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Creative and Media Industries Participants Survey Report V0

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Universidad de Deusto

Review: .

“eXperiential Digital Hub for the Media and Creative industries” - XD Media Hub,
project No: 2021-1-BG01-KA220-VET-000033171

Creative & Media industries

Creative and media industries are very diverse, in size, type of activity, necessary skills but, also, in the relevance each one has in different geographical ecosystems.

One of the first decisions of the consortium members was to focus the activity of the working groups on a limited number of specific areas of these industries. To identify and select those areas of most interest, it was decided to carry out a survey in which researchers from each of the organizations participated, as well as professionals and managers of companies in the sector close to the entities involved in the consortium.

The survey was carried out between the months of June and September with a total of 67 responses representing the interests of all the ecosystems that will participate in the development of the work.

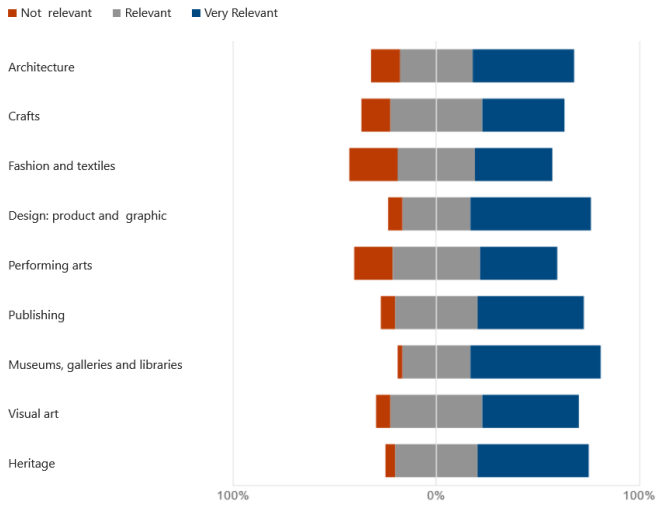
In order to facilitate the answers, it was decided to split the survey between creative and media industries.

Each respondent answered three questions related to each identified area:

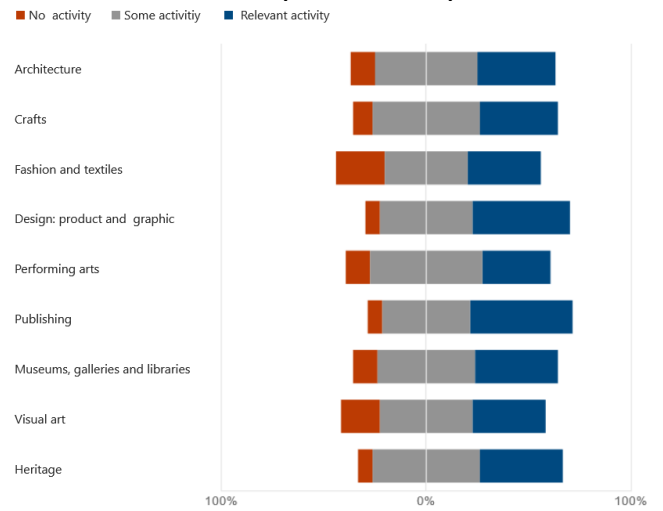
- **Economic relevance** of a creative/media industry area in the region (or country) and in the business ecosystem close to each partner. It is a generic question to identify the relative dimension in terms of employment, contribution to GDP or development degree of these in each of the environment of us (partners).
- **Entrepreneurial activity** around each of the creative/media industry areas. It was considered that it was possible that some areas were emerging and that, despite not having a relevant economic weight at present, they can be areas in which there are promising entrepreneurial initiatives or regional development plans that suggest future relevance.
- Finally, each survey participant was asked to **sort each of these** creative/media areas according to their preference about been part of the focus of the work. It was considered that, in addition to the present of future relevance of these areas, the closer connection of each partner is with one area, the more effective and interesting the work should be and the more impact should have in local environment.

Creative industries

Economic Relevance

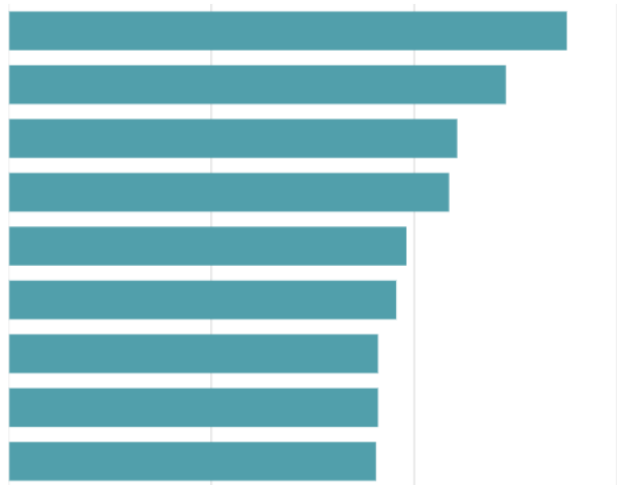


Entrepreneurship



Creative industries sorting

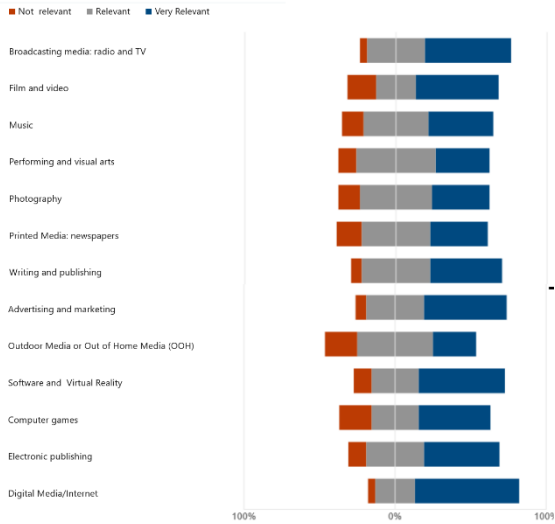
- 1 Design: product and graphic
- 2 Fashion and textiles
- 3 Architecture
- 4 Publishing
- 5 Crafts
- 6 Museums, galleries and libraries
- 7 Performing arts
- 8 Visual art
- 9 Heritage



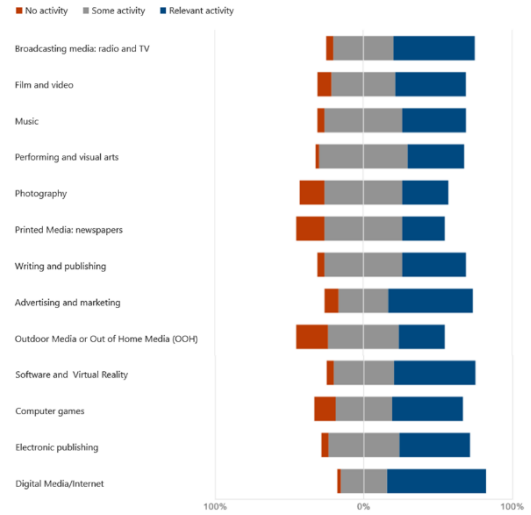
Media industries

& economic relevance

Economic Relevance



Entrepreneurship



Media industries sorting

- 1 Broadcasting media: radio and TV
- 2 Film and video, photography
- 3 Electronic publishing & Digital ...
- 4 Advertising and marketing
- 5 Software and Virtual Reality
- 6 Music
- 7 Performing and visual arts
- 8 Writing, publishing and newspa...
- 9 Computer games
- 10 Outdoor Media or Out of Home...

