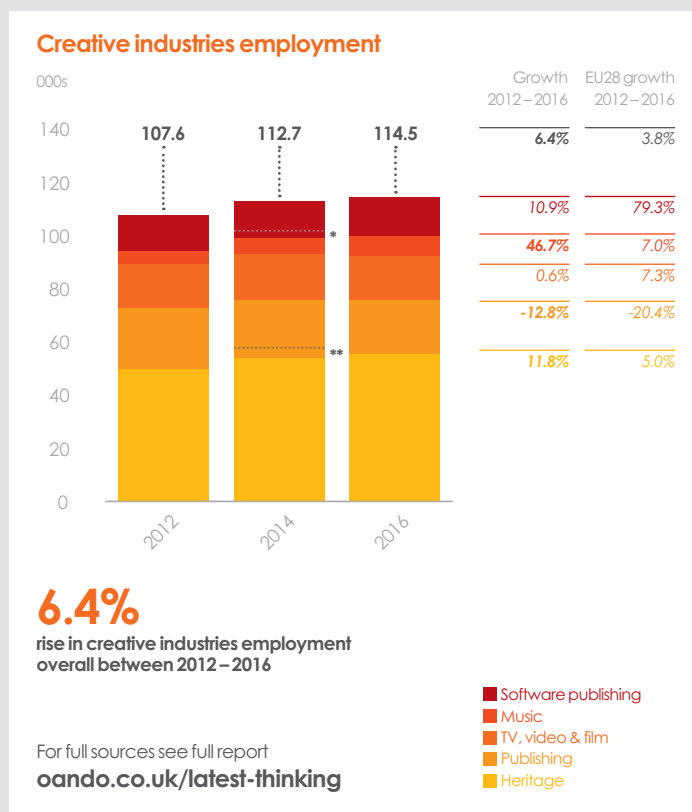
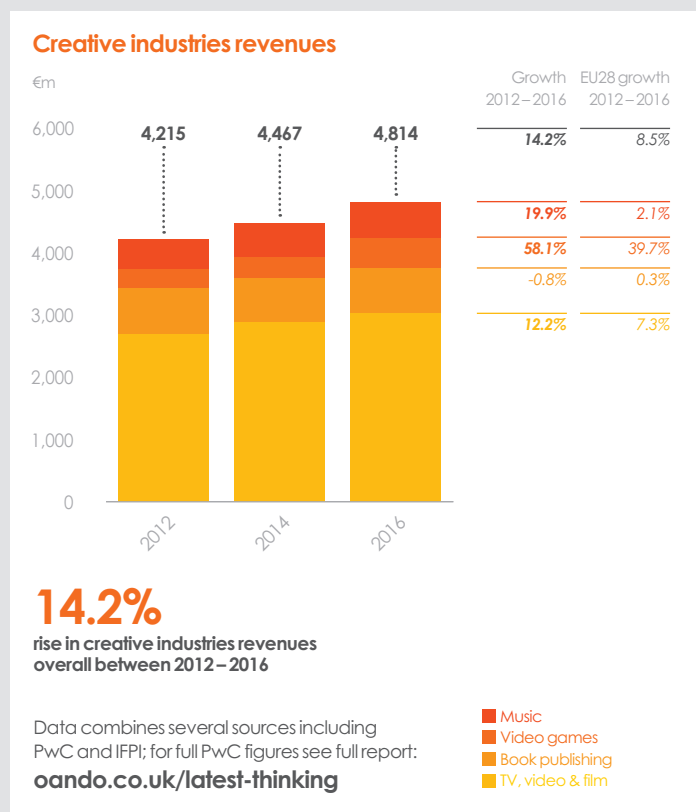


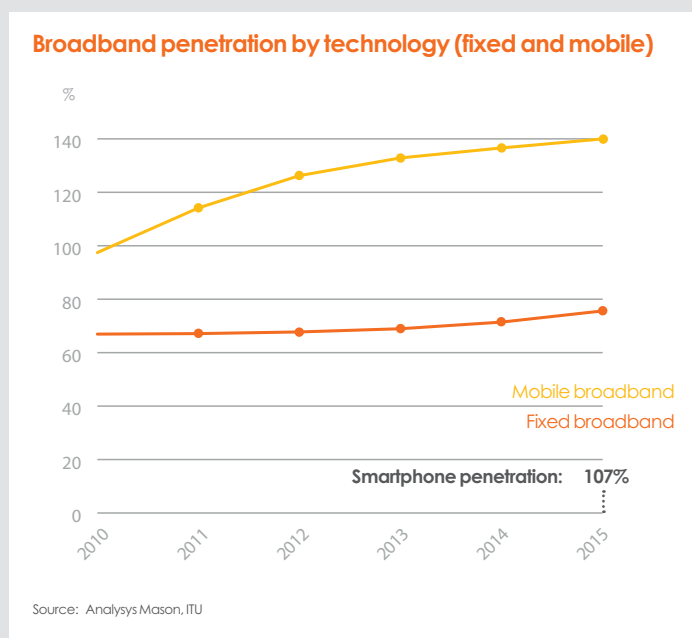
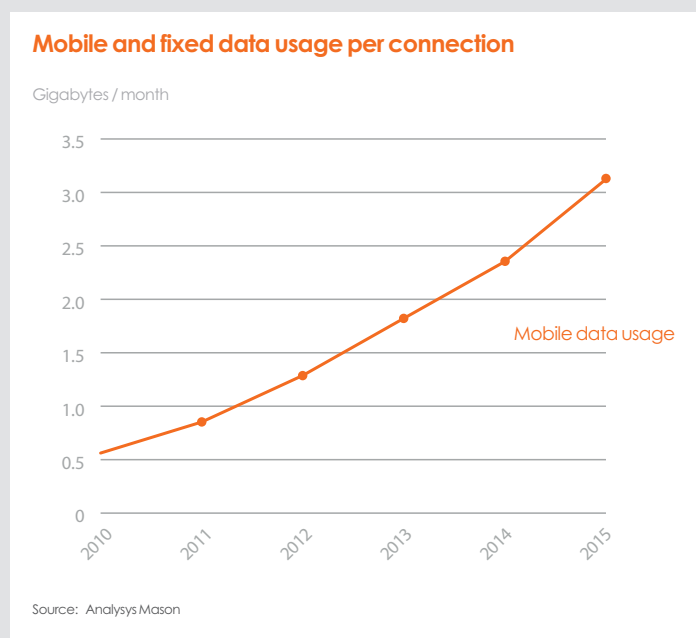
The impact of the internet and digitalization on creative industries in Sweden



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

Streaming is a low-cost distribution alternative to CDs; Spotify gives consumers access to over 30m songs and 2bn playlists



Technological efficiencies have reduced costs in traditional distribution

In 2015 online retailers accounted for almost a third of publishers' sales to retailers, compared to around 22 percent in 2007



Benefits to consumers

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

On Steam, the average number of games per user increased from 28 in 2015 to 34 in 2016

Sweden has a high penetration of SVOD services, at 39 percent of households



Streaming makes up 67 percent of the Swedish recorded music market, showing that people are engaging with new ways of accessing content



Digitalization has democratized content and helped to share cultures across Europe

The number of AV linear services targeting other markets has increased from 14 in 2003 to 109 in 2015 – and the success of Scandi Noir indicates the popularity of Swedish productions abroad

The increasing popularity of audiobooks has democratized the book market, as people who may not traditionally have entered a bookshop can download content



Audiobook publishers Word Audio have found that streaming accounts for the largest proportion of their sales



Benefits to producers

Digitalization enables creators to monetize their content

As of September 2015 Swedish company Spotify have paid \$5bn to rights holders worldwide



There have been unexpected beneficiaries of digitalization

Members of the Swedish Publishers' Association saw the number of copies of new fiction titles in digital audiobook form increase from 64,000 in 2010 to over 1.6m in 2016

