

# COPYRIGHT MYTHS

## Fact Sheet 2 – EY Data



So much work is being put into showing the ‘tremendous contribution’ of ‘creative’ industries in the European Union economy, that it deserves a 2<sup>nd</sup> fact sheet. This time, we check the reality behind the November 2013 EY Report ‘*Le premier panorama des industries culturelles et créatives*’ covering France.

### MYTH

According to the EY Report, the ‘Cultural and Creative Industries’ generated a **social and economic** value of **1,2m jobs** and **75bn Euro** in France

Source: EY, ‘*Premier panorama des industries culturelles et créatives – Au coeur du rayonnement et de la compétitivité de la France*’, November 2013.

\*Facts based notably on the analysis by Prof. P. Messerlin, ‘The French Audiovisual Policies: ‘A bout de souffle’’, Working Paper of the Sciences Po Groupe d’Economie Mondiale.

### REALITY\*

**Aggregating 1-hour temporary jobs with permanent jobs gives inaccurate and inflated results**

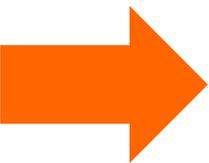
The EY report adds the many ‘non-permanent’ jobs to the permanent ones, without distinction (e.g. for TV-channels, it aggregates the 112.926 non-permanent jobs to the 22.041 permanent jobs to get the total of ‘created jobs’ for that sector). The methodology is moreover not clear enough to know if double counting has occurred (notably between the jobs counted for cinema, TV-channels, living spectacle or visual arts).

**Size is measured on the basis of the ‘production’ of the cultural industries, which includes intermediary goods = a valuation that is 2 to 7 times above reality**

In its assessment of the economic value, the study includes the goods and services consumed by cultural industries to produce movies, songs, etc.. This means that the study considers that plane tickets or hotel rooms bought to go to a cinema set are ‘produced’ by the cultural industry. Usually, economists use the ‘value added’ measurement, which would at most be 30bn, and only 10bn in more accurate calculations (compared to the claimed 75bn).

**The ‘cultural and creative’ industries label covers an extremely broad range of sectors**

While it is not necessarily untrue that the sectors covered are ‘creative’, adding them up as one single bloc to compare them to other sectors makes no sense. After all, why not compare them to a ‘mechanical industries’, aggregating the value of the automotive, aeronautical, shipbuilding, etc. sectors?



It is urgent to examine the **methodology behind the numbers** produced by so-called ‘independent’ studies. In the EY study, the produced numbers are clearly misleading and inaccurate, and should thus be disregarded.