



# CREATIVE INDUSTRY 4.0

## TOWARDS A NEW GLOBALIZED CREATIVE ECONOMY





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## ABBREVIATIONS AND ACRONYMS

CCI	Cultural and creative industry
DITC	Division on International Trade and Commodities
IADB	InterAmerican Development Bank
ICTs	Information and Communications Technologies
GDP	Gross domestic product
GVCs	Global value chains
ITU	International Telecommunication Union
LDCs	Least developed countries
MTO	Make To Order
OECD	Organisation for the Economic Co-operation Development
RCA	Revealed comparative advantages
R&D	Research and Development
SDGs	Sustainable Development Goals
SMEs	Small and medium-sized enterprises
SOA	Service-oriented architecture
TiVA	Trade in Value-Added
TNCDB	Trade Negotiations and Commercial Diplomacy Branch
UN-ITC	United Nations International Trade Center (UN-ITC)
UN-ECLAC	United Nations Economic Commission for Latin America and the Caribbean
UNESCO	United Nations Education Science and Culture Organization
UNDP	United Nations Development Programme
UNWTO	United Nations World Tourism Organization
WEF	World Economic Forum
WIPO	World Intellectual Property Organization

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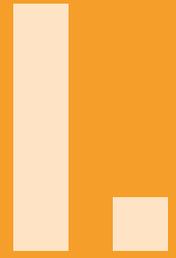
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## ABSTRACT

This report looks at the implications for the Creative Economy of the rapid changes in automated technology and advanced internet communication that came to be known as Industry 4.0. Conservative estimates put the Creative Economy's contribution to global gross domestic product at about 3 per cent, roughly in line with its contribution to world trade. This contribution is expected to be strengthened by a surge in digitalization and advanced technologies that characterise Creative Industry 4.0. Among the many observations that this report makes, ones that are important from the perspective of sustainable and inclusive development especially that of small developing countries are that: (1) Creative Industry 4.0 can speed-up the transfer of technology; (2) the size of the domestic market will no longer be a limit when it comes to developing a product; (3) new niche market opportunities are emerging. Another key observation is that the availability of adequate technology is not sufficient; it must be made available to stakeholders. The report highlights a series of policy options aimed at harnessing the potential of Creative Industry 4.0 for economic and social development.

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# Introduction

The Creative Economy is an analytical category that encompasses a very diverse array of sectors. It includes heritage and cultural products, such as handicrafts, and it incorporates the software designers that fashion the digital economy and influence the future of the whole of society (Dubina and Campbell, 2019). In a world of global networking, via the evolution of digitalization and the changing behaviour of people, both as producers and as consumers, analysis needs to look beyond individual creativity. Today, business innovation is the process of both generating and applying creative ideas in a commercial context (Bakhshi and Mc Vitte 2009). At the same time, even the most traditional, cultural or heritage-dependent creative activities are being transformed by the evolution of technologies.

This study examines the economic aspects of the interaction between creativity and technological-business innovations. The objective of the study is to better understand how the 4<sup>th</sup> industrial revolution, or Industry 4.0, has changed the way creative actors are performing their activity. In this study, creativity is regarded as the fuel and the engine of the Creative Economy and refers to the act of generating new ideas

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