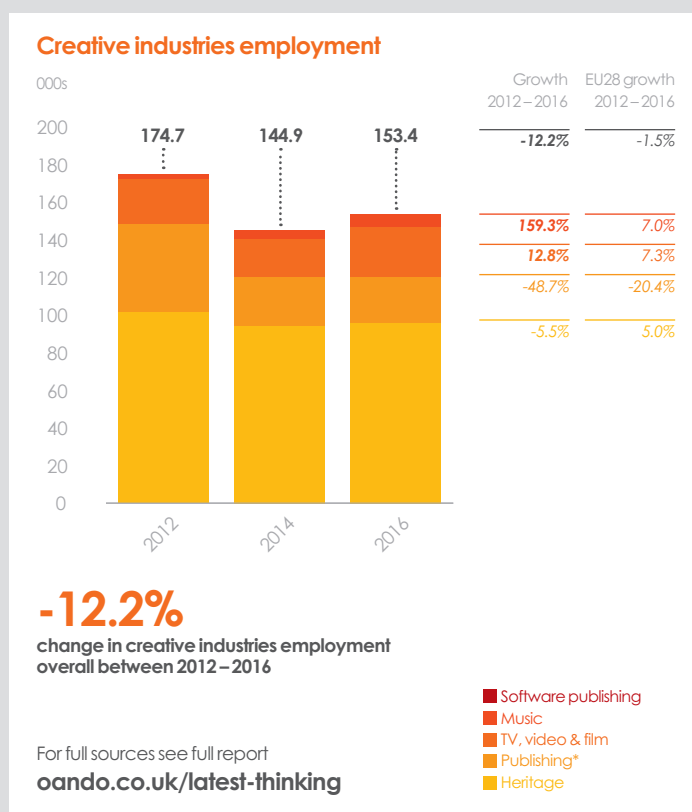
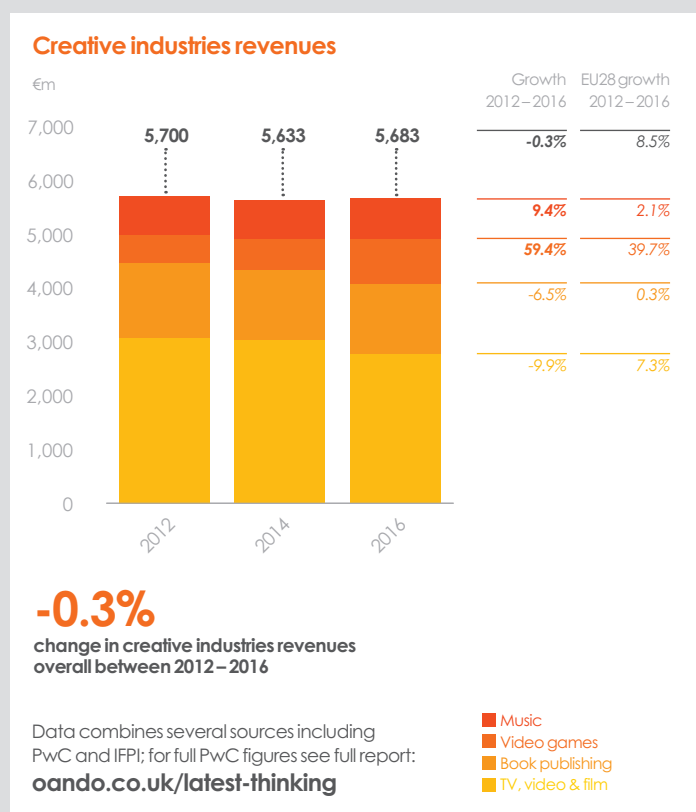


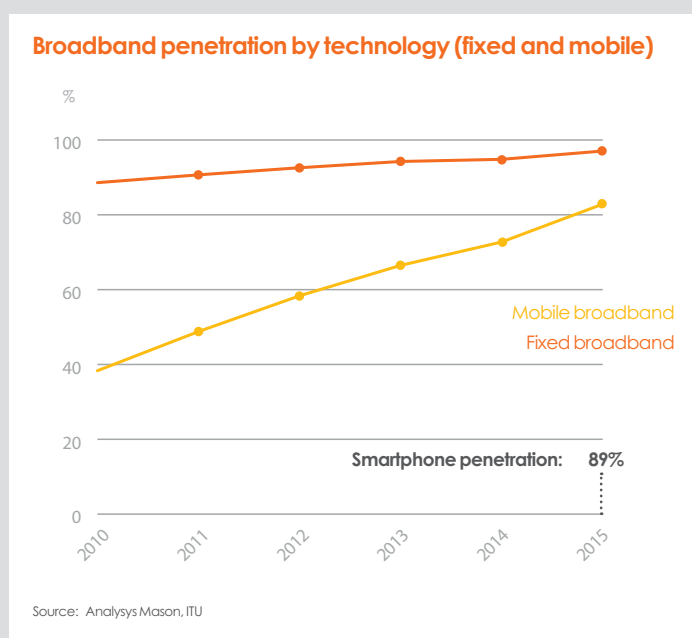
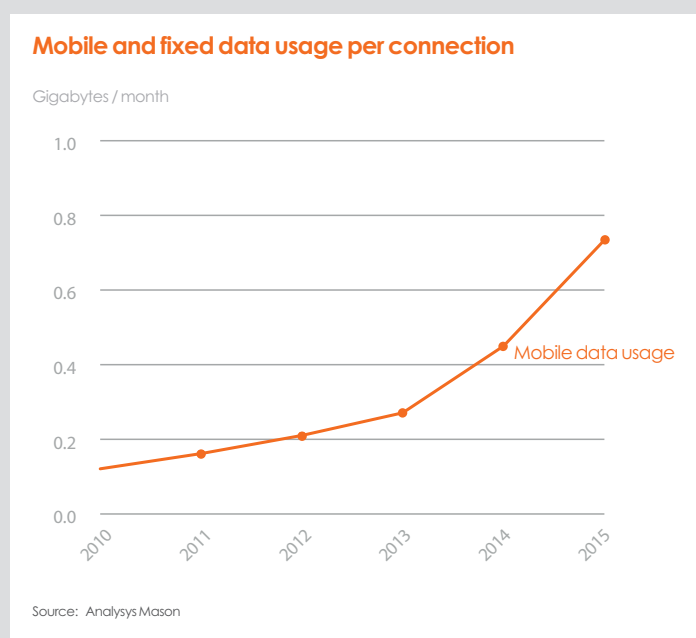
The impact of the internet and digitalization on creative industries in the Netherlands



Increased creative industries revenues and employment



Increased access to creative content



Excludes software publishing as no data available for 2012 and 2016. EU28 overall growth also excludes software publishing.
*Publishing includes books and news; software publishing includes video games publishing; music includes radio.

Reduced production and distribution costs

Reduced marginal distribution costs to almost zero with removal of international barriers



120 Dutch linear TV services targeted other markets in 2015, up from 15 in 2003



Penetration of SVOD services in the Netherlands increased from 1 percent in 2011 to 22 percent in 2015



In the Netherlands 11 percent of books revenue came from digital sales in 2015 compared to 4 percent in 2011



Digital PC games represented 47 percent of Dutch PC games sales in 2015 compared to 18 percent in 2011 with the rest coming from physical PC games sales

Benefits to consumers

More content is available – both new and old – and a wider variety of services provide greater choice



The Netherlands had 80 on-demand AV services in 2015, and 146 nationwide channels in 2013 compared to just 30 in 2003

The fall in market share of the top 100 eBooks from 31 percent in 2013 to 21 percent in 2015 exemplifies the wider variety of books now available

Competition has driven increased quality

The music streaming subscription service Tidal has been available in the Netherlands since 2015 and offers high quality audio, and all the major music and video streaming services are available as well (Apple Music, Amazon Music and Prime Video, Google Play Music, Spotify, Netflix)



Consumers can receive remuneration for their contribution to content generation

Dutch crowdsourcing research platform Vele Handen had 300,000 scans of its first project indexed in 18 months by the volunteers, who in turn earn points that can later be exchanged for books or archive tours



Benefits to producers

Demand for content has increased

Dutch players owned on average 35 PC games on the Steam platform in 2016 compared to 31 games in 2015

NEW HIGH SCORE



Content creators can go direct to consumers by using online platforms for content publishing and distribution

In the Netherlands, YouTube and SoundCloud are available for musicians and AV content creators, while Steam and multiple app stores are available for game developers

More creators can enter the market

Dutch record company Cloud 9 increased its investment in local music acts by 300 percent over the last two years (2014 to 2016)

