

# Tenth Austrian Creative Industries Report

Focus: Resilience in the Corona Crisis

Short Version



# More than one in ten companies is part of the creative industries



11% of all enterprises of the Austrian economy belong to the creative industries. These 48.500 creative enterprises produce an annual turnover of € 25,3bn. The creative enterprises are accountable for 4% of the adding value of the overall economic structure. The economic performance of the creative industries corresponds to that of the tourism and is significantly higher than in structural and civil engineering or in the automotive industry, which has only half as much economic output.

With 169.667 employees in 2019, roughly 4,6 %, of all workers in Austria, were employed in the creative sector and earned a turnover of more than € 25,3bn.

48.498  
Enterprises

119.457  
Employees

169.667  
Total employed

## EMPLOYEES



One symbol equals  
10.000 employees

## SALES



One symbol equals  
€ 1 bn. (rounded)

10,4<sup>bn. Gross value added at factor cost</sup>

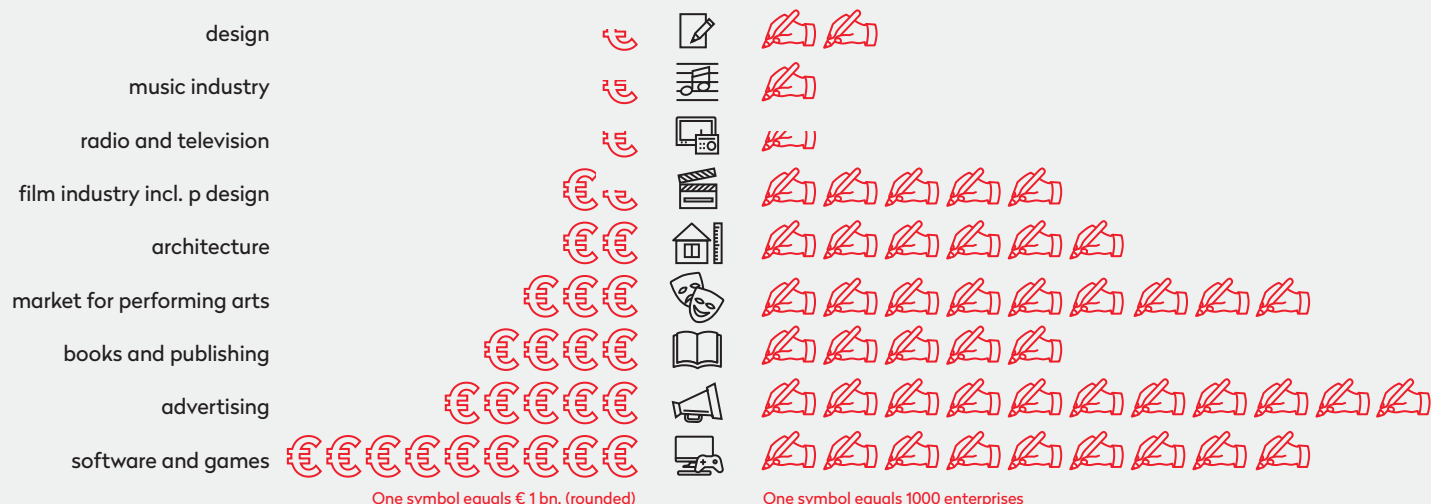
14,9<sup>bn. Advance payments</sup>

25,3<sup>bn. Turnover</sup>

## ADVERTISING, SOFTWARE AND GAMES PRODUCE MORE THAN HALF OF THE SALES

Software and games, advertising, artistic activities, books and publishing as well as architecture are the 5 largest sectors of the creative industries. Software and games, together with architecture were able to increase their sales during the pandemic, which in the first half of 2021 were

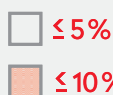
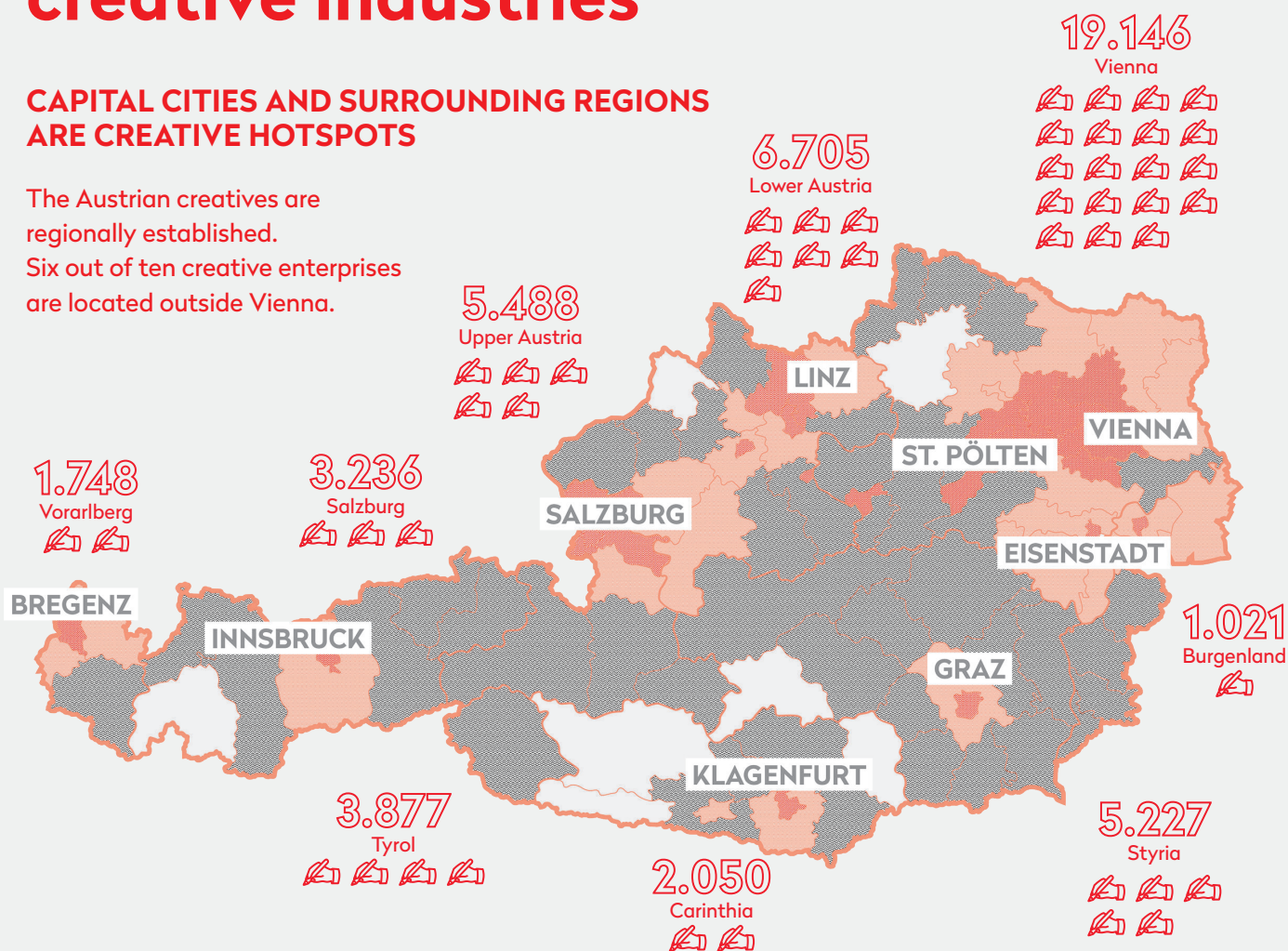
already above the pre-Corona-level. Since the start of the Corona pandemic the film-and music industry were exposed to some substantial losses. Design, photography, translating/interpreting, advertising, radio and television as well as publishing are on the path of recovery.



# Distribution of creative industries

## CAPITAL CITIES AND SURROUNDING REGIONS ARE CREATIVE HOTSPOTS

The Austrian creatives are regionally established. Six out of ten creative enterprises are located outside Vienna.



Share of creative industries in the regions

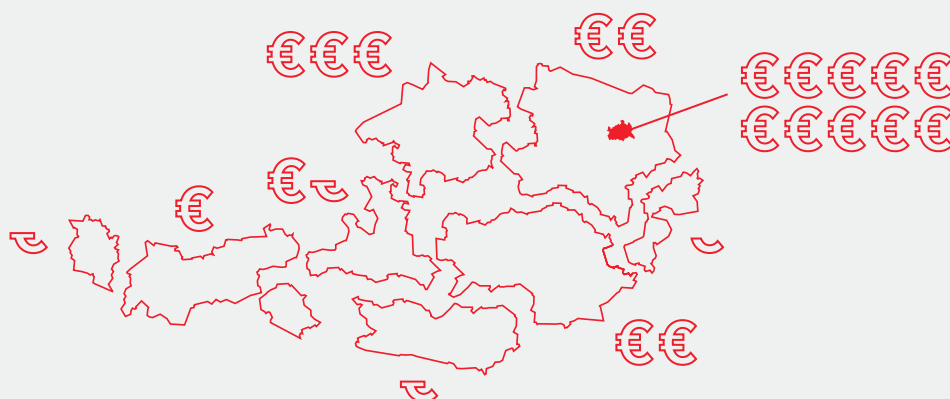


Number of creative enterprises in 2019, one symbol equals 1000 companies

## EVERY SECOND EURO OF THE CREATIVE INDUSTRIES IS GENERATED BY ENTERPRISES IN VIENNA

Each creative enterprise generates a gross value added of more than € 10 bn. Every second Euro is produced in Vienna (€ 4,8 bn.), followed by

Upper Austria with € 1,4 bn. and subsequently Lower Austria and Styria with each almost € 1 bn.

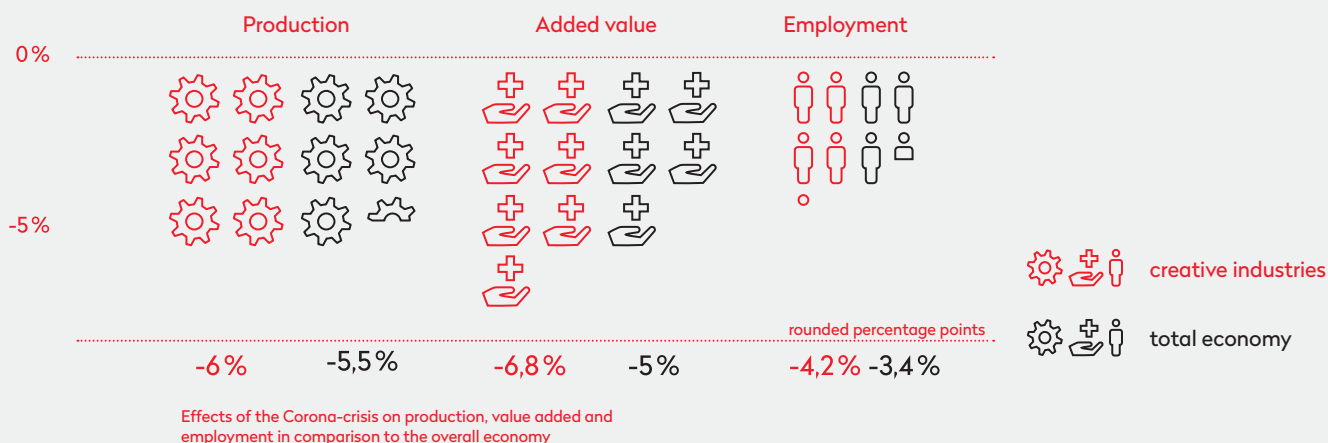
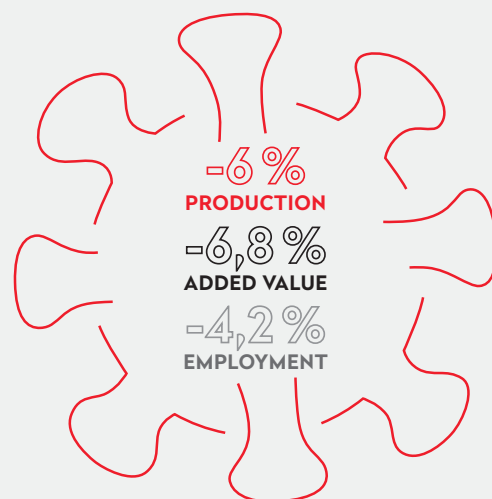


One symbol equals € 500 bn. (rounded)



## SUBSTANTIALLY HIGHER DECREASES IN THE CREATIVE INDUSTRIES COMPARED WITH THE OVERALL ECONOMY

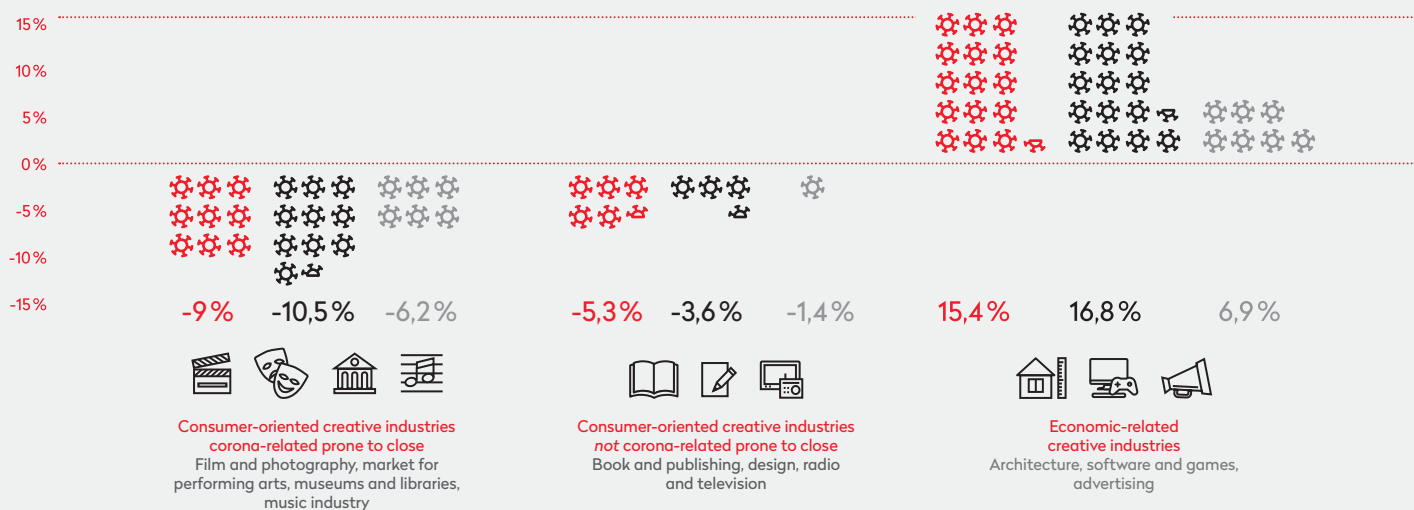
In comparison to the overall economy, the creative industries are strongly affected by the Corona-crisis. While the economy as a whole, loses 5% of its value added in the second year of the Corona-crisis, the creative industries has seen a decline of 6,8%. The value of production in the creative industries has declined by 6% (5,5% of the total economy), the employment by 4,2% compared to 3,4% in the overall economy.



## CONSUMER-RELATED INDUSTRIES EXPERIENCE LOSSES IN THEIR ECONOMIC DEVELOPMENT, ECONOMIC-RELATED AREAS ARE RECOVERING

The individual sectors of the creative industries are each affected differently by the Corona-crisis. In the second year of the crisis particular sectors, which depend on private consumption and are directly at risk from closings or access restrictions,

continue to suffer: market for performing arts, museums and libraries, film industry (incl. photography) and music industry. In this group production, added value and employment rate continue to lag in 2021 by an average of 8 to 10% below the levels of 2019.



\* Production \* Added value \* Employment (full-time)

