



United Nations
Educational, Scientific and
Cultural Organization



UNESCO
INSTITUTE
FOR
STATISTICS

Trade in cultural services statistics

Lydia Deloumeaux, UIS

Joint ECLAC and UNSD Workshop in cooperation with WTO
on Trade in Services

9-11 December 2020 – Virtual



Outline

- ❑ Why culture trade statistics?
- ❑ Measuring the international trade of cultural services
- ❑ Conclusions and ways forward



Why culture trade statistics?

Data to monitor the Global Agenda

- ❑ **SDG: 17.11 Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020.**
 - ❖ Thematic approach using culture sector: exports of cultural goods and services
 - ❖ UNESCO Culture | 2030 Indicators Report: thematic SDG indicators on culture

- ❑ **2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.**
 - ❖ Article 16 of the Convention stipulates “Developed countries shall facilitate cultural exchanges with developing countries by granting, through the appropriate institutional and legal frameworks, preferential treatment to cultural goods and services from developing countries”.

Shift in culture practices: Change in consumer practices: digital shift in music.



Source: ISU, 2016, The globalization of culture trade: a shift in consumption

- ❑ In 2015, for the first time the revenues generated from digital forms overtook the sales generated by physical media
- ❑ In 2019 the streaming revenues accounted for the first time more than half (56.1%) of global music revenues

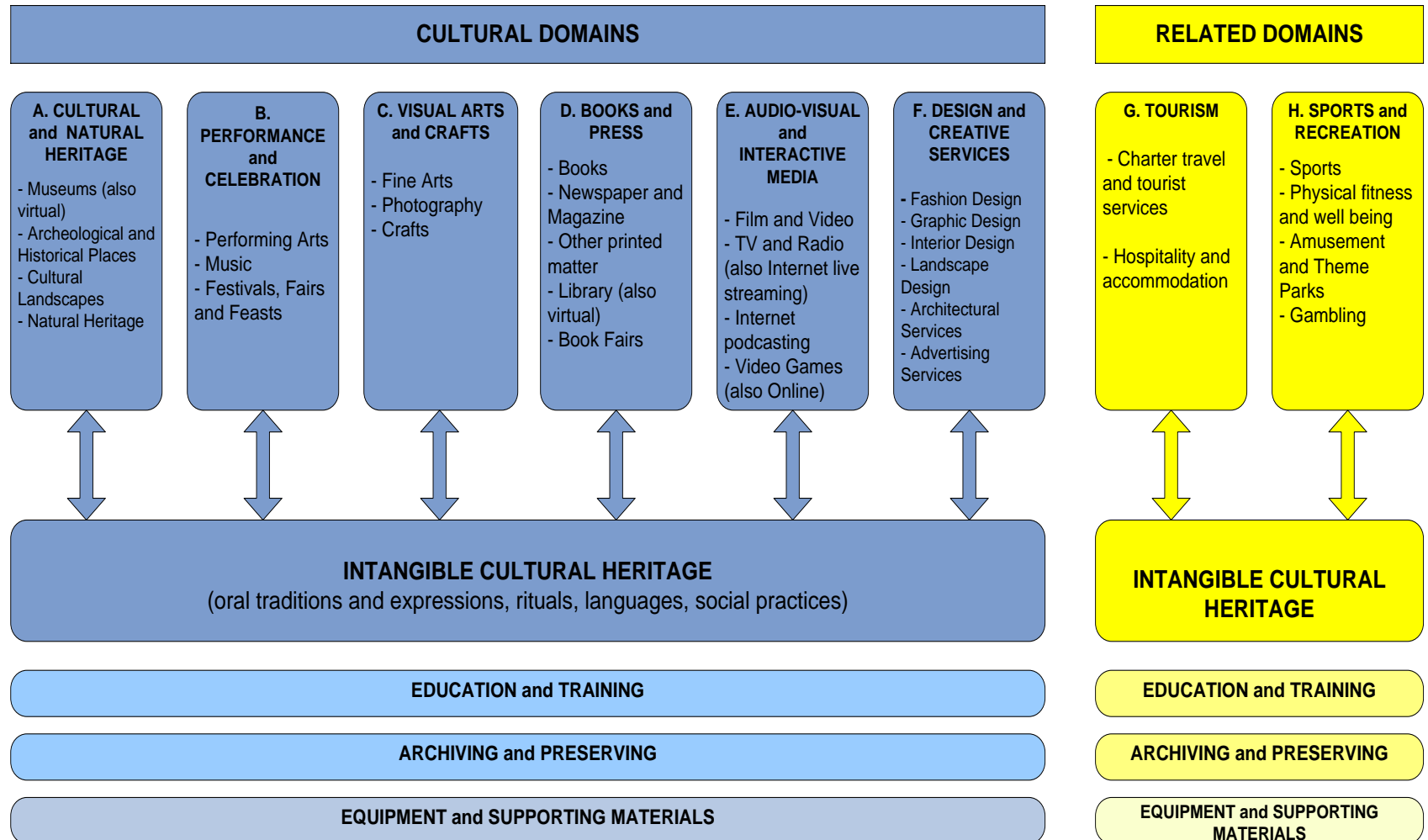
(Source: IFPI, 2020)



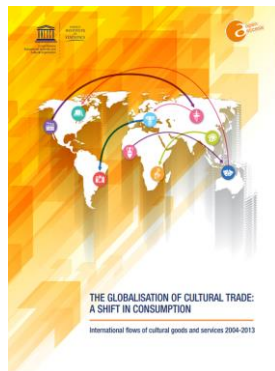
Increased need of data on cultural services

How to collect data by country of origin?

Defining cultural trade: 2009 UNESCO Framework for Cultural Statistics: Cultural domains



UIS Reports/Analyses on international trade of cultural goods and services



International reports on International flows of cultural goods and services


- Series started in the 80's
- 2005 3rd edition: Report on the International flows of cultural goods and services 1994 -2003, ed. 2005: **first time introduced services statistics**
- 2016 4th edition: Report on international flows of cultural goods: Report adopted the **2009 Framework for Cultural Statistics Methodology**, using EBOPS 2002 and 2010



Chapter 6 of the 2015 and 2018 Global Monitoring Reports of the 2005 Convention for the Promotion and Protection of the Diversity of Cultural Expressions: focus on preferential treatment. **Next in 2022**

Cultural trade statistics: What type of Information are we looking for?


Significance of trade of cultural products to the economy



Magnitude and direction of trade



Role of developing countries in the flows of cultural goods and services



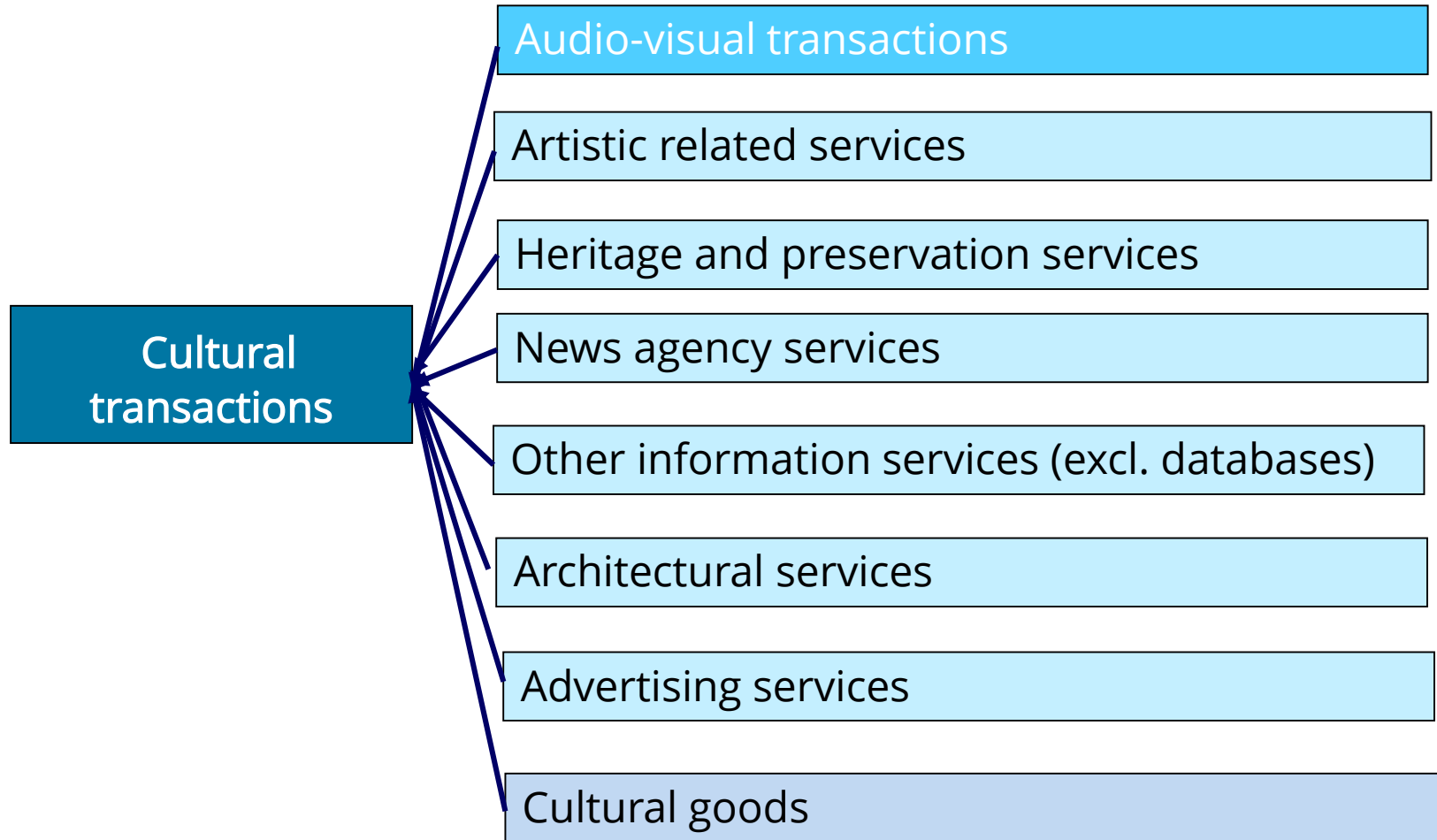
What are the trade trends over time?

Measuring international trade of cultural services

International Trade of cultural services

- ❑ Licensing activities and other copyright-related services
- ❑ Audio-visual distribution activities
- ❑ Promotion of performing arts and cultural events
- ❑ Cultural information services and the preservation of books, recordings and artifacts (in libraries, documentation centres, and museums)

EBOPS Complementary groupings relating to cultural transactions



Cultural services trade : Key components from EBOPS: defined in the 2009 UNESCO FCS

BPM6	EBOPS	Labels
Core cultural services		
1.A.b.8.	8.4.1	Licenses to reproduce and/or distribute audio-visual products
	8.4.2	Licenses to reproduce and/or distribute related products ¹
1.A.b.9.3.	9.3.1	News agency services ²
1.A.b.9.3.	9.3.2	Other information services ³
1.A.b.10.2.	10.2.2	Advertising, market research and public opinion polling
1.A.b.10.3.	10.3.1.1	Architectural services
1.A.b.11.1.	11.1.1	Audiovisual services
1.A.b.11.1.	11.1.2	Artistic related services ⁴
1.A.b.11.2.	11.2.3	Heritage and recreational services ⁵
Equipment and supporting materials		
1.A.b. 8.	8.3	Licenses to reproduce and/or distribute computer software
1.A.b.9.2	9.2.1	Computer services
1.A.b.9.2	9.2.2	Other computer services
Related cultural services		
Tourism		
1.A.b.4.2.3	4.2.3.	Travel – Other personal ⁶

Examples of culture services: by modes of supply

Modes of Supply	Description
Mode 1: Cross border	Movie download purchased from non resident company
Mode 2: Consumption abroad	Foreign tourists spending in cultural activities (purchase of performing arts, museum ticket)
Mode 3: Commercial Presence	Foreign Affiliate in producing movies
Mode 4: Movement of natural person	Music groups performing abroad: Earnings gained from the performance

National Data Sources

Data Sources: Services statistics:
BOP Statistics, and

Business Surveys;
Household Surveys;
Administrative data;
Public services data; and
Information collected via partner countries and international organizations

Copyright Collective Societies

Limited data on cultural services at detailed level in the WTO database, EBOPS 2010, BOP6

BOP 6	2011	2012	2013	2014	2015	2016	2017	2018	2019
S - Memo item: Total services	193	194	195	197	197	196	194	191	166
SH4 - Licences to reproduce and/or distribute audio-visual products	11	12	19	19	17	18	17	16	2
SH41 - Licences to reproduce and/or distribute audio-visual products	4	5	9	8	9	9	7	7	1
SH411 - Movies and television programming	1	1				1	1	1	1
SH412 - Books and sound recordings	1	1	1	1	1	1	1	1	1
SH413 - Broadcasting and recording of live events	1	1				1	1	1	1
SH42 - Licences to reproduce and/or distribute other products	4	5	8	7	6	8	7	7	
SI3 - Information services	95	97	101	112	111	115	115	116	77
SI31 - News agency services	17	18	24	22	22	24	26	23	1
SI32 - Other information services	16	17	23	22	22	23	22	21	1
SJ22 - Advertising, market research, and public opinion polling services	28	29	37	38	38	38	38	35	3
SJ221 - Advertising services	1	1	1	1	1	1	1	1	1
SJ222 - Market research and public opinion polling services	1	1	1	1	1	1	1	1	1
SJ31 - Architectural, engineering, scientific, and other technical services	28	30	36	36	36	36	37	34	3
SJ311 - Architectural services	17	18	27	27	29	28	27	25	2
SK - Personal, cultural, and recreational services	142	140	140	155	158	161	158	157	120
SK1 - Audiovisual and related services	87	86	90	98	101	112	113	108	79
SK11 - Audio-visual services	5	6	9	10	9	8	9	7	1
SK111 - Audiovisual production services	1	1	1	1	1	1	1	1	
SK112 - Rights to use audio-visual products	1	1	1	1	1	1	1	1	1
SK1121 - Movies and television programming	1	1	1	1	1	1	1	1	1
SK1122 - Books and sound recordings	1	1	1	1	1	1	1	1	1
SK11Z - Of which: Audio-visual originals	3	5	7	8	8	8	8	5	
SK11Z1 - Movies and television programming	1		1	1	1	1			
SK11Z2 - Books and sound recordings			1	1	1	1		1	1
SK12 - Artistic related services	5	6	8	9	9	8	9	7	1
SK2 - Other personal, cultural, and recreational service	114	114	117	126	127	130	128	126	85
SK23 - Heritage and recreational services	15	17	25	25	26	23	24	23	

Cultural services data in LAC countries: higher categories, no data on Licenses

WTO database, EBOPS 2010, BOP6

BOP 6	2011	2012	2013	2014	2015	2016	2017	2018	2019
S - Memo item: Total services	39	39	39	39	39	39	39	39	39
SI3 - Information services	23	23	23	23	23	23	23	23	23
SJ22 - Advertising, market research, and public opinion polling services	1	1	1	1	1	1	1	1	1
SJ31 - Architectural, engineering, scientific, and other technical services	1	1	1	1	1	1	1	1	1
SK - Personal, cultural, and recreational services	36	36	36	36	36	36	36	36	36
SK1 - Audiovisual and related services	20	20	20	20	20	20	20	20	20
SK2 - Other personal, cultural, and recreational services	24	24	24	24	24	24	24	24	24
SOX - Commercial services	39	39	39	39	39	39	39	39	39

Lost data on international trade of cultural services

- ❑ With implementation of EBOPS 2010, less data on cultural services in the 2018 UNESCO Monitoring Report (2005 Convention) compared to 2015 based on EBOPS 2002
- ❑ More categories in culture in MSITS but not mandatory and not submitted to international organisations such as WTO, UNSD
- ❑ Different practices at country level in categorising the same activity
 - ❖ Lack of comparability
 - ❖ Difficult to assess the magnitude of international trade of cultural services

Alternative sources: Culture surveys

Cultural Participation surveys: need to identify

- ❑ Practices undertaken abroad by residents
- ❑ Practices undertaken by non-residents

Visitor Survey:

- ❑ Need to identify country of residence
- ❑ Collect data on services purchased abroad

ICT Survey: Internet Purchases by Individuals

- ❑ Source of purchase: foreign company
 - ❖ Download music from foreign company

Conclusions and ways forward

Conclusions and ways forward

- ❑ Even if better defined in MSITS, limited availability of data on international trade of cultural services.
- ❑ Need to strengthen cooperation between international organizations in the global trade of cultural services statistics, including UIS, UNSD, WIPO, WTO and UNCTAD.
- ❑ Need statistical capacity building to support developing countries ability to produce cultural trade data.

Ways forward

- ❑ New instruments and data collection needed for assessing the value of cultural digital products.
- ❑ New projects: Big data; Global value chain.
- ❑ UIS - ISQ Proceedings of the 2016 International Symposium on the Measurement of Digital Cultural Products - See more at: <http://uis.unesco.org/sites/default/files/documents/unesco-proceedings-of-the-international-symposium-on-the-measurement-of-digital-cultural-products.pdf>

Thank you!



United Nations
Educational, Scientific and
Cultural Organization



UNESCO
INSTITUTE
FOR
STATISTICS

Data to transform lives

Lydia Deloumeaux, Associate Programme
Specialist, Culture and Communication
Statistics

L.Deloumeaux@unesco.org
Learn more <http://uis.unesco.org/>

 @UNESCOstat