for 68% of imports. One-half of cultural goods imports to China originated in Asia in 2004. But by 2013, this share had declined to 41% (see *Figure 48 and Table G27*).

From 2004 to 2013, the United States remained the top exporter of cultural goods entering China, representing 14% in 2004 and 15% in 2013 (see *Table G27*). Recorded media accounted for the highest share (59%), followed by newspapers and periodicals (14%). At the same time, China imported almost exclusively original sculptures and statuary from Thailand, which accounted for 94% of their exchanges of cultural goods.

Figure 48. Origin and destination of Chinese cultural goods



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

United States

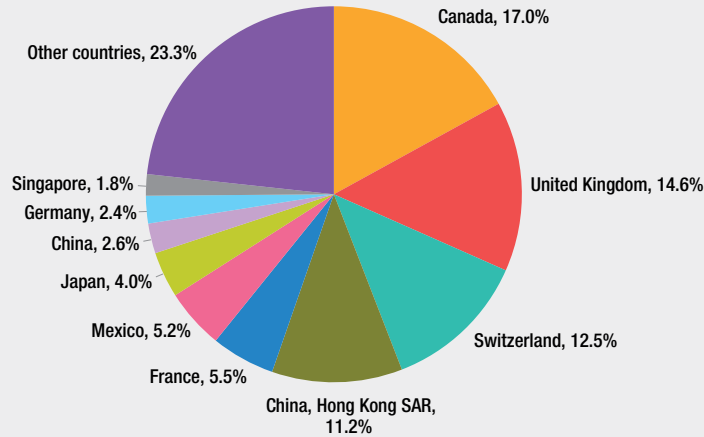
In 2013, the United States was the world's second largest exporter of cultural goods. In 2013, 77% of cultural exports from the United States went to its top 10 trading partners, which were concentrated in three regions: Europe (35%), North America (22%) and Asia (20%). Canada remained the first destination country for cultural exports, and although its share of exports from the United States decreased from 26% in 2004 to 17% in 2013, this represented an increase in

US dollar value terms from 4.1 billion to 4.7 billion (see **Figure 49** and *Table G28*). Recorded media (music) was the main cultural good exported to Canada, representing 23% of exports in 2013. While printed books represented 20% of exports and newspapers represented 17%, combined they surpassed music exports to Canada.

After Canada, cultural exports from the United States were destined for the United Kingdom and Switzerland. In US dollar value, the share of exports going to these destinations more than

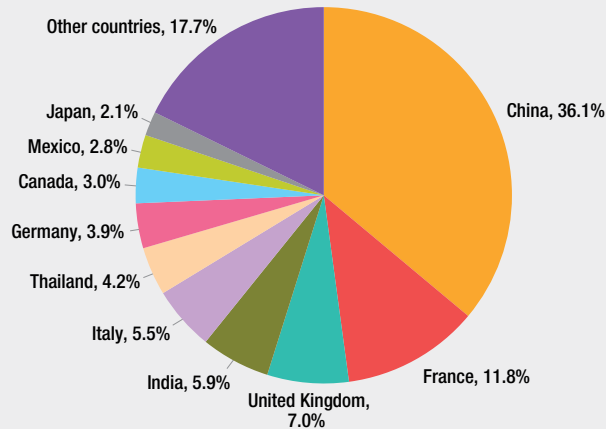
Figure 49. Origin and destination of cultural goods for the United States

Top 10 trade partners for United States exports, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Top 10 trade partners for United States imports, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

doubled between 2004 and 2013. In terms of distribution, in 2013 15% of cultural exports from the United States went to the United Kingdom, compared to 12% in 2004. Switzerland also saw an increase, accounting for 13% of United States exports, compared to 8% in 2004.

Paintings, drawings and pastels (executed entirely by hand) represented almost one-half of exports from the United States to the United Kingdom (43%), followed by articles of jewellery (mainly in gold) (18%) and printed books (13%).

Switzerland received two main exports from the United States: jewellery articles and parts (mainly in gold), accounting for 46% of cultural exports, and paintings, drawings and pastels (executed entirely by hand), accounting for 42%. Since jewellery includes parts, further investigation is needed to determine if exports mainly cover intermediary products or final ones. Together, these two categories covered 88% of cultural goods exports from the United States to Switzerland in 2013.

Mexico, signatory of the NAFTA free trade agreement with the United States and Canada, saw its value of exports from the United States increase from US\$1.2 billion in 2004 to US\$1.4 billion in 2013. However, its fourth-place ranking as export partner (with a 7.3% share in 2004) fell to sixth place in 2013 with a 5.2% share.

The United States also exported to Asia, with Hong Kong Special Administrative Region of China receiving 11% in 2013. However, this figure includes re-exports which artificially inflate the trade flows between the two countries. China and India present a different situation. While India was among the top 10 destination countries for United States exports of cultural goods in 2004, it was replaced by China and Singapore in 2013, which were not among the top 10 destination countries in 2004.

China continued as the top exporting country of cultural goods entering the United States, increasing its share of all exports to the country from 26% in 2004 to 37% in 2013. France was the second-top exporter to the United States, its share increasing from 8.2% (US\$2 billion) in 2004 to 12% (US\$3.6 billion) in 2013, followed by the United Kingdom (7% share or US\$2.1 billion) and Canada (3% share or US\$924.8 million). Both latter countries saw their shares of imports into the United States decrease between 2004 and 2013.

Three other Asian countries – India, Thailand and Japan – were also among the top 10 trading partners of cultural imports to the United States, representing 5.9%, 4.1% and 2.1%, respectively.

The United States imported a variety of cultural goods from partner countries. Video games were the main import from China in 2013, representing 43% of imports from China. The second and third most important cultural goods imported from China were articles of jewellery (7.4%) and printed books (7.3%).

From France, the United States imported mostly fine arts, such as paintings, drawings and pastels (executed entirely by hand), accounting for 63% of imports to the United States in 2013, followed by original sculptures (9.9%). The United States also imported mainly paintings, drawings and pastels (executed entirely by hand) from the United Kingdom, which in 2013 accounted for 46% of

cultural imports, followed by antiques (more than 100 years old) with a 17% share. This is one of the rare occasions that a cultural good from the cultural and natural heritage domain appeared in the ten most popular cultural goods traded between two countries.

From India, the United States imported mainly articles of jewellery in gold or silver, which together accounted for 85% of United States cultural imports from India.

United Kingdom

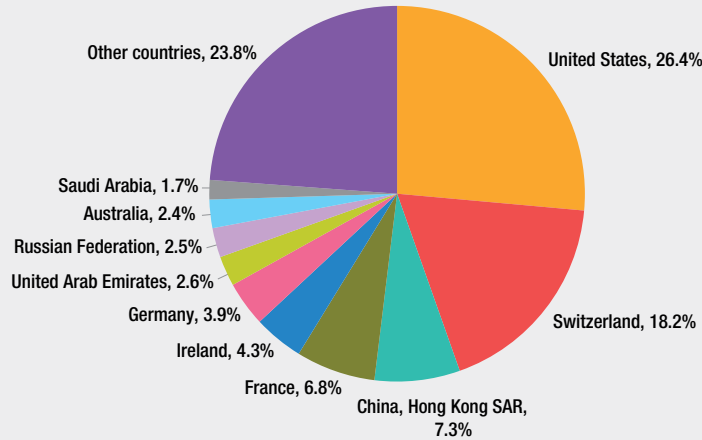
In 2013, the United Kingdom was the world's third-largest exporter of cultural goods, with the United States remaining as the most important country of destination. While in US dollar value, exports increased by 5% between 2004 and 2013, the share declined from 32% to 26% (see **Figure 50** and *Table G30*).

Switzerland, by more than doubling the value of its imports from the United Kingdom, reinforced its position as the second-most important destination for cultural exports. Its share of exports from the United Kingdom rose from 10% in 2004 to 18% in 2013. The United Kingdom exported two primary products to Switzerland: articles of jewellery and paintings, drawings and pastels (executed entirely by hand). These goods were also the main cultural exports from the United Kingdom to the United States, which accounted for one-half of exports from the United Kingdom in this trade, followed by original sculptures and statuary at 13% and jewellery (mainly in gold) at 12%.

From 2004 to 2013, exports from the United Kingdom were increasingly going to its main trade partners. The share of cultural exports from the United Kingdom to the top 10 trade partners accounted for 76% in 2013 compared to 75% in 2004. However, the composition of the top 10 destination countries changed with the emergence of non-European countries, such as the United Arab Emirates and Saudi Arabia. Both accounted for 2.6% and 1.7%, respectively, of exports from the United Kingdom in 2013. Exports to these countries consisted of mainly articles of gold jewellery, which represented 60% of cultural exports from the United Kingdom to the United Arab Emirates and 73% to Saudi Arabia.

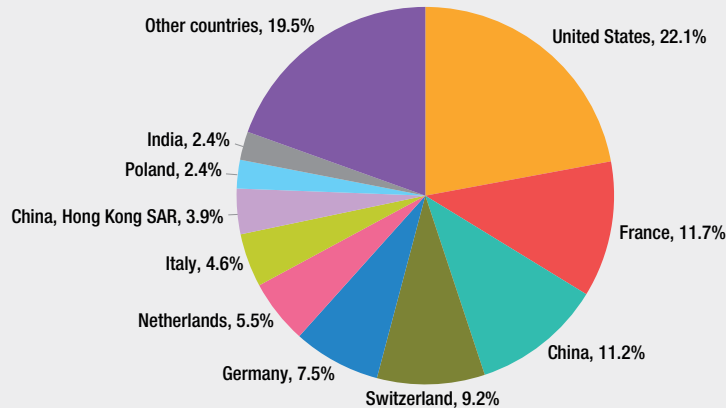
Figure 50. Origin and destination of cultural goods for the United Kingdom

Top 10 trade partners of exports from the United Kingdom, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Top 10 trade partners of imports to the United Kingdom, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

From 2004 to 2013, the main exporting countries of cultural goods to the United Kingdom remained almost the same. Like for exports, the United Kingdom's principal imports of cultural goods came primarily from the United States, which grew by 28% in US dollar value, representing 20% of trade in 2004 and 22% in 2013. The United Kingdom imported mainly paintings, drawings and pastels (executed entirely by hand) from the United States, which represented 40% of trade between the two countries, followed by printed books (17%) and jewellery (mainly in gold) (16%).

By tripling the amount of French cultural goods entering the United Kingdom from 2004 to 2013,

France became the second-most important exporter of cultural goods to the United Kingdom in 2013, surpassing China, with respective shares of 12% and 11%. The United Kingdom imported essentially two products from France: jewellery (accounting for 65% of cultural imports) and paintings (19%). In 2013, the United Kingdom imported mainly video games from China, which accounted for 45% of cultural imports from that country, followed by printed matter, including books. The remaining cultural goods imported by the United Kingdom came from Switzerland (9.5%) and Germany (7.5%).

India

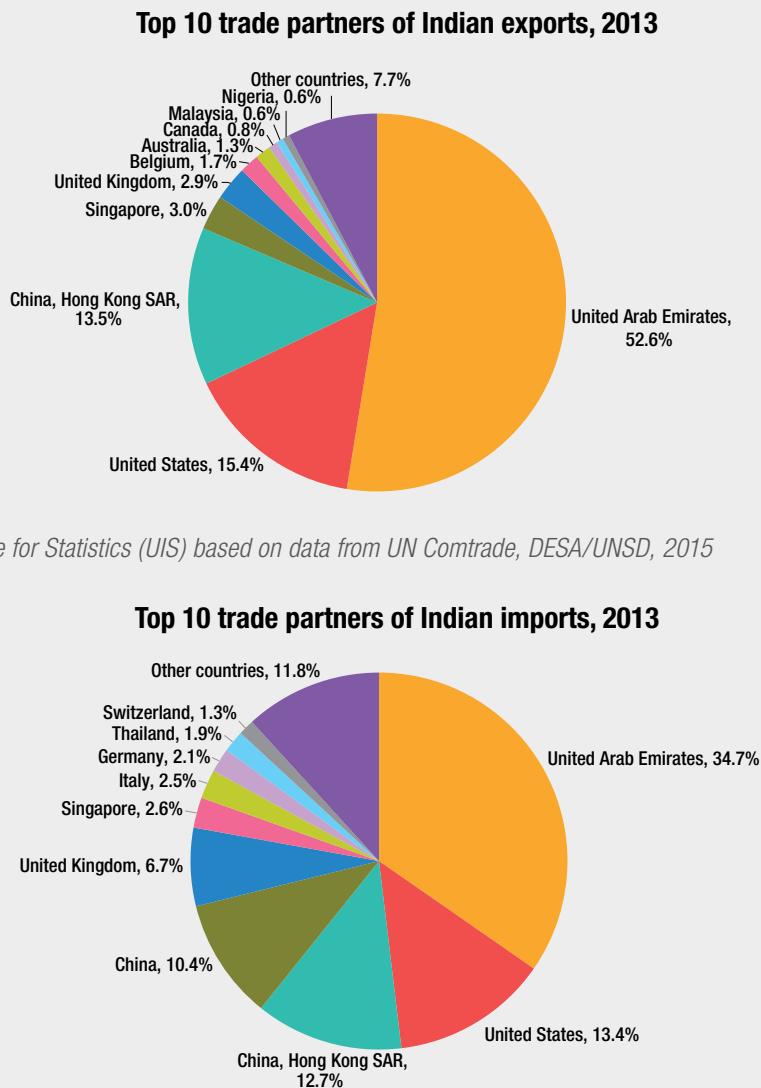
In 2013, the United Arab Emirates became the most important importer of Indian cultural goods, surpassing the United States, with their respective shares of Indian imports going from 25% to 52% and 44% to 15% between 2004 and 2013. Indian cultural exports went mainly to a small number of countries, with the share of trade with its top 10 partners increasing from 87% in 2004 to 92% in 2013 (see **Figure 51**).

India primarily exported articles of jewellery in precious metals to its key trade partners. For the

United Arab Emirates these articles (mainly in gold) amounted to 93% of imports from India in 2013. Indian exports of cultural goods to the United States also consisted mostly of jewellery (93%), with 76% in gold and 18% in silver.

In addition, India exported different cultural goods to Nigeria, the tenth-most important destination. Embroidery represented 45% of exports to Nigeria in 2013. Embroidery made of cotton or manmade fibres belongs to one of the strongest cultural export sectors of India: handloom or crafts in textiles.

Figure 51. Origin and destination of Indian cultural goods



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Indian imports of cultural goods from Asian countries increased from 22% in 2004 to 31% in 2013. In addition, the United Arab Emirates overcame the United States as the most important exporting country of cultural goods to India, with a 35% share in this trade in 2013 compared to 0.9% in 2004. Over the same period, Indian imports of cultural goods from the United States fell from 28% in 2004 to 13% in 2013.

India imported essentially articles of jewellery (mainly in gold) from the United Arab Emirates, which accounted for 99% of this trade between the two countries. The fact that the same good was largely imported and exported from the same country raises the question whether these trade flows belong to the same internal value chain (see *Box 3 and Section 1.4*).

While India imported mostly jewellery from the United States in 2013, they accounted for only 54% of Indian imports of cultural goods from that country, followed by printed books (19%). In addition, India imported a wide variety of cultural goods from China, the most important of which were statuettes and other ornamental articles in plastics (23%), followed by video games (12%) and knitted/crocheted articles (8.5%).

Turkey

In 2013, Turkey was the world's tenth-largest exporter of cultural goods. Its exports were mainly destined for the Arab States, which accounted for 49% of the top 10 trade partners' imports of Turkish cultural goods. With a 10-fold increase in value terms, the United Arab Emirates surpassed the United States as the most important destination for Turkish cultural exports in 2013. The share of these exports to the United Arab Emirates was multiplied by three compared to 2004, increasing from 12% to 35% in 2013. At the same time, Turkish cultural exports to the United States declined sharply from 31% in 2004 to only 3% in 2013 (see **Figure 52** and *Table G34*), corresponding to a similar decrease in value terms.

Jewellery (mainly in gold) was almost the only cultural good that Turkey exported to its two major trading partners, the United Arab Emirates and Iraq. In 2013, this item accounted for 99% and 97% of Turkish cultural exports to these countries, respectively. Trade in cultural goods with the Russian Federation, which is Turkey's

third-most important importing country, showed a slightly different profile. Turkish cultural exports to the Russian Federation also consisted of, in a large part, jewellery (53%). Handicrafts, such as knitted/crocheted articles and embroidery, also accounted for 25% and 14% of Turkish cultural exports to the Russian Federation, respectively.

As was the case for exports, Turkey imported mainly cultural goods from the United Arab Emirates in 2013, a share that increased from 4.6% in 2004 to 23% in 2013. China was the third-most important exporting country of cultural goods for Turkey, with a share of 18% in 2013. Otherwise, Turkey imported its cultural goods from high-income economies such as Italy, whose share was the second highest with 18%, followed by the United Kingdom (4.7%) and the Republic of Korea (4.6%). The United States, which ranked sixth in 2004 with a 7.3% share in 2004, fell to ninth position in 2013, with a 2.5% share of Turkish imports of cultural goods.

Similar to exports, Turkey imported almost exclusively jewellery articles from the United Arab Emirates, which accounted for 97% of this trade, and from Italy, whose share of these imports was 83% in 2013. Some investigation would be necessary to determine if some of these imports were re-imports or exports, and whether these traded goods were transformed or not.

Cultural imports from China, which is Turkey's third-most important trading partner, were more diverse in 2013. However, these goods still stemmed essentially from the visual arts and crafts domain, with the top three cultural goods imported being statuettes and other ornamental articles in plastics (14%), embroidery (14%) and knitted/crocheted articles (12%). Turkey also imported cultural goods from the United Kingdom, which consisted largely of printed books (42%).

To summarise, in 2013 high-income economies shared a similar profile with regard to the origin and destination of their exports and imports of cultural goods. Other than China, their main trading partners were other high-income economies. While the international trade in newspapers decreased sharply, books were still an important component of trade in cultural goods amongst high-income economies, as were goods from the fine arts (paintings,

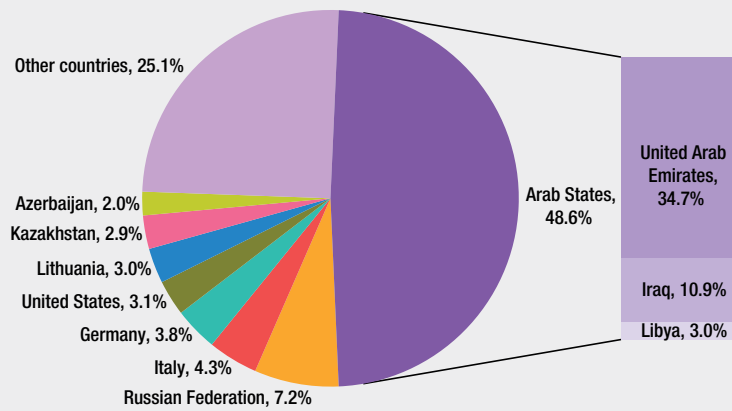
sculpture). Chinese cultural goods were imported by all top 10 countries in this trade, irrespective of their level of income.

Another important point is the high level of country concentration in cultural exports. In 2013, the top 10 destination countries for these exports accounted for more than 60% of this trade in each respective country.

Lower-income economies, such as Turkey and India, showed different patterns and regional influences in their flows of cultural goods in 2013. While Turkey's trade in cultural goods consisted almost exclusively of jewellery, India exported handicrafts in textiles along with jewellery, which were also a major component of Indian trade in cultural goods.

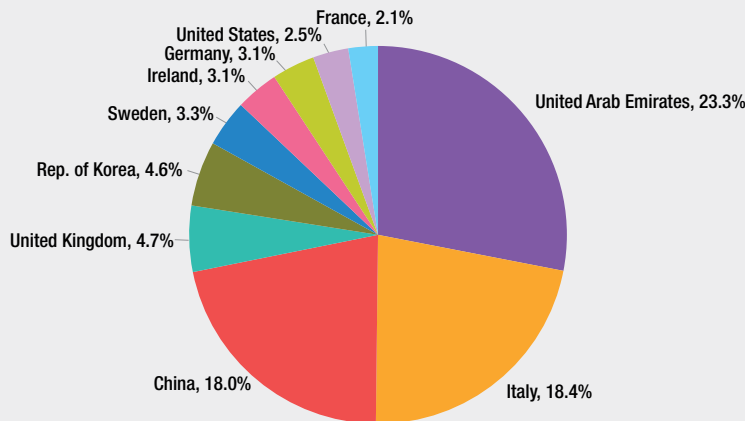
Figure 52. Origin and destination of Turkish cultural goods

Top 10 trade partners of Turkish exports, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

Top 10 trade partners of Turkish imports, 2013



Source: UNESCO Institute for Statistics (UIS) based on data from UN Comtrade, DESA/UNSD, 2015

1.4 Concluding remarks on international flows of cultural goods

Results show that the rise of China as a leading exporter in world trade started in the mid-1990s, which is also true for its growing role in the international market for cultural goods. As of 2010, China strengthened its position by becoming the leading exporter of cultural goods worldwide. While it is the main producer of these goods, China is also becoming an important importer, as it now ranks among the 20 largest importers of cultural goods. This is a reflection of the production value chain but also of the growing internal demand for cultural goods.

While the United States has lost its predominant position in the export of cultural goods, it has remained the main importer of these goods. Developed countries or high-income economies now play a smaller role in cultural exports, but they still dominate imports. At the same time, the role of emerging markets is growing in the exports of cultural goods, even if their trade in these goods is still concentrated among a limited number of countries. Between 2004 and 2013, India and Turkey strengthened their positions to become two of the leading 10 exporters of cultural goods worldwide.

The analysis shows that trade in cultural goods is driven by products from the visual arts and crafts domain, reflecting changes in cultural practices that have resulted in a decrease of consumption of physical cultural goods, such as music CDs. Exports of books are also growing at a slower pace, while newspaper and magazine exports have decreased significantly.

Developing countries are playing a major role in the global trade of crafts, such as jewellery in precious metals, but also other handmade cultural goods. High gold prices have most likely affected these results. In addition, some countries have developed some niche markets and specialised their cultural exports around a single good. While imports of cultural goods were more diversified among different countries, exports of books and press were still dominated by high-income economies.

Visual arts and crafts, and more precisely articles of jewellery and parts in precious metals, constituted the major part of exports of cultural goods. Some questions arise regarding the trade of these articles. Does this concern intra-industry trade, i.e. the same goods are imported and exported by the same country? In some cases, does this concern similar product (“horizontal trade”) with differentiated varieties (e.g. jewellery with a similar class and price range)? Or does this concern trade in “vertically differentiated” products, which are distinguished by quality and price (e.g. exports of high-quality jewellery and imports of lower-quality jewellery) (OECD, 2005). Or does a country import some parts of jewellery in gold and exports the finished articles with higher value added?

Besides China, developing countries are specialised in the production and export of crafts, jewellery in precious metals and statuettes. Developed countries are still exporting and importing mostly amongst themselves and mainly two cultural goods: books and fine arts (paintings and sculpture). However, trade in cultural goods has started to become more diversified in terms of both types of goods and trading partners. International flows of goods from the performance and celebration and recorded media domains significantly weakened, revealing new practices in consumption and profound transformations in this industry.

These results do not necessarily reflect trends in the international art market, as customs data exclude trade in cultural goods with extremely high values. Moreover, no definitive conclusions regarding cultural goods from the audiovisual and interactive media domain can be drawn from customs statistics. Trade in audiovisual goods often occurs between different international branches of the same company, which needs to be tracked with alternative data. As the characterisation of these products is limited to their physical media, most of the current trade in this domain is captured by services data. The next section of this report uses different data sets in order to provide a complementary analysis of cultural trade.

2. International trade of cultural services

Services play an increasing role in the creation of economic wealth, accounting for more than two-thirds of global gross domestic product (WTO, 2010). To get a more accurate picture of cultural flows, an analysis of complementary services data is needed.

2.1 NEW TOOLS FOR IMPROVED MEASUREMENT OF TRADE IN CULTURAL SERVICES

The Internet and digitisation have transformed the production and consumption of cultural goods. While listening to music required the purchase of physical media in the past, an individual can now have a virtual music library and listen to streamed music. The shift in cultural practices has impacted the measurement of these activities from customs statistics to services statistics.

Since the previous report on the *International Flows of Selected Cultural Goods and Services, 1994-2003* (UNESCO-UIS, 2005), several improvements to culture services trade statistics have been made at different levels, including in methodology, data availability and classification.

New methodology

In 2010, the inter-agency Task Force on Statistics of International Trade in Services⁸ released the updated *Manual on Statistics of International Trade in Services* (TFSITS, 2012), replacing the 2002 version. The UIS contributed to the 2010 manual to improve international standard classifications in regard to the measurement of culture. As in many other classifications, cultural services are spread across different items of the Extended Balance of Payments 2010 (EBOPS). To overcome this issue and to clarify the scope of cultural services, the definitions of EBOPS

categories related to culture were clarified and a complementary grouping “cultural transactions” was added in the updated manual. This grouping follows the *2009 UNESCO Framework for Cultural Statistics* (FCS) definitions and compiles all services and goods related to culture within EBOPS for analytical purpose (see Annex V). This section covers only the services component of this grouping as described in **Table 3**⁹ which provides a link to the 2009 UNESCO FCS domains.

This report was written during a transition phase of the implementation of EBOPS 2010. Hence, as of 2014, some countries have started collecting the main services aggregates using EBOPS 2010. In 2015, international agencies, such as the IMF, UNCTAD-WTO and UNSD, started to publish internationally-comparable services data using the new standard. Also, since 2014, countries are not required to submit disaggregated services data to the IMF, following the 6th edition of the Balance of Payments Manual (BPM6). Consequently, during the next few years, the analysis of cultural services data will continue to be challenging. Advocacy for countries to report detailed data will be necessary.

This report uses the 5th edition of the Balance of Payments Manual (BPM5) and EBOPS 2002 classification, which offer the level of disaggregation necessary to measure cultural services. This represents a step forward compared to the 2005 report, in which only scattered data were available. This section offers an overview of the international trade of cultural services according to the 2009 UNESCO FCS for several countries from 2003 to 2012 (see *Table 3*). This section concludes with a snapshot of data using EBOPS 2010 and with additional cultural services data produced by a few countries.

⁸ Members of the Task Force (TFSITS): OECD, Eurostat, IMF, UNCTAD, UNSD, UNWTO and WTO.

⁹ Refer to page 73 of the *Manual on Statistics of International Trade in Services* (TFSITS, 2010).

Table 3. Cultural services definitions

FCS domains	Cultural services: strict definition		
	EBOPS 2010	EBOPS 2002	coefficient
Domain A: cultural and natural heritage	11.2.3: Heritage and recreational services	897: Other, personal, cultural and recreational services	1
Domain B and C: performance and celebration and visual arts ¹¹	8.4.2: Licenses to reproduce and/or distribute related products	892: Other royalties and license fees	0.3
	11.1.2: Artistic related services		
Domain D: books and press	9.3.1: News agency services	264: Information services	1
	9.3.2: Other information services		
Domain E: audiovisual and interactive media	8.4.1: Licenses to reproduce and/or distribute audiovisual products	892: Other royalties and license fees	0.3
	11.1.1: Audiovisual services	288: Audiovisual and related services	1
Domain F: design and creative services	10.2.2: Advertising, market research and public opinion polling	278: Advertising, market research and public opinion polling	0.1
	10.3.1.1: Architectural services	280: Architectural, engineering, and other technical services	0.1
Equipment and supporting material	8.3: Licenses to reproduce and/or distribute computer software	892: Other royalties and license fees	0.4
	9.2.1: Computer services	263: Computer services	1
	9.2.2: Other computer services		

Source: UNESCO Institute for Statistics (UIS) adapted from 2009 UNESCO FCS

International cooperation

Another improvement has been the closer cooperation between international organizations to improve the harmonisation and production of comparable data in services statistics. For example, in 2013, WTO, UNCTAD and ITC established the Geneva Partnership for international collection of services data (see **Box 4**). The objective is to provide countries with a common platform, tools and standards. The three international organizations share a database from which data are drawn to produce services trade statistics, including items related to cultural services.

Another example of inter-agency collaboration is in the capacity building of creative services statistics. In 2012, four international agencies – the UIS, UNSD, WTO and WIPO – jointly provided training on services statistics to countries in the Caribbean region, with a special focus on the creative industries. The UIS, WTO and UNSD wrote a proposal to advance the measurement of creative services statistics in this region (see **Box 5**). These initiatives provide a common understanding and set standards for statistics on cultural and creative services.

¹⁰ Coefficient applied to estimate the share of an individual code by domain. Several services codes are spread among different cultural domains such as 892: Other royalties and license fees.

¹¹ Both domains are combined because the level of disaggregation of services data is not detailed enough.

Box 4. The Geneva Cooperation (UNCTAD, WTO and ITC) on trade in services statistics

In the spirit of avoiding the duplication of work and developing a better use of resources, WTO and UNCTAD set up a joint compilation system on trade in services statistics (covering also the series pertinent to cultural industries) in 2011. The International Trade Centre (ITC) adhered to this compilation system in 2013.

The collaborative effort ensures the optimisation of work procedures, sharing of knowledge and enhanced transparency for users of trade in services statistics. The three Geneva-based organizations divide the work between respective teams and construct annual services trade figures by type of service in a cooperative manner. The results are published simultaneously, each organization opting for dissemination approaches pertinent to its objectives.

The ITC, WTO and UNCTAD make use of all available sources (both national and international) in order to fill in data gaps where possible and compile consistent and comprehensive series. Non-official estimates are included in the data sets and indicated clearly so that they can be easily distinguished from official statistics. These data are used to produce numerous global and regional totals. Appropriate metadata, also accessible online, complement the international trade in services data sets by the Geneva Cooperation.

Data on total services, commercial services (i.e. total services minus government services not included elsewhere), transport, travel and other commercial services are available from 1980, while more detailed services categories appear from 2000. All data are presented in US dollars.

The three agencies are now using the new recommendations outlined in the 6th edition of the IMF's *Balance of Payments Manual* and the 2010 edition of the *Manual on Statistics of International Trade in Services*. The quarterly data sets were published in November 2014 for total services and commercial services. The annual data set was published in April 2015.

Source: WTO-UNCTAD-ITC, 2015

Box 5. UIS/WTO/UNSD proposal to amend EBOPS 2010 to improve the measurement of cultural services in the Caribbean

Improving the measurement and analysis of activities in cultural and creative industries is one of the priorities in the Caribbean region. To this end, a workshop on Statistics of International Trade in Services with a special focus on creative industries was organized in Bridgetown, Barbados, 13-16 March 2012.

One of the conclusions of the workshop was that there is a need for further breakdown of the Extended Balance of Payments Services 2010 classification (EBOPS 2010) to accurately identify creative services. Consequently, the UIS, WTO and UNSD prepared a report aiming to identify additional disaggregation to enhance the measurement of cultural services in the Caribbean.

This suggestion is based on and extends to current international classifications provided in the *Manual on Statistics of International Trade in Services 2010* (MSITS 2010) and the 6th edition of the IMF's Balance of Payments Manual. Relevant codes and definitions were also included, using the *2009 UNESCO Framework for Cultural Statistics* as a reference, as well as the CPC Version 2.0. Recommendations were done keeping in mind the requirements for these statistics in the region and ensuring comparability across countries.

The proposal focuses on three services items of MSITS 2010, namely travel, charges for the use of intellectual property not included elsewhere, and personal, cultural and recreational services (*for definitions, refer to the MSITS 2010 and the EBOPS 2010-CPC Version 2.0 correspondence table*). For the Caribbean region, key services related to culture could be singled out within the items listed above to capture specific information, such as transactions of residents and non-residents travelling to attend a carnival or festival, artists travelling abroad to perform during a festival or giving a concert, non-resident groups which are using studio recording facilities, non-resident companies which are shooting a movie in the region, resident artists receiving rights from abroad on their original works (e.g. music recordings), etc. The Caribbean Community Standing Committee of Caribbean Statistics disseminated this proposal to its member states in 2014 and worked with member states in 2015 on the topic.

If similar supplementary needs are identified in other regions, these could be brought forward and submitted to the UN Inter-agency Task Force on International Trade Statistics for discussion and approval, in particular to ensure international comparability.

For more information, please refer to the Newsletter No. 9, December 2013, of the Inter-agency Task Force on Statistics of International Trade in Services available at:
http://unstats.un.org/unsd/tradeserv/tfsits/newsletter/TFSITS%20newsletter_9.pdf

2.2 ANALYSIS OF STATISTICS ON THE INTERNATIONAL TRADE OF CULTURAL SERVICES

This section analyses services data from 2003 to 2012 for 95 countries which reported at least one component of cultural services. It also provides a global overview of total estimated cultural services for around 70 countries.

The international trade of commercial services witnessed higher growth compared to merchandise trade. The trade in goods was affected more by the economic crisis in 2008 than trade in services, which accounted for approximately 20% of international trade in 2013 and more than doubled from US\$2 trillion in 2003 to US\$4.7 trillion in 2013 (UNCTAD, 2014b).

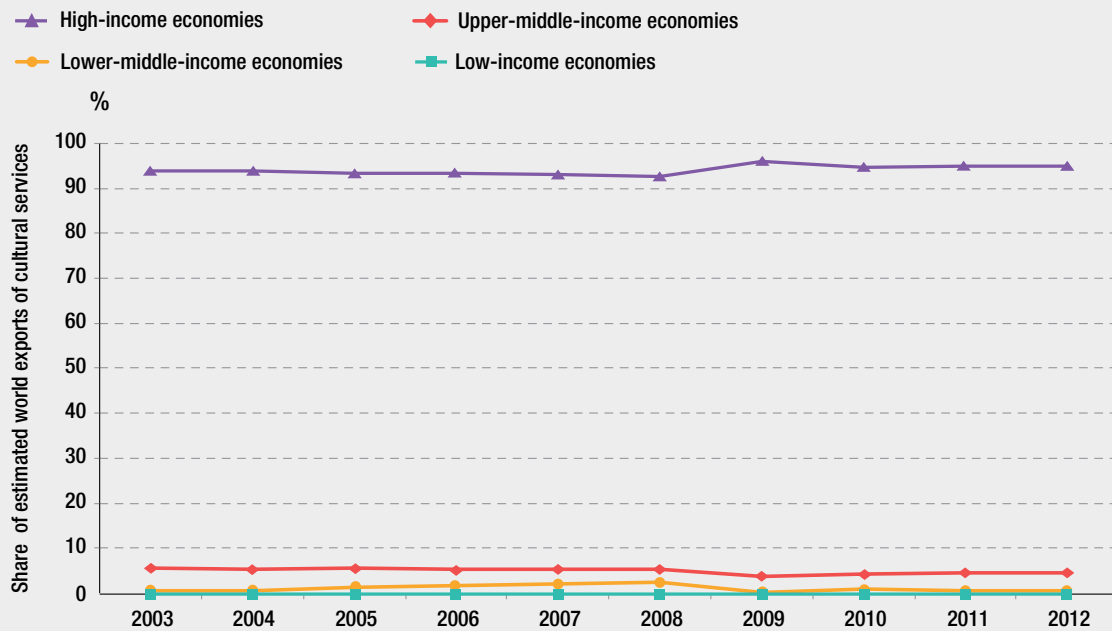
From 2003 to 2012, global exports of cultural services increased annually on average by 10%,

reaching an estimated total¹² of US\$150 billion in 2013. The impact of the economic crisis was less severe for exports of cultural services, but a slowdown was nonetheless visible. While developed countries accounted for two-thirds of world trade in services (UNCTAD, 2014b), high-income economies dominated trade in cultural services even more (see **Figure 53**). From 2003 to 2012, high-income economies accounted for more than 90% of global exports of cultural services, a figure that remained fairly stable throughout the period.

Upper-middle-income economies accounted for less than 5% of cultural services, while other income groupings were almost non-existent in this trade. The dominance of high-income economies can be related to the fact that “the share of services value added in GDP tends to rise significantly with the countries’ level of income” (WTO, 2010).

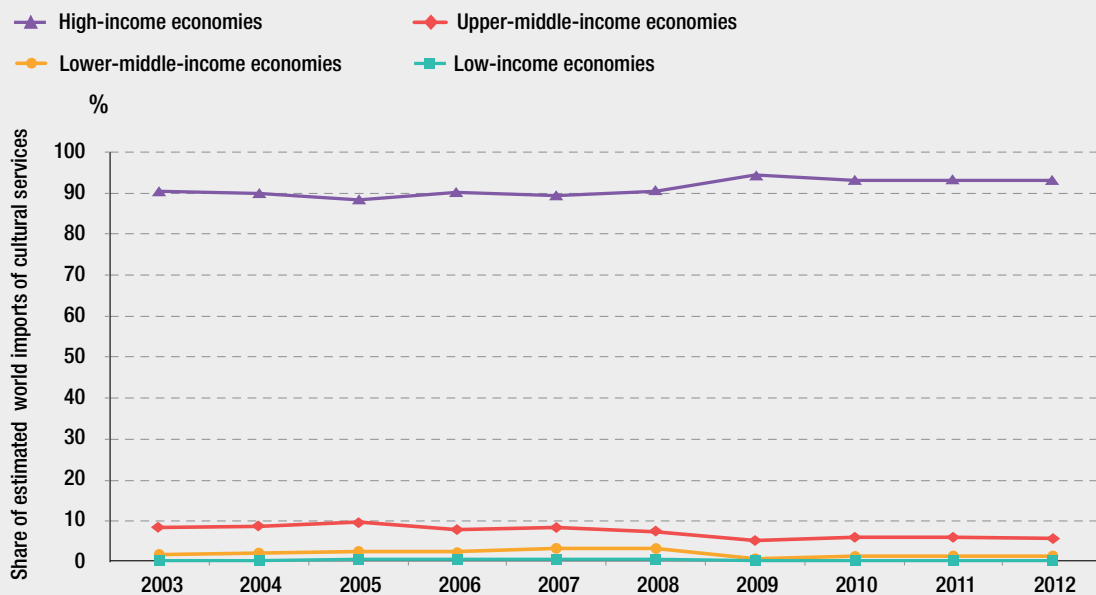
¹² Estimates based on 95 countries.

Figure 53. Share of estimated world exports of cultural services by income groupings, 2003-2012



Source: UNESCO Institute for Statistics (UIS) based on data from the UNCTAD/WTO/ITC trade in services dataset, 2014

Figure 54. Share of estimated world imports of cultural services by income groupings, 2003-2012



Source: UNESCO Institute for Statistics (UIS) based on data from the UNCTAD/WTO/ITC trade in services dataset, 2014

The same pattern was visible for global imports of cultural services. From 2003 to 2012, the value of imports increased by 11% or US\$133.1 billion. However, imports of cultural services were more affected than exports by the economic turmoil, with no growth reported for 2009 and a reduction in imports of cultural services from middle-income economies in 2011. While the share of high-income economies in this trade increased from 90% in 2003 to 93% in 2012, the share of upper-middle-income economies decreased during this period (see **Figure 54**).

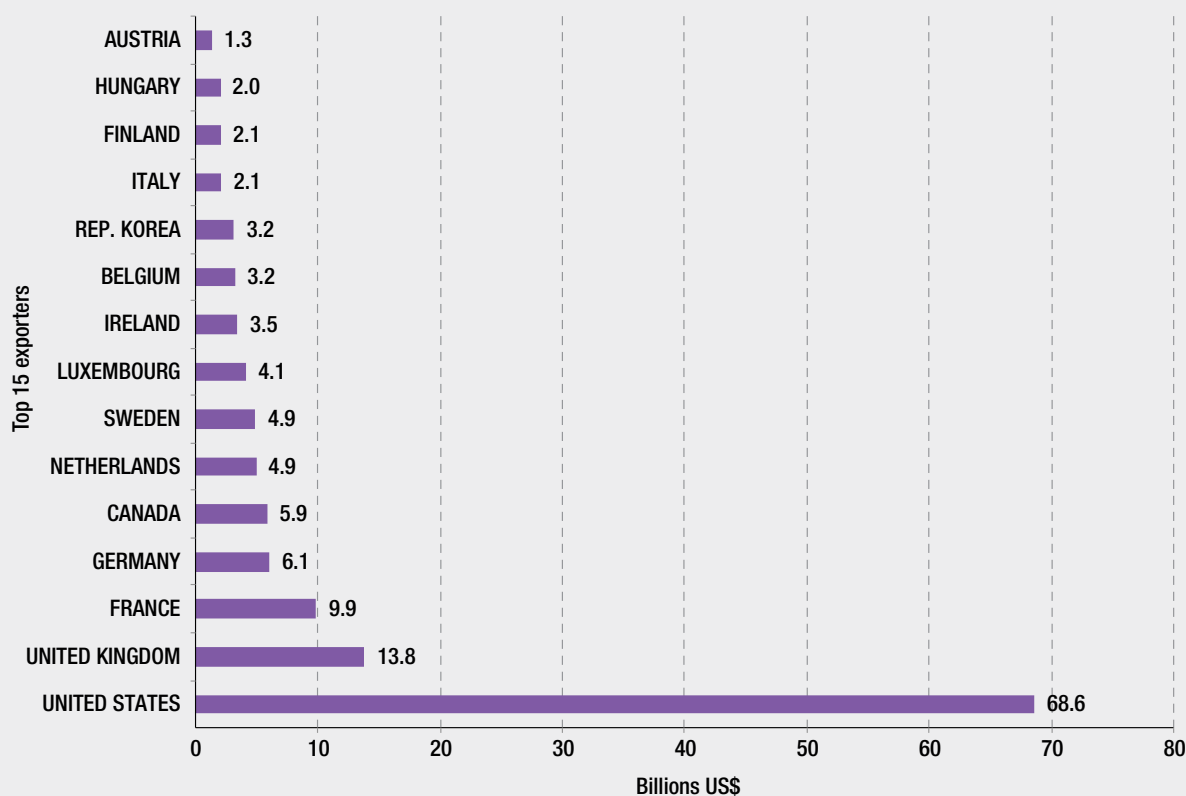
These results should be interpreted with caution, however, due to the lack of cultural services statistics in many developing countries.

The dominance of high-income economies in cultural services trade can be clearly seen in the

list of top exporters of cultural services, which are all OECD countries. In 2012, the United States was the top leader in cultural services exports, which reached US\$68.6 billion, a figure almost five times higher than the second-largest exporter, the United Kingdom (with US\$13.8 billion) (see **Figure 55**).

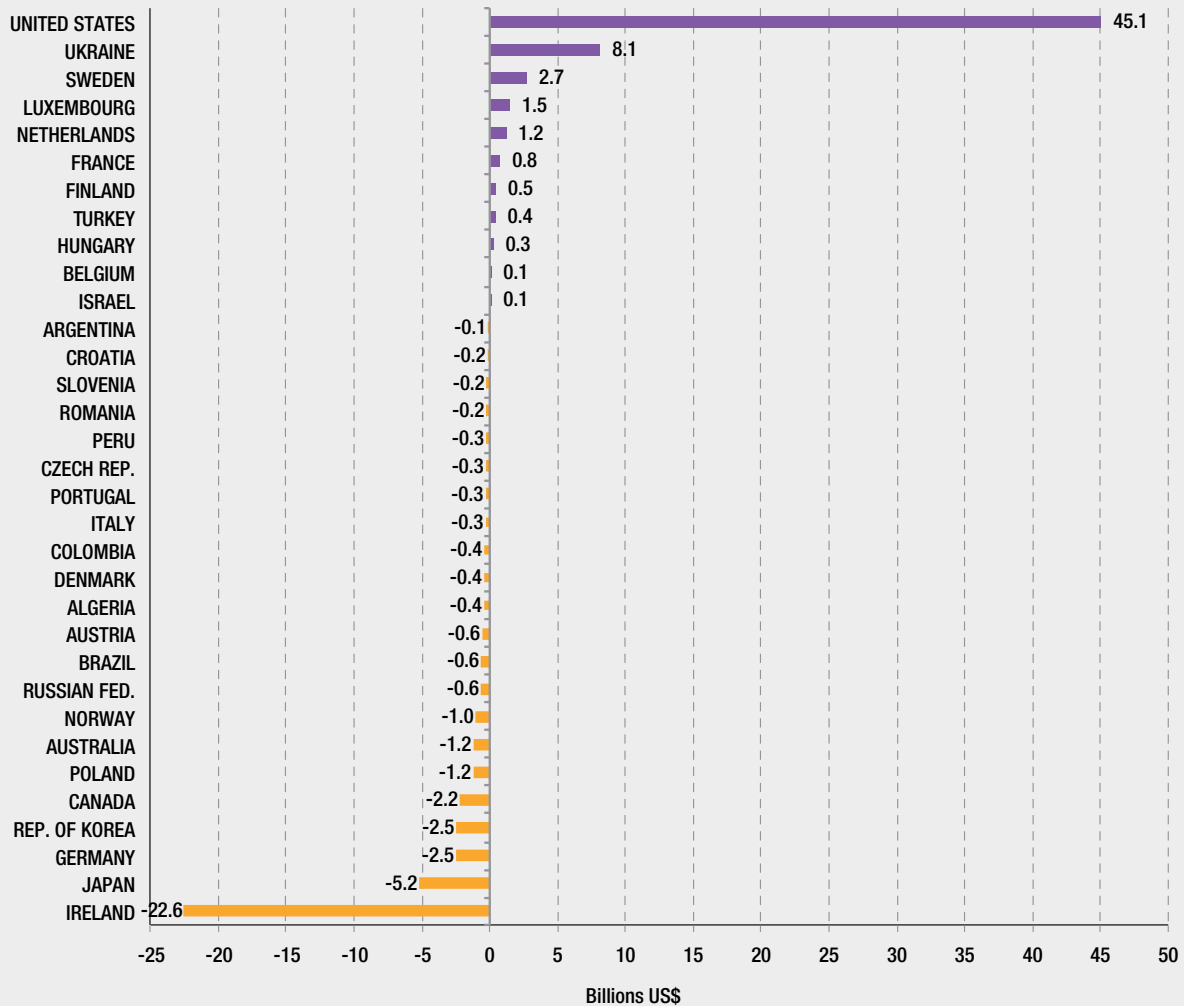
The analysis of the trade balance of cultural services indicates that in 2012 only 21 out of 67 countries listed had a positive trade balance in cultural services. In 2012, the United States was the largest net exporter of cultural services, with a positive balance of US\$45 billion (see **Figure 56**). At the other end of the spectrum, Ireland had the largest negative balance (US\$-22.6 billion) due to licences, followed by Japan (US\$-5.2 billion).

Figure 55. Exports of top 15 exporters of cultural services, 2012



Source: UNESCO Institute for Statistics (UIS) based on data from the UNCTAD/WTO/ITC trade in services dataset, 2014

Figure 56. Trade balance of cultural services for selected countries, 2012

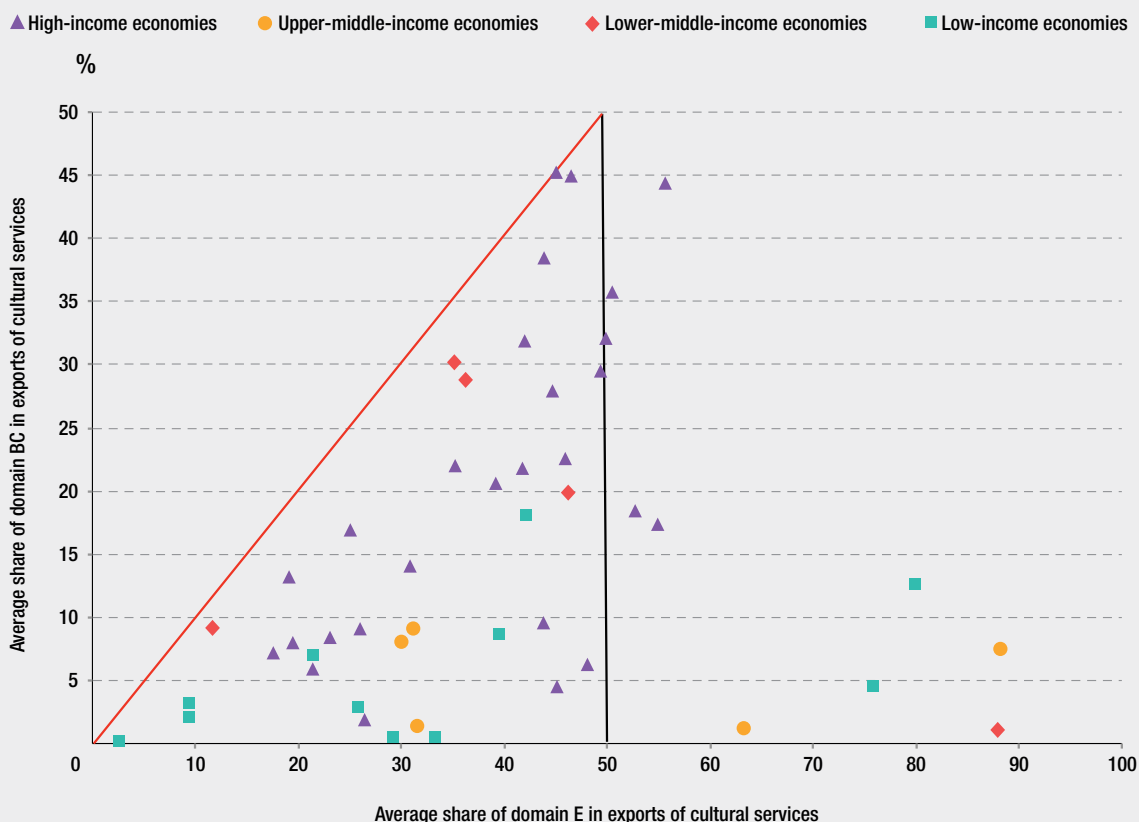


Source: UNESCO Institute for Statistics (UIS) based on data from the UNCTAD/WTO/ITC trade in services dataset, 2014

Has the net position of each country evolved favourably or less favourably after the 2008 economic crisis? An analysis of the trade coverage ratio in 2007 and 2012 as shown in **Figure 57** indicates that trade coverage in the United States declined in 2012 compared to 2007. However, the level of United States exports in cultural services remained three times higher than imports.

During the same period, the second-largest exporter – the United Kingdom – had a coverage ratio that remained the same, while it dropped for Slovakia and Luxembourg and for several developing countries, such as Argentina, Georgia, Moldova and Turkey.

Figure 58. Comparison of average shares of cultural services exports from the audiovisual and interactive media and the performance and celebration and visual arts and crafts domains, by level of income, 2003-2012

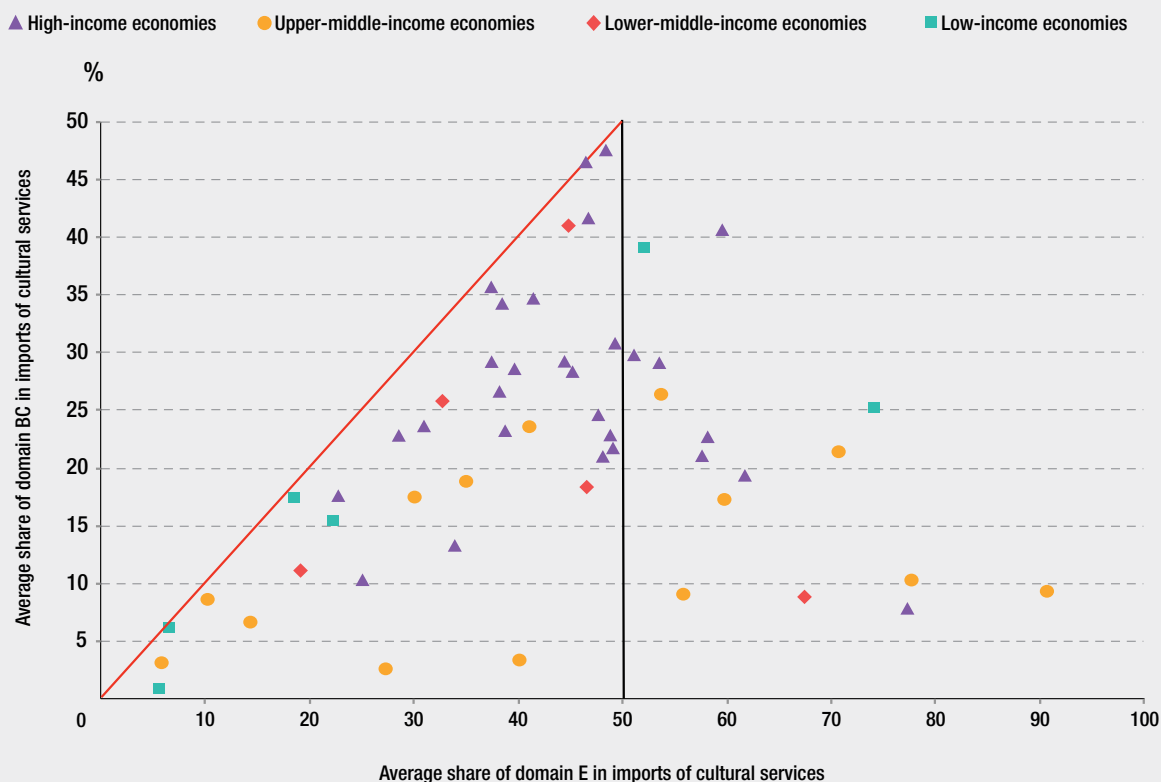


Source: UNESCO Institute for Statistics (UIS) based on data from the UNCTAD/WTO/ITC trade in services dataset, 2014

The profile of importers of cultural services is more diverse than for exporters. Audiovisual and interactive media service imports were quite prominent. Figure 59 shows that high-income economies imported primarily audiovisual and interactive media, performance and celebration and visual arts and crafts, accounting for almost 100% of cultural services imports.

From 2003 to 2012, for almost one-half of these countries, audiovisual and interactive media services represented on average more than 45% of imports per year and more than 50% of imports for 30% of the countries for which data were available. The level of cultural services imports of performance and celebration and visual arts and crafts did not exceed 50% for any country.

Figure 59. Comparison of average shares of cultural services imports from the audiovisual and interactive media and the performance and celebration and visual arts and crafts domains, by level of income, 2003-2012



Source: UNESCO Institute for Statistics (UIS) based on data from the UNCTAD/WTO/ITC trade in services dataset, 2014

To complete the data sets, the OECD publishes services statistics using national classification items in which relevant information on cultural services can be collected. **Table 4** shows interesting cultural services data can be obtained that at the country level, for example in Australia music is included in “Other charges for the use of intellectual property n.i.e.”. The data (see *Table S7*) show that Australia was a net importer of music rights. This gap increased from US\$-118 million in 2003 to US\$-184 million in 2013.

The United States is also an interesting case, where royalties associated with copyrights are broken down into two categories: “books, records, and tapes” and “broadcasting and recording of live events”. Film and television tape distribution provides relevant information on

cinema and television industries. In 2013, the United States continued to be a net exporter of film and television tape distribution services, with a US\$13.6 billion net trade balance. However, the growth of these exports from the United States, which averaged 5.7% annually, was quite lower than for imports, with an average annual growth of 32%.

The OECD has started publishing statistics using EBOPS 2010. Table 4 shows data for license fees from computer software (associated with the equipment and supporting material domain in the 2009 UNESCO FCS), which are separated from licenses for products from the audiovisual and interactive media domain. If countries follow the same logic to disaggregate data, determining the size of the cultural services trade would be greatly facilitated.

Table 4. Growth/trends for trade in selected cultural services and countries, 2003-2013

EBOPS or national categories	Exports		Imports		Net	
	Annual change 2003/13 in %	Average growth (CAGR) in %	Annual change 2003/13 in %	Average growth (CAGR) in %	Annual change 2003/13	End year*
Australia						
<i>Architectural, engineering and other technical services</i>	195.82	11.46	950.71	26.52	-736.58	
<i>Computer services</i>	88.33	6.54	130.43	8.71	-193.69	
Hardware and software consultancy	62.01	5.51	104.44	8.27	-207.52	-1
Other computer and information services	601.75	21.51	402.39	17.52	-62.79	
<i>Charges for the use of intellectual property n.i.e.</i>						
Licenses to reproduce and/or distribute computer software	176.24	11.95	238.15	14.50	261.27	-1
Other charges for the use of intellectual property n.i.e.: Music	84.69	7.05	62.39	5.53	56.14	
Canada (EBOPS 2010)						
<i>Architectural, engineering and other technical services</i>	137.53	9.04	220.77	12.36	40.64	
<i>Charges for the use of intellectual property n.i.e.</i>	35.53	3.09	100.48	7.20	180.91	
Licenses to reproduce and/or distribute computer software	-5.19	-0.53	166.71	10.31	-979.86	
Licenses to reproduce and/or distribute audiovisual and related products	152.85	9.72	155.26	9.82	157.94	
<i>Audiovisual and related services</i>	85.00	6.34	48.16	4.01	-133.15	
New Zealand						
<i>Royalties and license fees</i>	119.14	10.30	99.56	9.02	93.68	-2
Other, software royalties and license fees	129.87	10.96	97.05	8.85	89.79	-2
Software royalties and license fees	209.06	11.94	179.82	10.84	157.89	
United States						
<i>Other royalties and license fees</i>	84.60	7.05	86.39	7.16	83.65	-1
Books, records, and tapes	229.18	14.15	284.79	16.15	121.31	-1
Broadcasting and recording of live events	225.10	14.00	750.00	26.84	-1,015.58	-1
General use computer software	863.31	28.62	914.94	29.37	853.14	-1
<i>Film and TV tape distribution</i>	65.11	5.73	1,071.68	31.45	41.41	-1

Source: UNESCO Institute for Statistics (UIS) based on OECD (2014), "Trade in services: national classification items", OECD Statistics on International Trade in Services (database)

* Difference with end year reference.

2.3 CONCLUDING REMARKS ON THE INTERNATIONAL FLOWS OF CULTURAL SERVICES

This analysis has provided some insights into the key components of cultural services. In contrast to flows of cultural goods, the international trade in cultural services is highly dominated by high-income economies. Audiovisual services have overtaken a large part of this trade. Data on cultural services for most developing countries are lacking due to their weaker statistical capacity but also because they are not as involved in the trade of cultural services.

While available statistics enable analysis of trade at the global level, it is much more difficult to analyse bilateral flows of individual service sectors by mode of supply, given the lack of adequately disaggregated data (UN et al., 2012). The 2010 Manual on Statistics of International Trade in Services (MSITS) recommends collecting complementary data to complete the picture of trade flows. The next section discusses a selection of these data that are relevant to the international flows of cultural services.

3. Globalisation of cultural flows

Traditional trade statistics, which are usually associated with a single country, are not adequate to accurately measure trade in a global context. Several components of the same good or service may be produced in one country and assembled in another one. The analysis of trade in cultural goods showed that in some cases the same good (e.g. article of jewellery) was both imported and exported among countries. In addition, monetary flows can occur between the headquarters of a multinational company located in one country and its affiliate located in another one. How can this be accurately measured? This section presents statistics specifically applied to culture flows that are being developed to complement traditional trade statistics. They are foreign affiliate statistics and foreign direct investment statistics.

3.1 INTRA-FIRM TRADE, FOREIGN AFFILIATE STATISTICS (FATS) AND FOREIGN DIRECT INVESTMENTS (FDI) IN THE CULTURE SECTOR

3.1.1 Which data measure flows in the film industry?

Globalisation has impacted the film industry, resulting in the internationalisation of the entire value chain (from creation to consumption) of a movie. The popularity of blockbusters worldwide demonstrates the globalisation of film consumption. For example, Warner Bros. Pictures claimed that 62% of its box office sales were generated internationally in 2013.¹⁴ As shown in **Figure 60**, at least one-half of the top 10 movies seen in 2012 and 2013 were the same movies in 71% of the countries surveyed.¹⁵ This shows that the same movies are viewed around the world.

Some countries distinguished themselves in that at least one-half of the most popular movies viewed locally were national movies. These countries include big movie producers, such as

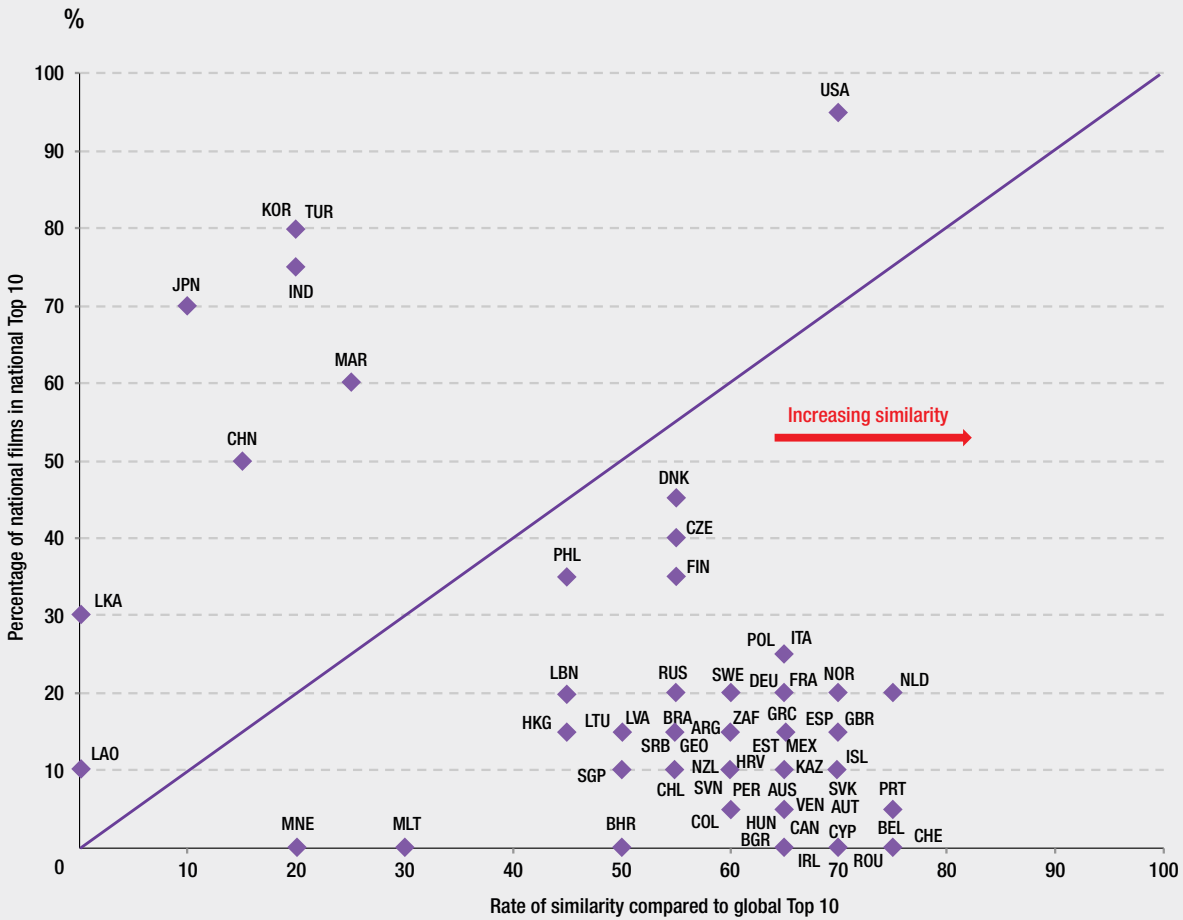
China, India, Japan, Morocco, the Republic of Korea, Turkey and the United States. National policy measures, such as quotas for national movies shown in theatres, could also explain the large shares. However, these data are not collected via traditional trade flows data.



¹⁴ <http://www.warnerbros.com/studio/about/company-overview>

¹⁵ The indicator on the degree of similarity measures the likelihood that viewers in many countries are watching the same top 10 movies and compares the global top 10 films with national top 10 films using data on release in theatres. The percentage of nationally-produced films in the national top 10 indicates the degree to which local films are important in the domestic market within a given country.

Figure 60. Diversity versus homogeneity of top 10 films viewed globally, 2012-2013



Source: UNESCO Institute for Statistics (UIS) Feature Film Statistics Database, 2015

Movie production can involve stakeholders from different countries. It is hard to capture this information since customs data usually indicate only one country of origin. In addition, many multinationals are involved in movie-making. This corresponds to Mode 3 of services statistics (see Table A2), which concern services supplied through physical presence abroad. In addition, it is important to note that many of the flows in cultural services occur between headquarters and affiliates. Foreign affiliate statistics (FATS), which measure flows of services provided by foreign affiliates, cover “services delivered through locally established, but foreign-controlled enterprises” (TFITS, 2012). Foreign affiliates in the audiovisual sector span a wide range of activities, from film production and distribution to exhibition. They

can also be active in television broadcasting and video on demand. The European Audiovisual Observatory indicated that foreign affiliates identified as established and operating in the European Union increased by 22%, from 833 in 2008 to 1,019 in 2013 (European Audiovisual Observatory, 2014). No global data on FATS revenues are available for the film industry. Intra-firm trade in other cultural sectors is discussed in Section 3.1.2.

Foreign direct investment (FDI) data track direct investment into an entity of a particular country representing at least 10% of the voting power of a corporation (enterprise) (TFITS, 2012), which is usually one of the preconditions for establishing a commercial presence abroad. FDI data can

shed light on commercial partnerships among different countries. The 2010 MSTIS recommends collecting these data along with FATS and services data, but for the culture sector, only scattered data were available in 2015.

Table 5 shows inward and outward flows of FDI for a small sample of European countries in 2012. These flows refer to the net share of sales and loans between a parent company and its affiliates.¹⁶ In 2012, the Netherlands recorded the highest inward and outward flows for motion picture, radio, television and other entertainment

activities, representing US\$1.4 billion and US\$3.3 billion respectively. The balance of FDI flows being positive for the Netherlands means that this country invested more in motion picture, radio, television and other entertainment activities abroad than other countries invested in the same sector in the Netherlands in 2012. Meanwhile, Germany and Luxembourg showed negative inward flows indicating that some payments were due from one or several affiliates in Germany and Luxembourg to one or several parent companies in another country. FDI data can also be affected by changes in price, volume and exchange rates.

Table 5. Foreign direct investment in motion picture, radio, television and other entertainment activities, 2012

Country	Foreign direct investment in 2012	
	Inward flow in US\$ Mil	Outward flow in US\$ Mil
Luxembourg	-1,630 ⁻¹	154.4 ⁻¹
Finland	-204.3	-14.1
Germany	-106.7	52.7
Romania	-20.6	-16.7
Belgium	-10.3	45
Greece	32.1	10.3
Austria	60.4	1.3
France	95.1	-84.8
Netherlands	1,439.20	3,330.8

Note: -1: Reference year 2011.

Source: Investment Trade, International Trade Center, 2015

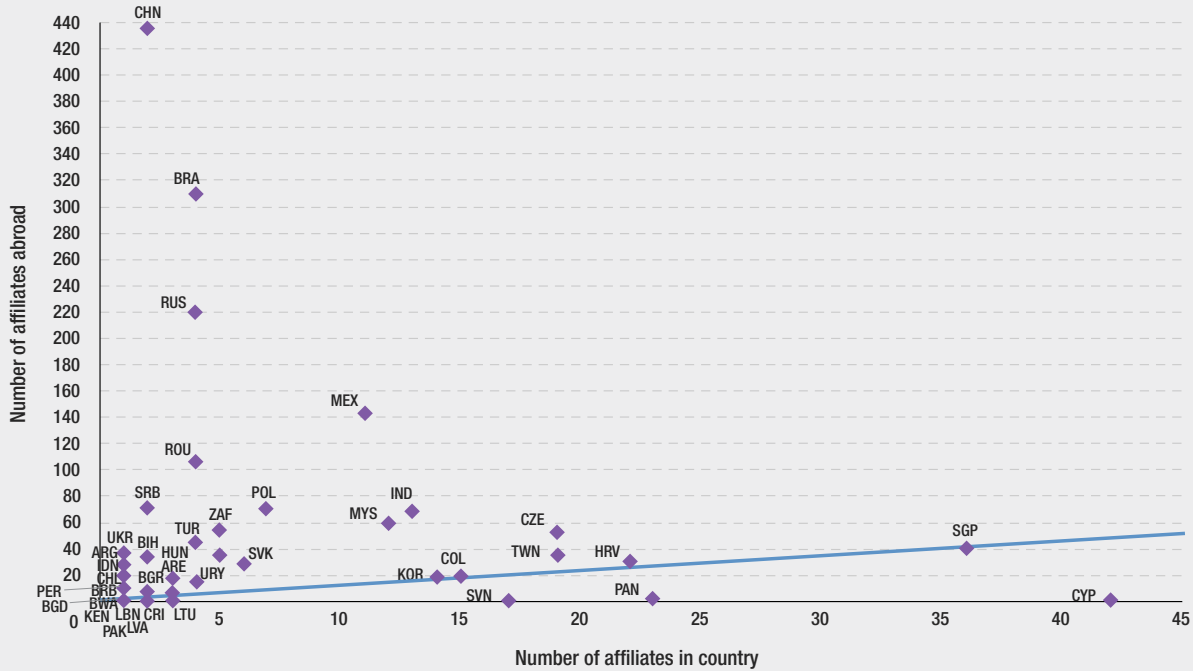
3.1.2 Measuring intra-firm trade in other culture sectors

Intra-firm trade, i.e. trade between parent companies and their affiliates abroad, is common in several culture sectors. While traditional trade statistics for services and FATS are developed to measure the supply of services by foreign affiliates, they are also developed to measure the increasing phenomenon of intra-firm trade. In the United States, trade with affiliates of multinational enterprises accounted for 27% of service exports and 28% of imports in 2013 (BEA, 2014).

As shown in **Figure 61**, BRIC countries now have a significant presence abroad. With more than 100 affiliates abroad in publishing, printing and recorded media, China (436), Brazil (310) and the Russian Federation (219) had the highest numbers among the BRIC countries in 2012, while the number of foreign affiliates in their country for the same industries was significantly lower, with 2, 4 and 4 foreign affiliates, respectively.

¹⁶ For additional information, refer to UNCTAD-ITC Glossary at: <http://www.investmentmap.org/glossary.aspx>

Figure 61. Number of affiliates in country and abroad for two selected industries: publishing and printing and reproduction of recorded media, 2012



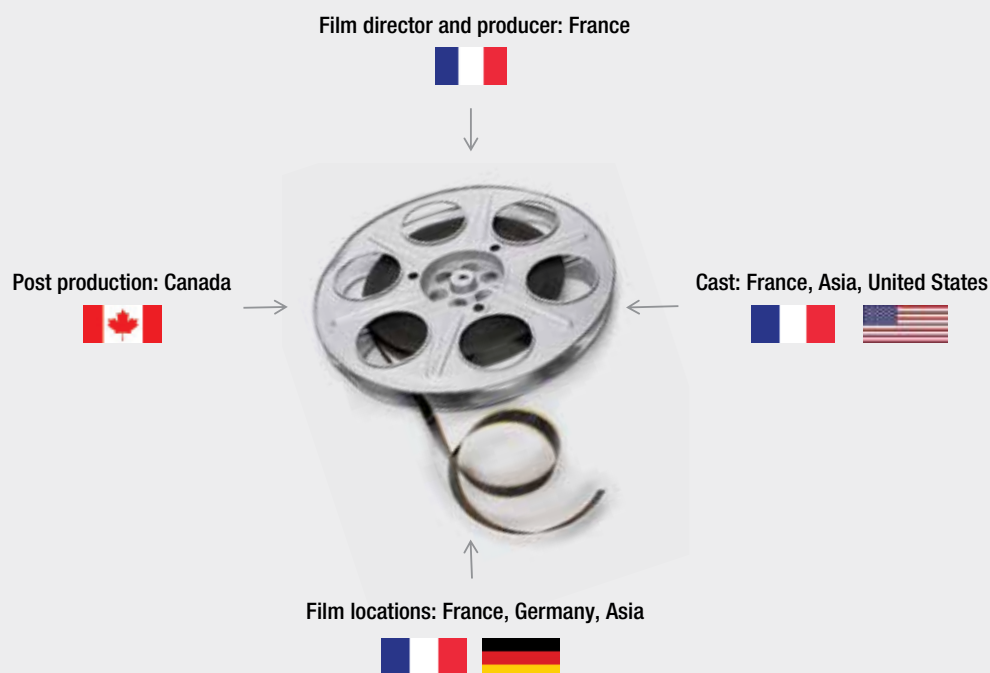
Source: *Investment Trade, International Trade Center, 2014*

Box 6. Measuring trade in value added terms for cultural industries: The globalisation of the cultural industry

Today, a large part of the products consumed all over the world are produced within Global Value Chains (GVCs) where economies and companies specialise in specific steps of the production process. This includes any type of good or service, including cultural products. For example, the production of a movie entails numerous stages, from the investment phase to the production, distribution and exhibition phases that can be performed in different countries.

Figure 62 presents the example of the film “Lucy” (2014) from French film director, Luc Besson. It shows the various geographical origins of major steps in the production of the movie. For instance, the film was shot in ten different locations in three countries.

Figure 62. An illustration of the globalisation of cultural products: The movie “Lucy”



From a trade perspective, the companies and countries involved in the production chain of a movie exchange goods and especially services among each other. Conventional trade statistics present some biases in depicting this new trade reality. They do not specify the various geographical origins of a good or service produced within GVCs and cumulate the values of intermediates used at various production stages. The emergence of “trade in tasks” calls for new ways of measuring and analysing trade to complement conventional trade statistics. This is why the WTO embarked on a project to measure trade in value added terms.

Measuring trade in value added terms

Disentangling the value added in international production chains relies on the use of international input-output tables, which gather data on national accounts and bilateral trade of goods and services into a consistent statistical framework. These data sets make it possible to link production processes within and across countries and industries.

In June 2011, the WTO Statistics Group launched the Made in the World Initiative (MIWI) to promote the idea of estimating trade in value added terms, notably through the use of international input-output tables and trade through GVCs in general (see <http://www.wto.org/miwi>). The project has been carried out in close cooperation with national and international organizations and has led to the first interactive database fully dedicated to trade in value added, jointly released by the OECD and WTO in January 2013 and updated in May 2015, with a wider country, industry and period coverage (see <http://oe.cd/tiva>).

The estimation of trade in value added leads to the itemisation of gross exports into the domestic and foreign value added contents, as well as giving new light to traditional trade indicators, like trade balance or revealed comparative advantage. The indicators in the OECD-WTO Trade in

Value Added (TiVA) database are based on the OECD inter-country input-output (ICIO) tables. They cover goods and services and are available by partner and sector. TiVA currently provides free access to indicators for some 61 economies, 34 industries and covers 7 years, with three historical benchmarks for 1995, 2000 and 2005, and the period 2008 to 2011. The TiVA database can be accessed through the OECD and WTO MIWI websites.

From an analytical point of view, the main benefits expected from the value added approach are to better evaluate the actual contribution of foreign trade to an economy, to take into account the interconnection of national economies within production chains and to better assess the impact of the services sector on trade.

Estimating trade in cultural products in value added terms: Issues and perspective

The industrial coverage currently available in the OECD ICIO tables relies on the International Standard Industrial Classification (ISIC) Rev. 3 and does not show cultural activities (Division 92 “Recreational, cultural and sporting activities” and related sub-groups) as such. In TiVA, cultural industries are embedded in a wider aggregate “Other community, social and personal services” that contains four ISIC divisions (Divisions 90 to 93), and thus does not provide relevant indicators for the analysis of the culture sector. Moreover, only scarce data are currently made available from reporting countries for Division 92.

In fact, the more recent ISIC Rev. 4 better captures cultural industries than ISIC Rev. 3. Activities like television, music and film production, broadcasting or creative arts are available at the division level (2 digits) with detailed sub-groups. Such an aggregate position of the cultural industry in the ISIC Rev. 4 hierarchy necessarily brings a better coverage of the domain in national accounts statistics and input-output tables, serving as a base for ICIO tables. Therefore, the move of the OECD ICIO tables from ISIC Rev. 3 to ISIC Rev. 4, envisaged for 2016, will be an opportunity to better cover and compile TiVA indicators dedicated to the culture sector.

Source: WTO Secretariat, International Trade Statistics Section, 2015

The measure of intellectual property flows

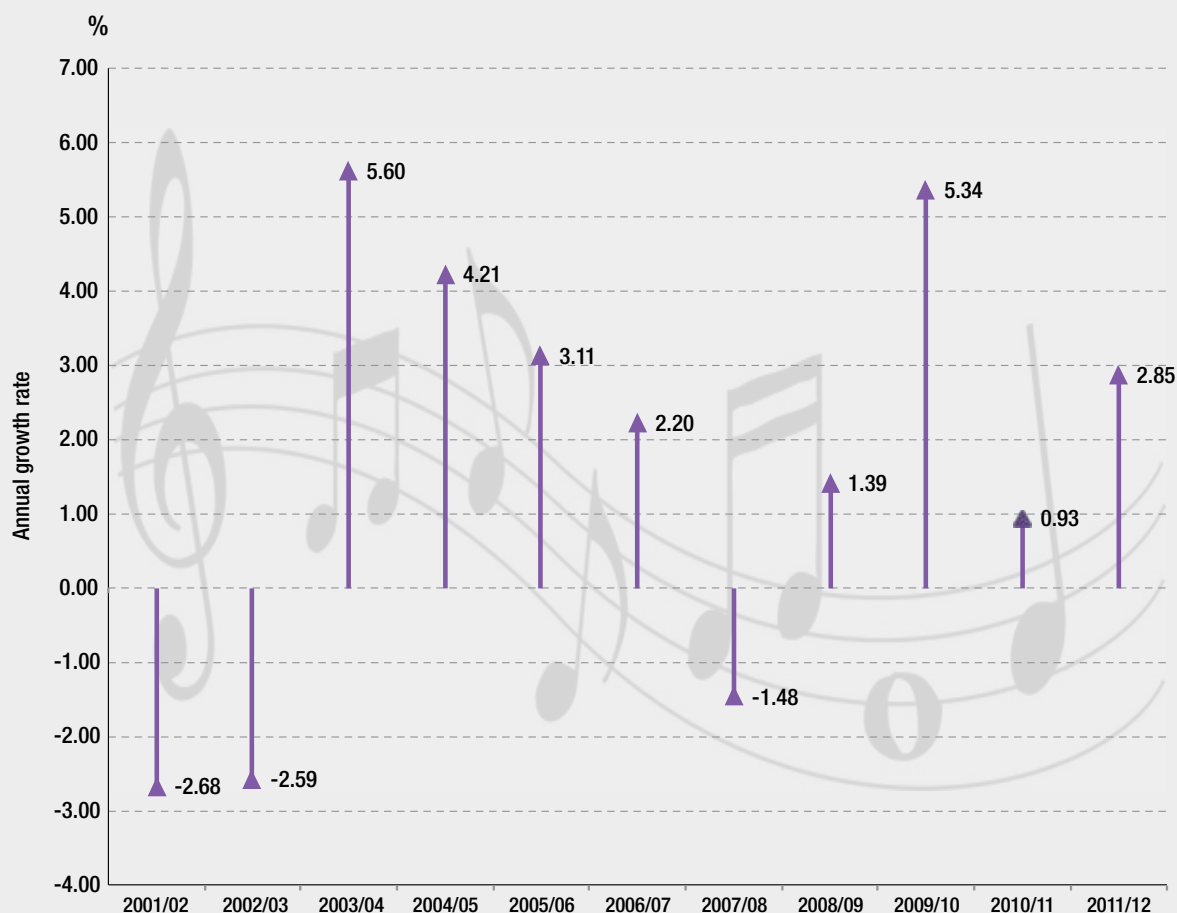
Most cultural goods are subject to copyrights. Unfortunately, services data are not detailed enough to measure international flows of royalties dedicated to culture. Collective copyright organizations aim to collect these types of data.

The International Confederation of Societies of Authors and Composers (CISAC) is an international network of collective societies in different fields, including music, audiovisual, drama, literature and visual arts. CISAC represents 227 author's societies in 120 countries and collects data on authors' revenues around the world. Gross royalty collections include, but are not limited to, public performance rights, television and radio rights, and mechanical royalties (DVDs, CDs).

In 2013, gross royalty collections amounted to €7.8 billion. **Figure 63** shows that over the last ten years the global revenues from gross royalty collections grew on average 1.7% annually from 2002 to 2012. However, this increase followed an erratic pattern showing some annual negative growth during the decade. In 2012, growth was mainly due to the dynamism of the Asia-Pacific Region, which accounted for 46% of total growth in performance/communications rights (CISAC, 2014).

While data may be detailed enough to measure intellectual property flows by type of cultural category, no information is available to identify cross-border flows.

Figure 63. Annual growth rate of gross royalty collections from CISAC members, 2001-2012



Source: Based on data from CISAC, 2013

3.2 CAPTURING INTERNATIONAL CULTURAL FLOWS IN THE DIGITAL AGE

The digital age has been characterised by the development of electronic commerce. Electronic commerce “is a method of ordering and/or delivering goods and services by electronic means, such as through the Internet or other computer-mediated networks” (IMF, 2009). The culture sector also has a presence in electronic commerce.

In terms of statistics, a printed book is considered as a good, while books, music and movies downloaded from the Internet are considered

as services. Hence, the increasing use of new devices to consume cultural products, such as smartphones and platforms such as Netflix, has generated new measurement challenges. The development of measurement tools that reflect current practices in both developed and developing countries is also required. Several activities, such as music downloads or film streaming, require strong Internet access. At present, only one-third of households in developing countries have access to the Internet, compared to 78% of households in developed countries (ITU, 2014).

The case of music

The digital age has brought new forms of music and movie flows through streaming and music downloads. They can be accessed through different platforms: CD, television streaming and music downloads on cellular phones (see **Figure 64**). While a CD is considered as a good, streaming and music downloads are services.

Usually exhaustive music catalogues are virtually hosted in a country where consumers from the entire world can access them. Revenues from physical media (i.e. mainly DVD sales) have been replaced by diverse sources of revenues, including music streaming and subscriptions. However, the decrease in sales of physical media has not been entirely compensated by revenues from digitised media. In 2014, the music industry experienced

a slight decrease (-0.4%), generating US\$14.97 billion in sales. At the same time, global digital revenues increased from US\$4 billion in 2008 to US\$6.9 billion in 2014, representing 46% of total music industry revenues (IFPI, 2015). In 2014, for the first time revenues generated through digital channels equalled those from physical media.

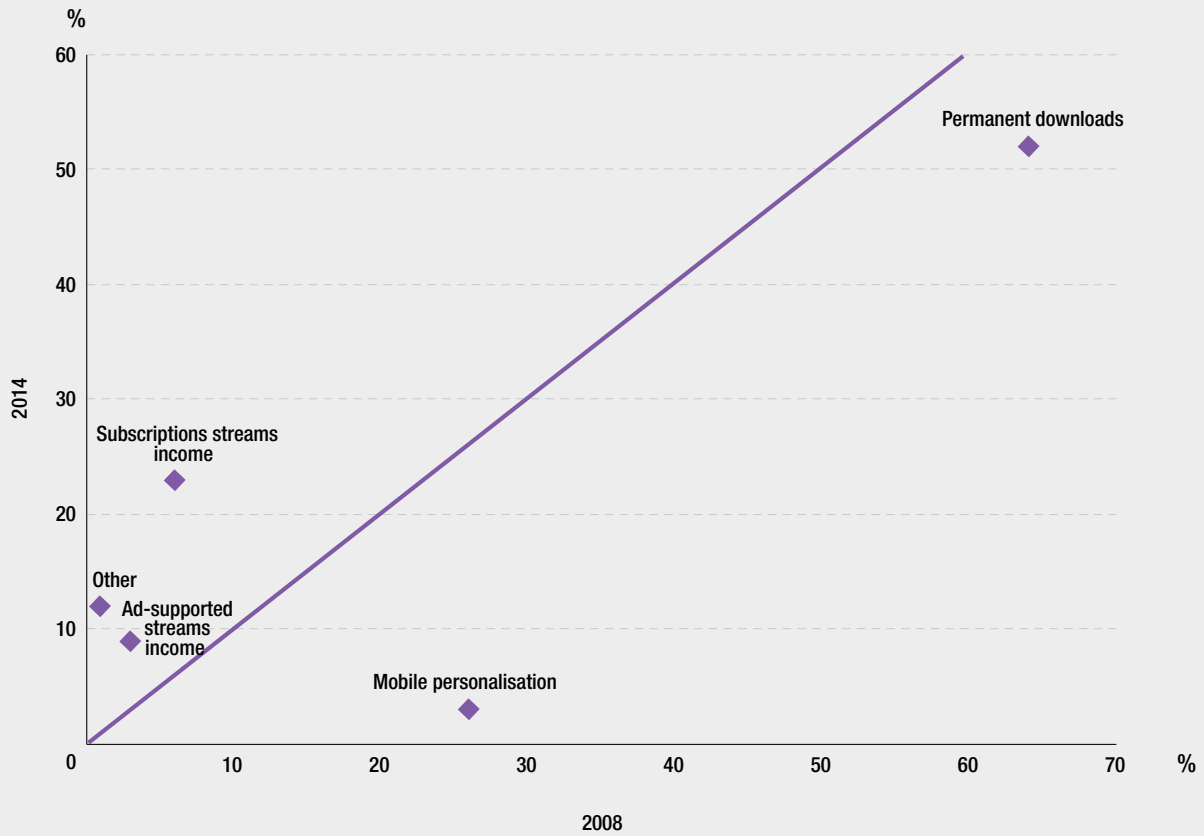
Figure 65 shows the different types of revenue that can be generated in the digital music environment. From 2008 to 2014, the share of subscriptions in total digital revenues increased significantly, rising from 6% to 23%, while digital downloads remained the major source of revenue, with a 52% share in 2014. Over the same period, digital revenue generated from mobile personalisation declined steadily, decreasing from 26% in 2008 to 3% in 2014.

Figure 64. Different platforms for listening to music



Source: UIS, 2015

Figure 65. Digital revenue by source, 2008-2014



Source: Based on data from the IFPI Digital Music Report 2015

Does the increase in subscriptions reflect a shift in consumer patterns, with less piracy practices? From a measurement perspective, how can the flows of the rights attributed to artists from their respective countries be tracked? While 87% of revenues in music came from copyrights, digital revenues to artists only represented 4% (CISAC, 2014). IFPI refers to the “value gap in digital music”

(IFPI 2015). Adapting revenue collection from copyrights to the digital age has become capital for ensuring that artists receive their share. While some national authorities are trying to regulate streaming markets by closing piracy sites, official streaming platforms are developing. How can the legal framework for copyrights be adapted to this new reality? (See **Box 7**)

Box 7. Measuring copyrighted works and their economic impacts in a changed technological environment

Technology and the Internet have triggered important changes in how creative works are produced and accessed, and how creators and copyright-based industries generate revenue. These developments have made the measurement of creative works ever more challenging.

First, reliable data on the number of copyrighted works does not exist; hence the supply of creative works cannot be accurately assessed. Legally speaking, copyright law grants moral and economic rights to the creator of a work, such as a song or a movie. It applies to “every production in the literary, scientific and artistic domain, whatever may be the mode or form of its expression”. This includes books, music, plays, choreography, photography, films, paintings, sculptures, and computer programmes and databases.

No formalities are involved when obtaining copyright; the recognition of copyright ownership is automatic. Several countries give procedural advantages to national creators who register their work. Yet, the data generated on this basis in these few jurisdictions are generally not reliable for economic analysis, since they are often not accessible in the right format and represent the entire creative and copyrighted production in the country.

An alternative route to estimate the number of existing original works could be to obtain unit counts of the number of creative works produced in a country or in a given sub-sector. These could be supplied either by industry associations or by surveys of creative sector production, as conducted by UNESCO. Currently, however, data on units of creative works produced – whether sold or not – are scarce. For instance, internationally, it is nearly impossible to identify the number of books or songs written in a given country in a reliable and comparable fashion.

This problem is compounded in the Internet age, where no central entity exists to monitor and report on the production of creative works. New genres of content emerge, such as user-created content (e.g. a video parody or music remix recorded and uploaded by an individual) or online video games, which are difficult to categorise and measure.

Second, pricing information is hard to obtain for creative works sold in various ways, including as part of online subscription packages. At times, no pecuniary price is paid by the consumer but other means of indirect remuneration, such as advertising, are used.

Third, full data are missing on the revenues generated on the basis of copyrighted works, and the respective split of these between artists, creative industries and other digital intermediaries, such as Internet music stores or video platforms. Such data are often not disclosed. Private sector associations have made progress in accounting for sales revenues generated by particular content sectors, such as the International Federation of the Phonographic Industry (IFPI) for music. Furthermore, the studies on the economic contribution of the copyright industries of the World Intellectual Property Organization (WIPO) provide an overview of the national economic contribution of the industries that operate on the basis of copyright protection.

Obtaining a clear picture from these figures on overall revenue and who earns what is harder. In particular, determining the revenue of artists remains challenging, since some revenue is based on contractual income negotiated with the content industry, some are based on collectively negotiated contracts from collective rights management organisations (CMOs), and some is based on the exploitation of copyright, such as income from concerts. CMOs collect and manage data related to the use and licensing of certain creative works, notably music.

In addition, in the online context, revenues are not generated from the sale of songs over music platforms alone. Watching a video or listening to a song on a streaming service, like YouTube or Spotify (be it based on a subscription payment or supported by advertising), will technically generate a stream of revenue which is hard to elucidate on the basis of available statistics. The main reason is that the payment schedules vary according to content genre and are thus harder to track: music subscription services generally first pay the right holders in advance before any music is streamed and consumed. Subsequently, variable payments for actual consumption follow. In the case of video platforms, no advance payments for the clearance of rights take place.

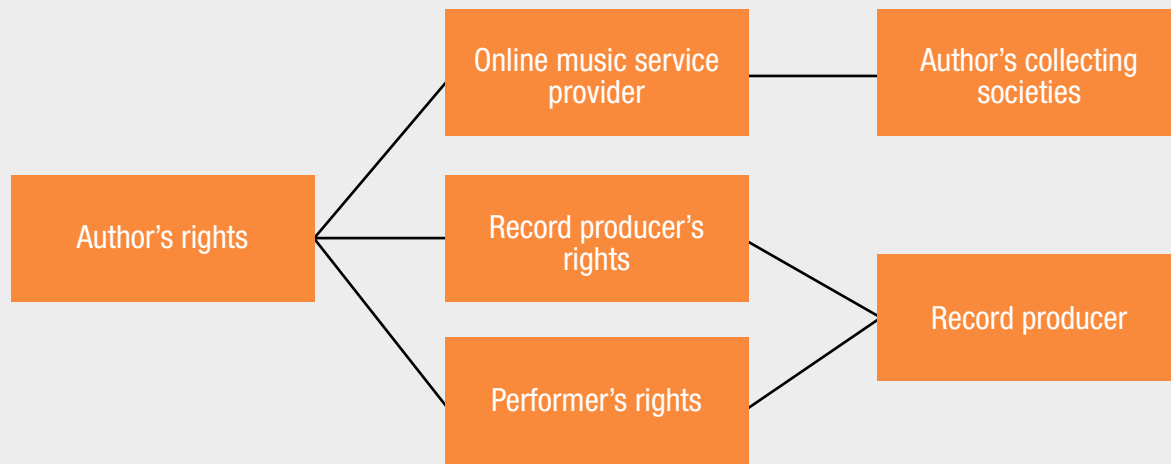
Moreover, most of the usage, download and other payment data generated by online intermediaries is proprietary, not subject to external audits and not necessarily made public. Large amounts of data sit with separate commercial providers which are hard to access and aggregate for the time being. Generating an accurate picture of online content creation and consumption is hence challenging.

Fourth, in the global market place where many works are collaborative, it becomes even more challenging to acquire exact statistics on intangible flows within national boundaries.

The Internet has also affected transaction costs related to content licensing procedures. The licensing process varies by the type of creative work. For instance, in the case of music (see **Figure 66**), if an online music service provider wants to provide a music track for download, it needs to obtain a license from three separate right holders: the track's author (the composer and lyricist), the record producer and the performer (the first being managed by CMOs and the last two usually managed by the record producer). Again, more work is needed to make data on licensing processes and related transaction costs available.



Figure 66. Example of licensing of music rights for online uses



Source: "Directive on collective management of copyright and related rights and multi-territorial licensing: Frequently asked questions". European Commission Memo, Brussels, 4 February 2014

In sum, a large research task lies ahead of statisticians and economists when it comes to assessing copyright law in the context of digitisation and the Internet. The complex linkages between composers, creators, performers and others in the online value and distribution chain – and the way revenues are split – complicate the measurement of creative works in a new digital context.

Source: Based on a WIPO Economic Research Working Paper No. 9 (2013) on "The economics of copyright and the internet: Moving to an empirical assessment relevant in the digital era", http://www.wipo.int/export/sites/www/econ_stat/en/economics/pdf/wp9.pdf (WIPO Economics and Statistics Division). For the WIPO studies on the economic performance of copyright-based industries, see <http://www.wipo.int/copyright/en/performance/>. See also Lanteri, Paolo (2013), 'A Digital Agenda in Search of Evidence: Issues and Trends', Presentation on behalf of the World Intellectual Property Organization at EuroCPR Conference ; Brussels – March 22, 2013.

4. Conclusions

Over the last ten years, the trade of cultural goods was affected by the 2008 economic crisis just as global trade in general. However, in the post-crisis era, the recovery of trade in cultural goods has been more challenging compared to all global goods, in particular for high-income economies of Europe and the United States, where the impact of the financial crisis was more severe. In 2012, the effect of the slowdown of the Chinese economy also impacted the flows of cultural goods.

This decade has witnessed the growing role of a selected number of developing countries, led by China, in exporting cultural goods. Other new key players include India, Malaysia and Turkey, which had a pivotal role in the global market of visual arts and crafts.

The data show that South-South trade of cultural goods is still limited. Most of the trade flows occur between North and South.

The increasing dominance of visual arts and crafts in exports of cultural goods is mainly due to a strong demand for jewellery in precious metals. The high price of gold, which is considered a safe haven for investment, contributes to the strength of this domain.

Data show that trade flows of cultural services are highly dominated by developed countries. This may also be due to the lack of capacity of developing countries to produce detailed cultural services statistics.

The analysis highlights the fact that heritage statistics are always limited and that complementary data need to be collected. Services statistics could provide a better tool to track heritage activities in the future.

Collecting data on international exhibitions traveling across different countries could be interesting for demonstrating the globalisation of this sector. Analysing tourism statistics to identify which international services could be attributed to cultural services, such as musicians performing abroad, could be an interesting area of investigation.

In addition, the report sheds light on new collaboration between several international organizations in the global trade of cultural goods and services, including the UIS, UNSD, WIPO, WTO and UNCTAD. This collaboration, especially in statistical capacity building, could lead to improved measurement of cultural flows and support to developing countries.

The greater complexity and multiplication of different platforms to listen to music or watch movies present challenges for developing an accurate measurement of cultural flows. The globalisation process and digitisation of production systems demonstrate the limitations of current data. Do we have to create new statistics or use different data sources? The development of global value chain data could help to improve the understanding of the real contribution that a country makes to the value of a cultural good.

An important share of practices in the trade of cultural goods and services is not tracked by official statistics but only by private companies. Do new partnerships need to be developed between the private sector and national statistical offices for effective collaboration in this area? The work that is being carried out on Big Data could provide a promising approach for the future.

References

- AfDB, OECD and UNDP (2014). "Global Value Chains and Africa's Industrialization". *African Economic Outlook 2014*. African Development Bank Group. Paris: OECD.
- (2015). "Regional Development and Spatial Inclusion". *African Economic Outlook 2015*. African Development Bank Group. Paris: OECD.
- Balassa, Carol (2011). "Introductory Speech". OECD Experts Meeting on Trade in Audiovisual Services. Paris, 19-20 April 2011.
- CISAC (2013). *Activity Report 2013*. Confédération Internationale des Sociétés d'Auteurs et Compositeurs. Paris: CISAC.
- (2014). *Activity Report 2014*. Confédération Internationale des Sociétés d'Auteurs et Compositeurs. Paris: CISAC.
- Cocq, Emmanuel, Groupe d'Économie Mondiale, Sciences Po (2011). "Trade in Motion Picture Services, Towards a Services Trade Restrictiveness Index". OECD Experts Meeting on Trade in Audiovisual Services. Paris, 19-20 April 2011.
- Cornell University, WIPO and INSEAD (2015). "Effective Policy Innovation for Development". *2015 Global Innovation Index*. Geneva: WIPO.
- Disdier, Anne-Célia, S. Tai, L. Fontagné and T. Mayer (2009). "Bilateral Trade of Cultural Goods". *Review of World Economics*, DOI 10.1007/s10290-009-0030-5. Springer Verlag.
- European Audiovisual Observatory (2014). "Television, Cinema, Video and On-demand Audiovisual Services- The Pan-European Picture". *Yearbook 2014*. ISBN 978-92-871-8017-9. Strasbourg: EAO. <http://www.obs.coe.int/en/-/pr-yearbook-2014>
- Eurostat, European Commission (2009). "*Foreign Affiliates Statistics (FATS): Recommendations Manual*". Methodologies & Working papers. 2009 edn. Luxembourg: Eurostat.
- EY (2014). *Measuring Cultural and Creative Markets in the EU - Creating growth*. France: Studio EY.
- Ferreira, Fernando and J. Waldfogel (2010). "Pop Internationalism: Has a Half Century of World Music Trade Displaced Local Culture?". *National Bureau of Economic Research*. Paper No.15964. Cambridge.
- Grimm, Alexis N. and C.S. Krishnan and U.S Bureau of Economic Analysis (2014). "Trade in Services in 2013 and Services Supplied Through Affiliates in 2012". *U.S. International Services*. http://www.bea.gov/scb/pdf/2014/10%20October/1014_international_services.pdf
- IFPI (2015). "Charting the Path to Sustainable Growth". *IFPI Digital Music Report 2015*. <http://www.ifpi.org/downloads/Digital-Music-Report-2015.pdf>
- International Monetary Fund (IMF) (2009). *Balance of Payments and International Investment Position Manual*. 6th Edn (BPM6). Washington D.C.: IMF.
- ITU (2014). "Mobile-broadband penetration approaching 32 per cent. Three billion Internet users by end of this year". *ITU releases 2014 ICT figures*. https://www.itu.int/net/pressoffice/press_releases/2014/23.aspx

OECD(2008). *Remaking the Movies: Digital Content and the Evolution of the Film and Video Industries*. Paris: OECD.

—— (2010). *Measuring Globalization: OECD Handbook on Economic Globalization Indicators*. Paris: OECD.

Sun, Peng and A. Heshmati (2010). *International Trade and its Effects on Economic Growth in China*. Discussion Paper Series. IZA DP, No. 5151. Bonn: Institute for the Study of Labor (IZA).

UN, Economic and Social Affairs (2010). *International Merchandise Trade Statistics: Concepts and Definitions 2010*. New York: UN.

—— (2011). *Culture and Development*. Resolution adopted by the General Assembly on 20 December 2010, A/RES/65/166.

UN, Eurostat, IMF, OECD, UNCTAD, UNWTO and WTO (2012). *Manual on Statistics of International Trade in Services 2010*. Geneva, Luxembourg, Madrid, New York, Paris and Washington D.C.: UN Department of Economic and Social Affairs.

UNCTAD (2014a). “Global Governance and Policy Space for Development”. *Trade and Development Report 2014*. Geneva: UNCTAD.

—— (2014b). *Key Statistics and Trends in International Trade 2014*. New York and Geneva: UNCTAD.

UNESCO (2005). *Convention on the Protection and Promotion of the Diversity of Cultural Expressions*. Paris: UNESCO.

—— (2015). A decade promoting the diversity of cultural expressions for development”. *RE/shaping Cultural Policies. 2005 Convention Global Report*. 2015 edn. Paris: UNESCO.

UNESCO Institute for Statistics (UIS) (2005). *International Flows of Selected Cultural Goods and Services, 1994-2003*. Montreal: UIS.

—— (2009). *2009 UNESCO Framework for Cultural Statistics*. Montreal: UIS.

—— (2013). “Emerging markets and the digitalization of the film industry: An analysis of the 2012 UIS International Survey of Feature Film Statistics”. *UIS Information paper no. 14*. Montreal: UIS.

WIPO (2009). “From Script to Screen: The Importance of Copyrights in the Distribution of Films”. *Creative Industries. No.6*. Geneva: WIPO.

—— (2015). *Streaming and copyright: a Recording Industry Perspective*. Geneva: WIPO Magazine. http://www.wipo.int/wipo_magazine/en/2015/02/article_0001.html

World Trade Organization (2010). *Measuring trade in services*. Geneva: WTO.

—— (2014). *International Trade Statistics 2014*. Geneva: WTO. https://www.wto.org/english/res_e/statis_e/its2014_e/its14_toc_e.htm

Wunsch Vincent, Sacha (2014). *Market Access for Digitally-Delivered Content Products and Challenges to the WTO*. Bamberg: Difo-Druck GmbH.

Wunsch Vincent, Sacha and WIPO (2014). *The Economics of Copyright & Internet: Moving to an Empirical Assessment Relevant in Digital Age*. Expert Workshop. OECD, 27 May 2014.

Annex I. Methodology

a. Methodology applied in the report

Goods data used in this report are customs statistics that were extracted in April 2015 from the UN Statistic Division database COMTRADE, which is the international trade statistics database. Goods data cover "all goods which add to or subtract from the stock of material resources of a country by entering (imports) or leaving (exports) its economic territory" (UN, 2010).

Goods data source:

United Nations Commodity Trade Statistics Database

*Department of Economic and Social Affairs/
Statistics Division*

Data are available at <http://comtrade.un.org/>

Goods data are classified according to the Harmonized System (HS), the international nomenclature based on a 6-digit code developed by the World Customs Organisation (WCO). While cultural goods are defined according to the HS 2007 in the 2009 UNESCO Framework for Cultural Services (FCS), this report uses HS 2002 to monitor trends of cultural flows as of 2004 and to get better country coverage.

Exports and imports are flows of goods entering/leaving the statistical territory of a country applying the general Trade System (UN, 2010).

Customs data are reported in current US dollars. Export valuation is Free on Board (FOB) while imports values are valued in Cost Insurance Freight (CIF).

Re-exports are defined as "foreign goods from any part of the statistical territory including free zones and customs warehouses". Re-imports are defined as "imports of domestic goods which were previously recorded as exports" (UN, 2010). The UN recommendation is to distinguish and report separately re-imports from imports and re-exports from exports. Unfortunately the great majority of countries do not make this distinction. In the COMTRADE database, fewer than 50 countries report re-exports figures and fewer than 30 countries figures for re-imports. In order to obtain consistent and comparable data, re-imports and re-exports were not deducted from data, except for Hong Kong Special Administrative Region of China.¹⁷

Cultural services

Cultural services are extracted from the joint UNCTAD-WTO-ITC database. For the purposes of this report, cultural services are classified according to the EBOPS 2002 classification while they are classified according to EBOPS 2010 in the 2009 UNESCO FCS (see *Table 3 on definitions of cultural services in main text*). As 2010 EBOPS data were available in the UNCTAD-WTO-ITC database, an equivalence could be obtained using EBOPS 2002.

¹⁷ For additional information on merchandise trade methodology, please refer to the UNSD Manual (UN, 2010).

Table A1. Cultural transactions defined in the 2010 Manual

Cultural transactions
Audiovisual transactions
Artistic related services
Licenses to reproduce and/or distribute other products
Heritage and preservation services (e.g. fees collected from exchanges of artefacts between museums from different countries)
News agency services
Other information services (excluding database and related services)
Architectural services
Advertising services (which are included in Advertising, market research, and public opinion polling)
Cultural related goods which are not covered by the above items (the list needs to be defined consistently with the products covered in services categories)

Source: *Manual on Statistics of International Trade in Services 2010, 2012*

Foreign Affiliates Statistics (FATS) and Foreign direct investment (FDI) data were obtained from the FDI database of the International Trade Center available at: <http://www.intracen.org/itc/market-info-tools/>

b. Methodological challenges

Limitations of cultural goods data

Some data limitations are due to data availability. Few low-income countries report customs data using the HS classification, and several do not report data at all. However, since their weight in international trade of cultural goods and services remains relatively marginal compared to the volume of this trade done by high-income countries, the global results may nonetheless be reasonably accurate.

The limitations of cultural goods data lie in the very nature of customs statistics. Customs data only register the value of goods declared at customs. Customs statistics record trade in goods that physically enter or leave the country. The actual market value of cultural goods is often considered to be far more important than the declared trade.

“Mirror data” refers to cross-country comparability, for example comparing exports from country A to country B, and imports of country B from country A. Several divergences can occur. First, this can be due to the difference in imports and exports valuation; imports valuation includes insurance and

transport in the final price. Time lags can occur in the registration of goods as imported from country X to the corresponding exports declared as free on board (FOB) in another country. The time of recording can also explain the difference in imports and exports value: the time at which goods are recorded in each country and the time at which services are rendered may differ considerably. Differences in valuation may also result from the different classification of cultural goods at national levels, attribution of the origin country and the use of an intermediary country.¹⁸ Mirror statistics can thus only be considered to be a rough quality assessment tool.

Specific cultural goods are difficult to track using cultural goods data. The 2010 International Merchandise Trade Statistics (IMTS) guidelines recommend recording the full transaction value of, for example, “Media, whether or not recorded except for media used for carrying customized software or software written for a specific client or original of any nature” (IMTS 2010, 1.18 p.15). To efficiently track trade in this cultural good, data for recorded media should be collected separately from data for non-recorded media, which was the case for HS 2002 but not anymore as of HS 2007. With regard to this particular cultural good, where it is important to separate blank copies data from recorded copies data, using HS 2007 will be an additional challenge in the future.

¹⁸ For more information see IMTS 2010, Cross-country data comparability, p. 66.

Most of handicraft articles are not identifiable in customs statistics. Therefore, trade in handicraft is most likely under-estimated. The separation of industrial processes from hand-made articles can be difficult in some sectors, such as the handloom industry.

Limitations of cultural services data

Culture services require detailed disaggregation, yet most of the culture codes are not mandatory. The main challenge of analysing cultural services statistics is the lack of data. The country coverage is quite small even if it has improved. This is mainly due to the statistical limitations of

countries to report cultural services statistics at a detailed level.

This report uses 2002 instead of 2010 EBOPS, therefore new items such as artistic-related services or heritage and preservation services were not identified. This fact prevents also from differentiating the performances and celebration domain from the visual arts and crafts domain.

Cultural services data refer mainly to cross-border supply and not to other forms or services such as consumption abroad, commercial presence or presence of natural persons (see **Table A2**).

Table A2. Modes of supply of cultural services in international trade

Modes of supply	Description
Cross border (Mode 1)	Both the supplier and the consumer of the cultural service remain in their respective territories <i>Example: Movie download purchased from non-resident company</i>
Consumption abroad (Mode 2)	The consumer receives the cultural service outside his or her home territory <i>Example: Foreign tourists spending on cultural activities (purchase of dance performance ticket)</i>
Commercial presence (Mode 3)	Cultural service suppliers establish (or acquire) an affiliate, branch or representative office in another territory through which they provide their services <i>Example: Foreign affiliate of an international movie company</i>
Movement of natural person (Mode 4)	An individual (either the service supplier himself or herself, if he or she is a self-employed person or his or her employee) is present abroad in order to supply a cultural service <i>Example: Earnings gained from a music group performance abroad</i>

Source: Deloumeaux, Lydia (2015). "Striking a balance: Flows of cultural goods and services" in *Reshaping Cultural Policies*. Paris: UNESCO

Conciliating trade in cultural goods and services to obtain a holistic perspective

Data from trade in cultural goods and services follow two distinct frameworks, which concern a) the customs valorisation for goods and b) the balance of payments for services. This prevents merging directly both data sets. Before they can be merged, complementary data should be compiled as well as estimations.

Distinction between these two frameworks is characterized by the following:

- The first framework concerns the valuation of the products exchanged. Exports are valued free on board (FOB) while imports are valued by cost, insurance and freight (CIF) in customs data. But for trade in cultural services, both exports and imports are covered by FOB-type services statistics. The UN thus recommends

that countries should collect data on freight and insurance separately in order to estimate FOB value and merge both types of figures. Nevertheless, obtaining this information at the lowest level of disaggregation is quite challenging.

- Other reasons for not merging customs and services data:

Services data are based on the balance of payments (BOP) concept of residence, i.e. services data track cultural services exchanged between residents and non-residents of a territory, while customs statistics are defined as goods entering (imports) or leaving (exports) a country. (IMTS, 2010)

- Concept of territory: geographical or economic territory

For more information, please refer to the 2010 Manual on Statistics of International Trade in Services.

Annex II. Glossary

Architectural services: Services provided by companies or individuals concerned with all aspects of the built environment. Services primary include the design of new residential, commercial and industrial buildings, creating architectural plans for restoring new buildings and the supervision of the construction (UNESCO-UIS, 2009).

Advertising services: Services carried out by companies and individuals mainly engaged in the planning, creation and production of advertising campaigns (UNESCO-UIS, 2009).

Craft or artisanal products: produced by artisans, either completely by hand or with the help of hand-tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product... The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant (UNESCO-UIS, 2009 and ITC, 1997).

Cultural domains: represent a common set of culturally productive industries, activities and practices that can be grouped under A: cultural and natural heritage; B: performance and celebration; C: visual arts and crafts; D: books and press; E: audio-visual and interactive media and F: design and creative services (UNESCO-UIS, 2009).

Cultural goods: Consumer goods conveying ideas, symbols and ways of life, i.e. books, magazines, multimedia products, software, recordings, films, videos, audiovisual programmes, crafts and fashion. (UNESCO-UIS, 2009)

Cultural heritage: includes artefacts, monuments, a group of buildings and sites that have a diversity of values including symbolic, historic, artistic, aesthetic, ethnological or anthropological, scientific and social significance (UNESCO-UIS, 2009).

Cultural services: Consist of the overall set of activities and supporting facilities for cultural practices that government, private and semi-public institutions or companies make available to the community. Examples of such services include the promotion of performances and cultural events, audiovisual distribution activities as well as well as cultural information services and the preservation of books, recordings and artefacts (in libraries, documentation centres, museums). Cultural services may be offered for free or on a commercial basis. Books and downloading of music or movies from the Internet are considered as services.

Design: consists of units mainly engaged in the creative, artistic and aesthetic design of objects, environments and services (UNESCO-UIS, 2009).

Electronic commerce (or e-commerce): method of ordering and/or delivering products by electronic means, such as through the internet or other computer-mediated networks. In principle, charges for electronically delivered products are included in services, while goods ordered by electronic means but supplied across the border are generally classified as goods (except that products obtained with a license to use, rather than through change of economic ownership, are included in services). (WTO)

Foreign affiliates: Foreign affiliate shall mean an enterprise resident in the compiling country over which an institutional unit not resident in the compiling country has control, or an enterprise not resident in the compiling country over which an institutional unit resident in the compiling country has control. (Eurostat, 2009)

Foreign affiliates statistics (FATS): statistics describing the overall activity of foreign affiliates. (Eurostat, 2009)

Foreign direct investment (FDI) inward: reflects the objective by a foreign entity of obtaining a lasting interest in the reporting economy (i.e. controlling more than 10% of the voting power of a resident entity). FDI positions represent the value of the stock of direct investments held at the end of the year. Direct investment positions are affected not only by financial transactions recorded prior to and during the period but also by other changes in price, exchange rates, and volume (ITC, 2015).

Foreign direct investment outward: reflects the objective by a resident entity of obtaining a lasting interest (i.e. controlling more than 10% of the voting power) in an entity of another economy. FDI positions represent the value of the stock of direct investment held at the end of the year. Direct investment positions are affected by financial transactions recorded prior to and during the period but also by other changes in price, exchange rates, and volume (ITC, 2015).

Interactive media: a media is interactive when either i) two or more objects have an effect on one another; ii) the user can effect a change on an object or within the environment (users playing videos games); iii) they involve active participation of a user; or iv) there is two way effect as opposed to one way or simple cause effect (UNESCO-UIS, 2009).

International trade in services: Refers to international transactions in services. In the context of globalization, the role of affiliates in the international supply of services is growing, which is why it is also important to consider the cultural services supplied through foreign affiliates of multinational groups (UN et al. 2010).

Natural heritage: consists of natural features, geological and physiographical formations and delineated areas that constitute the habitat of threatened species of animals and plants and natural sites of value from the point of view of science, conservation or natural beauty. It includes nature parks and reserves, zoos, aquaria and botanical gardens (UNESCO-UIS, 2009).

Performing Arts and Celebration: refers to professional or amateur performing arts activities, such as theatre, dance, opera and puppetry, as well as the celebration of cultural events (festivals, feasts and fairs), which occur locally and can be informal in nature (UNESCO-UIS, 2009).

Re-exports: Exports of foreign goods which were previously recorded as imports (UN, 2010).

Visual arts: Arts which appeal primarily to the visual sense; they are art forms that focus on the creation of works, which are primarily visual in nature, or are multidimensional objects (UNESCO-UIS, 2009).

Annex III. Composition of regions and economic groupings

GEOGRAPHICAL ZONES

Arab States

Algeria; Bahrain; Djibouti; Egypt; Iraq; Jordan; Kuwait; Lebanon; Libya; Mauritania; Morocco; Oman; Qatar; Saudi Arabia; Palestine; Sudan; Syrian Arab Republic; Tunisia; United Arab Emirates; Yemen

Caribbean

Antigua and Barbuda; Aruba; Bahamas; Barbados; Belize; Bermuda; Dominica; Haiti; Jamaica; Montserrat; Netherlands Antilles; Saint Kitts and Nevis; Saint Vincent and the Grenadines; Sint Maarten (Dutch part); Trinidad and Tobago; Turks and Caicos Islands

Central Asia and Eastern Europe

Albania; Armenia; Azerbaijan; Belarus; Bosnia and Herzegovina; Georgia; Kazakhstan; Kyrgyzstan; Mongolia; Montenegro; Republic of Moldova; Russian Federation; Serbia; The former Yugoslav Republic of Macedonia; Turkey; Ukraine

Latin America

Argentina; Bolivia (Plurinational State of); Brazil; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Dominican Republic; Ecuador; El Salvador; Guatemala; Guyana; Honduras; Mexico; Nicaragua; Panama; Paraguay; Peru; Suriname; Uruguay; Venezuela (Bolivarian Republic of)

North America and Europe

Andorra; Austria; Belgium; Bulgaria; Canada; Croatia; Cyprus; Czech Republic; Denmark; Estonia; Faeroe Islands; Finland; France; Germany; Greece; Greenland; Hungary; Iceland; Ireland; Israel; Italy; Latvia; Lithuania; Luxembourg; Malta; Netherlands; Norway; Poland; Portugal; Romania; Slovakia; Slovenia; Spain; Sweden; Switzerland; United Kingdom; United States

Pacific

Australia; Cook Islands; Fiji; French Polynesia; Kiribati; Micronesia; New Caledonia; New Zealand; Palau; Papua New Guinea; Samoa; Solomon Islands; Tonga; Vanuatu

South and East Asia

Afghanistan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China; China, Hong Kong Special Administrative Region; China, Macao Special Administrative Region; India; Indonesia; Iran (Islamic Republic of); Japan; Malaysia; Maldives; Myanmar; Nepal; Pakistan; Philippines; Republic of Korea; Singapore; Sri Lanka; Thailand; Timor-Leste; Viet Nam; Other Asia, not elsewhere specified (n.e.s.)

Sub-Saharan Africa

Benin; Botswana; Burkina Faso; Burundi; Cabo Verde; Cameroon; Central African Republic; Comoros; Congo; Côte d'Ivoire; Ethiopia; Gabon; Gambia; Ghana; Guinea; Kenya; Lesotho; Madagascar; Malawi; Mali; Mauritius; Mayotte; Mozambique; Namibia; Niger; Nigeria; Rwanda; Sao Tome and Principe; Senegal; Seychelles; South Africa; Swaziland; Togo; Uganda; United Republic of Tanzania; Zambia; Zimbabwe

WORLD BANK CLASSIFICATION BY INCOME GROUP

Economies are divided according to 2014 GNI per capita, calculated using the World Bank Atlas method.

Low-income economies (US\$1,045 or less)

Afghanistan; Bangladesh; Benin; Burkina Faso; Burundi; Cambodia; Central African Republic; Comoros; Ethiopia; Gambia; Guinea; Haiti; Kenya; Madagascar; Malawi; Mali; Mayotte; Montserrat; Mozambique; Myanmar; Nepal; Niger; Rwanda; Togo; Uganda; United Republic of Tanzania; Zimbabwe

Lower-middle-income economies (more than US\$1,045 and less than US\$4,125)

Armenia; Bhutan; Bolivia (Plurinational State of); Cabo Verde; Cameroon; Congo; Côte d'Ivoire; Djibouti; Egypt; El Salvador; Georgia; Ghana; Guatemala; Guyana; Honduras; India; Indonesia; Kiribati; Kyrgyzstan; Lesotho; Mauritania; Micronesia; Mongolia; Morocco; Nicaragua; Nigeria; Pakistan; Papua New Guinea; Paraguay; Philippines; Republic of Moldova; Samoa; Sao Tome and Principe; Senegal; Solomon Islands; Sri Lanka; Palestine; Sudan; Swaziland; Syrian Arab Republic; Timor-Leste; Ukraine; Vanuatu; Viet Nam; Yemen; Zambia

Upper-middle-income economies (more than US\$4,125 and less than US\$12,746)

Albania; Algeria; Argentina; Azerbaijan; Belarus; Belize; Bosnia and Herzegovina; Botswana; Brazil; Bulgaria; China; Colombia; Cook Islands; Costa Rica; Cuba; Dominica; Dominican Republic; Ecuador; Fiji; Gabon; Hungary; Iran (Islamic Republic of); Iraq; Jamaica; Jordan; Kazakhstan; Lebanon; Libya; Malaysia; Maldives; Mauritius; Mexico; Montenegro; Namibia; Netherlands Antilles; Palau; Panama; Peru; Romania; Saint Vincent and the Grenadines; Serbia; Seychelles; South Africa; Suriname; Thailand; The former Yugoslav Republic of Macedonia; Tonga; Tunisia; Turkey; Venezuela (Bolivarian Republic of)

High-income economies (more than US\$12,746)

Andorra; Antigua and Barbuda; Aruba; Australia; Austria; Bahamas; Bahrain; Barbados; Belgium; Bermuda; Brunei Darussalam; Canada; Cayman Islands; Chile; China; China, Hong Kong Special Administrative Region; China, Macao Special Administrative Region; Croatia; Cyprus; Czech Republic; Denmark; Estonia; Faeroe Islands; Finland; France; French Polynesia; Germany; Greece; Greenland; Iceland; Ireland; Israel; Italy; Japan; Kuwait; Latvia; Lithuania; Luxembourg; Malta; Netherlands; New Caledonia; New Zealand; Norway; Oman; Poland; Portugal; Qatar; Republic of Korea; Russian Federation; Saint Kitts and Nevis; Saudi Arabia; Singapore; Sint Maarten (Dutch part); Slovakia; Slovenia; Spain; Sweden; Switzerland; Trinidad and Tobago; Turks and Caicos Islands; United Arab Emirates; United Kingdom; United States; Uruguay; Other Asia, not elsewhere specified (n.e.s.)

Annex IV. Statistical tables

Section a. Cultural goods

Table G1. Total exports of cultural goods by country, 2004-2013

Country	Exports (in millions US\$)				
	2004	2005	2006	2007	2008
Afghanistan	29.92
Albania	0.46	0.30	0.39	0.42	0.44
Algeria	2.08	1.63	1.49	1.76	1.79
Andorra	5.47	5.81	6.49
Antigua and Barbuda
Argentina	89.33	112.37	124.90	111.03	121.27
Armenia	34.24	34.88	36.06	29.03	23.43
Aruba	...	0.58
Australia	538.28	528.29	630.39	686.44	696.12
Austria	1,969.20	2,067.16	2,310.57	2,375.06	2,579.98
Azerbaijan	1.24	3.44	0.67	3.10	2.42
Bahamas	0.72	...	0.56	1.26	4.76
Bahrain	2.81	7.08	3.88	7.43	12.78
Bangladesh	10.71	11.81	13.26	19.94	14.09
Barbados	...	9.59	18.66	3.23	21.73
Belarus	55.68	44.74	48.74	66.56	70.43
Belgium	2,032.44	2,024.43	1,941.85	2,263.89	2,477.20
Belize	...	0.09	0.68	0.43	0.01
Benin	0.08	1.86	0.98
Bermuda
Bhutan	...	8.19	70.25	0.84	0.68
Bolivia	64.61	67.53	76.48	74.90	74.22
Bosnia Herzegovina	5.99	5.87	7.03	9.14	14.28
Botswana
Brazil	192.20	203.65	231.37	214.00	244.37
Brunei Darussalam	1.97
Bulgaria	29.86	39.70	51.06	89.06	103.71
Burkina Faso	1.11	1.06	...	0.94	0.74
Burundi	0.02	0.05	0.03
Cabo Verde	0.12	...
Cambodia	25.19	39.62	4.12	11.43	2.85
Cameroon	...	0.34	0.99	0.61	0.55
Canada	2,524.34	2,711.57	2,618.60	2,743.33	2,313.94
Cayman Islands
Central African Republic	0.00	...	0.06
Chile	34.12	43.70	40.72	78.23	57.84
China	10,481.27	12,843.90	15,710.78	18,557.43	22,474.01
China, Hong Kong SAR	1,238.37	1,277.80	1,311.48	1,578.62	1,486.10
China, Macao SAR	66.84	59.20	74.39	94.02	109.58
Colombia	226.66	238.68	242.96	344.69	428.60

Exports (in millions US\$)					Country
2009	2010	2011	2012	2013	
...	Afghanistan
1.08	3.24	1.71	1.07	4.50	Albania
1.37	1.27	0.78	0.47	0.28	Algeria
...	Andorra
...	0.57	Antigua and Barbuda
100.54	109.09	112.63	108.01	76.56	Argentina
11.53	13.75	12.99	13.80	21.88	Armenia
1.33	3.98	6.73	4.61	8.55	Aruba
585.71	668.90	1,078.81	941.62	807.34	Australia
2,180.79	2,340.68	2,574.72	1,941.14	2,146.83	Austria
0.95	2.06	2.84	5.22	2.01	Azerbaijan
1.72	0.96	2.15	2.53	2.53	Bahamas
19.66	18.40	2.70	95.49	...	Bahrain
12.58	11.10	11.96	Bangladesh
16.72	9.82	9.75	37.55	9.54	Barbados
54.22	60.28	55.46	53.72	71.95	Belarus
1,978.27	1,627.94	1,879.36	1,640.83	1,600.54	Belgium
0.02	0.02	1.54	0.03	0.03	Belize
3.01	0.06	0.10	0.31	0.05	Benin
...	1.55	10.51	Bermuda
0.02	0.04	0.05	0.10	...	Bhutan
71.22	57.46	53.65	70.58	124.54	Bolivia
8.91	8.83	10.77	12.37	13.11	Bosnia Herzegovina
1.65	1.90	13.56	10.27	9.51	Botswana
203.00	174.44	251.99	234.37	289.39	Brazil
...	7.09	1.15	Brunei Darussalam
76.83	74.07	80.89	72.58	65.68	Bulgaria
0.62	0.35	0.44	...	0.86	Burkina Faso
0.06	0.10	0.05	0.09	0.01	Burundi
...	Cabo Verde
33.50	23.44	27.47	21.53	33.99	Cambodia
0.53	0.65	0.40	0.72	...	Cameroon
1,985.75	2,074.81	2,048.50	1,489.24	1,553.53	Canada
...	Cayman Islands
0.01	...	0.02	...	0.00	Central African Republic
63.69	44.43	82.22	69.11	68.05	Chile
18,166.76	24,849.92	37,712.34	52,604.71	60,110.68	China
1,010.97	1,155.45	1,294.73	1,301.58	1,257.99	China, Hong Kong SAR
103.28	2.86	33.70	24.65	...	China, Macao SAR
303.55	192.47	196.83	188.22	153.21	Colombia

Table G1. Total exports of cultural goods by country, 2004-2013

Country	Exports (in millions US\$)				
	2004	2005	2006	2007	2008
Comoros	0.01
Congo	0.38	0.08
Cook Islands	...	0.02
Costa Rica	34.56	37.13	45.93	43.15	35.77
Côte d'Ivoire	4.08	4.89	5.00	2.97	3.70
Croatia	162.94	203.94	195.76	199.77	140.67
Cuba	53.93	9.56	16.18
Cyprus	24.63	24.86	17.15	14.94	15.17
Czech Republic	445.42	642.57	853.83	1,055.71	1,228.79
Denmark	694.31	701.76	693.17	1,049.45	1,220.69
Djibouti
Dominica	0.01	0.01	0.01
Dominican Republic	502.71	742.99	577.48
Ecuador	13.50	11.23	15.64	8.73	31.69
Egypt	77.51
El Salvador	7.49	11.37	12.85	24.26	33.37
Estonia	39.19	55.49	63.90	82.36	102.23
Ethiopia	0.38	0.26	0.28	38.11	1.14
Faeroe Islands	0.02	0.02	0.04
Fiji	2.21	3.06	3.03	3.07	3.86
Finland	344.89	344.71	365.92	374.34	368.90
Former Sudan	0.02
France	4,928.60	5,225.36	5,823.11	6,399.45	7,108.44
French Polynesia	9.09	15.51	15.05	20.06	24.18
Gabon	7.73	6.40	0.30	0.09	0.96
Gambia
Georgia	...	0.18	3.51	0.55	0.89
Germany	9,701.27	10,831.13	11,701.14	14,098.65	16,528.72
Ghana	0.00	26.20	79.42	1.77	1.10
Greece	239.33	245.00	288.48	254.02	327.91
Greenland	0.47	0.45	0.21	0.21	0.10
Guatemala	9.58	41.95	10.94	36.53	39.31
Guinea	...	0.02	0.08	0.12	0.11
Guyana	...	1.76	0.67	1.31	0.32
Honduras	0.90	0.53	0.87	1.06	...
Hungary	134.06	138.46	183.30	191.79	278.06
Iceland	3.32	2.94	2.88	3.35	1.97
India	3,764.05	4,293.67	5,923.99	6,454.40	5,529.02
Indonesia
Iran (Islamic Republic of)	57.02	110.07	160.15

Exports (in millions US\$)					Country
2009	2010	2011	2012	2013	
0.00	Comoros
0.09	0.08	0.56	0.44	0.34	Congo
...	Cook Islands
29.40	40.61	47.76	59.36	42.41	Costa Rica
1.75	1.38	2.10	0.58	1.46	Côte d'Ivoire
119.54	107.76	82.10	72.57	73.04	Croatia
...	Cuba
14.92	14.21	21.96	12.95	23.10	Cyprus
1,045.00	1,202.64	1,567.09	1,314.45	1,174.38	Czech Republic
1,091.20	1,222.49	1,270.63	768.43	734.27	Denmark
0.23	Djibouti
0.02	0.04	...	0.30	...	Dominica
224.98	223.08	206.04	154.99	211.19	Dominican Republic
66.23	14.36	6.91	6.81	8.40	Ecuador
199.51	192.45	229.90	211.02	199.83	Egypt
40.16	56.37	66.35	58.58	62.52	El Salvador
83.25	104.19	132.40	140.99	183.48	Estonia
1.08	1.98	1.37	0.99	3.03	Ethiopia
0.01	Faeroe Islands
4.14	4.90	11.41	7.95	7.14	Fiji
254.67	261.65	266.43	213.41	188.68	Finland
0.02	0.08	0.01	Former Sudan
6,027.40	6,320.82	8,106.43	8,226.66	9,025.60	France
7.17	6.49	4.17	2.35	3.08	French Polynesia
0.09	Gabon
...	...	0.10	0.14	0.04	Gambia
1.04	0.32	0.39	2.41	0.31	Georgia
13,809.80	13,388.48	14,137.40	12,215.78	10,889.09	Germany
0.89	0.84	32.62	0.97	1.37	Ghana
272.44	248.90	237.89	207.58	226.59	Greece
0.06	0.09	0.06	0.04	0.15	Greenland
49.23	51.24	47.56	48.47	43.27	Guatemala
...	Guinea
0.36	4.10	2.88	0.21	2.16	Guyana
1.33	0.59	1.38	2.42	...	Honduras
216.86	225.65	272.55	264.39	259.73	Hungary
1.58	2.33	2.97	4.76	3.58	Iceland
14,067.20	9,795.65	17,173.70	20,437.30	11,732.30	India
...	906.45	994.64	905.05	912.69	Indonesia
...	300.50	655.02	Iran (Islamic Republic of)

Table G1. Total exports of cultural goods by country, 2004-2013

Country	Exports (in millions US\$)				
	2004	2005	2006	2007	2008
Iraq
Ireland	2,317.08	2,359.16	2,392.53	1,872.65	1,811.77
Israel	437.12	447.42	464.72	505.17	469.60
Italy	7,506.01	7,492.68	8,297.38	9,397.83	9,615.71
Jamaica	3.23	3.83	6.48	4.18	2.78
Japan	2,417.12	2,551.51	2,563.39	3,552.59	3,923.64
Jordan	135.52	187.93	215.99	163.01	148.90
Kazakhstan	7.23	17.11	13.22	7.73	3.65
Kenya	11.00	14.53	18.33	22.18	22.72
Kiribati
Kuwait	30.21	32.03	52.85
Kyrgyzstan	1.21	2.75	4.82	2.51	17.10
Latvia	38.31	41.23	46.58	58.94	72.90
Lebanon	106.15	114.81	121.46	139.33	175.82
Libya
Lithuania	37.65	50.94	70.24	105.88	117.34
Luxembourg	207.34	161.55	139.18	274.05	262.82
Macedonia	1.22	1.71	3.74	5.55	...
Madagascar	3.99	4.85	4.50	5.31	5.20
Malawi	0.59	0.75	4.79	4.55	1.92
Malaysia	992.37	1,266.33	1,420.14	1,858.73	1,811.65
Maldives	0.25	0.06	0.00	...	0.00
Mali	0.27	0.19	0.54	0.59	0.39
Malta	24.63	22.07	26.12	29.25	24.92
Mauritania
Mauritius	51.33	51.27	64.92	50.42	46.41
Mayotte	0.05	0.01	0.00	0.02	0.01
Mexico	1,368.19	1,421.63	1,582.05	2,302.88	2,873.07
Micronesia	0.01	0.01	0.01	0.00	0.00
Mongolia	0.14	0.14	0.19	0.05	...
Montenegro	2.92	1.23	1.69
Montserrat	0.01	0.17	0.04	0.08	0.00
Morocco	28.93	31.22	22.90	31.27	26.99
Mozambique	0.39	0.72	0.64	0.79	0.71
Myanmar
Namibia	4.67	5.35	6.20	5.76	9.19
Nepal
Netherlands Antilles	...	5.53	26.97	16.48	12.10
Netherlands	3,127.45	3,313.15	3,198.93	3,441.65	5,438.34
New Caledonia	0.79	0.65	0.65	0.79	0.79

Exports (in millions US\$)					Country
2009	2010	2011	2012	2013	
...	Iraq
1,294.22	1,143.85	1,393.11	1,097.87	1,060.94	Ireland
342.31	362.54	432.65	382.89	420.50	Israel
7,112.41	8,374.30	9,289.80	9,113.91	9,936.75	Italy
8.83	11.36	7.52	8.42	8.14	Jamaica
3,080.56	4,007.83	4,996.65	4,543.04	4,120.03	Japan
139.86	147.72	139.98	141.02	139.60	Jordan
9.68	4.11	28.07	6.83	3.96	Kazakhstan
30.98	25.71	16.90	Kenya
...	...	0.00	Kiribati
85.73	295.90	Kuwait
2.67	0.85	3.56	4.13	2.41	Kyrgyzstan
67.25	97.07	138.52	139.23	164.16	Latvia
174.55	182.47	120.13	193.27	169.03	Lebanon
...	Libya
85.24	104.35	119.01	127.76	141.54	Lithuania
170.77	57.78	58.87	45.10	58.84	Luxembourg
5.95	4.92	5.96	5.39	8.09	Macedonia
4.47	4.23	5.67	3.29	5.13	Madagascar
1.97	1.15	1.14	...	0.52	Malawi
1,764.89	2,157.58	2,315.01	2,356.84	2,624.43	Malaysia
...	0.02	...	Maldives
...	0.37	0.19	0.10	...	Mali
21.70	59.44	50.98	58.93	50.50	Malta
...	Mauritania
49.84	71.09	82.23	67.11	58.78	Mauritius
0.15	Mayotte
2,244.92	1,831.41	1,683.52	1,249.49	1,409.12	Mexico
...	...	0.01	0.01	0.01	Micronesia
...	0.09	Mongolia
3.07	2.01	1.68	2.04	2.81	Montenegro
0.00	0.00	...	0.00	...	Montserrat
24.39	22.24	31.68	24.42	34.98	Morocco
5.04	0.17	1.79	0.89	0.70	Mozambique
...	1.92	Myanmar
12.38	10.98	8.08	10.39	12.61	Namibia
24.33	17.46	14.22	9.57	11.91	Nepal
...	Netherlands Antilles
4,144.57	3,905.12	3,580.20	2,914.32	2,903.78	Netherlands
14.57	0.98	0.75	0.36	0.31	New Caledonia

Table G1. Total exports of cultural goods by country, 2004-2013

Country	Exports (in millions US\$)				
	2004	2005	2006	2007	2008
New Zealand	116.79	125.89	132.59	126.79	126.48
Nicaragua	0.89	0.85	0.98	1.29	2.12
Niger	0.09	0.14	0.14	0.52	0.14
Nigeria	4.65	256.33	195.60
Norway	173.30	170.40	145.48	135.88	161.62
Oman	3.56	13.27	8.87	5.15	16.42
Pakistan	60.43	44.61	47.86	136.97	276.81
Palau
Palestine	2.13	3.68
Panama	0.50	0.23	266.28	235.49	323.63
Papua New Guinea	0.14
Paraguay	1.38	1.66	1.04	2.80	8.18
Peru	118.39	137.97	145.10	146.32	149.57
Philippines	174.32	149.20
Poland	588.87	635.45	859.70	1,078.48	1,120.55
Portugal	233.77	227.49	218.29	279.37	257.10
Qatar	...	11.63	4.28	21.58	0.11
Republic of Korea	2,419.67	2,254.18	2,387.50	2,299.02	2,918.05
Republic of Moldova	2.24	1.53	3.72	2.38	3.44
Romania	70.67	86.77	140.77	128.76	134.19
Russian Federation	394.28	397.51	456.12	520.89	613.67
Rwanda	...	0.73	0.29	0.51	1.99
Saint Kitts and Nevis
Saint Vincent and the Grenadines
Samoa
Sao Tome and Principe
Saudi Arabia	306.81	102.71	263.52	256.25	432.87
Senegal	3.58	3.16	3.34	4.47	4.51
Serbia	...	41.16	50.99	66.09	84.35
Seychelles	0.08
Singapore	3,369.20	3,297.94	3,636.68	3,101.24	4,233.13
Slovakia	193.65	209.20	216.65	280.44	321.08
Slovenia	125.79	136.66	139.72	158.98	182.15
Solomon Islands
South Africa	171.16	190.62	195.19	181.89	225.24
Spain	2,140.06	2,050.12	2,032.10	2,200.72	2,255.33
Sri Lanka	59.85	48.33	45.53	46.11	51.27
Sudan
Suriname
Sweden	975.73	973.21	1,153.82	1,191.36	1,652.45

Exports (in millions US\$)					Country
2009	2010	2011	2012	2013	
101.96	109.08	134.83	132.95	143.64	New Zealand
2.62	1.62	1.97	2.62	2.76	Nicaragua
0.08	0.16	0.08	0.05	0.22	Niger
2.79	7.19	3.98	57.16	154.42	Nigeria
120.49	137.60	178.83	291.01	224.29	Norway
70.41	61.27	8.28	10.63	26.79	Oman
482.78	588.60	473.41	1,629.93	437.03	Pakistan
...	0.02	...	Palau
3.56	4.56	6.34	4.34	3.07	Palestine
302.44	319.94	338.71	0.67	1.63	Panama
...	...	0.09	0.43	...	Papua New Guinea
3.52	9.47	15.82	1.73	1.12	Paraguay
114.81	99.32	111.94	130.46	138.94	Peru
119.86	132.60	132.85	140.04	152.23	Philippines
842.09	1,178.66	1,336.21	1,289.21	1,378.52	Poland
198.45	249.05	294.97	314.84	324.58	Portugal
11.56	0.47	35.52	...	53.00	Qatar
2,220.51	2,341.44	2,582.93	2,727.78	2,745.44	Republic of Korea
2.47	2.35	5.73	5.32	9.10	Republic of Moldova
90.79	112.28	142.87	126.53	131.44	Romania
395.37	334.18	371.44	571.44	1,177.67	Russian Federation
0.69	0.71	0.38	0.45	0.20	Rwanda
0.30	0.11	0.11	Saint Kitts and Nevis
0.09	0.07	0.13	0.06	...	Saint Vincent and the Grenadines
0.09	0.46	0.02	0.00	0.02	Samoa
...	...	0.02	0.02	0.01	Sao Tome and Principe
347.12	351.65	673.10	665.73	669.44	Saudi Arabia
2.40	2.52	3.73	2.34	2.15	Senegal
72.13	64.31	61.06	67.26	64.29	Serbia
...	Seychelles
3,998.08	6,056.67	6,290.25	6,590.33	6,267.51	Singapore
346.37	269.82	321.81	263.53	274.91	Slovakia
150.19	135.04	158.76	139.22	135.69	Slovenia
...	Solomon Islands
138.15	233.57	243.56	247.34	256.08	South Africa
1,917.08	1,840.29	2,252.49	2,114.58	2,027.74	Spain
39.06	45.11	53.02	52.66	64.16	Sri Lanka
...	3.87	...	Sudan
...	0.43	0.52	Suriname
1,487.69	1,343.87	1,360.99	1,234.46	986.63	Sweden

Table G1. Total exports of cultural goods by country, 2004-2013

Country	Exports (in millions US\$)				
	2004	2005	2006	2007	2008
Switzerland	4,566.44	4,720.98	5,749.74	7,095.48	7,975.80
Syrian Arab Republic	...	20.23	95.01	75.36	76.93
Tanzania	...	2.15	2.88	3.11	10.27
Thailand	1,596.53	2,026.52	2,148.54	2,498.77	3,265.53
Timor-Leste	0.17	0.11
Togo	0.38	0.28	...	0.10	0.32
Tonga	0.03
Trinidad and Tobago	9.66	12.32	12.50	12.75	11.59
Tunisia	21.02	16.00	73.70	79.70	68.47
Turkey	1,180.90	1,508.47	1,625.50	2,179.32	2,280.71
Turks and Caicos	...	0.00	0.00	...	0.04
United Arab Emirates	35.21	862.15	43.59	2,174.17	3,951.16
Uganda	0.54	0.54	0.64	5.96	2.52
Ukraine	84.30
United Kingdom	12,922.76	14,835.19	15,486.28	15,774.66	15,906.30
Uruguay	5.84	15.07	17.41	9.15	15.93
United States	15,872.04	18,291.86	21,655.79	25,207.64	26,943.78
Vanuatu	0.18	...
Venezuela	0.74	...	8.47
Viet Nam	162.59	173.99	229.60	379.72	556.41
Yemen	4.10	1.33	0.36
Zambia	1.46	2.04	1.20	1.54	1.63
Zimbabwe	16.36	10.15	30.00	43.46	44.26
Other Asia, n.e.s.	1,371.76	1,364.22	1,465.20	1,448.96	1,470.05
World	108,442.85	119,980.46	134,518.74	154,399.80	172,581.92

Exports (in millions US\$)					Country
2009	2010	2011	2012	2013	
6,611.02	8,048.48	10,793.67	10,985.13	11,797.90	Switzerland
45.87	33.91	Syrian Arab Republic
2.46	1.17	1.69	2.28	4.44	Tanzania
2,859.67	3,570.49	4,180.43	4,216.66	4,152.15	Thailand
...	0.46	Timor-Leste
0.11	0.12	0.27	0.66	0.64	Togo
0.00	0.01	0.02	0.12	...	Tonga
12.45	5.82	Trinidad and Tobago
68.20	97.65	53.78	62.57	57.30	Tunisia
1,660.69	2,087.17	2,620.41	3,396.25	4,195.07	Turkey
0.00	...	0.10	0.31	...	Turks and Caicos
...	United Arab Emirates
2.82	2.14	3.03	1.93	7.52	Uganda
107.68	113.98	146.62	119.63	148.41	Ukraine
11,102.67	14,804.44	15,685.15	17,775.39	16,403.58	United Kingdom
45.10	11.97	9.73	10.60	8.83	Uruguay
23,715.57	24,508.86	25,884.47	26,517.24	27,867.58	United States
0.43	0.31	0.14	Vanuatu
2.92	5.43	1.11	0.41	0.28	Venezuela
1,449.74	2,961.68	2,795.92	589.12	489.15	Viet Nam
0.48	1.51	5.26	0.25	1.99	Yemen
1.16	2.33	2.92	3.64	21.91	Zambia
16.50	13.28	12.27	14.42	15.85	Zimbabwe
2,392.51	2,523.50	2,715.95	2,772.98	1,648.67	Other Asia, n.e.s.
149,242.91	165,673.17	200,165.26	214,092.74	212,797.52	World

Table G2. Total imports of cultural goods by country, 2004-2013

Country	Imports (in millions US\$)				
	2004	2005	2006	2007	2008
Afghanistan	479.03
Albania	11.78	13.15	18.46	26.12	25.09
Algeria	110.20	200.97	124.64	56.84	85.11
Andorra	52.90
Antigua and Barbuda
Argentina	127.70	181.88	218.51	321.99	366.46
Armenia	4.87	7.19	11.57	19.22	22.25
Aruba	...	13.85
Australia	2,052.95	2,109.86	2,222.27	2,767.32	3,274.99
Austria	1,960.42	2,033.75	2,161.86	3,044.46	2,952.69
Azerbaijan	10.15	19.32	11.21	23.73	23.93
Bahamas	30.90	28.61	27.19	34.95	26.82
Bahrain	33.48	53.03	40.97	50.76	107.81
Bangladesh	81.49	105.03	72.95	102.68	210.96
Barbados	...	60.10	40.05	19.52	41.86
Belarus	87.45	75.42	126.19	153.54	174.29
Belgium	2,531.59	2,487.64	2,586.02	2,893.34	3,272.98
Belize	...	11.03	7.27	7.73	7.00
Benin	7.05	6.19	6.36
Bermuda	...	8.11	8.24	4.21	0.59
Bhutan	...	1.55	1.74	1.92	2.79
Bolivia	14.59	11.74	16.12	20.16	24.76
Bosnia Herzegovina	57.57	85.39	73.43	83.84	101.23
Botswana
Brazil	135.61	181.77	241.44	385.56	533.53
Brunei Darussalam	69.50
Bulgaria	116.94	134.62	155.19	217.16	221.74
Burkina Faso	12.50	6.43	...	13.34	6.68
Burundi	2.00	1.79	2.61
Cabo Verde	2.54	3.28
Cambodia	316.61	463.04	639.03	425.45	152.90
Cameroon	...	31.20	31.46	30.96	24.82
Canada	5,084.42	5,526.23	5,974.15	6,910.31	7,575.02
Cayman Islands
Central African Republic	0.00	0.66	1.43
Chile	150.72	178.81	206.33	281.07	322.19
China	2,133.92	2,360.97	2,605.36	3,498.65	3,483.75
China, Hong Kong SAR	5,531.48	6,186.06	7,939.30	10,347.42	12,815.23
China, Macao SAR	219.06	196.80	230.61	269.96	311.83
Colombia	124.50	144.97	188.01	200.16	224.83

Imports (in millions US\$)					Country
2009	2010	2011	2012	2013	
108.60	117.76	98.87	110.20	151.36	Afghanistan
28.17	28.40	27.28	20.95	23.46	Albania
77.15	71.42	87.74	146.59	1,101.39	Algeria
...	Andorra
...	11.44	Antigua and Barbuda
244.98	319.21	385.61	322.62	302.69	Argentina
14.05	21.87	21.47	18.56	14.14	Armenia
48.73	51.64	56.24	50.52	58.17	Aruba
2,988.81	3,080.75	3,229.85	2,988.17	2,746.17	Australia
2,640.98	2,583.95	2,835.98	2,492.84	2,392.84	Austria
43.34	24.41	30.05	20.76	38.09	Azerbaijan
35.46	46.31	48.88	55.43	56.97	Bahamas
51.69	91.56	118.21	134.10	...	Bahrain
210.79	227.86	252.21	Bangladesh
31.04	29.23	37.21	32.66	28.97	Barbados
132.49	152.47	157.19	141.76	169.19	Belarus
2,638.30	2,367.92	2,583.46	2,318.10	2,309.34	Belgium
6.83	9.62	8.01	6.14	11.83	Belize
5.04	4.23	5.62	6.63	5.26	Benin
0.24	9.50	11.87	11.94	10.54	Bermuda
5.04	5.66	6.45	5.85	...	Bhutan
24.82	32.37	37.62	34.70	29.26	Bolivia
85.56	83.73	82.04	64.65	67.84	Bosnia Herzegovina
32.89	32.58	31.20	29.08	30.15	Botswana
501.23	616.34	843.80	739.06	778.11	Brazil
...	52.07	29.00	Brunei Darussalam
174.47	169.07	192.41	145.51	161.03	Bulgaria
11.36	10.53	7.49	...	9.35	Burkina Faso
3.93	2.95	4.25	8.93	4.75	Burundi
1.87	2.93	3.77	3.30	2.77	Cabo Verde
219.36	411.53	621.87	677.22	835.77	Cambodia
26.39	24.02	24.16	23.35	...	Cameroon
6,338.65	6,850.37	6,520.73	6,246.96	6,036.49	Canada
...	Cayman Islands
0.97	2.89	0.51	0.93	0.37	Central African Republic
292.37	374.37	443.16	424.52	405.78	Chile
3,255.35	4,150.45	4,716.45	5,341.20	5,840.68	China
10,218.25	11,996.97	16,117.10	17,394.22	17,563.32	China, Hong Kong SAR
356.54	522.47	985.59	1,172.02	...	China, Macao SAR
200.05	252.36	300.33	287.89	289.58	Colombia

Table G2. Total imports of cultural goods by country, 2004-2013

Country	Imports (in millions US\$)				
	2004	2005	2006	2007	2008
Comoros	0.30
Congo	4.03	5.07
Cook Islands	0.09	1.17
Costa Rica	89.55	93.99	101.75	113.10	107.04
Côte d'Ivoire	16.62	14.98	20.28	26.72	25.50
Croatia	267.87	307.24	304.95	317.95	259.26
Cuba	19.13	20.89	17.26
Cyprus	117.14	118.72	124.98	144.98	155.86
Czech Republic	558.78	607.57	672.63	864.18	1,016.49
Denmark	619.27	799.79	875.64	1,296.81	1,584.79
Djibouti
Dominica	2.11	3.53	2.47
Dominican Republic	119.55	249.37	304.85
Ecuador	107.86	114.55	121.07	117.15	172.25
Egypt	163.20
El Salvador	38.30	103.45	107.91	141.14	125.43
Estonia	63.10	67.95	77.50	108.98	115.39
Ethiopia	29.44	22.20	22.00	41.42	31.36
Faeroe Islands	11.40	11.07	12.08	12.58	13.31
Fiji	61.14	34.36	29.30	24.25	25.73
Finland	560.15	574.13	625.09	670.76	729.36
Former Sudan	17.01	14.84
France	5,614.33	5,777.36	6,193.30	7,388.99	8,531.00
French Polynesia	34.38	32.92	32.46	30.95	39.10
Gabon	8.26	11.46	12.40	18.43	20.61
Gambia
Georgia	...	7.98	21.50	23.02	23.85
Germany	6,200.12	7,430.14	6,901.15	8,762.72	9,824.35
Ghana	6.80	48.72	26.18	40.02	50.91
Greece	539.64	607.31	699.19	747.59	888.64
Greenland	8.37	8.24	8.21	7.76	7.65
Guatemala	95.71	146.30	129.20	154.37	158.63
Guinea	...	2.58	10.54	7.76	9.88
Guyana	...	12.21	12.31	9.47	27.44
Honduras	29.50	44.28	38.99	43.69	...
Hungary	449.84	418.41	448.61	521.79	586.38
Iceland	49.43	62.47	63.71	75.64	60.95
India	1,066.61	1,353.47	1,656.25	1,955.71	864.74
Indonesia
Iran (Islamic Republic of)	60.02	132.74	10.50

Imports (in millions US\$)					Country
2009	2010	2011	2012	2013	
0.39	Comoros
5.41	5.27	6.14	10.44	6.24	Congo
...	Cook Islands
71.51	101.10	199.88	123.88	114.98	Costa Rica
26.04	32.64	20.12	28.97	26.57	Côte d'Ivoire
188.92	160.85	144.32	121.31	124.99	Croatia
...	Cuba
123.67	113.12	112.36	95.42	59.15	Cyprus
812.09	806.66	929.74	820.04	796.72	Czech Republic
1,354.94	1,452.49	1,403.29	1,021.35	1,048.71	Denmark
2.79	Djibouti
2.24	2.39	...	3.45	...	Dominica
236.73	210.31	218.25	201.67	214.83	Dominican Republic
127.27	140.49	151.65	153.61	151.13	Ecuador
156.59	155.23	173.47	180.44	213.04	Egypt
64.93	72.63	74.34	114.63	113.18	El Salvador
67.42	68.91	84.36	81.52	85.81	Estonia
19.87	50.03	65.06	57.70	68.14	Ethiopia
11.86	Faeroe Islands
17.40	26.39	36.69	27.99	28.69	Fiji
637.08	639.70	631.77	496.98	463.67	Finland
8.72	13.05	16.60	Former Sudan
7,095.83	7,271.36	8,389.03	8,238.44	8,726.37	France
28.44	28.38	25.11	21.03	21.73	French Polynesia
12.59	Gabon
...	...	2.19	1.98	1.35	Gambia
18.86	25.09	29.06	34.82	25.49	Georgia
9,224.07	8,462.30	9,082.62	9,017.83	8,398.24	Germany
46.68	32.60	43.96	49.74	61.97	Ghana
638.70	736.48	466.87	336.28	321.78	Greece
7.57	7.83	6.17	5.51	4.68	Greenland
137.25	182.28	171.61	193.09	210.62	Guatemala
...	Guinea
7.88	12.17	11.05	11.32	8.60	Guyana
54.03	52.67	56.75	49.54	...	Honduras
404.46	367.79	400.02	355.91	346.77	Hungary
37.51	35.88	40.33	36.91	34.85	Iceland
963.94	663.13	1,226.68	5,597.45	1,367.72	India
...	585.72	711.00	761.26	737.04	Indonesia
...	88.91	122.49	Iran (Islamic Republic of)

Table G2. Total imports of cultural goods by country, 2004-2013

Country	Imports (in millions US\$)				
	2004	2005	2006	2007	2008
Iraq
Ireland	840.27	907.94	1,097.53	1,130.51	1,151.83
Israel	406.05	377.59	406.61	470.43	469.43
Italy	3,259.98	3,432.04	3,778.30	4,005.55	4,206.49
Jamaica	89.55	105.12	123.64	130.77	225.16
Japan	4,147.10	4,622.09	5,265.82	6,180.83	5,907.30
Jordan	167.52	281.74	237.04	192.22	178.25
Kazakhstan	133.18	174.75	217.32	307.36	201.96
Kenya	51.97	55.78	49.33	48.04	35.91
Kiribati	...	0.23	0.29	0.17	0.15
Kuwait	294.40	349.88	434.44
Kyrgyzstan	2.27	4.03	4.94	6.94	7.33
Latvia	82.99	90.36	132.23	153.26	143.38
Lebanon	129.06	110.92	93.51	107.17	139.67
Libya	24.93	23.65
Lithuania	72.47	90.65	111.11	137.14	122.87
Luxembourg	295.48	259.09	284.53	377.83	372.09
Macedonia	14.31	24.27	24.66	38.13	41.19
Madagascar	17.88	14.19	23.87	24.35	80.90
Malawi	12.31	20.03	17.86	14.33	21.13
Malaysia	370.20	420.63	485.87	486.22	467.67
Maldives	7.14	11.00	7.47	9.52	13.91
Mali	8.31	5.23	5.40	6.30	8.40
Malta	61.06	56.92	60.95	70.16	66.73
Mauritania
Mauritius	70.14	58.74	60.70	58.44	64.12
Mayotte	3.22	3.48	3.96	3.70	4.55
Mexico	1,902.46	2,034.85	2,547.38	3,316.44	3,651.42
Micronesia	1.15	1.46	1.44	3.57	1.86
Mongolia	1.84	4.27	6.65	3.90	...
Montenegro	24.99	28.28	33.28
Montserrat	0.17	0.22	0.25	0.22	0.20
Morocco	245.86	279.24	333.68	485.12	404.99
Mozambique	20.02	32.57	25.31	27.17	29.64
Myanmar
Namibia	31.71	30.03	31.90	32.49	39.72
Nepal
Netherlands Antilles	...	29.12	50.57	43.35	45.92
Netherlands	2,264.97	2,298.62	2,543.35	2,967.68	5,901.79
New Caledonia	29.82	29.31	28.84	30.02	38.74

Imports (in millions US\$)					Country
2009	2010	2011	2012	2013	
...	Iraq
1,036.93	945.37	911.58	568.05	586.78	Ireland
413.78	469.93	528.96	508.66	487.82	Israel
3,469.51	3,838.33	4,509.40	4,020.59	3,489.02	Italy
90.09	110.37	98.42	85.27	74.31	Jamaica
4,819.68	4,961.24	4,878.40	6,190.67	5,654.50	Japan
202.29	213.32	225.23	230.14	261.53	Jordan
270.84	234.30	417.06	238.07	260.19	Kazakhstan
40.06	60.59	37.65	Kenya
0.12	0.14	0.26	0.22	0.22	Kiribati
...	711.12	Kuwait
7.18	6.83	8.81	11.29	19.13	Kyrgyzstan
69.45	68.03	81.99	77.93	95.46	Latvia
165.44	198.68	173.58	195.06	149.40	Lebanon
35.43	62.78	Libya
65.42	76.38	88.45	85.37	102.51	Lithuania
310.24	238.18	271.28	219.44	201.73	Luxembourg
32.06	47.07	52.18	41.47	38.80	Macedonia
20.13	12.66	15.16	11.76	12.60	Madagascar
21.94	14.74	45.30	...	20.90	Malawi
430.15	527.64	737.32	856.79	827.98	Malaysia
8.91	7.19	9.30	10.19	9.81	Maldives
...	12.83	4.05	5.88	...	Mali
51.51	68.40	59.89	81.72	82.51	Malta
...	0.97	1.59	0.94	2.81	Mauritania
65.08	79.06	82.06	82.66	74.26	Mauritius
4.65	Mayotte
3,040.91	2,676.61	2,514.30	2,085.48	2,308.25	Mexico
...	...	1.90	1.27	1.41	Micronesia
...	10.77	Mongolia
26.57	21.63	21.23	19.49	19.08	Montenegro
0.22	...	0.19	0.18	...	Montserrat
310.07	279.21	305.10	258.68	307.96	Morocco
37.27	19.22	33.75	28.74	36.20	Mozambique
...	10.26	Myanmar
50.40	49.87	48.34	42.79	42.50	Namibia
18.06	23.67	23.78	19.22	17.85	Nepal
...	Netherlands Antilles
4,348.68	4,278.05	4,078.35	2,801.24	2,760.34	Netherlands
34.17	31.26	37.69	27.65	29.01	New Caledonia

Table G2. Total imports of cultural goods by country, 2004-2013

Country	Imports (in millions US\$)				
	2004	2005	2006	2007	2008
New Zealand	511.88	562.65	547.13	646.22	620.01
Nicaragua	20.85	20.37	22.68	26.60	23.75
Niger	3.21	4.27	2.33	4.78	2.81
Nigeria	168.87	178.96	163.15
Norway	808.31	890.50	978.24	1,192.00	1,329.39
Oman	56.28	73.37	109.62	141.57	173.25
Pakistan	41.16	87.95	124.62	146.74	123.79
Palau	0.99	1.17
Palestine	12.16	16.03
Panama	...	59.73	300.61	317.36	444.01
Papua New Guinea	8.68
Paraguay	21.41	29.29	86.29	118.11	255.52
Peru	76.09	87.11	91.21	99.76	163.31
Philippines	359.17	276.49
Poland	628.35	715.01	843.43	1,097.98	1,259.84
Portugal	735.02	697.87	732.30	805.39	825.53
Qatar	...	167.16	191.10	332.03	262.39
Republic of Korea	1,234.72	1,485.82	1,747.97	2,227.32	2,296.83
Republic of Moldova	19.50	28.14	31.29	39.11	40.00
Romania	321.15	354.09	434.34	465.01	482.87
Russian Federation	637.86	615.55	709.06	1,114.84	1,575.27
Rwanda	...	3.81	4.24	6.30	13.72
Saint Kitts and Nevis
Saint Vincent and the Grenadines
Samoa
Sao Tome and Principe
Saudi Arabia	257.72	337.66	334.21	303.66	64.06
Senegal	18.43	25.30	33.42	39.62	29.71
Serbia	...	82.62	104.34	111.23	134.52
Seychelles	3.49
Singapore	1,950.18	2,130.60	2,163.37	3,014.68	3,680.20
Slovakia	219.05	249.95	269.11	325.93	438.31
Slovenia	125.11	131.56	129.18	171.24	194.12
Solomon Islands	0.02	0.04	0.07	0.04	0.05
South Africa	518.18	679.58	902.49	790.41	824.00
Spain	2,529.43	2,755.18	2,728.19	3,358.32	3,427.09
Sri Lanka	131.66	168.82	186.19	198.87	202.21
Sudan
Suriname
Sweden	1,291.37	1,329.29	1,402.11	1,566.87	1,819.18

Imports (in millions US\$)					Country
2009	2010	2011	2012	2013	
559.48	620.17	694.92	644.03	572.04	New Zealand
25.82	30.33	35.06	28.65	27.88	Nicaragua
12.18	2.88	1.59	2.90	3.50	Niger
254.80	343.60	368.08	159.97	136.55	Nigeria
1,114.09	1,196.27	1,195.26	1,046.18	977.24	Norway
144.73	202.63	196.87	281.86	461.11	Oman
117.86	125.34	189.51	78.99	72.35	Pakistan
1.31	1.09	1.23	1.10	1.14	Palau
19.79	17.87	21.36	18.26	15.50	Palestine
379.40	404.01	452.45	111.82	108.62	Panama
...	...	51.96	21.78	...	Papua New Guinea
355.35	548.59	508.06	372.90	302.94	Paraguay
153.99	206.83	246.64	250.56	254.45	Peru
224.98	214.78	152.18	227.07	291.97	Philippines
834.10	905.73	1,004.96	828.13	884.55	Poland
662.76	712.61	667.99	465.48	459.17	Portugal
...	354.39	610.94	Qatar
1,507.08	1,589.83	1,739.18	1,624.59	1,748.80	Republic of Korea
42.87	47.24	54.10	42.01	55.03	Republic of Moldova
391.97	413.16	416.11	345.91	345.76	Romania
1,208.33	1,208.23	1,328.07	1,751.31	2,064.73	Russian Federation
13.13	...	15.74	10.92	12.03	Rwanda
26.18	19.49	7.76	Saint Kitts and Nevis
3.87	4.30	3.71	3.70	...	Saint Vincent and the Grenadines
1.02	1.28	1.65	1.83	2.07	Samoa
...	...	2.42	0.41	0.38	Sao Tome and Principe
206.17	656.23	941.89	950.16	1,059.36	Saudi Arabia
24.93	20.44	15.70	16.09	13.88	Senegal
98.98	132.99	75.37	85.45	110.78	Serbia
...	Seychelles
2,952.66	4,039.99	4,380.17	5,456.20	5,224.18	Singapore
416.79	310.03	414.82	339.13	270.46	Slovakia
166.17	160.06	182.87	140.90	126.84	Slovenia
...	Solomon Islands
621.45	759.03	825.87	825.28	737.78	South Africa
2,280.85	2,444.07	2,401.70	1,949.81	1,858.29	Spain
188.21	198.11	288.27	257.46	207.81	Sri Lanka
...	20.22	...	Sudan
...	5.36	5.20	Suriname
1,415.64	1,455.30	1,540.51	1,273.50	1,112.90	Sweden

Table G2. Total imports of cultural goods by country, 2004-2013

Country	Imports (in millions US\$)				
	2004	2005	2006	2007	2008
Switzerland	5,486.65	6,245.76	6,272.77	7,861.53	9,103.71
Syrian Arab Republic	...	54.86	16.98	9.10	20.48
Tanzania	...	17.82	19.55	17.79	23.19
Thailand	570.41	637.92	732.27	886.39	1,394.85
Timor-Leste	0.81	0.26
Togo	2.03	1.55	...	5.21	4.27
Tonga	1.33
Trinidad and Tobago	31.72	41.40	49.59	46.50	39.45
Tunisia	158.45	152.56	200.94	201.33	190.87
Turkey	568.87	738.26	785.04	1,058.31	1,167.50
Turks and Caicos	...	0.21	0.26	0.16	0.28
United Arab Emirates	63.30	3,648.20	89.76	5,333.11	6,844.26
Uganda	15.79	14.44	11.19	14.23	13.01
Ukraine	283.23
United Kingdom	12,818.50	13,547.90	15,759.58	18,302.58	17,982.29
Uruguay	8.06	10.47	12.14	17.37	21.98
United States	24,926.41	26,799.61	30,263.41	37,121.16	33,777.00
Vanuatu	1.99	...
Venezuela	187.70	339.25	656.35
Viet Nam	300.09	364.52	356.53	385.02	407.99
Yemen	8.10	10.46	9.67
Zambia	20.95	18.57	41.10	15.69	22.82
Zimbabwe	8.90	6.26	9.21	9.41	5.62
Other Asia, n.e.s.	1,090.26	1,188.93	1,098.26	1,235.32	1,371.87
World	110,763.47	125,036.48	135,161.29	169,522.95	181,877.66

Imports (in millions US\$)					Country
2009	2010	2011	2012	2013	
9,414.76	12,471.36	13,444.11	13,076.40	13,119.19	Switzerland
31.55	32.44	Syrian Arab Republic
22.77	18.05	23.54	15.77	29.85	Tanzania
1,246.18	1,684.81	1,960.62	1,324.76	1,211.42	Thailand
...	2.18	Timor-Leste
4.80	5.04	2.26	6.30	3.60	Togo
1.58	1.45	2.62	2.46	...	Tonga
31.54	27.77	Trinidad and Tobago
210.36	244.51	186.65	178.85	154.24	Tunisia
831.28	1,059.81	1,249.23	1,198.07	1,452.42	Turkey
0.11	...	7.98	7.74	...	Turks and Caicos
...	United Arab Emirates
22.66	15.01	22.31	20.60	22.22	Uganda
189.43	212.01	248.23	234.79	221.39	Ukraine
11,972.89	15,276.46	18,689.42	17,312.34	15,225.92	United Kingdom
20.86	30.59	33.51	29.96	32.32	Uruguay
25,906.66	28,811.42	28,214.92	28,518.06	30,378.59	United States
3.31	3.98	4.19	Vanuatu
554.56	173.25	237.90	340.65	136.97	Venezuela
438.73	595.24	717.38	768.26	936.36	Viet Nam
7.20	6.63	4.54	7.60	7.80	Yemen
21.33	16.77	19.77	23.78	26.53	Zambia
8.61	15.76	32.19	27.58	40.10	Zimbabwe
1,096.46	1,331.80	1,442.54	1,544.46	1,151.12	Other Asia, n.e.s.
141,631.27	158,414.79	173,225.69	172,859.72	168,316.86	World

Table G3. Trade coverage ratio of cultural goods by country, 2004-2013

Country	Trade coverage ratio of cultural goods				
	2004	2005	2006	2007	2008
Afghanistan	6.25
Albania	3.91	2.31	2.09	1.59	1.74
Algeria	1.88	0.81	1.20	3.11	2.10
Andorra	10.33
Antigua and Barbuda
Argentina	69.95	61.78	57.16	34.48	33.09
Armenia	702.72	484.98	311.70	151.01	105.31
Aruba	...	4.21
Australia	26.22	25.04	28.37	24.81	21.26
Austria	100.45	101.64	106.88	78.01	87.38
Azerbaijan	12.24	17.81	6.00	13.08	10.13
Bahamas	2.33	...	2.07	3.59	17.73
Bahrain	8.38	13.36	9.47	14.63	11.85
Bangladesh	13.14	11.25	18.18	19.42	6.68
Barbados	...	15.95	46.59	16.55	51.90
Belarus	63.67	59.32	38.62	43.35	40.41
Belgium	80.28	81.38	75.09	78.25	75.69
Belize	...	0.86	9.34	5.59	0.13
Benin	1.08	30.11	15.44
Bermuda
Bhutan	...	528.23	4,039.35	43.92	24.20
Bolivia	442.88	575.08	474.44	371.51	299.78
Bosnia Herzegovina	10.40	6.87	9.57	10.90	14.11
Botswana
Brazil	141.74	112.04	95.83	55.50	45.80
Brunei Darussalam	2.84
Bulgaria	25.54	29.49	32.90	41.01	46.77
Burkina Faso	8.91	16.52	...	7.06	11.08
Burundi	0.99	2.75	1.31
Cabo Verde	4.81	...
Cambodia	7.96	8.56	0.64	2.69	1.86
Cameroon	...	1.08	3.14	1.98	2.22
Canada	49.65	49.07	43.83	39.70	30.55
Cayman Islands
Central African Republic	100.52	...	4.19
Chile	22.64	24.44	19.74	27.83	17.95
China	491.18	544.01	603.02	530.42	645.11
China, Hong Kong SAR	22.39	20.66	16.52	15.26	11.60
China, Macao SAR	30.51	30.08	32.26	34.83	35.14
Colombia	182.05	164.65	129.22	172.20	190.64

Trade coverage ratio of cultural goods					Country
2009	2010	2011	2012	2013	
...	Afghanistan
3.85	11.40	6.25	5.12	19.20	Albania
1.78	1.78	0.89	0.32	0.03	Algeria
...	Andorra
...	4.95	Antigua and Barbuda
41.04	34.17	29.21	33.48	25.29	Argentina
82.06	62.90	60.52	74.37	154.80	Armenia
2.72	7.70	11.97	9.13	14.69	Aruba
19.60	21.71	33.40	31.51	29.40	Australia
82.58	90.59	90.79	77.87	89.72	Austria
2.20	8.44	9.44	25.13	5.27	Azerbaijan
4.84	2.07	4.39	4.56	4.45	Bahamas
38.03	20.10	2.29	71.20	...	Bahrain
5.97	4.87	4.74	Bangladesh
53.87	33.59	26.21	114.96	32.94	Barbados
40.93	39.53	35.28	37.89	42.53	Belarus
74.98	68.75	72.75	70.78	69.31	Belgium
0.23	0.24	19.18	0.51	0.22	Belize
59.74	1.51	1.80	4.74	0.99	Benin
...	12.99	99.71	Bermuda
0.35	0.69	0.73	1.69	...	Bhutan
286.91	177.54	142.60	203.40	425.62	Bolivia
10.42	10.55	13.13	19.14	19.33	Bosnia Herzegovina
5.02	5.84	43.47	35.32	31.54	Botswana
40.50	28.30	29.86	31.71	37.19	Brazil
...	13.62	3.95	Brunei Darussalam
44.04	43.81	42.04	49.88	40.79	Bulgaria
5.43	3.35	5.84	...	9.24	Burkina Faso
1.46	3.44	1.13	0.98	0.22	Burundi
...	Cabo Verde
15.27	5.69	4.42	3.18	4.07	Cambodia
1.99	2.72	1.66	3.08	...	Cameroon
31.33	30.29	31.42	23.84	25.74	Canada
...	Cayman Islands
1.07	...	4.32	...	0.29	Central African Republic
21.79	11.87	18.55	16.28	16.77	Chile
558.06	598.73	799.59	984.89	1029.17	China
9.89	9.63	8.03	7.48	7.16	China, Hong Kong SAR
28.97	0.55	3.42	2.10	...	China, Macao SAR
151.74	76.27	65.54	65.38	52.91	Colombia

Table G3. Trade coverage ratio of cultural goods by country, 2004-2013

Country	Trade coverage ratio of cultural goods				
	2004	2005	2006	2007	2008
Comoros	2.29
Congo	9.38	1.58
Cook Islands	...	1.72
Costa Rica	38.60	39.50	45.15	38.16	33.42
Côte d'Ivoire	24.56	32.63	24.66	11.10	14.51
Croatia	60.83	66.38	64.19	62.83	54.26
Cuba	281.86	45.78	93.72
Cyprus	21.03	20.94	13.72	10.30	9.73
Czech Republic	79.71	105.76	126.94	122.16	120.89
Denmark	112.12	87.74	79.16	80.93	77.03
Djibouti
Dominica	0.29	0.28	0.27
Dominican Republic	420.51	297.94	189.43
Ecuador	12.51	9.81	12.92	7.45	18.40
Egypt	47.49
El Salvador	19.56	10.99	11.91	17.19	26.61
Estonia	62.11	81.66	82.45	75.57	88.59
Ethiopia	1.29	1.18	1.27	92.01	3.65
Faeroe Islands	0.17	0.16	0.27
Fiji	3.61	8.90	10.34	12.64	15.00
Finland	61.57	60.04	58.54	55.81	50.58
Former Sudan	0.10
France	87.79	90.45	94.02	86.61	83.32
French Polynesia	26.43	47.12	46.36	64.82	61.85
Gabon	93.56	55.86	2.41	0.46	4.67
Gambia
Georgia	...	2.23	16.31	2.39	3.75
Germany	156.47	145.77	169.55	160.89	168.24
Ghana	0.06	53.77	303.40	4.41	2.15
Greece	44.35	40.34	41.26	33.98	36.90
Greenland	5.64	5.51	2.52	2.68	1.35
Guatemala	10.01	28.68	8.46	23.66	24.78
Guinea	...	0.62	0.73	1.61	1.11
Guyana	...	14.44	5.48	13.80	1.17
Honduras	3.05	1.19	2.22	2.42	...
Hungary	29.80	33.09	40.86	36.76	47.42
Iceland	6.71	4.70	4.52	4.43	3.24
India	352.90	317.24	357.67	330.03	639.38
Indonesia
Iran (Islamic Republic of)	95.01	82.92	1525.84

Trade coverage ratio of cultural goods					Country
2009	2010	2011	2012	2013	
1.20	Comoros
1.60	1.57	9.04	4.18	5.38	Congo
...	Cook Islands
41.12	40.17	23.90	47.91	36.88	Costa Rica
6.71	4.23	10.43	1.99	5.51	Côte d'Ivoire
63.28	66.99	56.89	59.82	58.44	Croatia
...	Cuba
12.06	12.56	19.54	13.58	39.05	Cyprus
128.68	149.09	168.55	160.29	147.40	Czech Republic
80.53	84.16	90.55	75.24	70.02	Denmark
8.09	Djibouti
1.11	1.53	...	8.69	...	Dominica
95.04	106.07	94.40	76.85	98.31	Dominican Republic
52.04	10.22	4.55	4.44	5.56	Ecuador
127.41	123.98	132.54	116.94	93.80	Egypt
61.85	77.62	89.26	51.10	55.24	El Salvador
123.47	151.20	156.96	172.95	213.81	Estonia
5.43	3.96	2.10	1.71	4.44	Ethiopia
0.05	Faeroe Islands
23.78	18.55	31.10	28.41	24.88	Fiji
39.97	40.90	42.17	42.94	40.69	Finland
0.28	0.65	0.06	Former Sudan
84.94	86.93	96.63	99.86	103.43	France
25.20	22.87	16.61	11.16	14.16	French Polynesia
0.71	Gabon
...	...	4.46	7.08	2.91	Gambia
5.53	1.26	1.35	6.92	1.20	Georgia
149.71	158.21	155.65	135.46	129.66	Germany
1.90	2.58	74.21	1.95	2.20	Ghana
42.66	33.80	50.96	61.73	70.42	Greece
0.78	1.16	0.98	0.76	3.21	Greenland
35.87	28.11	27.71	25.10	20.54	Guatemala
...	Guinea
4.53	33.71	26.03	1.81	25.15	Guyana
2.46	1.12	2.44	4.89	...	Honduras
53.62	61.35	68.13	74.29	74.90	Hungary
4.20	6.49	7.36	12.89	10.27	Iceland
1459.34	1,477.17	1,400.01	365.12	857.80	India
...	154.76	139.89	118.89	123.83	Indonesia
...	337.98	534.77	Iran (Islamic Republic of)

Table G3. Trade coverage ratio of cultural goods by country, 2004-2013

Country	Trade coverage ratio of cultural goods				
	2004	2005	2006	2007	2008
Iraq
Ireland	275.75	259.84	217.99	165.65	157.29
Israel	107.65	118.49	114.29	107.38	100.04
Italy	230.25	218.32	219.61	234.62	228.59
Jamaica	3.60	3.64	5.24	3.20	1.24
Japan	58.28	55.20	48.68	57.48	66.42
Jordan	80.90	66.70	91.12	84.80	83.53
Kazakhstan	5.43	9.79	6.08	2.51	1.81
Kenya	21.16	26.05	37.15	46.17	63.27
Kiribati
Kuwait	10.26	9.15	12.16
Kyrgyzstan	53.33	68.14	97.63	36.09	233.35
Latvia	46.16	45.62	35.23	38.46	50.84
Lebanon	82.24	103.50	129.89	130.00	125.88
Libya
Lithuania	51.95	56.20	63.22	77.20	95.50
Luxembourg	70.17	62.35	48.92	72.53	70.63
Macedonia	8.56	7.07	15.18	14.55	...
Madagascar	22.33	34.18	18.84	21.81	6.43
Malawi	4.82	3.72	26.80	31.76	9.09
Malaysia	268.06	301.06	292.29	382.28	387.38
Maldives	3.46	0.58	0.00	...	0.00
Mali	3.24	3.69	10.02	9.43	4.61
Malta	40.34	38.77	42.86	41.70	37.34
Mauritania
Mauritius	73.17	87.27	106.94	86.27	72.39
Mayotte	1.68	0.22	0.06	0.61	0.18
Mexico	71.92	69.86	62.10	69.44	78.68
Micronesia	0.65	0.56	0.72	0.00	0.04
Mongolia	7.76	3.37	2.88	1.33	...
Montenegro	11.67	4.34	5.07
Montserrat	6.91	78.51	15.52	35.12	1.26
Morocco	11.77	11.18	6.86	6.45	6.66
Mozambique	1.96	2.21	2.53	2.91	2.39
Myanmar
Namibia	14.72	17.80	19.44	17.72	23.13
Nepal
Netherlands Antilles	...	18.99	53.33	38.01	26.36
Netherlands	138.08	144.14	125.78	115.97	92.15
New Caledonia	2.66	2.22	2.26	2.62	2.04

Trade coverage ratio of cultural goods					Country
2009	2010	2011	2012	2013	
...	Iraq
124.81	120.99	152.82	193.27	180.81	Ireland
82.73	77.15	81.79	75.27	86.20	Israel
205.00	218.18	206.01	226.68	284.80	Italy
9.80	10.29	7.64	9.87	10.95	Jamaica
63.92	80.78	102.42	73.39	72.86	Japan
69.14	69.25	62.15	61.28	53.38	Jordan
3.58	1.76	6.73	2.87	1.52	Kazakhstan
77.33	42.42	44.87	Kenya
...	...	0.47	Kiribati
...	41.61	Kuwait
37.24	12.47	40.42	36.60	12.62	Kyrgyzstan
96.83	142.69	168.95	178.65	171.96	Latvia
105.51	91.84	69.21	99.08	113.14	Lebanon
...	Libya
130.30	136.63	134.56	149.65	138.08	Lithuania
55.04	24.26	21.70	20.55	29.17	Luxembourg
18.57	10.46	11.43	13.01	20.86	Macedonia
22.20	33.36	37.42	27.99	40.70	Madagascar
9.00	7.78	2.51	...	2.50	Malawi
410.30	408.91	313.97	275.08	316.97	Malaysia
...	0.15	...	Maldives
...	2.88	4.58	1.78	...	Mali
42.13	86.90	85.12	72.11	61.21	Malta
...	Mauritania
76.59	89.93	100.21	81.19	79.16	Mauritius
3.18	Mayotte
73.82	68.42	66.96	59.91	61.05	Mexico
...	...	0.34	0.45	0.81	Micronesia
...	0.79	Mongolia
11.54	9.29	7.90	10.45	14.73	Montenegro
1.04	0.11	...	Montserrat
7.87	7.97	10.38	9.44	11.36	Morocco
13.52	0.86	5.29	3.08	1.94	Mozambique
...	18.69	Myanmar
24.57	22.01	16.72	24.27	29.66	Namibia
134.69	73.75	59.80	49.82	66.74	Nepal
...	Netherlands Antilles
95.31	91.28	87.79	104.04	105.20	Netherlands
42.63	3.13	1.99	1.32	1.07	New Caledonia

Table G3. Trade coverage ratio of cultural goods by country, 2004-2013

Country	Trade coverage ratio of cultural goods				
	2004	2005	2006	2007	2008
New Zealand	22.82	22.37	24.23	19.62	20.40
Nicaragua	4.29	4.16	4.30	4.84	8.94
Niger	2.89	3.26	5.93	10.79	4.83
Nigeria	2.75	143.23	119.89
Norway	21.44	19.14	14.87	11.40	12.16
Oman	6.32	18.09	8.09	3.64	9.48
Pakistan	146.80	50.72	38.41	93.34	223.60
Palau
Palestine	17.55	22.95
Panama	...	0.38	88.58	74.20	72.89
Papua New Guinea	1.63
Paraguay	6.43	5.66	1.20	2.37	3.20
Peru	155.59	158.39	159.09	146.67	91.59
Philippines	48.53	53.96
Poland	93.72	88.87	101.93	98.22	88.94
Portugal	31.80	32.60	29.81	34.69	31.14
Qatar	...	6.96	2.24	6.50	0.04
Republic of Korea	195.97	151.71	136.59	103.22	127.05
Republic of Moldova	11.51	5.42	11.89	6.08	8.60
Romania	22.01	24.51	32.41	27.69	27.79
Russian Federation	61.81	64.58	64.33	46.72	38.96
Rwanda	...	19.14	6.83	8.13	14.48
Saint Kitts and Nevis
Saint Vincent and the Grenadines
Samoa
Sao Tome and Principe
Saudi Arabia	119.05	30.42	78.85	84.39	675.69
Senegal	19.41	12.47	9.99	11.27	15.17
Serbia	...	49.82	48.87	59.41	62.71
Seychelles	2.34
Singapore	172.76	154.79	168.10	102.87	115.02
Slovakia	88.40	83.70	80.50	86.04	73.26
Slovenia	100.54	103.87	108.16	92.84	93.84
Solomon Islands
South Africa	33.03	28.05	21.63	23.01	27.33
Spain	84.61	74.41	74.49	65.53	65.81
Sri Lanka	45.46	28.62	24.45	23.19	25.36
Sudan
Suriname
Sweden	75.56	73.21	82.29	76.03	90.83

Trade coverage ratio of cultural goods					Country
2009	2010	2011	2012	2013	
18.22	17.59	19.40	20.64	25.11	New Zealand
10.15	5.35	5.62	9.13	9.90	Nicaragua
0.69	5.62	5.17	1.75	6.36	Niger
1.10	2.09	1.08	35.73	113.08	Nigeria
10.82	11.50	14.96	27.82	22.95	Norway
48.65	30.24	4.21	3.77	5.81	Oman
409.62	469.59	249.80	2063.47	604.06	Pakistan
...	2.12	...	Palau
18.01	25.51	29.70	23.80	19.84	Palestine
79.72	79.19	74.86	0.60	1.50	Panama
...	...	0.18	1.99	...	Papua New Guinea
0.99	1.73	3.11	0.46	0.37	Paraguay
74.56	48.02	45.39	52.07	54.60	Peru
53.27	61.74	87.30	61.67	52.14	Philippines
100.96	130.13	132.96	155.68	155.85	Poland
29.94	34.95	44.16	67.64	70.69	Portugal
...	0.13	8.67	Qatar
147.34	147.28	148.51	167.91	156.99	Republic of Korea
5.76	4.98	10.59	12.67	16.54	Republic of Moldova
23.16	27.18	34.33	36.58	38.02	Romania
32.72	27.66	27.97	32.63	57.04	Russian Federation
5.25	...	2.40	4.12	1.67	Rwanda
1.16	0.59	1.44	Saint Kitts and Nevis
2.41	1.59	3.41	1.64	...	Saint Vincent and the Grenadines
9.22	35.97	1.16	0.18	0.86	Samoa
...	...	0.65	4.66	3.32	Sao Tome and Principe
168.37	53.59	71.46	70.07	63.19	Saudi Arabia
9.65	12.35	23.74	14.55	15.47	Senegal
72.87	48.36	81.01	78.71	58.03	Serbia
...	Seychelles
135.41	149.92	143.61	120.79	119.97	Singapore
83.10	87.03	77.58	77.71	101.64	Slovakia
90.38	84.37	86.82	98.81	106.98	Slovenia
...	Solomon Islands
22.23	30.77	29.49	29.97	34.71	South Africa
84.05	75.30	93.79	108.45	109.12	Spain
20.75	22.77	18.39	20.45	30.87	Sri Lanka
...	19.16	...	Sudan
...	8.02	9.95	Suriname
105.09	92.34	88.35	96.93	88.65	Sweden

Table G3. Trade coverage ratio of cultural goods by country, 2004-2013

Country	Trade coverage ratio of cultural goods				
	2004	2005	2006	2007	2008
Switzerland	83.23	75.59	91.66	90.26	87.61
Syrian Arab Republic	...	36.87	559.60	828.08	375.58
Tanzania	...	12.09	14.71	17.49	44.29
Thailand	279.89	317.68	293.41	281.90	234.11
Timor-Leste	20.87	41.99
Togo	18.64	17.81	...	1.99	7.52
Tonga	2.49
Trinidad and Tobago	30.45	29.75	25.21	27.43	29.38
Tunisia	13.27	10.49	36.68	39.59	35.87
Turkey	207.59	204.33	207.06	205.93	195.35
Turks and Caicos	...	0.62	0.80	...	14.21
United Arab Emirates	55.62	23.63	48.56	40.77	57.73
Uganda	3.41	3.72	5.72	41.88	19.34
Ukraine	29.76
United Kingdom	100.81	109.50	98.27	86.19	88.46
Uruguay	72.49	143.89	143.36	52.66	72.47
United States	63.68	68.25	71.56	67.91	79.77
Vanuatu	9.16	...
Venezuela	0.39	...	1.29
Viet Nam	54.18	47.73	64.40	98.62	136.38
Yemen	50.62	12.72	3.69
Zambia	6.99	11.00	2.93	9.84	7.12
Zimbabwe	183.78	162.13	325.70	461.94	788.16
Other Asia, n.e.s.	125.82	114.74	133.41	117.29	107.16

Trade coverage ratio of cultural goods					Country
2009	2010	2011	2012	2013	
70.22	64.54	80.29	84.01	89.93	Switzerland
145.39	104.53	Syrian Arab Republic
10.81	6.51	7.17	14.48	14.87	Tanzania
229.48	211.92	213.22	318.30	342.75	Thailand
...	21.18	Timor-Leste
2.37	2.37	12.09	10.50	17.77	Togo
0.03	0.41	0.65	4.93	...	Tonga
39.45	20.95	Trinidad and Tobago
32.42	39.94	28.81	34.99	37.15	Tunisia
199.78	196.94	209.76	283.48	288.83	Turkey
1.52	...	1.21	3.98	...	Turks and Caicos
...	United Arab Emirates
12.43	14.25	13.56	9.38	33.84	Uganda
56.85	53.76	59.07	50.95	67.03	Ukraine
92.73	96.91	83.93	102.67	107.73	United Kingdom
216.19	39.12	29.04	35.38	27.33	Uruguay
91.54	85.07	91.74	92.98	91.73	United States
13.00	7.76	3.37	Vanuatu
0.53	3.14	0.47	0.12	0.20	Venezuela
330.44	497.56	389.74	76.68	52.24	Viet Nam
6.63	22.84	115.96	3.27	25.50	Yemen
5.43	13.88	14.79	15.31	82.56	Zambia
191.72	84.26	38.13	52.29	39.54	Zimbabwe
218.20	189.48	188.28	179.54	143.22	Other Asia, n.e.s.

Table G4. Total and share of global exports of cultural goods by 2009 UNESCO FCS domains, 2004-2013

Exports of cultural goods	A. Cultural and natural heritage		B. Performance and celebration		C. Visual arts and crafts	
	Billions US\$	Share (%)	Billions US\$	Share (%)	Billions US\$	Share (%)
2004	2.56	2.36	26.44	24.38	53.14	49.00
2005	2.87	2.39	28.77	23.98	59.62	49.69
2006	3.07	2.28	28.94	21.52	70.00	52.04
2007	2.88	1.86	26.84	17.38	84.08	54.46
2008	2.84	1.64	30.46	17.65	90.91	52.67
2009	2.05	1.37	25.58	17.14	82.39	55.20
2010	2.47	1.49	28.95	17.47	96.82	58.44
2011	3.09	1.55	30.34	15.16	128.79	64.34
2012	3.58	1.67	25.42	11.87	147.69	68.99
2013	3.73	1.75	21.74	10.21	151.77	71.32

Table G5. Total and share of global imports of cultural goods by 2009 UNESCO FCS domains, 2004-2013

Imports of cultural goods	A. Cultural and natural heritage		B. Performance and celebration		C. Visual arts and crafts	
	Billions US\$	Share (%)	Billions US\$	Share (%)	Billions US\$	Share (%)
2004	3.20	2.89	28.44	25.68	49.31	44.51
2005	3.32	2.66	30.83	24.66	57.58	46.05
2006	3.49	2.58	31.31	23.16	62.02	45.89
2007	4.68	2.76	31.67	18.68	78.75	46.45
2008	3.70	2.04	34.95	19.22	79.42	43.66
2009	2.73	1.93	27.21	19.22	59.04	41.68
2010	3.15	1.99	30.22	19.07	75.24	47.50
2011	5.00	2.89	31.50	18.18	90.95	52.50
2012	4.70	2.72	25.25	14.61	99.44	57.52
2013	5.03	2.99	23.37	13.89	99.11	58.88

Table G6. Exports of cultural goods by region, 2004-2013

Region	Exports (in millions US\$)				
	2004	2005	2006	2007	2008
Arab States	642.1	1,368.7	889.0	2,990.5	5,046.6
Caribbean	13.6	32.1	65.9	38.4	53.0
Central Asia and Eastern Europe	1,684.8	2,059.8	2,257.6	2,894.5	3,200.8
Latin America	2,222.1	2,356.9	3,335.8	4,378.8	5,025.2
North America and Europe	74,838.4	81,490.9	89,551.4	100,412.6	109,520.3
Pacific	667.3	673.4	781.7	837.3	851.5
South and East Asia	28,095.4	31,672.1	37,212.9	42,213.1	48,302.0
Sub-Saharan Africa	279.2	326.6	424.4	634.5	582.5
World	108,443	119,980	134,519	154,400	172,582

D. Books and press		E. Audiovisual and interactive media		F. Design and creative services		Exports of cultural goods
Billions US\$	Share (%)	Billions US\$	Share (%)	Billions US\$	Share (%)	
20.69	19.08	5.34	4.92	0.27	0.25	2004
21.76	18.14	6.71	5.59	0.24	0.20	2005
22.85	16.99	9.39	6.98	0.26	0.20	2006
25.72	16.66	14.47	9.37	0.42	0.27	2007
26.89	15.58	21.04	12.19	0.44	0.25	2008
23.38	15.67	15.48	10.37	0.36	0.24	2009
23.50	14.19	13.66	8.25	0.27	0.16	2010
25.06	12.52	12.67	6.33	0.22	0.11	2011
23.63	11.04	13.53	6.32	0.23	0.11	2012
24.06	11.31	11.31	5.32	0.19	0.09	2013

D. Books and press		E. Audiovisual and interactive media		F. Design and creative services		Imports of cultural goods
Billions US\$	Share (%)	Billions US\$	Share (%)	Billions US\$	Share (%)	
22.28	20.11	7.36	6.65	0.18	0.16	2004
23.84	19.06	9.29	7.43	0.17	0.14	2005
25.47	18.85	12.73	9.42	0.14	0.11	2006
28.74	16.95	25.49	15.03	0.19	0.11	2007
30.62	16.84	32.98	18.13	0.21	0.11	2008
25.94	18.32	26.56	18.75	0.14	0.10	2009
26.37	16.65	23.24	14.67	0.20	0.13	2010
27.49	15.87	18.15	10.48	0.14	0.08	2011
25.63	14.83	17.69	10.24	0.16	0.09	2012
25.05	14.88	15.60	9.27	0.16	0.09	2013

Exports (in millions US\$)					Region
2009	2010	2011	2012	2013	
1,192.5	1,115.7	1,307.5	1,413.1	1,651.2	Arab States
41.5	32.2	28.0	55.4	39.9	Caribbean
2,337.5	2,702.4	3,328.7	4,266.9	5,725.7	Central Asia and Eastern Europe
3,870.0	3,247.8	3,239.5	2,397.1	2,644.4	Latin America
88,979.3	95,949.5	106,154.7	103,516.9	104,438.2	North America and Europe
714.1	791.1	1,230.2	1,085.8	961.5	Pacific
51,826.3	61,450.3	84,454.2	100,931.0	96,762.0	South and East Asia
281.8	384.2	422.3	426.6	574.7	Sub-Saharan Africa
149,243	165,673	200,165	214,093	212,798	World

Table G7. Imports of cultural goods by region, 2004-2013

Region	Imports (in millions US\$)				
	2004	2005	2006	2007	2008
Arab States	1,221.9	5,359.7	2,075.0	7,627.3	9,133.0
Caribbean	152.3	297.8	309.2	290.9	389.7
Central Asia and Eastern Europe	1,549.6	1,880.3	2,170.6	3,037.6	3,854.9
Latin America	2,962.1	3,476.6	4,766.4	6,272.1	7,583.7
North America and Europe	81,978.3	88,202.6	96,111.5	115,566.5	120,869.8
Pacific	2,700.1	2,772.0	2,861.8	3,505.5	4,003.1
South and East Asia	19,322.4	21,918.2	25,324.1	31,731.9	34,464.3
Sub-Saharan Africa	876.7	1,129.2	1,542.6	1,491.1	1,579.0
World	110,763.5	125,036.5	135,161.3	169,522.9	181,877.7

Table G8. Exports of cultural goods by level of income, 2004-2013

	Exports (in millions US\$)				
	2004	2005	2006	2007	2008
High-income economies	86,946.7	94,176.7	102,294.0	116,033.6	129,184.1
Upper-middle-income economies	17,217.1	20,893.6	25,458.2	30,459.1	36,014.7
Lower-middle-income economies	4,208.0	4,822.1	6,686.0	7,747.5	7,242.7
Low-income economies	71.1	88.0	80.6	159.6	140.4
World	108,443	119,980	134,519	154,400	172,582

Table G9. Imports of cultural goods by level of income, 2004-2013

	Imports (in millions US\$)				
	2004	2005	2006	2007	2008
High-income economies	99,232	111,077	118,462	149,142	159,850
Upper-middle-income economies	8,840	10,310	12,276	15,068	17,056
Lower-middle-income economies	2,108	2,870	3,497	4,531	3,827
Low-income economies	584	779	926	781	1,145
World	110,763	125,036	135,161	169,523	181,878

Imports (in millions US\$)					Region
2009	2010	2011	2012	2013	
1,630.0	2,600.9	2,452.8	2,602.9	5,056.2	Arab States
276.5	310.6	280.3	257.0	252.2	Caribbean
3,030.0	3,306.1	3,801.4	3,923.4	4,590.5	Central Asia and Eastern Europe
6,493.9	6,441.9	6,927.2	5,876.5	5,790.2	Latin America
96,738.7	106,233.8	112,526.0	105,489.7	103,876.5	North America and Europe
3,635.6	3,794.9	4,088.1	3,737.5	3,402.5	Pacific
28,386.8	34,080.4	41,377.4	49,470.1	43,881.2	South and East Asia
1,439.6	1,646.2	1,772.6	1,502.5	1,467.5	Sub-Saharan Africa
141,631.3	158,414.8	173,225.7	172,859.7	168,316.9	World

Exports (in millions US\$)					Region
2009	2010	2011	2012	2013	
103,181.3	113,253.8	125,993.0	123,567.7	123,307.8	High-income economies
29,184.5	37,301.0	51,787.7	66,074.0	74,759.5	Upper-middle-income economies
16,736.7	15,012.8	22,302.3	24,394.3	14,628.1	Lower-middle-income economies
140.5	105.6	82.2	56.7	102.0	Low-income economies
149,243	165,673	200,165	214,093	212,798	World

Imports (in millions US\$)					Region
2009	2010	2011	2012	2013	
122,427	136,589	148,280	145,488	143,274	High-income economies
14,568	16,167	18,034	16,689	18,250	Upper-middle-income economies
3,830	4,621	5,634	9,670	5,480	Lower-middle-income economies
807	1,038	1,278	1,013	1,313	Low-income economies
141,631	158,415	173,226	172,860	168,317	World

Table G10. Exports of cultural goods by region and the 2009 UNESCO FCS domains, 2013

Region	Exports (in millions US\$)					
	A. Cultural and natural heritage	B. Performance and celebration	C. Visual arts and crafts	D. Books and press	E. Audiovisual and interactive media	F. Design and creative services
Arab States	7.36	16.76	1,414.86	165.35	46.26	0.62
Caribbean	0.47	10.45	27.18	1.73	0.01	0.02
Central Asia and Eastern Europe	4.41	126.23	4,956.40	622.12	9.23	7.27
Latin America	1.07	449.05	1,595.13	434.79	164.04	0.29
North America and Europe	3,538.19	15,392.29	63,744.31	17,866.01	3,794.19	103.18
Pacific	38.47	125.85	564.72	216.81	15.62	0.06
South and East Asia	80.69	5,598.01	79,241.10	4,481.17	7,279.13	81.88
Sub-Saharan Africa	55.12	18.50	226.44	269.69	4.82	0.17

Table G11. Imports of cultural goods by region and the 2009 UNESCO FCS domains, 2013

Region	Imports (in millions US\$)					
	A. Cultural and natural heritage	B. Performance and celebration	C. Visual arts and crafts	D. Books and press	E. Audiovisual and interactive media	F. Design and creative services
Arab States	38.52	369.81	3,877.73	575.76	189.89	4.46
Caribbean	0.97	10.51	170.79	67.99	1.94	0.04
Central Asia and Eastern Europe	25.98	806.07	2,502.11	1,044.47	202.84	9.06
Latin America	12.40	1,193.35	2,180.39	1,313.66	1,084.40	6.01
North America and Europe	3,948.32	15,140.07	56,930.85	16,954.86	10,848.27	54.15
Pacific	57.28	646.70	1,384.34	991.19	322.74	0.25
South and East Asia	938.54	4,917.38	31,680.38	3,380.26	2,882.05	82.62
Sub-Saharan Africa	6.25	289.27	385.42	719.71	63.58	3.23

Table G12. Exports of cultural goods by level of income and the 2009 UNESCO FCS domains, 2013

	Exports (in millions US\$)					
	A. Cultural and natural heritage	B. Performance and celebration	C. Visual arts and crafts	D. Books and press	E. Audiovisual and interactive media	F. Design and creative services
High-income economies	3,628,055.4	18,469,629.1	76,415,021.9	19,649,315.8	4,983,410.0	162,397.5
Upper-middle-income economies	50,462.9	2,731,663.7	61,915,439.1	3,725,706.7	6,314,920.9	21,333.7
Lower-middle-income economies	33,920.1	531,695.9	13,379,765.8	658,037.4	14,958.0	9,767.4
Low-income economies	13,336.6	4,157.9	59,909.9	24,600.6	7.8	1.5
World	3,725,775	21,737,146	151,770,137	24,057,661	11,313,297	193,500

Table G13. Imports of cultural goods by level of income and the 2009 UNESCO FCS domains, 2013

	Imports (in millions US\$)					
	A. Cultural and natural heritage	B. Performance and celebration	C. Visual arts and crafts	D. Books and press	E. Audiovisual and interactive media	F. Design and creative services
High-income economies	4,875.47	18,830.85	84,320.02	20,991.20	14,186.37	70.37
Upper-middle-income economies	114.87	4,100.09	10,050.42	2,847.36	1,110.46	26.95
Lower-middle-income economies	36.77	402.92	3,704.04	977.98	297.93	59.92
Low-income economies	1.16	39.31	1,037.52	231.34	0.95	2.56
World	5,028	23,373	99,112	25,048	15,596	160

Table G14. Top 20 exporters of cultural goods of cultural and natural heritage (domain A), 2004-2013

A. Cultural and natural heritage							
Rank by 2013	Exports (in millions US\$)	2004	2005	2006	2007	2008	2009
	World	2,562.8	2,869.3	3,067.3	2,878.0	2,835.1	2,051.1
1	United Kingdom	1,353.4	1,561.3	1,519.2	1,108.7	1,013.0	565.7
2	United States	419.1	415.9	558.8	544.0	549.9	551.8
3	France	235.5	277.1	260.0	251.7	329.7	290.9
4	Switzerland	125.5	194.7	177.8	345.6	230.2	215.0
5	Germany	105.5	99.0	111.8	143.6	155.0	112.1
6	Austria	22.0	17.6	16.6	24.2	29.2	19.9
7	Belgium	54.2	48.8	51.8	50.5	95.5	40.1
8	Netherlands	15.4	21.7	25.9	35.2	31.9	18.5
9	Canada	44.0	29.4	35.9	66.4	36.3	49.6
10	China	2.0	3.1	3.2	3.4	2.4	2.7
11	Italy	17.0	15.7	19.1	12.7	16.0	12.7
12	New Zealand	6.5	8.5	11.7	3.1	9.6	5.7
13	Zambia	0.1	0.6	0.5	0.6	1.0	0.9
14	Singapore	4.5	8.6	49.8	9.4	8.2	21.0
15	Denmark	21.9	22.9	21.3	16.7	16.5	13.8
16	South Africa	8.6	13.2	11.8	14.2	60.9	15.3
17	Spain	2.0	1.8	2.1	1.6	2.1	4.2
18	Australia	15.4	14.6	10.0	15.8	8.9	7.1
19	Zimbabwe	6.9	3.8	23.2	31.3	42.6	14.2
20	India	0.7	0.8	0.1	96.8	30.5	1.9

A. Cultural and natural heritage						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Exports (in millions US\$)	Rank by 2013
2,467.4	3,094.9	3,583.3	3,725.8	45.38	World	
772.1	997.8	1,324.3	1,455.3	7.53	United Kingdom	1
581.2	779.3	919.1	933.3	122.70	United States	2
282.7	349.9	338.6	329.0	39.72	France	3
304.2	241.0	312.1	319.7	154.79	Switzerland	4
147.1	325.9	191.4	202.8	92.23	Germany	5
28.9	55.2	45.4	88.0	299.50	Austria	6
41.3	32.1	47.5	42.8	-21.03	Belgium	7
27.4	37.1	43.0	39.0	152.43	Netherlands	8
48.4	58.9	55.9	32.8	-25.54	Canada	9
5.5	1.2	4.2	25.7	1,208.41	China	10
17.0	17.8	19.6	24.3	42.95	Italy	11
7.1	7.4	10.5	23.9	264.61	New Zealand	12
1.4	1.8	1.9	19.9	13,578.46	Zambia	13
20.2	25.5	7.7	19.2	324.54	Singapore	14
12.6	16.7	19.2	17.0	-22.10	Denmark	15
16.2	18.7	42.0	16.4	91.78	South Africa	16
7.8	14.6	9.5	14.8	658.40	Spain	17
10.3	11.4	16.3	14.6	-5.43	Australia	18
10.2	8.4	10.7	12.9	87.31	Zimbabwe	19
0.1	0.2	0.2	12.2	1,585.64	India	20

Table G15. Top 20 importers of cultural goods of cultural and natural heritage (domain A), 2004-2013

A. Cultural and natural heritage							
Rank by 2013	Imports (in millions US\$)	2004	2005	2006	2007	2008	2009
	World	3,197.56	3,323.40	3,488.45	4,680.81	3,703.30	2,728.71
1	United States	1,469.40	1,604.98	1,692.24	1,853.86	1,614.63	1,104.85
2	United Kingdom	941.06	825.72	810.66	1,415.85	497.83	372.53
3	China, Hong Kong SAR	124.87	154.35	212.66	398.32	330.46	277.47
4	Switzerland	134.75	120.97	147.73	191.93	220.58	200.35
5	Netherlands	52.05	51.05	76.88	127.83	165.97	132.66
6	France	96.56	101.11	98.10	127.53	170.23	120.68
7	China	0.71	3.65	2.70	2.45	8.52	2.57
8	Germany	42.77	48.77	53.26	81.49	83.15	63.62
9	Japan	45.10	88.49	38.14	50.94	30.19	23.69
10	Austria	21.78	23.89	27.20	36.51	38.19	27.57
11	Canada	26.60	28.64	41.81	50.96	50.41	24.00
12	Belgium	51.30	41.47	40.55	49.86	78.24	43.95
13	Australia	24.75	28.84	28.47	38.93	44.97	26.30
14	Singapore	13.88	11.00	6.22	15.81	11.96	12.21
15	Egypt	0.00
16	Thailand	0.04	0.12	0.06	5.62	1.06	0.62
17	Italy	25.59	23.50	15.34	32.35	26.91	28.62
18	New Zealand	9.56	10.83	10.97	13.08	16.54	13.17
19	Poland	2.90	3.09	2.70	3.89	9.43	7.82
20	Czech Republic	3.67	2.26	2.44	1.86	4.64	2.73

A. Cultural and natural heritage						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Imports (in millions US\$)	Rank by 2013
3,147.11	5,003.20	4,697.35	5,028.27	57.25	World	
1,112.46	1,210.55	1,576.37	1,651.39	12.39	United States	1
579.59	1,432.93	1,202.38	1,246.07	32.41	United Kingdom	2
442.24	965.45	715.18	743.97	495.81	China, Hong Kong SAR	3
227.40	272.82	284.44	336.78	149.92	Switzerland	4
195.43	77.62	123.00	245.03	370.75	Netherlands	5
133.45	240.64	211.29	164.75	70.61	France	6
12.24	13.76	55.42	71.14	9,987.73	China	7
69.98	77.16	74.10	55.55	29.90	Germany	8
18.14	32.25	51.57	46.40	2.87	Japan	9
26.95	28.94	32.60	44.82	105.81	Austria	10
31.45	38.18	53.42	44.19	66.14	Canada	11
40.32	33.87	30.03	40.99	-20.11	Belgium	12
32.94	44.48	43.12	38.38	55.08	Australia	13
6.08	14.40	16.24	27.97	101.52	Singapore	14
0.00	...	0.00	25.46	...	Egypt	15
0.57	0.61	0.11	21.69	50,734.21	Thailand	16
16.79	18.74	20.27	21.45	-16.16	Italy	17
27.45	92.86	25.10	18.76	96.17	New Zealand	18
4.69	9.49	8.72	18.53	539.41	Poland	19
1.85	3.00	13.97	18.24	396.73	Czech Republic	20

Table G16. Top 20 exporters of cultural goods of performance and celebration (domain B), 2004-2013

B. Performance and celebration							
Rank by 2013	Exports (in millions US\$)	2004	2005	2006	2007	2008	2009
	World	26,443.3	28,774.9	28,944.8	26,836.6	30,464.4	25,581.1
1	Germany	4,099.5	4,882.4	4,846.5	5,753.2	6,103.0	5,484.8
2	United States	3,773.8	4,088.7	4,103.5	3,780.0	4,158.9	3,696.3
3	China	941.4	989.3	1,045.0	1,797.6	2,044.3	1,784.7
4	Singapore	1,784.3	1,760.8	1,938.7	1,022.6	1,111.7	1,244.8
5	Austria	1,338.0	1,493.6	1,396.3	1,553.3	1,632.2	1,402.8
6	Netherlands	2,137.0	2,253.7	2,051.8	1,947.4	2,208.7	1,541.6
7	Japan	1,088.7	1,149.6	1,020.1	1,373.8	1,617.1	1,255.5
8	United Kingdom	2,104.7	2,727.9	2,716.3	184.0	1,666.0	82.4
9	Ireland	2,056.0	2,081.0	2,055.0	1,551.9	1,581.9	1,083.5
10	France	1,095.6	1,102.2	1,139.0	1,096.0	1,090.0	1,003.7
11	Sweden	623.1	611.3	713.9	730.4	1,148.1	1,040.8
12	Czech Republic	162.5	303.3	461.5	532.3	716.8	528.6
13	Poland	182.2	194.5	275.4	359.3	329.2	252.3
14	Indonesia
15	Mexico	327.3	290.7	321.7	160.2	410.8	304.1
16	Republic of Korea	397.0	356.0	299.1	210.8	202.0	185.0
17	Italy	311.9	329.9	341.3	301.0	295.0	255.6
18	Canada	511.4	544.4	458.2	449.2	366.5	309.6
19	Belgium	608.1	660.5	691.9	757.0	770.1	595.4
20	Switzerland	335.4	282.7	286.6	240.6	255.8	223.0

B. Performance and celebration						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Exports (in millions US\$)	Rank by 2013
28,946.4	30,335.3	25,422.3	21,737.1	-17.80	World	
5,558.6	5,806.1	4,562.8	3,936.4	-3.98	Germany	1
3,820.4	3,857.3	3,580.1	3,312.4	-12.23	United States	2
1,967.8	2,289.8	2,024.2	2,017.1	114.28	China	3
2,247.6	2,297.3	2,141.9	1,425.6	-20.10	Singapore	4
1,586.5	1,591.8	1,181.8	1,221.2	-8.73	Austria	5
1,500.0	1,651.1	1,305.2	1,191.9	-44.22	Netherlands	6
1,371.9	1,420.9	1,186.2	1,113.1	2.24	Japan	7
1,475.2	1,256.5	857.6	916.0	-56.48	United Kingdom	8
962.0	1,169.3	904.8	866.9	-57.83	Ireland	9
1,129.6	1,093.9	899.6	849.7	-22.45	France	10
828.7	836.3	821.9	605.5	-2.83	Sweden	11
653.2	873.3	742.6	588.7	262.20	Czech Republic	12
521.5	520.3	487.2	518.3	184.52	Poland	13
398.4	464.5	484.3	478.8	20.17a	Indonesia	14
348.6	414.7	273.4	370.4	13.16	Mexico	15
224.9	245.1	261.9	254.5	-35.88	Republic of Korea	16
261.6	298.1	243.1	208.7	-33.10	Italy	17
323.8	278.5	230.0	193.0	-62.26	Canada	18
304.8	298.3	200.3	176.8	-70.92	Belgium	19
228.6	224.1	187.3	173.8	-48.19	Switzerland	20

Table G17. Top 20 importers of cultural goods of performance and celebration (domain B), 2004-2013

B. Performance and celebration							
Rank by 2013	Imports (in millions US\$)	2004	2005	2006	2007	2008	2009
	World	28,443.78	30,832.69	31,306.99	31,674.37	34,953.31	27,214.61
1	Germany	2,300.10	3,220.83	2,896.36	3,261.54	3,224.83	3,016.14
2	China	1,151.77	1,262.16	1,185.49	1,621.30	1,716.53	1,678.94
3	United States	2,966.88	3,025.99	2,628.58	3,413.30	3,088.72	2,359.32
4	United Kingdom	2,548.03	2,754.30	2,775.97	399.30	2,767.51	278.90
5	France	1,730.93	1,726.38	1,784.23	1,890.86	2,066.24	1,725.95
6	Canada	1,541.67	1,497.12	1,499.60	1,602.90	1,988.81	1,604.67
7	Japan	1,185.80	1,173.07	1,202.52	1,352.29	1,293.28	1,166.07
8	Netherlands	1,097.95	1,094.28	1,112.98	1,228.13	1,369.81	1,142.22
9	Austria	702.70	727.66	815.91	952.65	1,088.37	964.65
10	Republic of Korea	590.45	716.20	804.84	682.85	734.65	551.39
11	Italy	1,540.02	1,576.42	1,657.95	1,317.67	1,348.90	1,019.20
12	Switzerland	919.97	839.75	776.50	890.58	1,011.89	811.70
13	Belgium	1,002.29	959.03	1,012.43	1,090.00	1,256.63	930.63
14	China, Hong Kong SAR	426.01	457.48	583.04	620.25	624.60	557.99
15	Australia	640.93	686.89	636.27	789.02	776.18	689.72
16	Sweden	630.74	673.29	684.68	737.78	873.81	679.98
17	Mexico	389.09	383.84	462.46	205.29	546.30	498.80
18	Russian Federation	90.90	67.46	94.43	166.63	338.80	202.17
19	Spain	929.36	840.63	912.94	621.20	583.71	440.37
20	Norway	376.91	427.47	461.90	532.50	567.55	484.43

B. Performance and celebration						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Imports (in millions US\$)	Rank by 2013
30,216.85	31,498.59	25,247.02	23,373.17	-17.83	World	
3,114.33	3,113.86	2,728.33	2,583.73	12.33	Germany	1
2,254.68	2,509.57	2,542.84	2,079.53	80.55	China	2
2,540.16	2,546.29	1,945.20	1,870.46	-36.96	United States	3
2,212.84	2,106.40	1,667.62	1,719.14	-32.53	United Kingdom	4
1,741.92	1,839.11	1,533.13	1,552.85	-10.29	France	5
1,681.53	1,628.48	1,495.12	1,363.94	-11.53	Canada	6
1,264.77	1,382.17	1,125.90	985.70	-16.87	Japan	7
1,165.75	1,464.01	904.95	746.32	-32.03	Netherlands	8
892.67	927.14	842.59	745.71	6.12	Austria	9
589.76	630.25	653.63	707.99	19.91	Republic of Korea	10
964.26	1,019.53	755.71	704.90	-54.23	Italy	11
790.67	750.59	642.00	540.31	-41.27	Switzerland	12
677.39	660.46	538.39	499.56	-50.16	Belgium	13
560.54	632.83	612.28	496.96	16.65	China, Hong Kong SAR	14
721.74	724.65	567.99	496.23	-22.58	Australia	15
663.36	687.38	542.58	441.08	-30.07	Sweden	16
563.75	613.69	300.01	408.80	5.06	Mexico	17
275.04	342.25	286.39	370.67	307.76	Russian Federation	18
472.00	479.53	335.35	331.45	-64.34	Spain	19
482.23	460.04	389.71	326.50	-13.38	Norway	20

Table G18. Top 20 exporters of cultural goods of visual arts and crafts (domain C), 2004-2013

C. Visual arts and crafts							
Rank by 2013	Exports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	53.1	59.6	70.0	84.1	90.9	82.4
1	China	5.91	7.01	8.41	9.61	10.27	9.56
2	United States	7.66	9.34	11.80	13.88	14.92	12.85
3	India	3.39	3.84	5.46	5.72	5.18	13.84
4	Switzerland	3.78	3.88	4.87	6.10	7.02	5.78
5	United Kingdom	5.51	6.73	7.33	9.85	8.80	6.62
6	Italy	5.98	6.05	6.76	7.76	7.78	5.59
7	France	2.23	2.41	3.02	3.51	3.96	3.11
8	Turkey	1.12	1.44	1.56	2.10	2.19	1.57
9	Thailand	1.51	1.93	2.00	2.41	3.16	2.77
10	Singapore	0.93	0.83	0.87	1.16	2.06	1.83
11	Germany	2.39	2.36	2.57	2.86	3.15	2.47
12	Malaysia	0.80	0.99	1.10	1.51	1.53	1.42
13	Republic of Korea	1.89	1.75	1.94	1.92	2.50	1.86
14	Japan	1.08	1.18	1.26	1.37	1.90	1.52
15	Other Asia, n.e.s.	0.82	0.89	0.98	1.01	1.06	0.89
16	China, Hong Kong SAR	0.78	0.87	0.96	1.13	1.16	0.76
17	Spain	0.71	0.67	0.75	0.84	0.88	0.80
18	Russian Federation	0.03	0.09	0.09	0.08	0.03	0.03
19	Mexico	0.81	0.85	0.84	0.85	0.71	0.66
20	Canada	0.92	0.97	0.97	1.06	0.79	0.62

C. Visual arts and crafts						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Exports (in billions US\$)	Rank by 2013
96.8	128.8	147.7	151.8	185.63	World	
16.10	27.96	40.79	49.37	735.04	China	1
13.55	15.10	16.48	18.34	139.35	United States	2
9.43	16.56	19.91	11.39	235.79	India	3
7.18	10.00	10.24	11.06	192.46	Switzerland	4
8.78	9.41	11.80	10.23	85.61	United Kingdom	5
6.77	7.59	7.72	8.70	45.47	Italy	6
3.33	5.01	5.47	6.39	186.58	France	7
2.00	2.52	3.30	4.10	265.03	Turkey	8
3.45	4.06	4.09	4.08	169.96	Thailand	9
2.78	2.83	3.49	3.74	300.30	Singapore	10
2.86	3.44	3.27	3.38	41.00	Germany	11
1.74	1.98	2.06	2.34	192.43	Malaysia	12
1.90	2.13	2.28	2.31	21.85	Republic of Korea	13
2.31	3.26	2.22	1.89	75.70	Japan	14
1.06	1.26	1.32	1.46	76.78	Other Asia, n.e.s.	15
0.94	1.09	1.14	1.10	41.63	China, Hong Kong SAR	16
0.84	1.22	1.22	1.09	53.58	Spain	17
0.02	0.02	0.23	0.76	2,085.28	Russian Federation	18
0.79	0.78	0.69	0.68	-15.83	Mexico	19
0.66	0.67	0.57	0.66	-28.41	Canada	20

Table G19. Top 20 importers of cultural goods of visual arts and crafts (domain C), 2004-2013

C. Visual arts and crafts							
Rank by 2013	Imports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	49.3	57.6	62.0	78.8	79.4	59.0
1	United States	14.7	15.7	18.1	20.0	16.5	12.4
2	China, Hong Kong SAR	3.4	3.8	4.3	5.3	6.4	5.4
3	Switzerland	3.4	4.2	4.2	5.5	6.5	7.2
4	United Kingdom	6.4	7.0	9.0	10.9	9.5	6.9
5	France	2.0	2.1	2.4	2.9	3.0	2.5
6	Singapore	1.3	1.4	1.4	2.0	2.6	2.1
7	Germany	2.1	2.1	2.1	2.3	2.5	2.2
8	China	0.7	0.8	0.9	1.0	1.1	1.1
9	Japan	2.2	2.3	2.6	2.5	2.6	2.0
10	Italy	1.1	1.2	1.4	1.9	1.9	1.4
11	Canada	0.9	1.0	1.2	1.4	1.4	1.2
12	Australia	0.6	0.6	0.6	0.8	1.0	0.9
13	Turkey	0.3	0.4	0.5	0.7	0.8	0.5
14	India	0.2	0.2	0.4	0.5	0.3	0.7
15	Mexico	0.9	1.0	1.1	1.1	0.9	0.8
16	Algeria	0.01	0.01	0.01	0.01	0.01	0.01
17	Other Asia, n.e.s.	0.4	0.5	0.5	0.6	0.6	0.6
18	Thailand	0.3	0.4	0.4	0.5	0.9	0.7
19	Russian Federation	0.1	0.1	0.1	0.2	0.2	0.2
20	Viet Nam	0.2	0.3	0.3	0.3	0.3	0.4

C. Visual arts and crafts						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Imports (in billions US\$)	Rank by 2013
75.2	91.0	99.4	99.1	101.01	World	
15.1	16.6	17.2	19.0	29.09	United States	1
7.7	12.0	13.9	14.5	324.31	China, Hong Kong SAR	2
10.2	11.2	11.0	11.1	226.77	Switzerland	3
8.6	11.3	11.3	9.1	42.02	United Kingdom	4
3.0	3.8	4.0	4.7	130.11	France	5
3.1	3.5	4.6	4.4	235.47	Singapore	6
2.5	3.3	3.2	3.3	57.20	Germany	7
1.3	1.6	1.9	2.9	311.73	China	8
2.3	2.4	2.7	2.6	16.42	Japan	9
1.9	2.5	2.3	2.0	87.79	Italy	10
1.4	1.5	1.7	1.8	104.80	Canada	11
1.0	1.1	1.1	1.2	101.88	Australia	12
0.7	0.8	0.8	1.1	225.82	Turkey	13
0.4	0.9	5.3	1.1	538.14	India	14
1.0	1.0	1.0	1.0	8.76	Mexico	15
0.02	0.02	0.05	0.93	9,452.03	Algeria	16
0.7	0.8	0.9	0.9	142.34	Other Asia, n.e.s.	17
0.8	1.0	1.0	0.9	175.78	Thailand	18
0.3	0.3	0.7	0.9	555.16	Russian Federation	19
0.5	0.6	0.7	0.9	255.52	Viet Nam	20

Table G20. Top 20 exporters of cultural goods of books and press (domain D), 2004-2013

D. Books and press							
Rank by 2013	Exports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	20,692.3	21,763.4	22,851.2	25,718.3	26,892.8	23,384.1
1	United States	3,411.8	3,688.3	3,929.5	4,189.8	4,303.2	3,976.6
2	United Kingdom	3,770.9	3,608.2	3,673.5	4,205.7	3,957.6	3,525.3
3	Germany	2,587.7	2,965.2	2,995.1	3,251.0	3,297.4	2,795.9
4	China	773.4	938.1	1,163.6	1,548.5	1,913.2	1,793.1
5	France	1,303.5	1,366.7	1,307.0	1,445.4	1,578.0	1,481.0
6	Italy	972.4	921.9	934.4	1,057.3	1,256.4	1,008.6
7	Netherlands	572.7	578.0	639.6	719.0	908.7	778.2
8	Singapore	514.0	537.9	614.9	630.2	685.3	596.5
9	Spain	1,094.0	1,030.8	992.2	1,042.4	1,048.7	810.0
10	Belgium	736.7	741.7	720.3	851.0	947.3	795.4
11	Poland	226.3	274.9	364.3	457.5	529.9	439.4
12	Czech Republic	175.0	225.5	273.4	296.5	350.4	391.7
13	Canada	721.1	760.2	754.1	715.4	647.2	491.0
14	Russian Federation	265.5	257.2	301.6	326.9	330.8	278.4
15	India	94.2	111.3	146.9	213.7	177.7	176.8
16	Switzerland	298.4	349.0	401.4	396.3	455.7	380.0
17	Mexico	207.4	239.1	274.4	312.1	293.7	239.4
18	Denmark	220.4	207.4	207.2	224.5	214.6	199.0
19	Australia	171.2	172.3	176.3	216.4	210.0	186.6
20	Malaysia	110.7	133.2	168.7	174.1	192.0	165.8

D. Books and press						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Exports (in billions US\$)	Rank by 2013
23,504.8	25,060.1	23,632.6	24,057.7	16.26	World	
4,139.4	4,072.5	3,988.0	3,797.9	11.32	United States	1
3,406.2	3,619.7	3,448.9	3,423.9	-9.20	United Kingdom	2
2,707.3	2,874.0	2,596.4	2,671.6	3.24	Germany	3
2,075.0	2,362.2	2,520.5	2,578.6	233.40	China	4
1,450.6	1,536.1	1,404.2	1,353.8	3.86	France	5
1,079.4	1,137.2	1,003.8	945.6	-2.75	Italy	6
702.4	867.0	834.2	897.9	56.78	Netherlands	7
593.9	669.7	636.0	828.6	61.20	Singapore	8
752.1	784.0	724.7	738.6	-32.49	Spain	9
692.2	775.2	658.3	681.9	-7.43	Belgium	10
469.2	515.3	491.2	560.9	147.89	Poland	11
402.2	496.5	415.2	408.9	133.59	Czech Republic	12
465.7	469.4	420.1	376.2	-47.83	Canada	13
232.2	237.9	201.4	342.5	29.03	Russian Federation	14
186.0	257.4	290.3	290.0	208.02	India	15
318.5	320.4	238.6	235.0	-21.24	Switzerland	16
232.5	233.3	201.5	199.3	-3.92	Mexico	17
168.1	175.5	176.2	196.5	-10.87	Denmark	18
216.4	221.0	189.9	185.4	8.30	Australia	19
173.6	176.7	170.9	177.4	60.22	Malaysia	20

Table G21. Top 20 importers of cultural goods of books and press (domain D), 2004-2013

D. Books and press							
Rank by 2013	Imports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	22,275.3	23,836.2	25,472.5	28,736.1	30,620.9	25,943.4
1	United States	3,159.4	3,408.3	3,516.5	3,789.8	3,686.6	2,872.4
2	Canada	2,201.8	2,360.1	2,556.2	2,695.0	2,762.6	2,456.8
3	United Kingdom	2,167.0	2,142.2	2,213.4	2,680.1	2,415.2	1,930.1
4	France	1,409.9	1,509.8	1,467.6	1,640.4	1,865.1	1,701.7
5	Germany	1,271.7	1,289.9	1,329.7	1,446.4	1,563.9	1,473.7
6	China, Hong Kong SAR	723.0	823.8	947.6	1,100.6	1,153.9	1,005.2
7	Switzerland	980.5	1,036.9	1,054.5	1,132.3	1,239.4	1,106.3
8	Belgium	880.8	892.9	937.0	1,025.8	1,091.3	978.0
9	Austria	728.8	744.3	768.7	917.9	949.0	875.0
10	Netherlands	483.9	499.5	570.8	647.5	767.4	641.4
11	Australia	657.5	655.8	688.3	776.7	851.3	736.3
12	Russian Federation	394.0	409.0	467.0	686.7	873.1	632.6
13	China	168.5	229.9	257.7	266.6	272.7	288.6
14	Spain	494.1	524.8	539.8	626.1	832.2	582.5
15	Mexico	489.8	508.6	520.0	554.7	542.7	443.4
16	Italy	512.3	506.1	555.9	571.4	570.3	500.3
17	Japan	524.6	504.5	496.3	482.9	486.2	450.7
18	Singapore	281.6	322.9	328.2	366.2	398.7	352.0
19	Norway	228.0	252.2	274.4	329.8	374.3	311.0
20	Sweden	286.0	299.6	337.3	372.5	370.9	283.7

D. Books and press						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Imports (in billions US\$)	Rank by 2013
26,368.2	27,485.7	25,627.3	25,047.9	12.45	World	
3,012.3	2,877.2	2,845.8	2,802.8	-11.29	United States	1
2,630.4	2,613.4	2,449.7	2,296.1	4.28	Canada	2
1,891.9	2,119.8	2,085.7	2,068.0	-4.56	United Kingdom	3
1,568.8	1,629.0	1,490.2	1,431.5	1.53	France	4
1,380.7	1,506.0	1,364.9	1,324.7	4.17	Germany	5
1,129.8	1,183.3	1,132.2	1,062.1	46.90	China, Hong Kong SAR	6
1,109.0	1,154.8	1,049.2	1,027.7	4.81	Switzerland	7
937.4	990.9	895.3	931.3	5.73	Belgium	8
841.4	875.6	807.8	817.5	12.18	Austria	9
618.4	826.8	759.0	759.0	56.86	Netherlands	10
780.8	857.6	869.0	751.3	14.27	Australia	11
545.2	565.8	532.9	626.6	59.03	Russian Federation	12
383.9	409.5	452.6	500.1	196.73	China	13
538.9	576.6	532.6	447.3	-9.46	Spain	14
441.9	441.3	452.6	430.6	-12.08	Mexico	15
469.2	509.5	460.8	430.3	-16.00	Italy	16
456.3	469.0	442.0	396.3	-24.45	Japan	17
365.3	410.2	387.0	372.9	32.39	Singapore	18
319.7	354.0	337.4	353.8	55.16	Norway	19
294.1	332.8	301.8	311.1	8.80	Sweden	20

Table G22. Top 20 exporters of cultural goods of audiovisual and interactive media (domain E), 2004-2013

E. Audiovisual and interactive media							
Rank by 2013	Exports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	5,339.0	6,710.8	9,387.4	14,470.7	21,044.7	15,480.2
1	China	2,834.7	3,889.0	5,077.5	5,566.2	8,231.0	5,011.5
2	United States	582.6	740.0	1,251.6	2,801.1	3,001.7	2,628.1
3	Japan	59.0	56.9	116.1	634.2	216.6	108.5
4	Germany	408.6	417.8	1,056.0	1,843.1	3,573.7	2,740.2
5	United Kingdom	169.5	186.8	239.8	423.0	457.8	300.8
6	Canada	324.2	405.2	400.4	453.5	475.1	519.1
7	Netherlands	63.3	107.2	94.9	192.1	1,734.3	1,379.3
8	Singapore	131.0	154.8	162.3	275.7	364.9	304.1
9	Mexico	21.1	45.8	147.6	982.6	1,457.5	1,045.9
10	Belgium	120.9	52.8	28.0	42.1	74.0	87.9
11	Denmark	24.3	60.3	65.5	148.3	169.7	107.1
12	Sweden	34.3	43.0	57.8	85.9	152.5	178.9
13	France	54.5	55.5	80.0	82.4	131.4	123.0
14	Spain	47.0	66.6	64.9	121.7	135.7	145.4
15	Italy	224.6	173.0	243.9	263.3	269.9	243.8
16	Poland	6.0	0.7	1.3	1.8	2.8	3.3
17	Slovakia	44.0	34.4	23.5	25.9	45.3	73.6
18	Austria	0.4	0.4	0.1	0.3	61.2	61.4
19	Saudi Arabia	0.1	0.1	0.1	0.2
20	Tunisia	0.01	0.003	0.002	0.04	0.0002	1.3

E. Audiovisual and interactive media						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Exports (in billions US\$)	Rank by 2013
13,662.0	12,667.4	13,532.8	11,313.3	111.90	World	
4,687.9	5,089.3	7,253.4	6,100.1	115.19	China	1
2,405.1	2,067.4	1,543.0	1,473.3	152.87	United States	2
70.3	91.3	925.5	925.0	1,466.57	Japan	3
2,004.5	1,612.6	1,538.3	680.0	66.44	Germany	4
366.3	391.5	336.3	360.8	112.84	United Kingdom	5
570.2	571.1	210.3	290.8	-10.32	Canada	6
1,214.4	435.3	197.6	230.0	263.13	Netherlands	7
412.0	465.8	264.2	226.8	73.21	Singapore	8
462.8	258.5	81.8	155.9	638.67	Mexico	9
127.4	169.5	145.5	127.8	5.66	Belgium	10
116.9	99.4	95.1	119.3	391.33	Denmark	11
200.4	174.5	113.6	95.6	178.39	Sweden	12
120.0	108.0	112.5	92.2	69.12	France	13
96.3	94.1	69.3	74.9	59.28	Spain	14
248.0	249.3	130.2	59.2	-73.65	Italy	15
4.0	73.1	78.5	42.1	603.07	Poland	16
31.3	53.8	47.3	36.0	-18.06	Slovakia	17
59.7	152.2	94.9	27.1	6,900.78	Austria	18
2.5	4.3	0.9	23.6	16,397.58	Saudi Arabia	19
24.7	25.5	14.7	21.0	35,5973.49	Tunisia	20

Table G23. Top 20 importers of cultural goods of audiovisual and interactive media (domain E), 2004-2013

E. Audiovisual and interactive media							
Rank by 2013	Imports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	7,360.7	9,291.8	12,727.0	25,486.8	32,975.7	26,562.8
1	United States	2,596.8	3,004.8	4,310.6	8,011.5	8,846.1	7,183.8
2	Japan	154.5	510.6	975.6	1,837.6	1,450.9	1,162.6
3	Germany	499.5	806.2	534.7	1,649.8	2,475.2	2,427.4
4	United Kingdom	724.7	793.1	980.3	2,926.9	2,771.3	2,490.9
5	France	327.7	329.4	420.1	820.1	1,382.1	997.1
6	China, Hong Kong SAR	833.8	993.4	1,938.6	2,926.3	4,346.3	3,011.3
7	Canada	454.9	608.0	697.7	1,193.1	1,338.9	1,069.1
8	Mexico	71.9	128.4	461.8	1,491.6	1,674.6	1,279.9
9	Spain	213.7	349.8	301.4	851.7	973.8	564.3
10	Netherlands	144.0	154.2	185.5	278.8	2,814.9	1,858.0
11	Italy	90.8	112.3	132.9	202.5	390.1	502.4
12	Australia	143.7	124.3	229.0	326.5	639.3	671.7
13	Paraguay	9.2	13.3	63.7	82.3	214.8	318.7
14	China	68.2	48.3	204.5	578.0	346.5	185.6
15	Singapore	125.4	164.6	171.3	329.4	439.1	292.7
16	Denmark	47.0	101.8	95.1	140.3	281.0	222.6
17	Belgium	124.3	80.3	63.7	104.8	172.5	152.7
18	Russian Federation	4.7	4.2	5.2	34.4	97.0	83.5
19	Saudi Arabia	9.8	13.1	9.9	18.7	0.0	72.0
20	Sweden	73.1	81.5	107.7	155.4	271.3	234.8

E. Audiovisual and interactive media						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Imports (in billions US\$)	Rank by 2013
23,238.2	18,149.6	17,692.9	15,595.7	111.88	World	
7,078.7	4,966.8	4,993.2	5,039.1	94.05	United States	1
954.0	601.2	1,885.1	1,622.3	949.72	Japan	2
1,426.2	1,077.1	1,607.8	1,164.1	133.02	Germany	3
1,973.6	1,692.9	1,075.9	1,073.7	48.16	United Kingdom	4
864.1	877.0	965.0	853.7	160.50	France	5
2,130.3	1,330.2	1,064.7	734.5	-11.91	China, Hong Kong SAR	6
1,084.5	699.5	564.4	575.0	26.41	Canada	7
695.9	442.9	315.4	432.9	501.97	Mexico	8
623.1	495.1	361.3	398.3	86.42	Spain	9
1,659.4	1,025.6	348.3	317.2	120.25	Netherlands	10
470.9	433.2	463.4	283.0	211.79	Italy	11
549.3	505.8	391.8	277.7	93.28	Australia	12
484.6	448.8	319.4	242.0	2,521.57	Paraguay	13
157.1	162.1	401.8	233.0	241.57	China	14
332.5	257.1	259.8	222.3	77.31	Singapore	15
226.1	200.4	158.6	169.1	260.13	Denmark	16
176.3	202.5	195.8	168.3	35.39	Belgium	17
115.8	143.6	233.5	166.5	3,421.40	Russian Federation	18
113.0	143.6	85.4	150.5	1,428.48	Saudi Arabia	19
278.7	254.0	190.7	143.7	96.47	Sweden	20

Table G24. Top 20 exporters of cultural goods of design and creative services (domain F), 2004-2013

F. Design and creative services							
Rank by 2013	Exports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	269.4	244.0	263.8	417.5	438.1	361.1
1	Singapore	1.30	1.66	1.96	2.29	1.44	1.35
2	Germany	105.69	107.92	125.67	249.16	254.16	205.47
3	Republic of Korea	5.13	5.04	2.03	4.51	19.44	2.39
4	United Kingdom	12.62	16.12	11.31	7.48	9.99	12.56
5	Sweden	2.04	0.24	0.10	5.07	1.04	0.71
6	China	16.92	13.04	14.41	35.83	12.38	16.58
7	France	10.47	11.09	21.51	15.83	15.88	23.23
8	Japan	15.25	10.92	12.17	11.18	11.50	5.96
9	United States	22.02	23.05	13.52	12.86	10.88	8.37
10	India	0.48	0.09	0.50	1.45	0.35	2.32
11	Czech Republic	3.79	2.63	8.63	7.89	9.13	5.76
12	Poland	3.09	5.28	1.76	3.79	4.48	7.25
13	Turkey	1.32	0.20	0.27	1.17	1.19	0.58
14	Spain	5.35	4.01	9.72	4.61	4.18	4.05
15	Israel	0.42	0.36	0.12	0.06	2.24	1.05
16	Austria	2.77	2.12	11.58	6.70	5.46	14.09
17	Ukraine	0.00	0.00	0.00	0.00	1.42	1.17
18	Netherlands	0.82	1.60	2.11	6.13	2.42	1.98
19	Thailand	0.01	0.15	0.24	3.72	2.24	1.34
20	Belgium	1.10	0.61	0.48	8.10	7.31	0.42

F. Design and creative services						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Exports (in billions US\$)	Rank by 2013
268.9	217.9	226.9	193.5	-28.19	World	
3.56	4.23	52.06	28.01	2,061.03	Singapore	1
113.49	79.05	52.07	22.21	-78.98	Germany	2
2.86	9.80	9.18	18.38	258.41	Republic of Korea	3
7.44	8.57	9.65	17.56	39.12	United Kingdom	4
1.66	3.27	2.56	14.55	612.30	Sweden	5
9.20	9.60	12.55	14.42	-14.78	China	6
9.97	6.62	6.62	12.98	24.03	France	7
11.62	9.90	24.84	10.84	-28.92	Japan	8
10.91	8.37	11.41	10.22	-53.60	United States	9
1.18	10.21	1.40	7.09	1,378.75	India	10
6.30	4.38	11.43	4.53	19.66	Czech Republic	11
2.87	1.82	2.43	4.46	44.05	Poland	12
1.65	0.28	0.36	3.20	141.31	Turkey	13
3.17	2.63	1.80	3.18	-40.49	Spain	14
1.00	1.77	3.87	2.77	556.16	Israel	15
13.79	6.80	0.97	2.71	-2.11	Austria	16
17.57	0.69	0.60	2.60	83.31	Ukraine	17
0.96	5.04	3.08	2.50	204.12	Netherlands	18
3.08	0.64	3.05	1.83	16,921.48	Thailand	19
0.33	0.39	0.65	1.20	9.13	Belgium	20

Table G25. Top 20 importers of cultural goods of design and creative services (domain F), 2004-2013

F. Design and creative services							
Rank by 2013	Imports (in billions US\$)	2004	2005	2006	2007	2008	2009
	World	180.1	170.4	143.8	193.3	208.2	143.5
1	India	30.9	23.3	30.1	53.4	23.6	54.2
2	France	4.20	3.07	3.17	7.74	1.91	1.90
3	China	29.01	18.05	9.55	5.26	5.20	3.13
4	Czech Republic	2.30	1.15	0.71	1.08	1.56	1.85
5	United States	8.66	8.56	5.94	6.80	4.56	3.80
6	Singapore	2.05	1.74	1.56	1.77	1.87	1.72
7	Netherlands	1.70	2.09	2.53	2.35	2.57	1.84
8	Republic of Korea	2.10	1.29	0.92	0.42	1.05	0.94
9	Pakistan	0.48	0.85	2.87	2.19	2.16	1.91
10	Kazakhstan	2.22	12.62	13.64	19.29	11.67	5.48
11	Panama	0.00	0.04	0.30	0.49	6.46	6.20
12	Germany	7.55	6.98	4.68	5.80	6.42	3.71
13	Thailand	2.91	1.75	5.57	21.17	50.79	2.69
14	Egypt	0.18	0.10
15	Ethiopia	0.00	0.01	0.02	0.01	0.01	0.01
16	United Kingdom	18.18	2.00	2.17	2.26	2.31	3.87
17	Viet Nam	0.79	3.13	3.19	1.92	1.60	0.65
18	Other Asia, n.e.s.	7.19	6.22	7.47	5.72	4.97	1.45
19	Spain	6.36	2.66	2.85	4.15	5.02	3.33
20	Belgium	1.62	1.82	1.91	3.56	2.48	1.66

F. Design and creative services						
2010	2011	2012	2013	Growth rate 2004-2013 (%)	Imports (in billions US\$)	Rank by 2013
201.4	136.8	158.3	159.8	-11.29	World	
33.1	11.3	47.1	46.4	50.38	India	1
2.08	5.74	16.40	17.66	320.50	France	2
6.51	3.33	7.66	10.27	-64.61	China	3
0.91	1.98	2.79	7.38	221.38	Czech Republic	4
7.02	7.21	6.09	5.95	-31.26	United States	5
3.17	7.66	10.15	5.93	189.76	Singapore	6
4.58	7.82	8.44	5.81	242.62	Netherlands	7
2.79	4.41	1.86	5.65	168.85	Republic of Korea	8
1.86	0.47	0.57	5.02	938.42	Pakistan	9
57.37	3.58	1.64	4.85	118.72	Kazakhstan	10
0.36	6.39	1.28	3.19	-50.65	Panama	11
5.78	5.06	5.04	2.78	-63.19	Germany	12
23.09	12.03	2.64	2.56	-11.94	Thailand	13
0.21	0.04	0.18	2.35	1,222.75	Egypt	14
0.01	0.04	0.38	2.25	715,878.03	Ethiopia	15
7.66	13.74	2.64	2.09	-88.52	United Kingdom	16
0.35	1.69	2.70	2.00	154.13	Viet Nam	17
1.26	1.53	1.62	1.84	-74.38	Other Asia, n.e.s.	18
2.60	5.86	1.90	1.81	-71.49	Spain	19
2.85	2.47	1.73	1.67	2.92	Belgium	20

Table G26. Destination of Chinese cultural goods in 2004 and 2013

China					
Rank by 2013	Partner country	Exports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		10,481.27	60,110.68		
1	China, Hong Kong SAR	3,246.50	31,005.69	30.97	51.58
2	United States	3,387.22	10,762.16	32.32	17.90
3	Japan	515.69	2,100.92	4.92	3.50
4	United Kingdom	350.90	1,418.97	3.35	2.36
5	Germany	499.16	1,169.81	4.76	1.95
6	Netherlands	287.99	1,074.40	2.75	1.79
7	Singapore	59.60	796.42	0.57	1.32
8	United Arab Emirates	114.37	600.08	1.09	1.00
9	Malaysia	48.21	587.69	0.46	0.98
10	Australia	164.15	526.53	1.57	0.88
11	India	35.18	517.51	0.34	0.86
12	Viet Nam	18.66	471.93	0.18	0.79
13	Brazil	32.90	449.52	0.31	0.75
14	France	124.52	445.20	1.19	0.74
15	Canada	141.11	418.33	1.35	0.70
16	Italy	142.06	379.90	1.36	0.63
17	Russian Federation	54.67	322.56	0.52	0.54
18	Thailand	21.64	319.78	0.21	0.53
19	Republic of Korea	137.20	314.68	1.31	0.52
20	Indonesia	25.87	295.39	0.25	0.49

Table G27. Origin of cultural goods entering China in 2004 and 2013

China					
Rank by 2013	Partner country	Imports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		2,133.92	5,840.68		
1	United States	291.11	874.08	13.64	14.97
2	China, Hong Kong SAR	247.25	646.38	11.59	11.07
3	Other Asia, n.e.s.	170.93	457.83	8.01	7.84
4	Thailand	4.80	436.73	0.22	7.48
5	Japan	265.44	374.38	12.44	6.41
6	France	40.13	312.22	1.88	5.35
7	Republic of Korea	185.15	247.38	8.68	4.24
8	Ireland	32.77	210.87	1.54	3.61
9	Singapore	192.22	200.35	9.01	3.43
10	United Kingdom	42.09	193.74	1.97	3.32
11	Germany	192.40	192.21	9.02	3.29
12	Italy	20.44	168.08	0.96	2.88
13	Switzerland	18.70	145.70	0.88	2.49
14	Myanmar	0.45	123.73	0.02	2.12
15	Netherlands	16.74	111.41	0.78	1.91
16	Brazil	0.33	63.36	0.02	1.08
17	South Africa	4.02	56.21	0.19	0.96
18	Indonesia	3.17	53.12	0.15	0.91
19	Australia	10.53	41.46	0.49	0.71
20	Israel	6.78	27.36	0.32	0.47

Table G28. Destination of United States cultural goods in 2004 and 2013

United States					
Rank by 2013	Partner country	Exports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		15,872.04	27,867.58		
1	Canada	4,147.66	4,738.95	26.13	17.01
2	United Kingdom	1,945.78	4,075.80	12.26	14.63
3	Switzerland	1,268.38	3,477.34	7.99	12.48
4	China, Hong Kong SAR	660.99	3,127.18	4.16	11.22
5	France	524.69	1,527.04	3.31	5.48
6	Mexico	1,160.51	1,440.17	7.31	5.17
7	Japan	955.00	1,101.68	6.02	3.95
8	China	186.99	717.42	1.18	2.57
9	Germany	535.96	661.52	3.38	2.37
10	Singapore	181.50	512.61	1.14	1.84
11	Netherlands	301.04	456.73	1.90	1.64
12	Australia	299.87	432.22	1.89	1.55
13	United Arab Emirates	68.33	380.14	0.43	1.36
14	Italy	208.58	366.65	1.31	1.32
15	India	321.48	357.53	2.03	1.28
16	Qatar	7.20	341.44	0.05	1.23
17	Saint Maarten	0.00	311.55	0.00	1.12
18	Republic of Korea	238.91	295.72	1.51	1.06
19	Brazil	93.76	263.02	0.59	0.94
20	Israel	77.68	228.55	0.49	0.82

Table G29. Origin of cultural goods entering United States in 2004 and 2013

United States					
Rank by 2013	Partner country	Imports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		24,926.41	30,378.59		
1	China	6,363.09	10,960.28	25.53	36.08
2	France	2,031.44	3,578.95	8.15	11.78
3	United Kingdom	1,952.10	2,126.40	7.83	7.00
4	India	1,660.08	1,804.35	6.66	5.94
5	Italy	1,608.01	1,671.52	6.45	5.50
6	Thailand	1,008.00	1,263.69	4.04	4.16
7	Germany	796.63	1,171.76	3.20	3.86
8	Canada	1,806.26	924.81	7.25	3.04
9	Mexico	894.28	858.15	3.59	2.82
10	Japan	732.99	629.78	2.94	2.07
11	Spain	347.78	552.97	1.40	1.82
12	Switzerland	274.15	539.42	1.10	1.78
13	China, Hong Kong SAR	973.84	413.26	3.91	1.36
14	Indonesia	287.94	320.64	1.16	1.06
15	Republic of Korea	458.65	283.45	1.84	0.93
16	Netherlands	341.94	276.72	1.37	0.91
17	Other Asia, n.e.s.	427.78	248.08	1.72	0.82
18	Oman	46.19	230.17	0.19	0.76
19	Dominican Republic	242.14	198.98	0.97	0.65
20	Belgium	98.33	189.41	0.39	0.62

Table G30. Destination of United Kingdom cultural goods in 2004 and 2013

United Kingdom					
Rank by 2013	Partner country	Exports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		12,922.76	16,403.58		
1	United States	4,123.48	4,335.26	31.91	26.43
2	Switzerland	1,337.63	2,977.98	10.35	18.15
3	China, Hong Kong SAR	337.19	1,205.44	2.61	7.35
4	France	624.40	1,122.36	4.83	6.84
5	Ireland	818.33	704.52	6.33	4.29
6	Germany	641.95	634.49	4.97	3.87
7	United Arab Emirates	313.52	424.93	2.43	2.59
8	Russian Federation	121.63	415.50	0.94	2.53
9	Australia	405.86	401.51	3.14	2.45
10	Saudi Arabia	35.55	273.67	0.28	1.67
11	Netherlands	674.52	263.07	5.22	1.60
12	Qatar	108.47	242.62	0.84	1.48
13	Italy	362.46	235.19	2.80	1.43
14	Singapore	95.68	219.99	0.74	1.34
15	Spain	285.30	167.80	2.21	1.02
16	Japan	272.30	162.63	2.11	0.99
17	Sweden	207.42	132.41	1.61	0.81
18	China	33.66	120.75	0.26	0.74
19	South Africa	137.99	119.07	1.07	0.73
20	Belgium	141.17	115.06	1.09	0.70

Table G31. Origin of cultural goods entering United Kingdom in 2004 and 2013

United Kingdom					
Rank by 2013	Partner country	Imports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		12,818.50	15,225.92		
1	United States	2,618.77	3,363.28	20.43	22.09
2	France	579.34	1,774.55	4.52	11.65
3	China	1,193.10	1,698.70	9.31	11.16
4	Switzerland	899.56	1,405.92	7.02	9.23
5	Germany	979.41	1,142.22	7.64	7.50
6	Netherlands	721.84	835.03	5.63	5.48
7	Italy	617.93	699.50	4.82	4.59
8	China, Hong Kong SAR	409.88	592.18	3.20	3.89
9	Poland	63.03	372.94	0.49	2.45
10	India	320.08	370.99	2.50	2.44
11	Ireland	580.14	341.91	4.53	2.25
12	Austria	446.84	287.08	3.49	1.89
13	Spain	163.84	181.24	1.28	1.19
14	Thailand	270.23	170.21	2.11	1.12
15	Japan	117.94	169.67	0.92	1.11
16	United Arab Emirates	79.27	140.76	0.62	0.92
17	Russian Federation	26.78	127.88	0.21	0.84
18	Belgium	81.96	98.59	0.64	0.65
19	Czech Republic	21.60	74.30	0.17	0.49
20	Singapore	85.17	62.97	0.66	0.41

Table G32. Destination of Indian cultural goods in 2004 and 2013

India					
Rank by 2013	Partner country	Exports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		3,764.05	11,732.30		
1	United Arab Emirates	938.64	6,168.09	24.94	52.57
2	United States	1,655.85	1,803.32	43.99	15.37
3	China, Hong Kong SAR	116.73	1,581.83	3.10	13.48
4	Singapore	122.54	350.13	3.26	2.98
5	United Kingdom	243.60	341.34	6.47	2.91
6	Belgium	27.29	196.71	0.72	1.68
7	Australia	30.65	155.62	0.81	1.33
8	Canada	26.21	90.37	0.70	0.77
9	Malaysia	10.40	70.29	0.28	0.60
10	Nigeria	5.19	69.98	0.14	0.60
11	Germany	57.47	67.16	1.53	0.57
12	Italy	45.05	61.31	1.20	0.52
13	France	40.09	58.85	1.07	0.50
14	Switzerland	17.19	53.49	0.46	0.46
15	Spain	34.59	39.29	0.92	0.33
16	Japan	34.60	32.36	0.92	0.28
17	Bahrain	5.34	27.53	0.14	0.23
18	Sri Lanka	11.13	26.35	0.30	0.22
19	Ghana	1.51	24.20	0.04	0.21
20	Bangladesh	8.77	23.55	0.23	0.20

Table G33. Origin of cultural goods entering India in 2004 and 2013

India					
Rank by 2013	Partner country	Imports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		1,066.61	1,367.72		
1	United Arab Emirates	9.09	474.02	0.85	34.66
2	United States	301.60	183.83	28.28	13.44
3	China, Hong Kong SAR	44.77	173.19	4.20	12.66
4	China	64.88	142.02	6.08	10.38
5	United Kingdom	73.03	91.73	6.85	6.71
6	Singapore	71.51	35.58	6.70	2.60
7	Italy	8.68	34.04	0.81	2.49
8	Germany	108.72	28.39	10.19	2.08
9	Thailand	3.42	25.45	0.32	1.86
10	Switzerland	5.47	18.43	0.51	1.35
11	Russian Federation	2.48	15.12	0.23	1.11
12	France	39.11	14.43	3.67	1.06
13	Sri Lanka	0.58	12.06	0.05	0.88
14	Austria	1.86	9.22	0.17	0.67
15	Finland	37.84	9.20	3.55	0.67
16	Republic of Korea	11.88	8.21	1.11	0.60
17	Japan	13.68	6.97	1.28	0.51
18	Viet Nam	0.04	6.89	0.00	0.50
19	Indonesia	1.56	6.46	0.15	0.47
20	Australia	5.65	5.45	0.53	0.40

Table G34. Destination of Turkish cultural goods in 2004 and 2013

Turkey					
Rank by 2013	Partner country	Exports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		1,180.90	4,195.17		
1	United Arab Emirates	136.80	1,455.01	11.58	34.68
2	Iraq	1.50	457.94	0.13	10.92
3	Russian Federation	41.93	303.97	3.55	7.25
4	Italy	79.82	180.44	6.76	4.30
5	Germany	67.13	157.53	5.68	3.76
6	United States	367.69	128.11	31.14	3.05
7	Lithuania	26.95	126.36	2.28	3.01
8	Libya	30.41	125.86	2.58	3.00
9	Kazakhstan	14.62	120.57	1.24	2.87
10	Azerbaijan	2.56	85.04	0.22	2.03
11	Ukraine	1.62	76.95	0.14	1.83
12	Israel	46.49	75.18	3.94	1.79
13	Kyrgyzstan	9.01	63.52	0.76	1.51
14	China, Hong Kong SAR	10.56	59.93	0.89	1.43
15	Morocco	0.60	56.73	0.05	1.35
16	Romania	24.76	44.00	2.10	1.05
17	Greece	12.14	35.77	1.03	0.85
18	Bulgaria	10.55	32.65	0.89	0.78
19	United Kingdom	35.54	30.75	3.01	0.73
20	Poland	11.64	29.30	0.99	0.70

Table G35. Origin of cultural goods entering Turkey in 2004 and 2013

Turkey					
Rank by 2013	Partner country	Imports (in millions US\$)		Share (%)	
		2004	2013	2004	2013
World		568.87	1,452.43		
1	United Arab Emirates	26.46	338.53	4.65	23.31
2	Italy	106.02	267.04	18.64	18.39
3	China	53.86	261.32	9.47	17.99
4	United Kingdom	46.19	68.23	8.12	4.70
5	Republic of Korea	43.73	67.13	7.69	4.62
6	Sweden	35.09	48.40	6.17	3.33
7	Ireland	17.07	44.46	3.00	3.06
8	Germany	47.96	44.42	8.43	3.06
9	United States	41.69	36.71	7.33	2.53
10	France	28.94	30.50	5.09	2.10
11	China, Hong Kong SAR	4.55	28.01	0.80	1.93
12	Spain	10.28	22.62	1.81	1.56
13	India	6.36	20.64	1.12	1.42
14	Austria	4.12	20.42	0.72	1.41
15	Indonesia	3.96	17.98	0.70	1.24
16	Thailand	16.91	17.44	2.97	1.20
17	Romania	0.21	12.37	0.04	0.85
18	Netherlands	16.67	11.98	2.93	0.82
19	Estonia	0.00	9.70	0.00	0.67
20	Czech Republic	1.62	7.39	0.28	0.51

Table G36. Top 10 most exported cultural goods, 2004-2013

Rank	Share in world exports	2004 (%)	2005 (%)	2006 (%)	2007 (%)	2008 (%)	2009 (%)	2010 (%)	2011 (%)	2012 (%)	2013 (%)
1	Articles of jewellery and parts (gold) (Domain C)	21.78	22.74	23.98	25.20	25.85	27.75	29.34	34.54	41.07	41.97
2	Recorded media for sound (Domain B)	21.20	20.98	18.73	14.66	14.96	14.55	14.71	12.58	9.46	7.83
3	Paintings, drawings and pastels, by hand (Domain C)	7.08	7.39	8.01	9.04	8.14	6.53	6.48	6.11	6.44	6.82
4	Printed books and brochures (Domain D)	9.96	9.50	8.92	8.91	8.23	8.21	7.48	6.65	5.94	6.19
5	Video games (with television receiver) (Domain E)	4.31	5.04	6.43	8.84	11.73	9.88	7.86	6.08	6.25	5.28
6	Statuettes and other ornamental arts, of plastics (Domain C)	1.77	1.65	1.60	1.58	1.64	1.46	1.63	1.81	3.31	3.20
7	Articles of jewellery and parts (silver) (Domain C)	1.89	1.86	2.02	2.14	2.14	2.62	3.17	3.16	2.90	3.12
8	Knitted/crocheted fabrics of a width >30cm (Domain C)	2.57	2.44	2.60	2.88	2.70	2.81	2.98	2.84	2.65	2.97
9	Newspapers, journals and periodicals (Domain D)	4.98	4.53	4.24	4.00	3.69	3.71	3.32	2.91	2.42	2.32
10	Original sculptures and statuary (Domain C)	1.12	1.18	1.30	1.55	1.57	1.61	1.84	1.61	1.70	2.10
Share top 10		76.66	77.31	77.83	78.79	80.64	79.13	78.82	78.29	82.14	81.80

Section b. Services statistics

Table S1. Total value of exports of cultural services, 2003-2012

Exports (in millions US\$)	2003	2004	2005	2006	2007
Afghanistan
Albania	2.20	11.15	11.93	43.07	72.24
Algeria	22.70	25.50	24.70
Argentina	...	158.63	219.03	281.79	352.47
Armenia	5.42	5.99
Australia	247.60	263.64	322.80	384.32	423.54
Austria	...	656.97	771.53	952.91	1,167.20
Azerbaijan	1.90	2.49
Bangladesh	5.08	1.80	2.67	4.43	7.34
Barbados	8.14	10.79	17.66
Belarus	3.40	6.90	6.51	6.40	17.82
Belgium	721.98	809.32	884.57	1,013.37	1,872.75
Benin
Bermuda	2.34	...
Bolivia	1.28
Brazil	195.54	234.28	310.36	343.79	467.84
Bulgaria	55.22	51.77	51.01	79.72	105.87
Canada	1,895.60	2,328.32	2,805.89	3,370.77	3,476.26
China, Hong Kong SAR	397.10	497.00	516.20	541.00	618.50
Colombia	41.97	53.25	62.34	76.69	71.76
Costa Rica	0.48	0.59	0.79	0.62	0.76
Croatia
Cyprus	26.23	36.83	50.83	56.89	77.09
Czech Republic	35.41	213.67	159.77	209.29	330.07
Denmark	405.43	489.71	548.87
Estonia	13.95	19.44	22.91	29.82	50.90
Ethiopia	1.03	0.07	...	1.00	0.85
Faroes	2.39	3.05	1.05
Fiji	0.73	0.50	0.84	1.13	0.79
Finland	376.85	595.47	800.31	872.95	865.58
France	1,547.57	5,457.83
Georgia	3.98	6.80	8.86	13.78	16.09
Germany	2,612.54	3,196.44	3,479.83	3,615.30	4,315.95
Greece	288.93	929.07	131.69	...	162.03
Guatemala	3.41	1.05
Guinea	0.58	...	1.12
Hungary	...	1,481.13	1,776.27	1,397.84	1,919.15
Iceland
India	108.43	312.27	688.63	1,090.99	1,455.52
Iran (Islamic Republic of)	...	20.58	30.01	38.50	...
Iraq	1.22
Ireland	552.37	653.24	966.65	1,045.49	1,339.38
Israel	...	120.17	136.80	153.50	238.81
Italy	1,033.03	1,231.62	1,340.97	1,801.94	1,827.99

2008	2009	2010	2011	2012	Exports (in millions US\$)
...	20.95	25.64	8.79	6.21	Afghanistan
17.66	23.24	53.38	33.70	16.50	Albania
31.20	32.38	44.55	37.99	40.67	Algeria
529.86	335.45	390.06	462.01	427.03	Argentina
10.37	5.86	7.71	8.37	9.09	Armenia
587.53	135.57	202.77	260.48	266.60	Australia
1,508.04	1,273.19	1,155.30	1,182.45	1,348.85	Austria
6.42	Azerbaijan
5.96	1.30	1.32	1.12	0.66	Bangladesh
17.90	16.17	17.01	Barbados
27.78	16.40	Belarus
1,979.42	2,717.95	2,887.25	3,168.53	3,236.69	Belgium
...	0.11	...	Benin
...	Bermuda
3.24	3.20	3.61	9.16	30.61	Bolivia
627.39	635.64	643.54	816.97	1,003.37	Brazil
121.49	87.22	148.84	184.57	191.52	Bulgaria
3,213.00	5,301.14	4,958.28	5,761.08	5,863.68	Canada
624.20	484.06	514.44	578.62	340.18	China, Hong Kong SAR
101.66	83.81	149.88	149.97	175.23	Colombia
0.79	0.74	0.69	0.70	0.58	Costa Rica
...	138.04	126.95	Croatia
44.46	45.05	52.27	46.99	24.16	Cyprus
324.53	317.98	424.97	495.70	491.78	Czech Republic
587.80	667.69	741.88	660.61	690.19	Denmark
70.05	60.14	51.92	67.18	73.53	Estonia
2.35	2.72	0.92	Ethiopia
0.40	0.46	Faroes
...	Fiji
956.30	1,199.51	1,443.91	2,064.94	2,064.98	Finland
6,610.17	8,447.12	10,225.35	11,512.67	9,897.16	France
14.70	7.05	8.63	7.74	6.74	Georgia
5,420.88	9,753.10	7,335.59	6,368.90	6,079.19	Germany
...	185.97	184.66	208.02	35.44	Greece
...	Guatemala
2.64	Guinea
1,564.88	1,604.58	1,866.98	2,100.34	2,010.47	Hungary
...	56.31	70.92	74.19	76.98	Iceland
1,897.41	...	824.48	315.07	486.80	India
...	Iran (Islamic Republic of)
5.29	3.80	4.50	4.00	6.00	Iraq
1,450.18	1,544.92	2,310.19	3,579.18	3,452.29	Ireland
262.63	283.51	338.52	378.98	425.31	Israel
2,003.17	2,018.35	1,990.39	1,814.48	2,106.94	Italy

Table S1. Total value of exports of cultural services, 2003-2012

Exports (in millions US\$)	2003	2004	2005	2006	2007
Jamaica	...	29.30	29.33	29.48	28.57
Japan	503.04	606.87	633.66	795.54	1,120.61
Kazakhstan	2.58	3.69	5.85	7.88	13.23
Kyrgyzstan	1.97	3.18	8.06	12.05	47.14
Latvia	12.07	20.36	26.74	33.01	39.51
Lebanon
Lithuania	33.76	13.07	10.82	15.84	12.99
Luxembourg	1,165.46	2,297.59	2,464.20	2,538.17	1,866.97
Malaysia	1,846.72	1,694.61	1,577.79	878.36	854.46
Mali	...	0.14	0.51	0.40	0.69
Malta	35.08
Mongolia
Montenegro	10.52
Morocco
Mozambique	9.30	2.45	5.15	8.23	6.49
Netherlands	1,918.13	2,633.43	2,655.28	2,441.84	3,026.25
Norway	417.92
Pakistan	12.40	43.90	28.30
Paraguay	117.68	126.75	133.51	155.03	174.78
Peru	17.35
Philippines	20.60	27.80	22.70
Poland	83.03	140.55	194.07	259.83	386.68
Portugal	78.94	104.47	111.59	150.62	211.87
Republic of Korea	1,508.15	1,485.70
Republic of Moldova	1.98	3.99	4.86	7.66	11.20
Romania	143.29	137.49	176.24
Russian Federation	274.48	352.89	445.30	546.27	722.95
Rwanda	0.35
Senegal
Serbia	123.86
Sint Maarten	1.32	1.08	0.91	1.57	2.89
Slovakia	153.38	190.78	379.48
Slovenia	32.07	47.92	51.93	58.30	62.15
Spain	2,491.93	2,772.06
Sweden	423.70	400.71	2,359.51	2,756.48	3,417.94
Tonga	...	0.09	1.05	0.55	0.48
Tunisia	16.14	21.04	19.10	18.36	20.99
Turkey	1,010.00	987.00
Ukraine
United Kingdom	5,405.96	10,225.02	10,820.58	14,949.76	16,510.33
United States	36,131.70	42,470.50	47,573.90	47,129.10	55,008.80
Uruguay	...	0.92	0.41	...	0.22
Venezuela

2008	2009	2010	2011	2012	Exports (in millions US\$)
29.12	Jamaica
1,307.21	1,065.09	1,174.18	1,080.46	1,131.74	Japan
27.26	5.36	4.38	4.71	5.78	Kazakhstan
71.57	64.35	70.16	96.26	102.38	Kyrgyzstan
55.53	37.58	47.88	64.04	55.77	Latvia
...	...	290.30	249.84	231.79	Lebanon
15.00	13.10	14.02	15.61	20.01	Lithuania
1,854.72	2,093.11	2,591.04	3,691.29	4,111.88	Luxembourg
991.15	Malaysia
0.59	Mali
36.07	29.55	22.79	19.26	15.07	Malta
7.97	0.33	0.58	1.42	1.11	Mongolia
18.94	14.63	15.95	16.78	19.56	Montenegro
103.38	70.97	50.41	68.16	80.39	Morocco
6.14	9.96	11.34	11.79	11.74	Mozambique
3,310.33	4,520.62	4,688.61	4,956.86	4,940.83	Netherlands
...	713.47	691.40	Norway
38.00	3.42	4.03	Pakistan
171.74	...	14.40	Paraguay
24.64	23.01	29.10	34.94	62.87	Peru
22.00	26.36	28.96	31.47	54.69	Philippines
609.86	401.65	697.08	951.85	767.44	Poland
259.94	314.18	265.65	293.90	279.67	Portugal
1,926.84	2,263.49	2,111.43	3,165.70	3,160.79	Republic of Korea
10.36	12.05	16.82	18.48	20.10	Republic of Moldova
297.12	264.81	445.80	375.58	390.64	Romania
965.01	886.39	1,030.55	1,121.91	1,188.53	Russian Federation
...	0.31	0.05	Rwanda
...	9.18	...	Senegal
163.82	168.34	166.34	193.71	155.08	Serbia
2.87	4.83	Sint Maarten
202.93	109.45	102.06	108.62	164.69	Slovakia
102.09	107.64	122.18	132.19	141.47	Slovenia
...	Spain
3,553.91	3,441.55	4,388.92	4,906.55	4,914.02	Sweden
0.54	0.62	1.05	0.81	0.81	Tonga
23.62	21.68	24.59	24.88	22.77	Tunisia
1,237.00	784.00	928.00	1,285.00	1,233.00	Turkey
...	37.00	57.00	77.00	91.00	Ukraine
16,036.48	13,444.53	13,743.34	15,044.20	13,846.52	United Kingdom
56,306.70	54,984.17	59,324.80	66,190.20	68,628.20	United States
0.44	0.77	1.63	2.19	2.19	Uruguay
...	...	12.90	14.60	16.10	Venezuela

Table S2. Total value of imports of cultural services, 2003-2012

Imports (in millions US\$)	2003	2004	2005	2006	2007
Afghanistan
Albania	3.64	9.53	41.27	51.11	72.87
Algeria	124.50	174.70	204.40
Argentina	116.11	153.15	176.96	196.54	239.24
Armenia	5.00	5.83
Australia	599.96	713.33	737.71	873.82	1,057.70
Austria	...	1,245.52	1,369.20	1,357.48	1,587.93
Azerbaijan	7.15	9.17
Bangladesh	4.33	4.51	8.99	12.65	13.23
Barbados	...	14.18	14.61	23.74	29.38
Belarus	8.60	17.69	19.01	19.30	31.98
Belgium	744.33	803.24	789.56	819.05	2,149.35
Belize	0.88	1.20	1.10	1.07	2.04
Benin
Bermuda	7.44	8.01
Bolivia	5.17	6.52	6.99	8.12	13.74
Botswana
Brazil	409.14	472.15	540.48	630.13	781.95
Bulgaria	51.77	48.26	87.12	97.42	113.36
Cabo Verde
Canada	2,360.06	2,429.45	2,427.19	2,741.92	3,161.25
China
Colombia	104.30	121.89	157.55	189.38	240.78
Costa Rica	37.16	57.99	38.94
Côte d'Ivoire	...	14.08	7.18	6.75	14.31
Croatia
Cyprus	47.93	53.60	68.50	88.44	105.45
Czech Republic	65.44	237.80	425.75	496.52	598.78
Denmark	1,220.63	1,311.52	1,631.04
Ecuador	117.79	124.09	131.77	142.11	153.08
Estonia	17.13	22.50	27.15	34.09	45.55
Ethiopia	4.37	5.35	5.65	4.37	6.90
Faroese	2.72	4.72	3.39
Fiji	3.15	3.16	3.37	5.32	3.53
Finland	509.12	637.08	875.86	1,141.19	1,191.44
France	2,158.95	5,341.63
Georgia	6.95	3.98	4.16	3.66	10.91
Germany	5,185.02	5,670.72	6,157.79	7,954.93	7,206.58
Greece	113.63	183.80	105.44
Guatemala	1.93
Guinea	0.72	0.20	0.92

2008	2009	2010	2011	2012	Imports (in millions US\$)
...	6.40	16.37	23.75	18.54	Afghanistan
35.82	35.74	36.30	50.14	14.96	Albania
382.30	447.01	548.41	629.18	466.65	Algeria
290.83	321.43	445.04	512.10	568.10	Argentina
13.78	6.33	10.17	8.97	7.85	Armenia
1,418.43	926.85	1,087.82	1,404.11	1,466.19	Australia
1,836.89	1,531.31	1,606.53	1,770.75	1,915.47	Austria
8.34	Azerbaijan
21.48	1.04	0.59	0.72	1.86	Bangladesh
34.02	38.77	28.59	Barbados
42.39	30.30	Belarus
2,522.58	2,367.04	2,504.75	3,134.20	3,120.03	Belgium
2.58	2.38	2.34	...	1.68	Belize
...	0.67	3.67	Benin
8.97	Bermuda
28.41	28.37	32.70	40.62	63.34	Bolivia
...	...	20.52	27.65	26.20	Botswana
995.60	1,159.38	1,482.27	1,674.40	1,637.08	Brazil
142.32	132.42	197.10	230.01	240.14	Bulgaria
...	Cabo Verde
2,952.04	7,260.26	7,500.42	7,562.22	8,057.12	Canada
...	China
293.72	336.81	475.94	514.61	580.12	Colombia
...	Costa Rica
13.93	13.40	11.61	Côte d'Ivoire
...	300.76	285.52	Croatia
86.00	77.28	61.81	66.87	53.32	Cyprus
717.98	610.31	842.75	856.43	784.43	Czech Republic
1,790.24	1,158.80	1,152.12	1,176.09	1,107.90	Denmark
165.38	179.20	200.59	227.04	264.24	Ecuador
61.52	51.46	60.65	81.82	86.44	Estonia
9.09	9.75	7.49	8.16	5.47	Ethiopia
5.90	6.65	6.97	6.25	...	Faroes
4.83	Fiji
1,671.68	1,568.40	1,306.41	1,355.08	1,604.85	Finland
6,276.19	7,589.71	8,455.79	9,740.11	9,139.09	France
26.99	6.15	5.86	7.70	7.76	Georgia
7,770.02	11,288.02	8,570.75	8,884.63	8,564.76	Germany
...	Greece
...	9.66	10.64	Guatemala
...	...	0.73	...	0.49	Guinea

Table S2. Total value of imports of cultural services, 2003-2012

Imports (in millions US\$)	2003	2004	2005	2006	2007
Guyana
Haiti	...	21.64	217.82	191.54	173.14
China, Hong Kong SAR	611.70	759.60	876.70	913.30	1,018.60
Hungary	...	1,635.79	1,799.22	1,560.47	2,008.34
Iceland
India	524.32	747.74	906.82	1,087.28	1,858.77
Iran (Islamic Republic of)	...	106.53	117.88	124.69	...
Iraq	205.96	...	213.96
Ireland	10,005.66	11,421.28	11,776.97	13,438.02	15,613.48
Israel	...	74.95	136.59	193.62	249.02
Italy	1,911.55	2,228.68	2,524.50	2,437.08	2,890.90
Jamaica	...	5.20	5.00	13.81	11.89
Japan	2,892.65	3,862.80	4,028.38	4,408.51	5,069.68
Kazakhstan	99.39	168.85	214.00	191.85	254.01
Kenya
Kyrgyzstan	2.75	2.14	13.85	25.18	24.74
Latvia	11.72	35.36	39.13	53.89	79.60
Lebanon
Lesotho
Lithuania	20.28	18.54	25.82	23.07	24.43
Luxembourg	530.67	670.52	520.66	626.26	933.12
Malaysia	3,391.41	2,436.48	2,676.44	2,003.61	2,644.18
Mali	...	19.50	23.40	22.10	9.20
Malta	11.00	80.96
Mexico
Mongolia
Montenegro	16.95
Morocco
Mozambique	4.84	3.30	6.98	11.36	15.55
Namibia
Netherlands	2,702.42	2,823.50	2,883.40	2,202.99	2,605.01
Norway	566.40
Pakistan	...	59.50	80.50	73.90	81.40
Papua New Guinea
Paraguay	1.69	2.09	1.52
Peru	213.12
Philippines	16.20	16.00	10.50	9.90	24.10
Poland	214.19	700.21	842.10	1,132.97	1,402.66
Portugal	367.51	423.47	385.31	500.98	548.03
Republic of Korea	3,440.12	3,898.00
Republic of Moldova	3.89	7.00	4.93	6.48	10.07

2008	2009	2010	2011	2012	Imports (in millions US\$)
...	Guyana
157.40	35.37	...	35.90	55.58	Haiti
1,127.60	950.43	1,109.18	1,164.89	260.71	China, Hong Kong SAR
2,163.03	1,762.77	1,772.02	1,912.41	1,744.14	Hungary
...	50.63	53.51	62.69	60.20	Iceland
2,101.89	...	513.44	694.87	578.48	India
...	Iran (Islamic Republic of)
29.86	11.20	8.60	14.00	36.00	Iraq
22,633.02	22,079.12	23,579.65	25,437.37	26,050.95	Ireland
306.59	252.82	256.86	286.12	324.81	Israel
3,393.89	3,005.21	2,612.79	2,855.62	2,427.36	Italy
11.19	23.60	26.68	29.37	...	Jamaica
5,463.88	5,030.91	5,684.18	6,069.39	6,327.62	Japan
286.95	61.89	56.01	96.45	78.03	Kazakhstan
...	Kenya
36.36	25.27	20.66	47.45	61.32	Kyrgyzstan
96.50	73.98	76.91	82.60	77.71	Latvia
...	...	153.23	168.07	203.13	Lebanon
...	Lesotho
42.12	27.78	38.81	39.51	41.08	Lithuania
1,232.08	1,508.54	2,012.29	2,869.61	2,621.10	Luxembourg
1,937.20	Malaysia
9.33	8.51	8.34	1.70	8.28	Mali
127.59	...	86.29	108.30	96.45	Malta
...	Mexico
1.49	0.76	1.66	3.11	5.60	Mongolia
37.26	24.23	18.73	19.21	20.33	Montenegro
46.94	67.69	55.13	67.87	67.49	Morocco
12.02	20.91	28.07	32.28	15.84	Mozambique
...	Namibia
2,476.59	3,758.08	3,427.10	3,647.58	3,722.18	Netherlands
...	1,735.79	1,729.39	Norway
90.00	20.00	20.00	23.50	16.47	Pakistan
...	Papua New Guinea
1.70	1.62	2.10	2.10	2.10	Paraguay
283.58	261.88	344.87	346.53	341.41	Peru
27.60	33.89	43.99	27.65	36.97	Philippines
1,516.70	1,255.75	2,152.82	2,214.79	1,998.19	Poland
665.93	696.23	714.87	751.99	597.81	Portugal
4,218.74	5,099.42	6,255.73	5,271.04	5,619.93	Republic of Korea
17.43	15.59	15.76	16.46	19.53	Republic of Moldova

Table S2. Total value of imports of cultural services, 2003-2012

Imports (in millions US\$)	2003	2004	2005	2006	2007
Romania	197.21	200.57	211.25
Russian Federation	346.36	504.82	671.39	858.92	1,231.20
Rwanda	4.01	...
Senegal
Serbia	149.87
Sint Maarten	5.32	4.29	4.35	5.29	8.06
Slovakia	145.24	181.30	210.77
Slovenia	104.81	131.05	131.34	159.27	188.32
Spain	2,179.30	2,347.10	2,913.75
Swaziland
Sweden	372.30	452.33	1,315.29	1,405.65	1,730.54
Syrian Arab Republic	...	26.00	22.20	32.00	35.00
TFYR of Macedonia
Tonga	0.31	0.12	0.09	0.27	0.58
Tunisia	7.61	11.24	10.79	16.17	15.69
Turkey	217.20	394.20	355.30	443.00	528.90
Ukraine
United Kingdom	1,767.59	6,106.05	6,200.57	6,221.31	6,588.40
Tanzania	1.22	0.38	0.15	0.44	...
United States	11,686.30	14,299.50	15,627.50	14,605.90	15,531.70
Uruguay	18.90	9.82	14.16	13.86	14.69

2008	2009	2010	2011	2012	Imports (in millions US\$)
372.67	385.82	484.63	559.70	634.82	Romania
1,491.95	1,448.56	1,632.77	1,794.65	1,827.00	Russian Federation
0.97	1.04	0.31	0.87	1.28	Rwanda
...	13.12	...	Senegal
195.11	158.65	175.35	189.21	183.02	Serbia
12.87	21.15	...	0.67	0.52	Sint Maarten
277.94	311.67	248.91	248.02	207.56	Slovakia
244.90	267.63	312.98	347.13	357.75	Slovenia
2,919.69	2,229.51	2,383.83	2,285.80	2,066.06	Spain
...	Swaziland
1,974.42	1,850.44	1,758.26	2,043.32	2,180.04	Sweden
38.00	35.00	40.49	Syrian Arab Republic
...	TFYR of Macedonia
0.46	0.39	0.81	1.10	1.54	Tonga
18.37	19.37	19.99	12.36	14.85	Tunisia
653.80	631.60	791.30	749.30	797.60	Turkey
...	140.00	189.00	213.00	187.00	Ukraine
8,718.93	5,705.39	5,824.20	7,099.20	5,709.69	United Kingdom
...	0.40	0.48	1.44	1.03	Tanzania
16,905.60	17,965.55	18,712.40	20,328.90	23,577.90	United States
21.96	27.55	31.50	37.88	37.88	Uruguay

Table S3. Exports of cultural services by the 2009 UNESCO FCS domains, 2012

Share of cultural services by domain (%)					
Exports	A. Cultural and natural heritage	B. Performance and celebration and C. Visual arts	D. Books and press	E. Audiovisual and interactive media	F. Design and creative services
Albania	53.1	2.0	11.3	9.9	23.7
Austria	6.4	16.4	15.2	25.2	36.8
Belgium	5.5	20.0	14.8	38.5	21.2
Bulgaria	7.9	3.5	53.9	24.4	10.3
Bolivia	0.4	8.4	79.1	12.1	...
Canada	...	17.9	18.6	54.2	9.2
Colombia	32.9	15.4	4.1	30.7	17.0
Czech Republic	3.8	8.3	4.7	50.3	33.0
Germany	0.0	26.8	0.0	42.2	31.0
Algeria	6.0	2.1	9.5	4.0	78.4
Estonia	17.7	7.8	20.9	26.5	27.1
Finland	0.2	46.5	2.4	48.0	3.0
France	17.0	24.6	0.7	48.6	9.1
United Kingdom	9.5	18.8	20.2	38.5	13.1
Greece	40.4	...	59.6
Croatia	11.8	6.8	8.2	23.4	49.7
Hungary	3.1	13.8	2.0	77.4	3.6
Iceland	...	35.8	6.0	50.6	7.6
Italy	8.9	30.5	4.9	33.0	22.7
Japan	0.0	43.8	0.0	56.2	0.0
Republic of Korea	25.5	25.7	5.3	37.1	6.4
Lebanon	55.4	0.2	2.1	19.9	22.5
Lithuania	4.3	5.8	21.7	14.5	53.7
Luxembourg	8.9	5.2	5.1	77.5	3.2
Latvia	6.6	4.9	32.8	14.8	41.0
Republic of Moldova	...	6.8	68.1	13.4	11.6
Montenegro	83.1	1.9	...	6.7	8.3
Mozambique	36.5	8.2	8.4	30.1	16.9
Netherlands		22.7	39.7	33.1	4.5
Poland	13.6	5.5	23.6	19.1	38.2
Portugal	...	5.0	3.2	50.8	41.0
Romania	7.9	26.3	0.6	36.1	29.1
Serbia	43.7	6.7		26.8	22.8
Slovakia	31.1	0.8	34.1	5.2	28.8
Slovenia	21.9	8.4	26.4	19.7	23.5
Sweden	4.1	39.1	3.8	44.5	8.5
Turkey	98.6	...	1.4
United States	0.0	44.3	8.8	44.3	2.5

Table S4. Imports of cultural services by the 2009 UNESCO FCS domains, 2012

Share of cultural services by domain (%)					
Imports	A. Cultural and natural heritage	B. Performance and celebration and C. Visual arts	D. Books and press	E. Audiovisual and interactive media	F. Design and creative services
Afghanistan	9.4	25.4	2.4	60.3	2.6
Albania	65.3	3.9	10.7	11.2	8.9
Austria	5.4	23.8	12.2	40.6	18.0
Belgium	5.1	21.4	5.5	43.6	24.4
Bulgaria	3.0	20.7	24.9	40.4	11.0
Bolivia	4.5	20.2	35.2	40.0	...
Canada	...	30.5	11.8	53.1	4.5
Colombia	10.0	27.2	7.6	34.3	20.9
Czech Republic	4.1	21.1	8.7	48.3	17.8
Germany	0.0	23.6	0.0	53.1	23.3
Algeria	2.2	8.8	3.0	12.5	73.5
Ecuador	...	10.3	...	89.7	...
Estonia	14.7	18.4	15.9	30.7	20.3
Finland	11.8	29.2	3.3	40.4	15.3
France	17.7	22.4	0.2	47.0	12.7
United Kingdom	...	31.2	15.6	41.8	11.4
Croatia	4.8	26.5	11.3	46.3	11.0
Hungary	2.9	21.8	4.0	68.7	2.6
Ireland	0.0	48.5	0.3	49.2	2.0
Iceland	...	26.4	25.8	39.7	8.1
Italy	3.3	30.5	9.9	37.9	18.4
Japan	0.0	42.4	0.0	57.6	0.0
Republic of Korea	9.6	34.0	5.8	40.5	10.1
Lebanon	51.6	3.0	1.3	37.7	6.3
Lithuania	6.7	24.4	14.4	38.2	16.4
Luxembourg	13.5	6.2	5.4	71.7	3.2
Latvia	9.4	7.8	47.1	19.5	16.2
Republic of Moldova	...	28.7	28.3	36.6	6.4
Montenegro	18.9	4.1	...	64.1	12.9
Mozambique	6.1	15.4	25.0	22.0	31.5
Netherlands	...	23.8	25.4	42.7	8.1
Poland	4.5	20.5	7.7	59.1	8.2
Portugal	...	21.5	4.8	64.2	9.5
Romania	4.0	13.6	1.1	72.0	9.3
Serbia	6.5	26.6	...	53.1	13.8
Slovakia	20.2	18.3	24.6	23.4	13.5
Slovenia	4.4	28.8	20.3	32.5	13.9
Sweden	7.0	30.4	12.7	37.4	12.4
United States	0.0	45.0	7.9	45.0	2.0

Table S5. Exports in selected cultural services and countries, 2003-2013

EBOPS or national categories	Exports (in millions US\$)					
	2003	2004	2005	2006	2007	2008
Australia						
Architectural, engineering and other technical services	561.0	583.2	811.0	1,036.2	1,312.9	1,576.1
Computer services	714.0	870.7	779.7	939.8	1,149.7	1,192.8
Hardware and software consultancy	701.1	853.8	759.1	921.0	1,117.9	1,145.8
Other computer and information services	36.3	55.2	95.5	101.7	107.1	157.7
Charges for the use of intellectual property n.i.e						
Licenses to reproduce and/or distribute computer software	98.6	147.8	157.3	210.1	203.3	165.2
Other charges for the use of intellectual property n.i.e.: Music	33.1	30.9	33.6	32.4	51.9	67.9
Canada EBOPS 2010						
Architectural, engineering and other technical services	2,641.7	3,441.1	4,184.0	4,013.7	4,451.2	5,054.2
Charges for the use of intellectual property n.i.e	2,999.9	3,179.0	2,871.0	3,357.8	3,815.3	4,108.6
Licenses to reproduce and/or distribute computer software	1,339.7	1,378.1	1,381.5	1,761.3	1,752.2	1,503.2
Licenses to reproduce and/or distribute audiovisual and related products	210.5	368.9	127.1	110.2	227.2	312.1
Audiovisual and related services	1,312.3	1,739.4	2,083.7	2,195.1	2,121.8	2,087.1
New Zealand						
Royalties and license fees	107.4	104.7	92.2	122.6	139.6	175.7
Other, Software royalties and license fees	67.4	61.6	45.1	59.7	69.8	105.4
Software royalties and license fees	40.1	43.1	47.2	65.5	76.4	80.8
United States						
Other royalties and license fees	54,934.0	64,778.0	72,305.0	69,896.0	82,212.0	84,473.0
Books, records, and tapes	538.0	655.0	689.0	1,473.0	1,517.0	1,493.0
Broadcasting and recording of live events	259.0	201.0	242.0	425.0	558.0	565.0
General use computer software	4,105.0	4,750.0	6,255.0	22,655.0	29,466.0	31,414.0
Film and TV tape distribution	9,825.0	10,377.0	10,052.0	12,823.0	14,423.0	13,230.0

Source: UNESCO Institute for Statistics (UIS) based on OECD (2014), "Trade in services: National classification items", OECD Statistics on International Trade in Services (database)

Exports (in millions US\$)					EBOPS or national categories
2009	2010	2011	2012	2013	
Australia					
1,187.0	1,677.7	2,005.2	1,990.1	1,659.5	Architectural, engineering and other technical services
1,037.3	1,164.0	1,347.1	1,260.1	1,344.8	Computer services
982.7	1,106.3	1,237.8	1,135.8	...	Hardware and software consultancy
212.1	179.8	188.8	209.2	254.9	Other computer and information services
					Charges for the use of intellectual property n.i.e
173.9	150.4	266.1	272.3	...	Licenses to reproduce and/or distribute computer software
50.7	54.1	55.7	61.1	...	Other charges for the use of intellectual property n.i.e.: Music
Canada EBOPS 2010					
5,008.3	4,900.2	5,038.8	6,070.9	6,275.0	Architectural, engineering and other technical services
3,596.4	2,814.1	3,345.0	3,994.2	4,065.8	Charges for the use of intellectual property n.i.e
1,216.9	718.3	951.0	1,253.0	1,270.1	Licenses to reproduce and/or distribute computer software
546.8	509.6	500.2	522.4	532.1	Licenses to reproduce and/or distribute audiovisual and related products
1,962.2	1,967.7	2,114.1	2,430.0	2,427.7	Audiovisual and related services
New Zealand					
158.1	182.4	235.4	Royalties and license fees
103.7	111.0	154.8	Other, Software royalties and license fees
66.2	101.6	117.7	115.1	123.8	Software royalties and license fees
United States					
81,749.0	88,391.0	98,482.0	101,406.0	...	Other royalties and license fees
1,465.0	1,617.0	1,457.0	1,771.0	...	Books, records, and tapes
550.0	579.0	781.0	842.0	...	Broadcasting and recording of live events
31,017.0	36,008.0	38,647.0	39,544.0	...	General use computer software
13,731.0	13,690.0	14,567.0	16,222.0	...	Film and TV tape distribution

Table S6. Imports in selected cultural services and countries, 2003-2013

EBOPS or national categories	Imports (in millions US\$)					
	2003	2004	2005	2006	2007	2008
Australia						
Architectural, engineering and other technical services	310.0	368.5	436.1	407.4	937.2	1,592.0
Computer services	621.3	725.1	710.2	814.8	1,084.5	1,128.2
Hardware and software consultancy	605.7	706.7	701.0	799.7	1,049.3	1,103.0
Other computer and information services	51.9	44.1	76.4	100.9	112.1	120.8
Charges for the use of intellectual property n.i.e						
Licenses to reproduce and/or distribute computer software	362.5	487.6	597.2	499.3	679.6	747.4
Other charges for the use of intellectual property n.i.e.: Music	151.1	169.1	172.6	158.1	189.1	185.4
Canada EBOPS 2010						
Architectural, engineering and other technical services	1,421.0	1,641.0	1,626.6	2,318.5	2,744.6	2,730.0
Charges for the use of intellectual property n.i.e	5,422.1	6,454.2	6,953.5	7,082.4	8,126.8	8,931.2
Licenses to reproduce and/or distribute computer software	1,138.9	1,178.3	1,299.8	1,413.1	1,781.0	2,338.2
Licenses to reproduce and/or distribute audiovisual and related products	400.2	729.4	349.1	372.9	364.0	616.7
Audiovisual and related services	1,578.9	1,704.0	1,702.5	1,928.8	2,064.1	1,956.8
New Zealand						
Royalties and license fees	465.1	527.0	554.1	496.7	600.4	594.6
Other, Software royalties and license fees	371.6	402.3	425.3	389.1	483.6	480.1
Software royalties and license fees	93.5	124.6	128.8	108.9	119.8	118.8
United States						
Other royalties and license fees	18,977.0	23,169.0	25,288.0	22,906.0	24,054.0	26,038.0
Books, records, and tapes	355.0	263.0	239.0	753.0	744.0	780.0
Broadcasting and recording of live events	182.0	...	183.0	1,011.0	199.0	993.0
General use computer software	676.0	700.0	653.0	2,973.0	4,799.0	6,104.0
Film and TV tape distribution	226.0	425.0	965.0	1,520.0	1,548.0	1,782.0

Source: UNESCO Institute for Statistics (UIS) based on OECD (2014), "Trade in services: National classification items", OECD Statistics on International Trade in Services (database)

Imports (in millions US\$)					EBOPS or national categories
2009	2010	2011	2012	2013	
Australia					
1,304.0	2,179.5	2,670.6	2,892.9	3,257.3	Architectural, engineering and other technical services
1,041.2	1,201.7	1,374.0	1,336.7	1,431.7	Computer services
988.2	1,152.1	1,245.0	1,238.4	...	Hardware and software consultancy
175.5	205.5	191.9	178.1	260.7	Other computer and information services
					Charges for the use of intellectual property n.i.e
173.9	150.4	266.1	272.3	...	Licenses to reproduce and/or distribute computer software
50.7	54.1	55.7	61.1	...	Other charges for the use of intellectual property n.i.e.: Music
Canada EBOPS 2010					
2,871.1	3,029.6	3,166.1	3,866.1	4,558.2	Architectural, engineering and other technical services
8,891.6	9,731.5	10,409.0	10,854.8	10,870.1	Charges for the use of intellectual property n.i.e
2,119.7	2,119.1	2,290.0	3,034.5	3,037.5	Licenses to reproduce and/or distribute computer software
1,002.5	1,017.3	1,108.6	1,019.8	1,021.6	Licenses to reproduce and/or distribute audiovisual and related products
1,850.2	1,940.5	2,075.7	2,293.9	2,339.3	Audiovisual and related services
New Zealand					
550.6	666.7	928.2	Royalties and license fees
440.6	511.0	732.3	Other, Software royalties and license fees
115.6	165.1	222.0	241.4	261.6	Software royalties and license fees
United States					
27,160.0	27,916.0	29,875.0	35,372.0	...	Other royalties and license fees
794.0	913.0	1,021.0	1,366.0	...	Books, records, and tapes
240.0	1,053.0	407.0	1,547.0	...	Broadcasting and recording of live events
6,203.0	5,228.0	5,686.0	6,861.0	...	General use computer software
1,912.0	1,661.0	2,064.0	2,648.0	...	Film and TV tape distribution

Table S7. Net trade in selected cultural services and countries, 2003-2013

EBOPS or national categories	Net trade (in millions US\$)					
	2003	2004	2005	2006	2007	2008
Australia						
Architectural, engineering and other technical services	251.0	214.7	375.0	628.8	375.7	-15.1
Computer services	92.7	145.6	69.5	125.0	65.3	64.6
Hardware and software consultancy	95.3	147.1	58.0	121.2	68.6	42.8
Other computer and information services	-15.6	11.0	19.1	0.8	-5.0	36.9
Charges for the use of intellectual property n.i.e						
Licenses to reproduce and/or distribute computer software	-264.0	-339.8	-439.9	-288.8	-477.1	-582.1
Other charges for the use of intellectual property n.i.e.: Music	-118.0	-138.3	-139.0	-125.8	-137.2	-117.4
Canada EBOPS 2010						
Architectural, engineering and other technical services	1,220.7	1,800.1	2,557.4	1,695.2	1,706.5	2,324.2
Charges for the use of intellectual property n.i.e	-2,422.2	-3,275.1	-4,082.5	-3,724.6	-4,311.5	-4,822.7
Licenses to reproduce and/or distribute computer software	200.9	199.8	81.7	348.2	-28.9	-835.0
Licenses to reproduce and/or distribute audiovisual and related products	-189.7	-360.5	-222.0	-262.7	-136.9	-304.6
Audiovisual and related services	-266.6	35.4	381.3	266.2	57.7	130.3
New Zealand						
Royalties and license fees	-357.7	-422.2	-461.9	-374.2	-460.8	-418.9
Other, Software royalties and license fees	-304.3	-340.7	-380.2	-329.4	-413.8	-374.6
Software royalties and license fees	-53.4	-81.5	-81.7	-43.4	-43.4	-38.0
United States						
Other royalties and license fees	35,957.0	41,609.0	47,017.0	46,990.0	58,158.0	58,435.0
Books, records, and tapes	183.0	392.0	450.0	720.0	773.0	713.0
Broadcasting and recording of live events	77.0	...	59.0	-586.0	359.0	-428.0
General use computer software	3,429.0	4,050.0	5,602.0	19,682.0	24,667.0	25,310.0
Film and TV tape distribution	9,599.0	9,952.0	9,087.0	11,303.0	12,875.0	11,448.0

Source: UNESCO Institute for Statistics (UIS) based on OECD (2014), "Trade in services: National classification items", OECD Statistics on International Trade in Services (database)

Net trade (in millions US\$)					EBOPS or national categories
2009	2010	2011	2012	2013	
Australia					
-114.6	-499.9	-674.6	-902.9	-1,597.7	Architectural, engineering and other technical services
-3.9	-37.6	-26.8	-76.6	-86.9	Computer services
-5.5	-45.9	-7.2	-102.5	...	Hardware and software consultancy
36.7	-25.7	-3.1	31.1	-5.8	Other computer and information services
					Charges for the use of intellectual property n.i.e
-515.5	-802.6	-870.6	-953.6	...	Licenses to reproduce and/or distribute computer software
-117.8	-135.8	-189.8	-184.3	...	Other charges for the use of intellectual property n.i.e.: Music
Canada EBOPS 2010					
2,137.2	1,870.6	1,872.6	2,204.8	1,716.8	Architectural, engineering and other technical services
-5,295.2	-6,917.4	-7,064.0	-6,860.6	-6,804.2	Charges for the use of intellectual property n.i.e
-902.8	-1,400.8	-1,339.0	-1,781.4	-1,767.3	Licenses to reproduce and/or distribute computer software
-455.8	-507.7	-608.4	-497.4	-489.4	Licenses to reproduce and/or distribute audiovisual and related products
112.0	27.2	38.4	136.1	88.4	Audiovisual and related services
New Zealand					
-392.5	-484.3	-692.8	Royalties and license fees
-336.8	-400.0	-577.5	Other, Software royalties and license fees
-50.0	-63.4	-104.3	-126.4	-137.8	Software royalties and license fees
United States					
54,589.0	60,475.0	68,607.0	66,034.0	...	Other royalties and license fees
671.0	704.0	436.0	405.0	...	Books, records, and tapes
310.0	-474.0	374.0	-705.0	...	Broadcasting and recording of live events
24,814.0	30,780.0	32,961.0	32,683.0	...	General use computer software
11,819.0	12,029.0	12,503.0	13,574.0	...	Film and TV tape distribution

Annex V. Cultural transactions from EBOPS

- Audiovisual transactions;
- Artistic related services;
- Licenses to reproduce and/or distribute other products;
- Heritage and preservation services (e.g. fees collected from exchanges of artefacts between museums from different countries);
- News agency services;
- Other information services excluding database and related services;
- Architectural services;
- Advertising services, which are included in Advertising, market research and public opinion polling;
- Cultural related goods which are not covered by the above items (the list needs to be defined consistently with the products covered in services categories).

Source: Manual on Statistics of International Trade in Services, 2010 (MSITS, 2010)

Economic factors and digital delivery systems are transforming the ways in which cultural goods are traded and consumed. Films and music, for example, are increasingly sold as portable, digital services rather than physical products.

This report, produced by the UNESCO Institute for Statistics (UIS), explores key aspects of the globalisation of cultural flows, including trends in the trade of cultural goods and services from 2004 to 2013. The report shows that China has surpassed the United States as the leading exporter of cultural goods, while competing with North America and Europe as the top consumer of cultural products.

This report analyses the impact of the 2008 economic crisis, details the major types of products that are traded internationally, and describes innovative statistical models and methodologies used to measure such a complex field, such as the Trade in Value Added database. In addition to traditional customs statistics, this report presents data on Foreign Affiliates Statistics and Foreign Direct Investment in order to provide a more complete overview of dynamics driving the globalisation of cultural trade.



UNESCO
INSTITUTE
for
STATISTICS

The UNESCO Institute for Statistics (UIS) is the statistical office of the United Nations Educational, Scientific and Cultural Organization (UNESCO). It is also the UN depository for cross-nationally comparable statistics in the fields of education, science and technology, culture, and communications.

Please consult the UIS website (<http://www.uis.unesco.org/>) to access the UIS Data Centre and other publications.