

Appendix G: UNCTAD's Classifications

In its recent Creative Economy Outlook, UNCTAD observes that it has harmonised national differences in such classifications, so that all creative and related goods products fall under the following sub-categories:

1. *Heritage.*

Cultural heritage is identified as the origin of all forms of arts and the soul of CCI. It is the starting point of this classification. It is heritage that brings together cultural aspects from the historical, anthropological, ethnic, aesthetic and societal viewpoints, influences creativity and is the origin of a number of heritage goods and services as well as cultural activities. This group is therefore divided into two subgroups:

i. Traditional cultural expressions:

- art crafts
- festivals
- celebrations

ii. Cultural sites:

- archaeological sites
- museums
- libraries
- exhibitions, etc.

2. *Arts.*

This group includes creative industries based purely on art and culture. Artwork is inspired by heritage, identity values and symbolic meaning. This group is divided into two large subgroups:

iii. Visual arts:

- painting
- sculpture
- photography
- antiques

iv. Performing arts:

- live music
- theatre
- dance
- opera
- circus
- puppetry, etc.

3. *Media.*

This group covers two subgroups of media that produce creative content with the purpose of communicating with large audiences ("new media" is classified separately):

v. Publishing and printed media:

- books
- press
- other publications

vi. Audiovisuals:



- film
- television
- radio
- other broadcasting

4. **Functional creations.**

This group comprises more demand-driven and services-oriented industries creating goods and services with functional purposes. It is divided into the following subgroups:

vii. *New media:*

- software
- video games
- digitised creative content

viii. *Design:*

- interior
- graphic
- fashion
- jewellery
- toys

ix. *Creative services:*

- architectural
- advertising
- cultural and recreational
- creative research and development (R&D)
- digital and other related creative services.

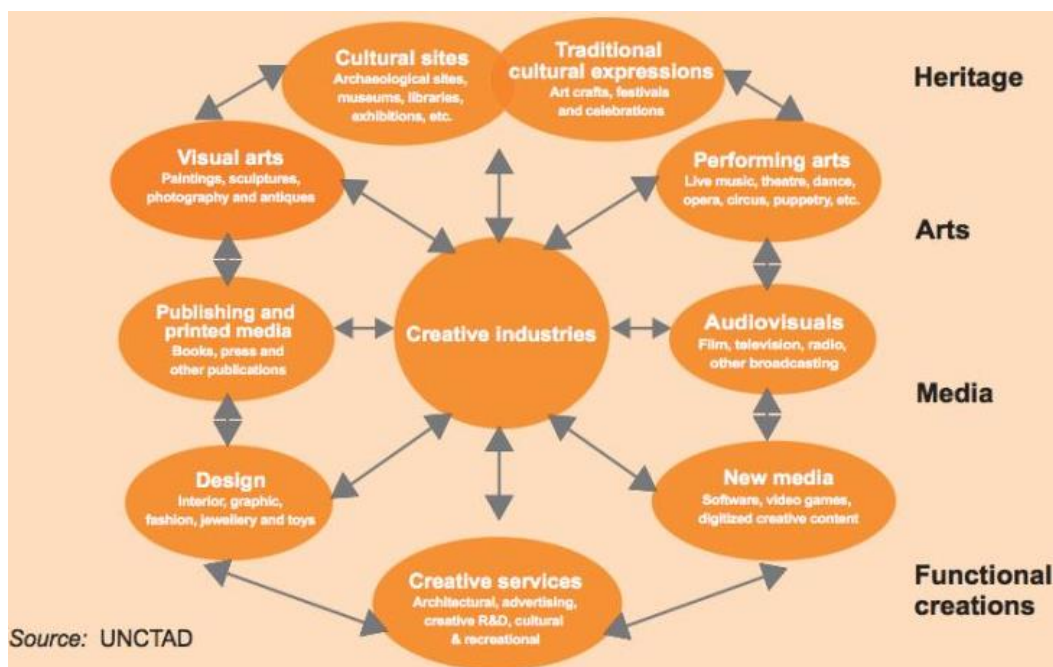


Figure 37: UNCTAD classification of creative industries

