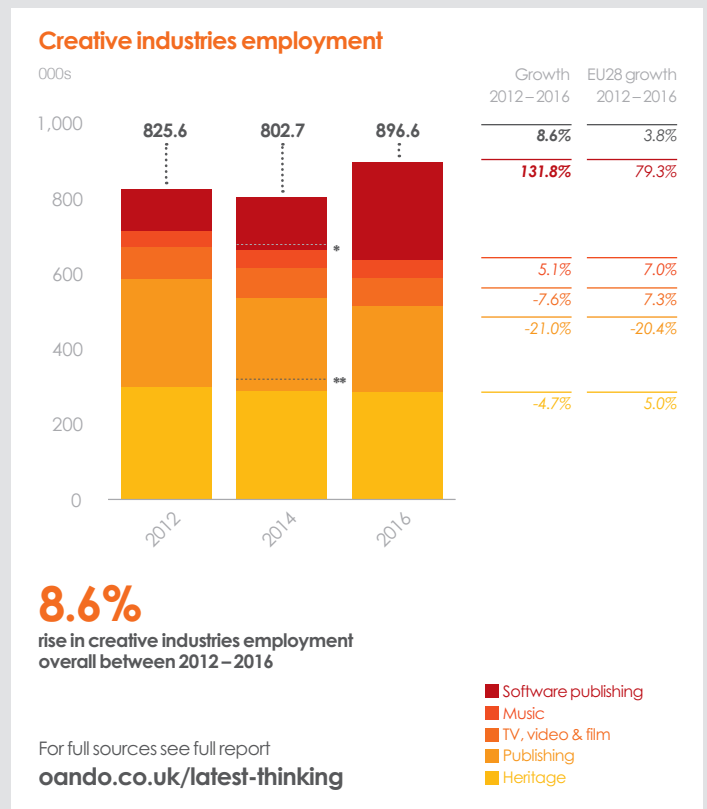
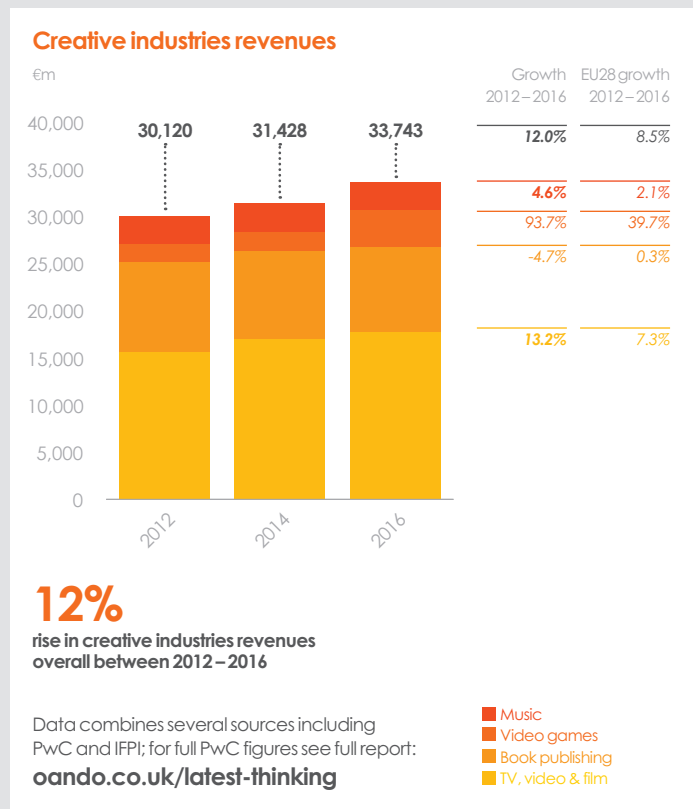


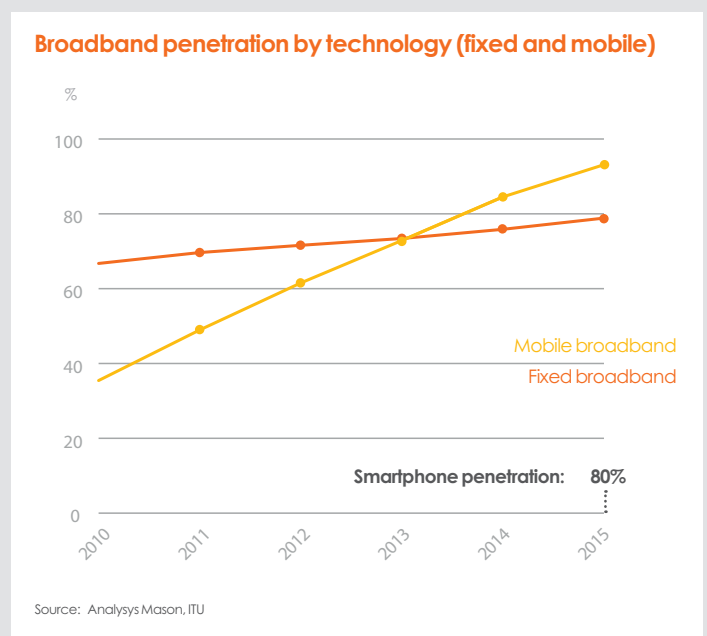
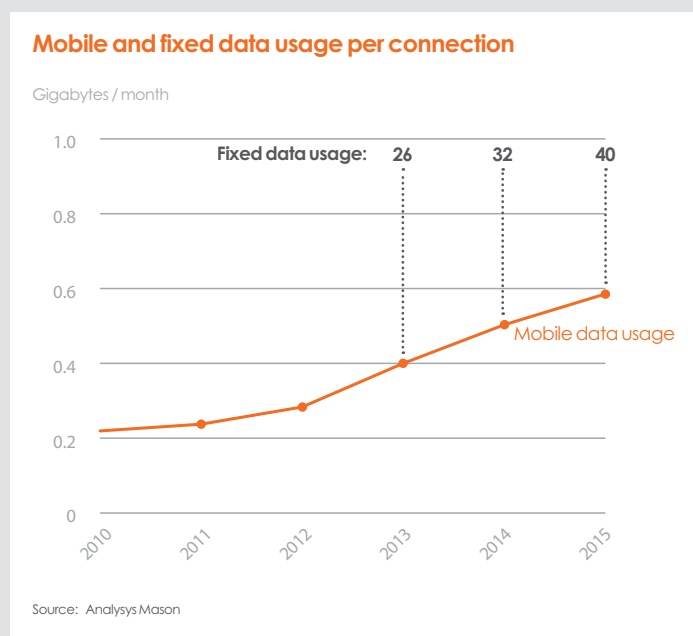
The impact of the internet and digitalization on creative industries in Germany



Increased creative industries revenues and employment



Increased access to creative content



Publishing includes books and news, software publishing includes video games publishing, music includes radio. In 2014 it is possible to estimate book publishing and video games publishing. *Of which video games publishing. **Of which book publishing.

Reduced production and distribution costs

Digital distribution has almost zero marginal cost and removes geographical barriers, making niche services economically viable



In 2015 Realeyz, a subscription streaming service for independent films, had over 40,000 subscribers



Record labels can take more risks – between 2013 and 2014 the percentage of local acts in the top 10 album charts increased from 70 percent to 80 percent

Despite strong performance in digital, several traditional formats have remained strong

60 percent of the German recorded music market is still made up of physical sales



Benefits to consumers

More content is available – both old and new – and connected devices provide greater access to it

The average number of games per user on Steam rose from 27 in 2015 to 32 in 2016 – illustrating the rising demand for digitally distributed games, and an increase in the number of games available



Digital technology democratizes content

The *Deutsche Digital Bibliothek* is the national aggregator of digital information on cultural heritage, and provides the public with access to over 18m pieces of metadata



The number of German linear AV services targeting other markets increased from 8 in 2003, to 47 in 2015 – demonstrating that digitalization has enabled sharing of European cultures



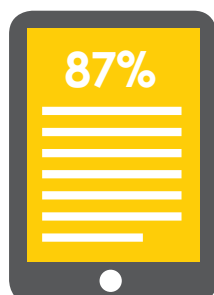
The Berlin Philharmonic Orchestra Digital Concert Hall offers a subscription streaming service which means that consumers from across the world can engage with classical music



Benefits to producers

Less well-known creators can reach an audience

Titles outside of the top 100 increased their share of the eBook market from 80 percent in 2013, to 87 percent in 2015, suggesting that less mainstream titles are becoming increasingly popular



Creators can find new ways of distributing their work

The Berlin Philharmonic Orchestra Digital Concert Hall means that the orchestra has full control of its output and can reach international audiences

