

NEW REPORT FROM
UNESCO INSTITUTE
FOR STATISTICS (UIS)

GLOBAL TRADE OF CULTURAL GOODS IN THE DIGITAL AGE



CULTURAL EXPORTS HAVE
DOUBLED
OVER THE PAST 10 YEARS
reaching in 2013 a total of
US\$ 212.8 billion



BUT
HEAVYWEIGHT
SECTORS LIKE
**MUSIC &
MOVIES**
ARE INCREASINGLY SOLD AS
WEB-BASED SERVICES
INSTEAD OF PHYSICAL GOODS



Source: See UIS report on cultural trade

WHICH CULTURAL EXPORTS ARE GAINING GROUND?

(2004-2013)



Jewelry

**US\$ 101.1
Billion**

+271%



Sculptures,
statuettes

**US\$ 19.3
Billion**

+180%



Paintings

**US\$ 16.5
Billion**

+80%



Crafts

**US\$ 13.7
Billion**

+57%

Top 3 countries

CHINA 31.9 US\$ Billion	CHINA 12.2 US\$ Billion	U.S.A. 5.8 US\$ Billion	CHINA 4.7 US\$ Billion
INDIA 10.7 US\$ Billion	U.S.A. 1.4 US\$ Billion	U.K. 4.2 US\$ Billion	S. KOREA 1.8 US\$ Billion
U.S.A. 10.3 US\$ Billion	U.K. 1.4 US\$ Billion	FRANCE 1.6 US\$ Billion	ITALY 0.8 US\$ Billion

Emerging players

THAILAND 3.7 US\$ Billion	INDIA 0.22 US\$ Billion	INDIA 0.1 US\$ Billion	TURKEY 0.65 US\$ Billion
TURKEY 3.4 US\$ Billion	INDONESIA 0.12 US\$ Billion	BRAZIL 0.08 US\$ Billion	INDIA 0.35 US\$ Billion
MALAYSIA 2.3 US\$ Billion	VIETNAM 0.1 US\$ Billion	S. AFRICA 0.08 US\$ Billion	THAILAND 0.21 US\$ Billion

Source: See UIS report on cultural trade

WHICH CULTURAL EXPORTS ARE LOSING GROUND?

(2004-2013)

Newspapers
and magazines
fell by

-9%



but books
grew by

+20%



Cinematographic
goods fell by

-88%



and music by **-27%**



but were offset by a
rise in video games of

+140%

Source: See UIS report on cultural trade