

CREATIVE INDUSTRIES: GROWTH OR SURVIVAL?

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TOBIAS NIELSEN

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- Research-based
- Consulting
- Publishing
- We love to analyze!
- Bridging the gap



Upplevelse-
industrin
2003

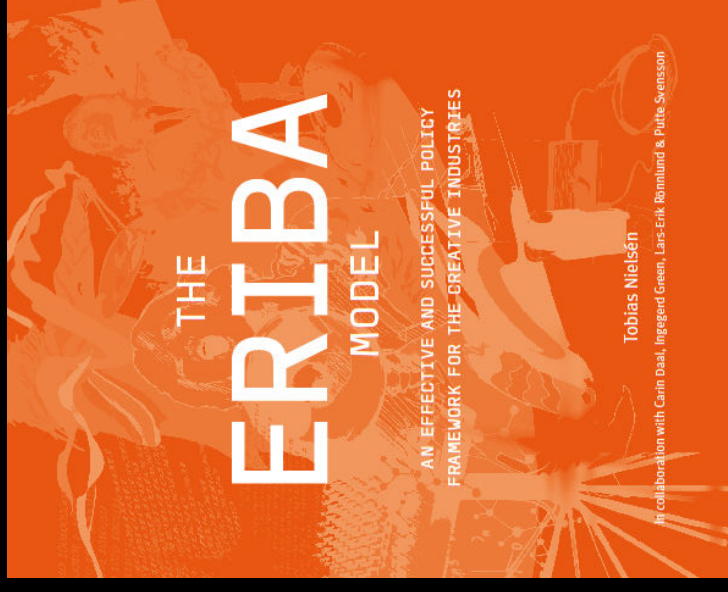
Statistik och jämförelser



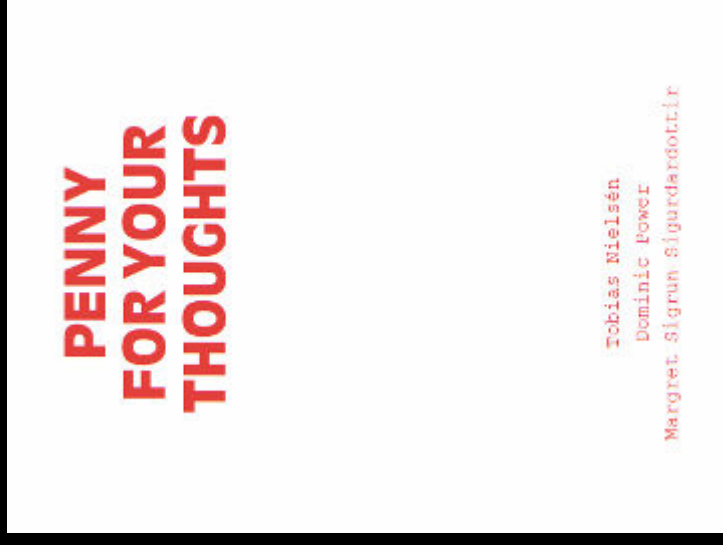
KK-stiftelsen X

2001-2003: THE FIRST MAPPING STUDIES OF SWEDEN

2002-2008:
THE ERIBA MODEL
AND CROSS-
BOUNDARY ARENAS



2005-2008: STIMULATING CREATIVE PROCESSES AND ENVIRONMENTS



12 DCMS
11 MAPPING
10 EXPER.ECON.
7 CREAT.CLASS



THE EXPERIENCE
ECONOMY

CREATIVE CLASS

KULTUR- OG
OPLEVELSESØKONOMIEN

THE
ENTERTAINMENT
ECONOMY

THE CULTURAL
INDUSTRIES

THE CREATIVE
ECONOMY

THE DREAM
SOCIETY

THE CREATIVE
INDUSTRIES

UPPLEVELSE-
INDUSTRIN



Evolution of Dance



Rankning: ★★★★★
474166 rankingar

Dela Favorit Spellistor Flagga

Skicka videoklipp Facebook MySpace mer...

Andra som tittar (1) Aktiv delning Av (Ändra)

Kommentar **Statistik & data**

Videosvar: 2064 Textkommentarer: 286623

YouTube på svenska

Nu finns YouTube på svenska. Titta på och dela videoklipp idag!

www.se.youtube.com

Är Du Sexig ?

Änge födelsedag och se en sann bild av dig själv!
www.nina.no

Rolig dejting väntar

Här kan du chatta, flirta & bli kär Prova Mötesplatsen gratis idag!
www.motesplatsen.se

De Senaste Hitsen

Ladda ner de Senaste Dance Hitsen till Mobilen och PC!
www.Jamba.se/Musk-Dance



Google-annonser

Annons

judsonlaipply

06 april, 2006

(mer info)



Prenumerera

The funniest 6 minutes you will ever see! Remem...

Webbadress

<http://se.youtube.com/watch?v=dMH0bHeiRNg>

Bädda in

`<object width="425" height="344"><param name="n`

Mer från: judsonlaipply

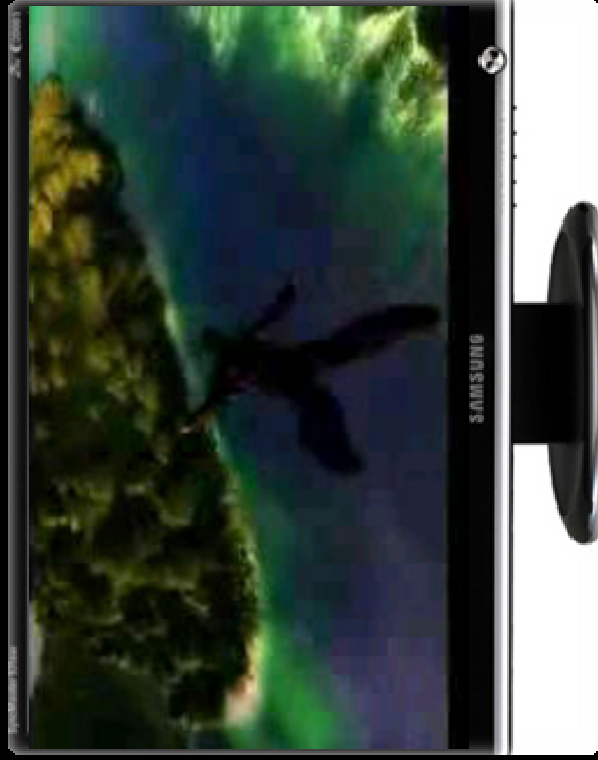
Liknande videoklipp



best break dance ever.....
12710251 visningar
[edovote](#)



~YouTube Worst Video of All Time - vote 1 star, ...
93136958 visningar
[donotasyoudo](#)

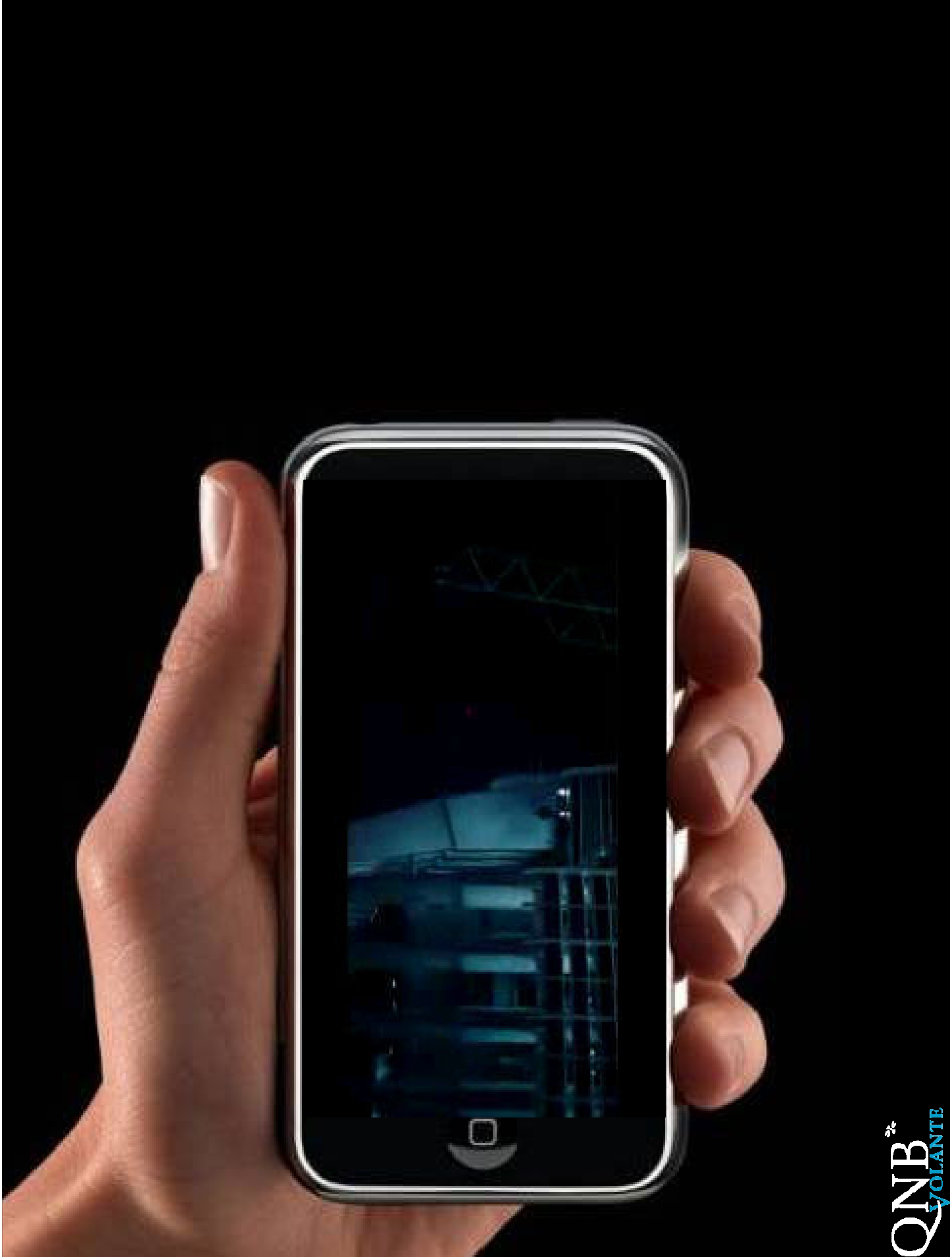




WORLD OF ANY

- Anyone
- Anything
- Anytime
- Anywhere





43

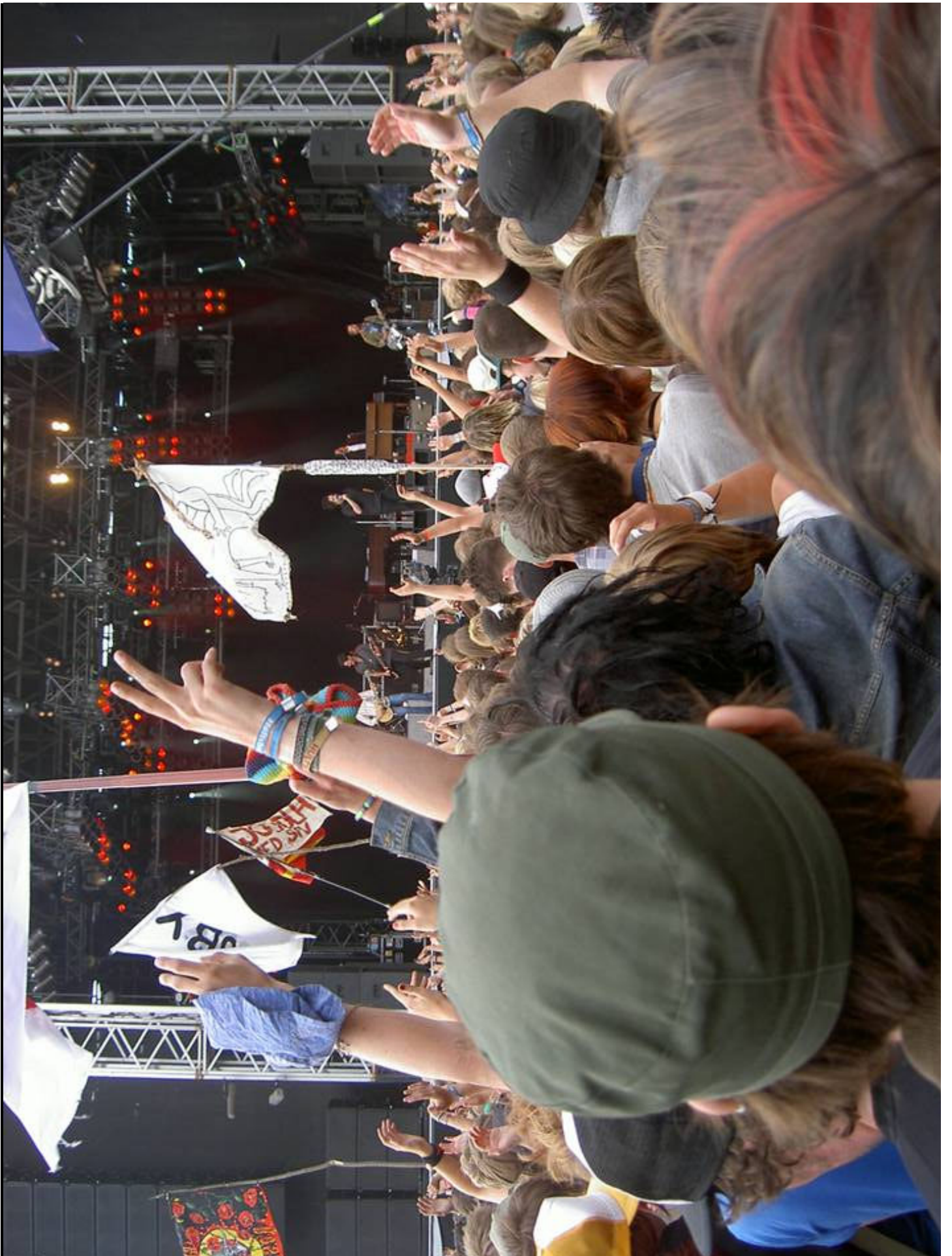
*How is this
possible?*

THE **minisode** NETWORK

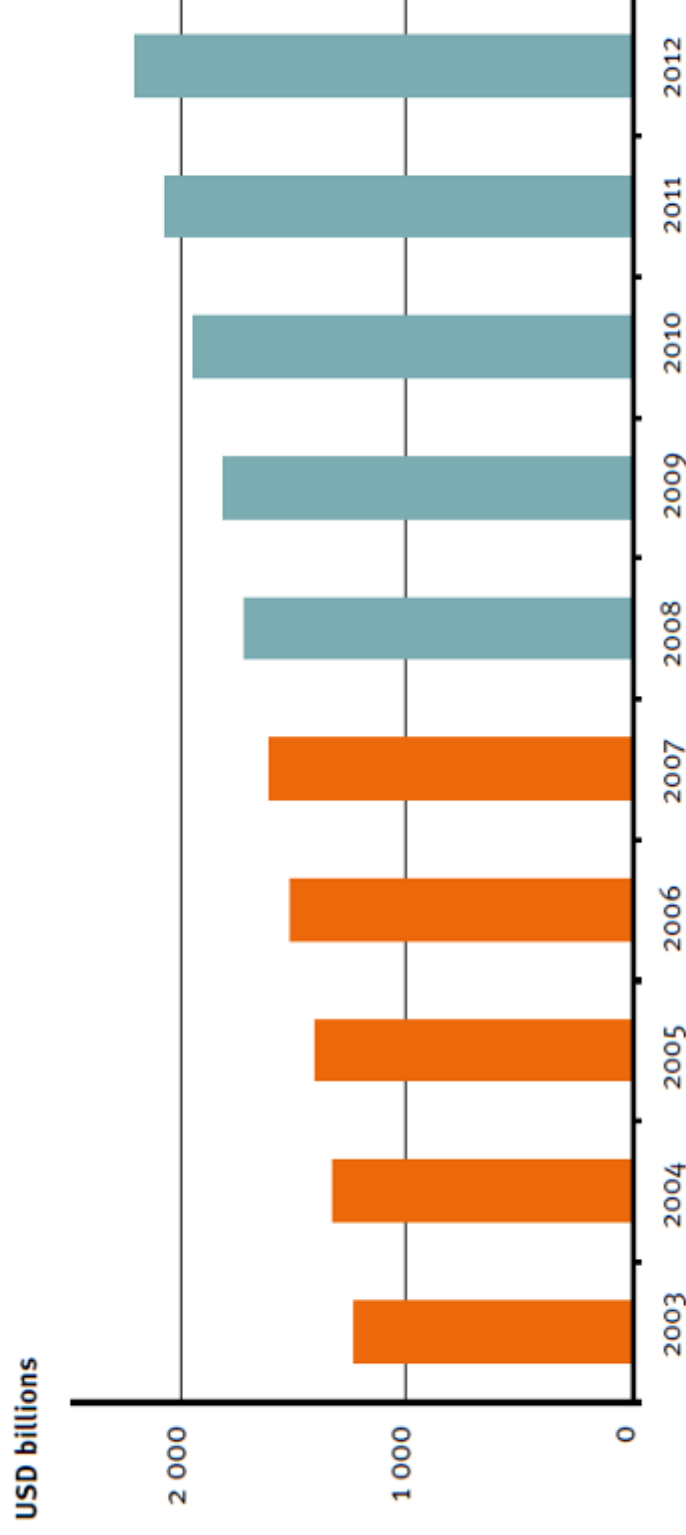
Did you ever wish you had time to watch more TV? Now you do!







ENTERTAINMENT AND MEDIA



SOURCE: PWC (2008)

15,000,000



VALUES

- **Culture sells**
 - Books, tickets, video games, downloads
- **Culture attracts**
 - Tourism, life quality, migration, inward investment
- **Culture adds value and creates tools**
 - Design, creativity, emotions
- **Intrinsic value**
 - Artistic merit, heritage

” Whenever I hear the
word **culture**, I reach
for my **revolver!**”

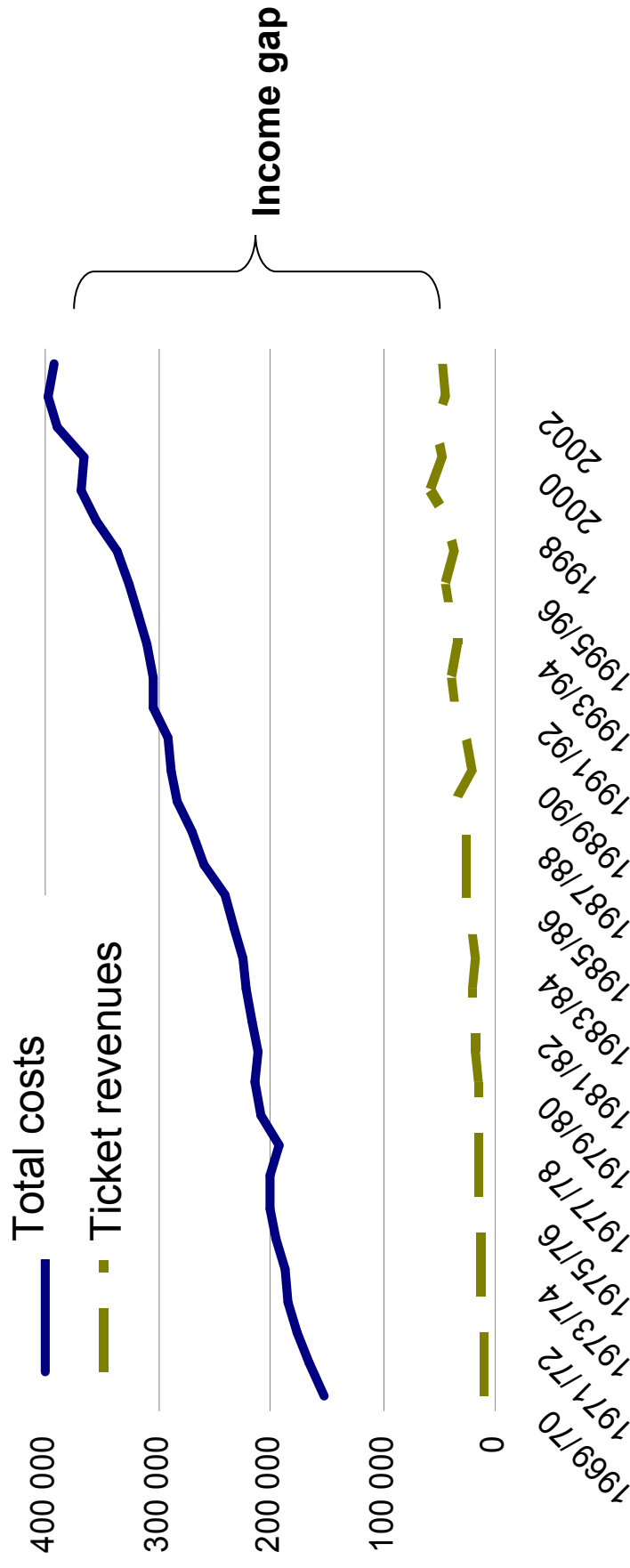
GROWTH THROUGH CREATIVITY AND CULTURE?

PRETTY WELL!

SO-SO 😞

INCOME GAP

- **Income gap =**
Total costs
– Earned income



Monday 16 March 2009

[Open Myspace MP3 Player](#)

94

Fire Egg Recordings/UnderTheBedStudio.
That's where great music is made.

TURN HEADS



News

Tobias on swedish television show

On the american election night... November 4th... Tobias will play live on TV/4's

Tobias Froberg

- Start
- News
- Talk Talk Talk
- About me
- Videos
- Photos
- Guestbook
- Live
- Myspace

Live

Shows Coming Up.

No shows booked at the moment.

[View All Shows](#)

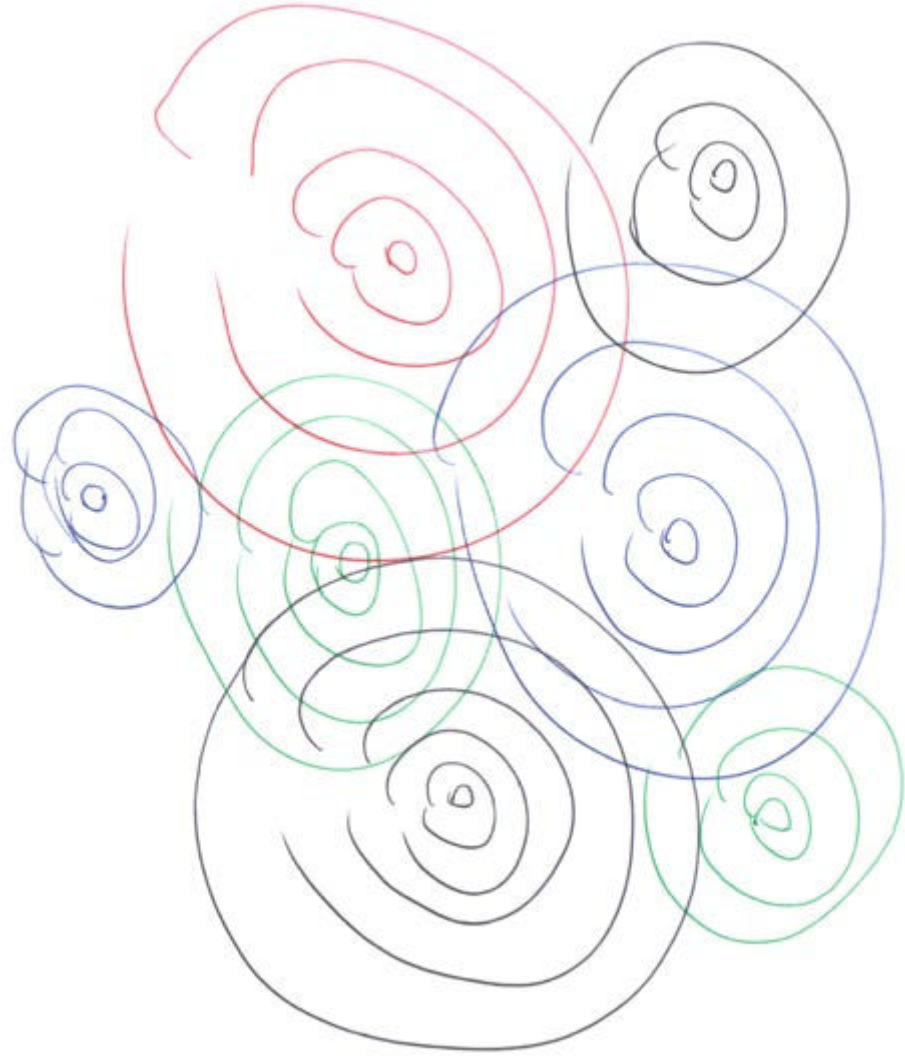
Videos



Talk Talk Talk

” A word from Stockholm

Hello world. Back from US-tours, back from UK-tours, back from all tours for a while. I'm spending my time here in Stockholm producing, writing and recording for myself and others. Times are good - even though we're in the middle of a economical hurricane. Storms have a tendency to disappear, so I'm just waiting for us all to start focus on other things, for example the global warming. Anyone recall that problem? Anyways. I am currently putting



Upplävelse-
industrin
2003

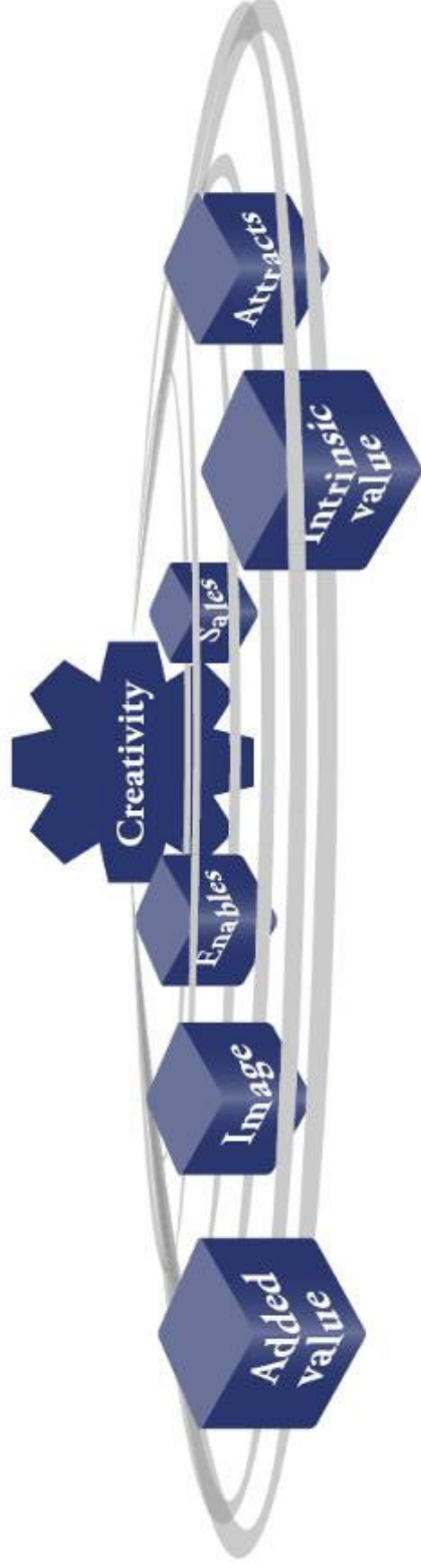
Statistik och jämförelser

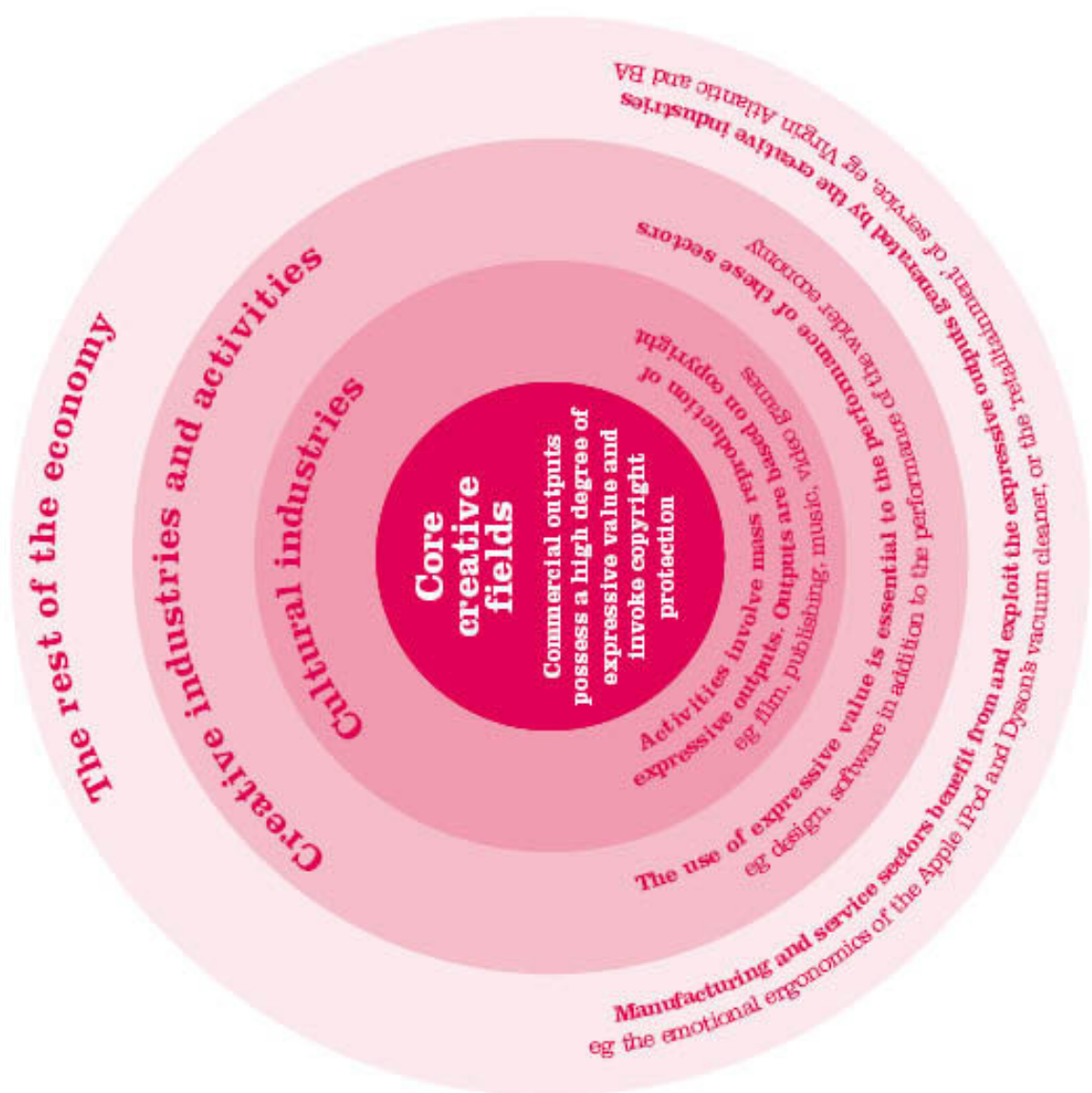


KK-stiftelsen ><

The image shows the cover of a report. On the left, the title 'Upplävelse-industrin 2003' is written in a bold, sans-serif font. Below the title, the subtitle 'Statistik och jämförelser' is written in a smaller font. On the right side, there is a graphic of a water ripple with a small black circle in the center. Below the ripple, the text 'KK-stiftelsen' is written, followed by a stylized '><' symbol.

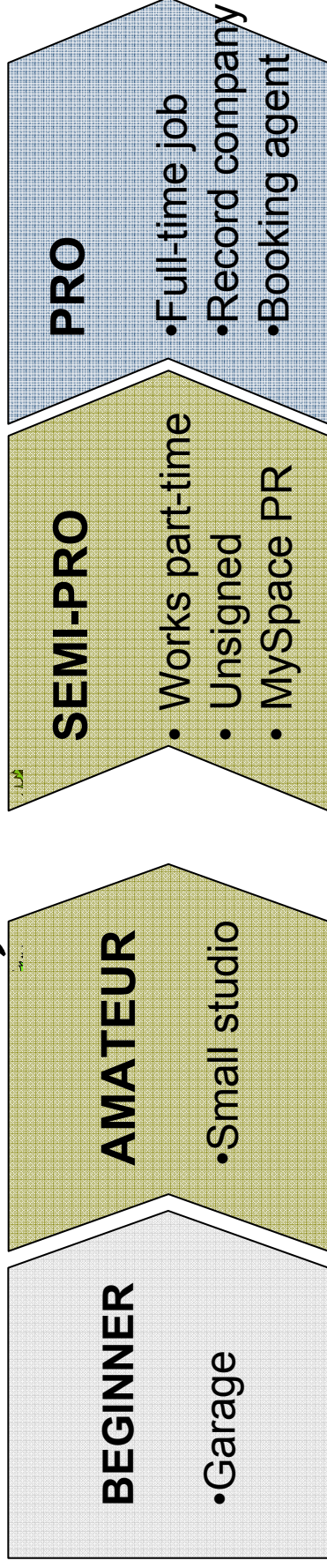
THE SOLAR SYSTEM



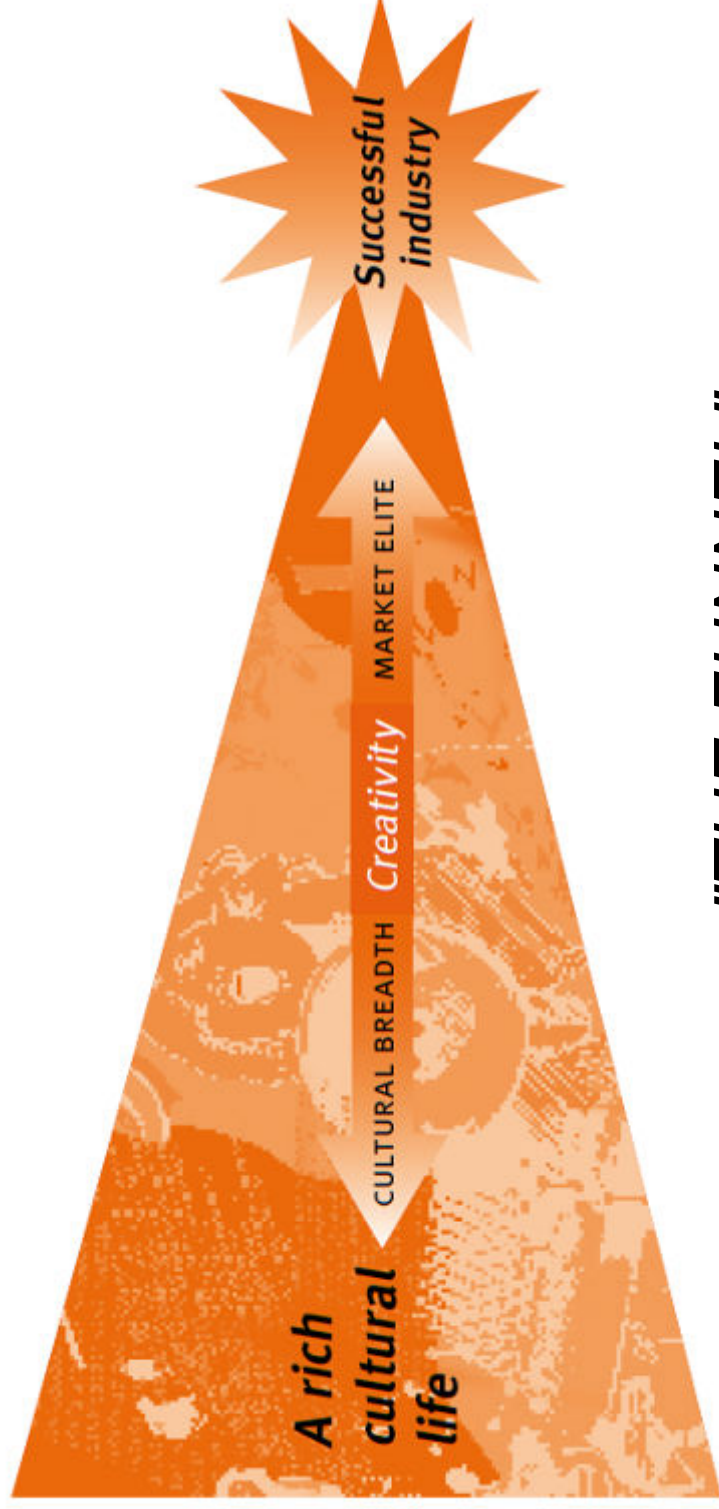


BRIDGING THE GAP

[CASE: Music industry]

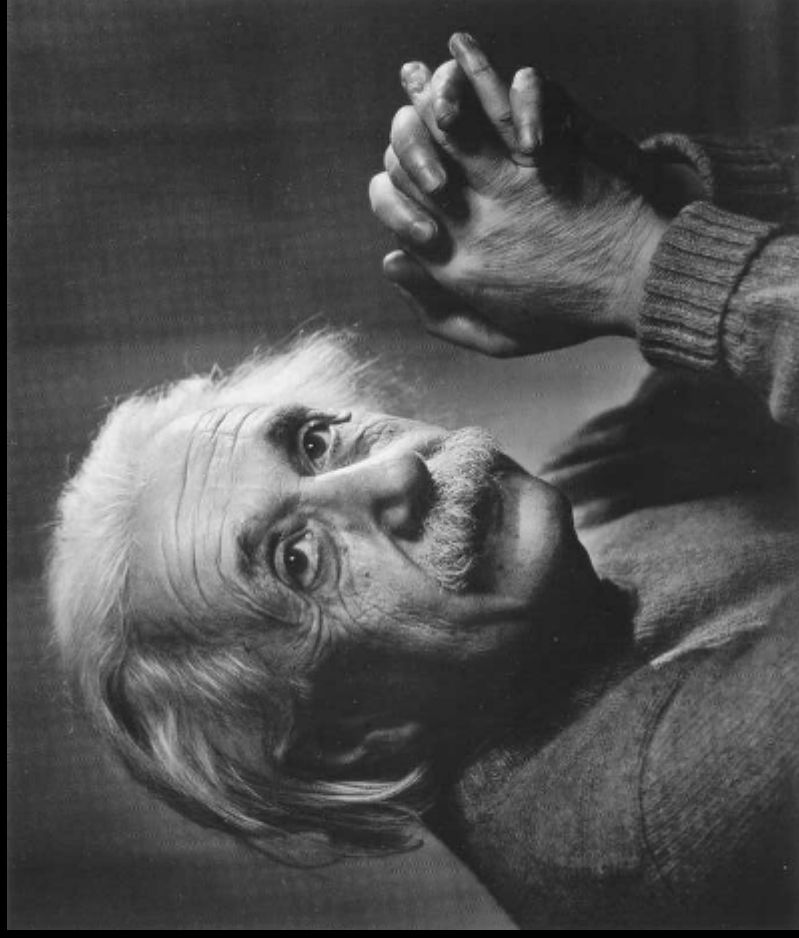


How cultural life drives business activities



”THE FUNNEL”

PLANNING FOR CREATIVITY



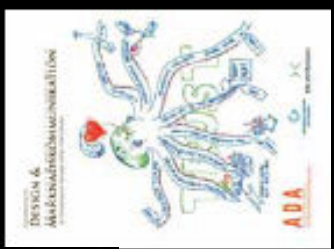
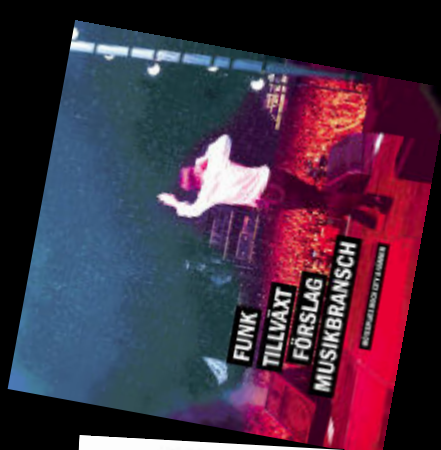
PLANNING FOR CREATIVITY

- Access to big labour reserve
- Subject to buzz
- "Challenging"
money

CONNECTED

PROPOSALS





**Collaboration between
organizations
and businesses**

**The conditions
for businesses**

**A holistic approach
stimulating creativity
and the arts**

**”THE VISION IS
LONG-TERM
GROWTH”**

Tobias Nielsen
tobias @ qnb.se

