

UK CREATIVE INDUSTRIES TRACKER SURVEY, Q3 2016

SUMMARY:

International interest in UK creative sectors is holding steady despite the uncertainty arising from the UK's Brexit vote, according to the latest UK Creative Industries Tracker Survey.

Q3 2016 survey highlights include:

- **93 per cent** of respondents thought UK creative exports into overseas markets were unchanged, and **86 per cent** also reported the same level of international business into UK creative sectors
- **32 per cent** believe sentiment towards UK creative industries will improve in the next three months

Exporting and investing

The quarterly Tracker Survey questions trade advisers for UK Trade & Investment (UKTI) and the Foreign & Commonwealth Office and Morison KSi, the international association of professional services advisers and accountancy partners, about perceptions and activity involving the UK's creative industries in markets worldwide.

During Q3 2016, the survey's international respondents overwhelmingly (**93 cent**) reported no change in the level of exports by UK creative industries into their local markets, with **86 per cent** also believing that trade into the UK creative industries from overseas markets was unchanged.

There was more movement in terms of sentiment towards the UK creative industries. Some **18 per cent** of respondents thought sentiment towards the UK creative industries had improved in the previous three months. However, this figure was down from **54 per cent** when the same question was asked in Q2, 2016.

For the next three months, **32 per cent** of respondents expected sentiment to improve. This figure was slightly up on the Q2 level of **29 per cent**.

Only **7 per cent** of Q3 respondents believed sentiment would actually deteriorate in the coming months, whereas in Q2 **15 per cent** of respondents had predicted a deterioration.

As in previous surveys, respondents identified the UK TV and film sector as attracting the most interest for the UK in overseas markets, with technology, design and architecture also named.

FIG 1: EXPORTS BY THE UK CREATIVE INDUSTRIES

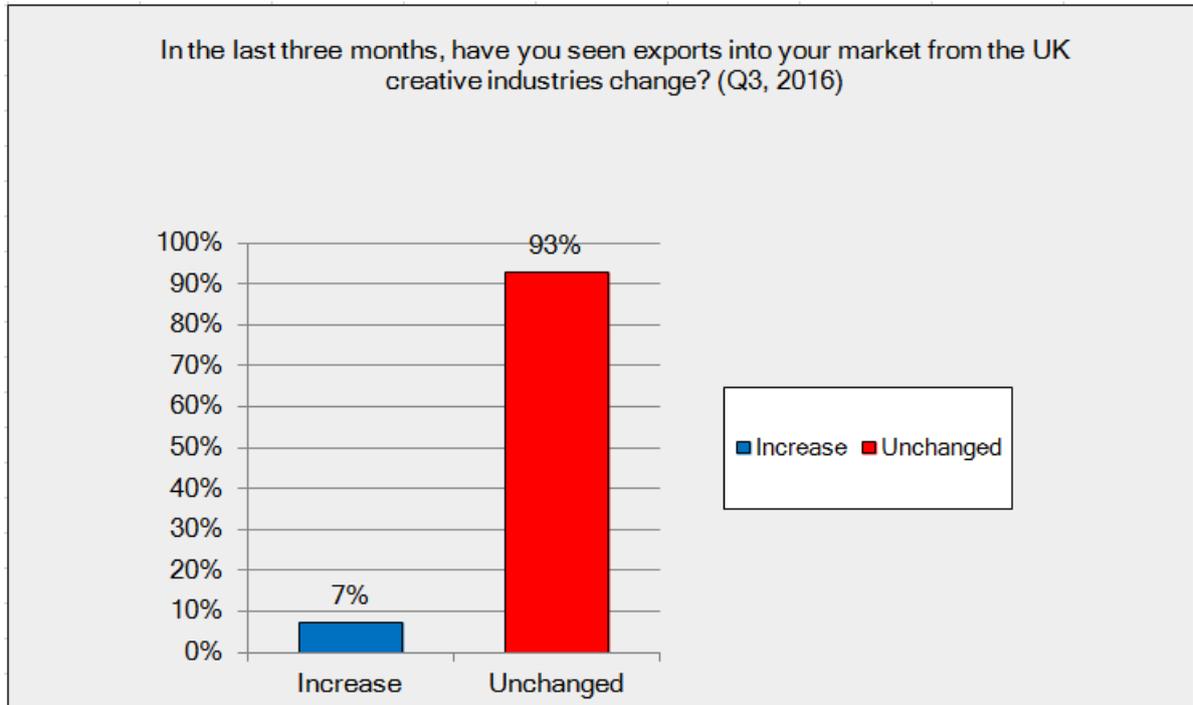


FIG2: FOREIGN TRADE WITH THE UK CREATIVE INDUSTRIES

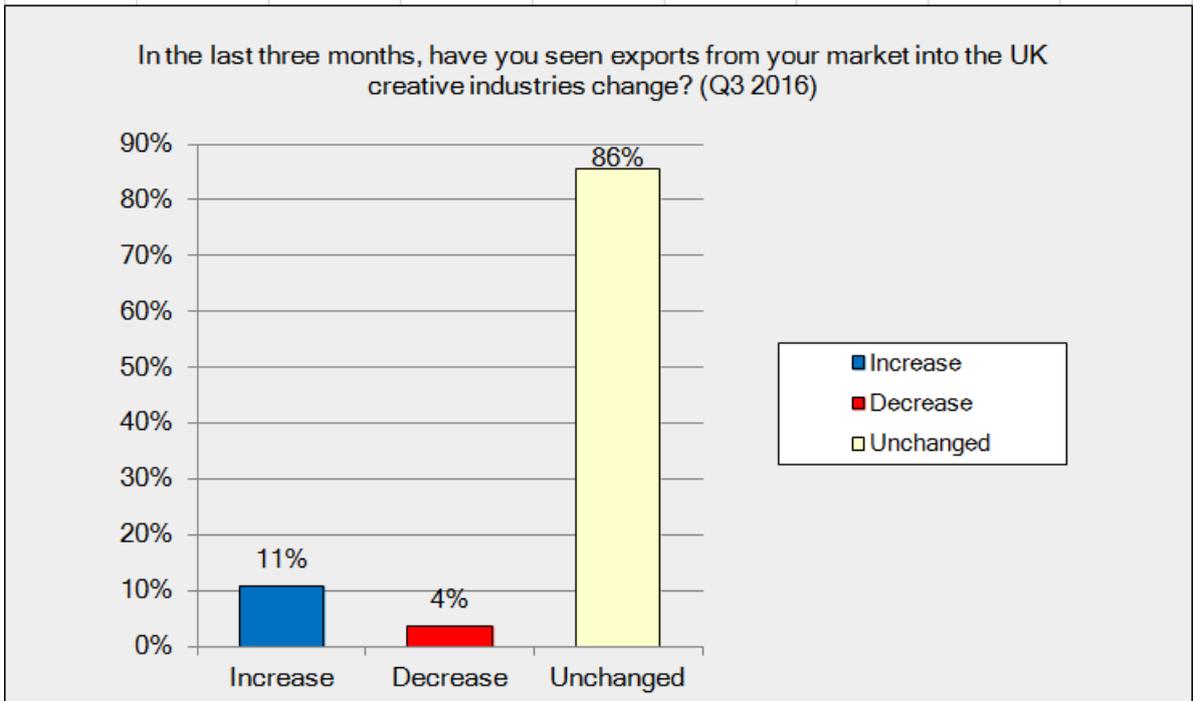


FIG 3: CURRENT OVERSEAS SENTIMENT TOWARDS CREATIVE INDUSTRIES

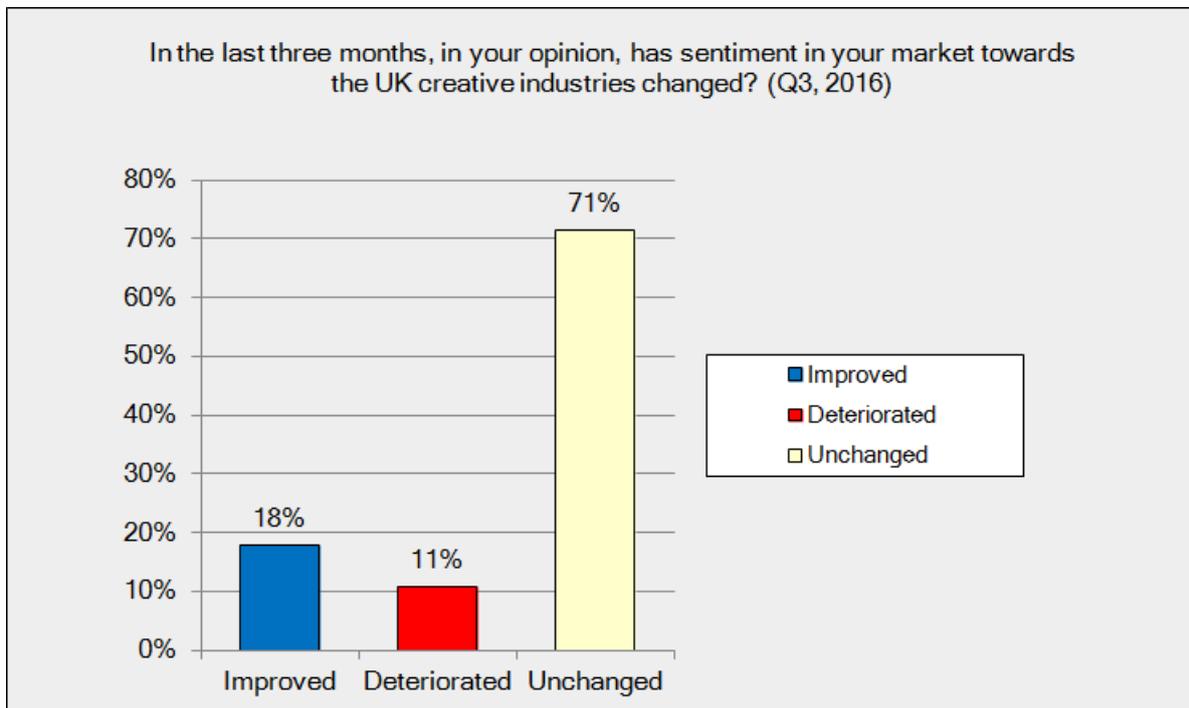
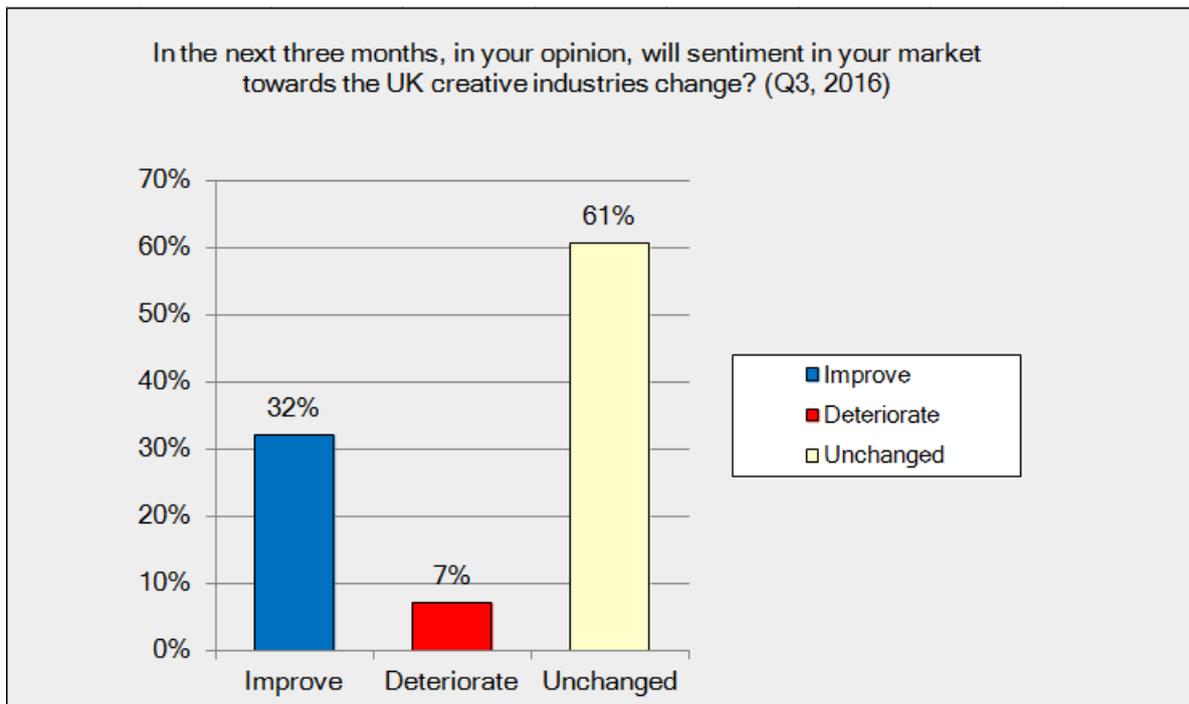


FIG 4: FUTURE SENTIMENT TOWARDS CREATIVE INDUSTRIES

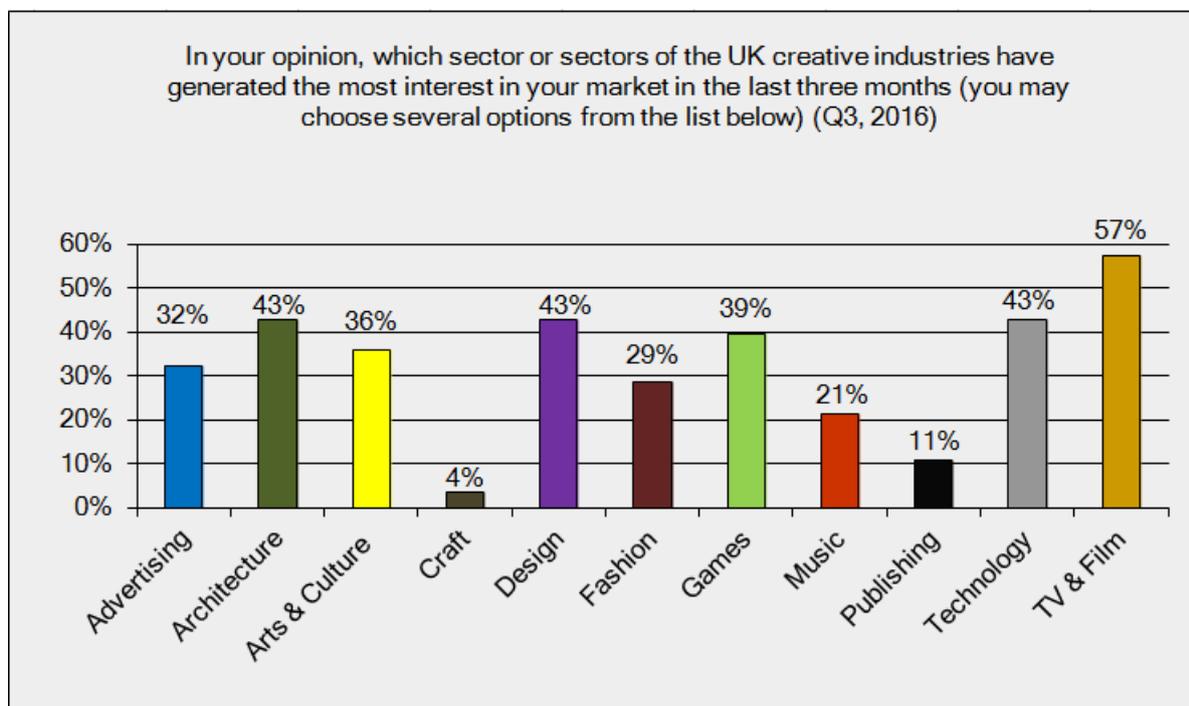


Sector comparisons and awareness building events

The news that Foster + Partners, the architectural practice, will build one of the key stadia for the 2022 FIFA World Cup in Qatar, the popularity of the Netflix Royal drama about the Queen, *'The Crown'*, and the role played by Framestore, the UK special effects group, in a virtual reality project for Lockheed Martin were also cited as events which raised the international profile of the UK's creative businesses and talent during this period.

Other respondents cited the launch of several UK fashion brands into the New Zealand market and a UK songwriters' camp in Nashville as other positive developments in the UK's international trading and creative relationships.

Fig 5: UK CREATIVE SECTORS ATTRACING MOST OVERSEAS INTEREST



About the Creative Industries Tracker Survey

The survey is sent to approximately 150 UKTI, FCO trade advisers and to experts from Morison KSi, the international association of professional services and accountancy experts. Survey data is collected four times a year.

Respondents in 23 countries completed the survey in September and October 2016. For further information, please email info@thecreativeindustries.co.uk

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