



CHINA'S CREATIVE INDUSTRIES

Dr Lucy Montgomery

Vice Chancellor's Research Fellow

Queensland University of Technology

Lucy Montgomery



China's Creative Industries

Copyright, Social Network Markets and the Business of Culture in a Digital Age



The rapid growth of China's creative industries.

Transformative Technological Change.

Business model innovation.

Opportunities for international businesses in the Chinese market.

Implications for policy beyond China?



COPYRIGHT AND THE CREATIVE INDUSTRIES

- New technologies for copying, sharing and distribution.
- Networked creativity.
- Challenge to copyright industry business models.
- What role does IP play in the growth of creative industries?



MUSIC

“Illegal sales of music in China are valued by [the] IFPI at around US\$400 million, with around 90 percent of all recordings being illegal. **No creative or knowledge-based industry can hope to survive in such an environment**” John Kennedy, IFPI



DIGITAL LEAPFROG

“China has leapfrogged into an age of digital music”

- By 2005 digital outperforming physical sales.
- Record labels struggling...
- But a booming mobile market.



FILM

- Booming box office.
- Widespread availability of 'pirated' content.
- Cinema as part of the experience economy.



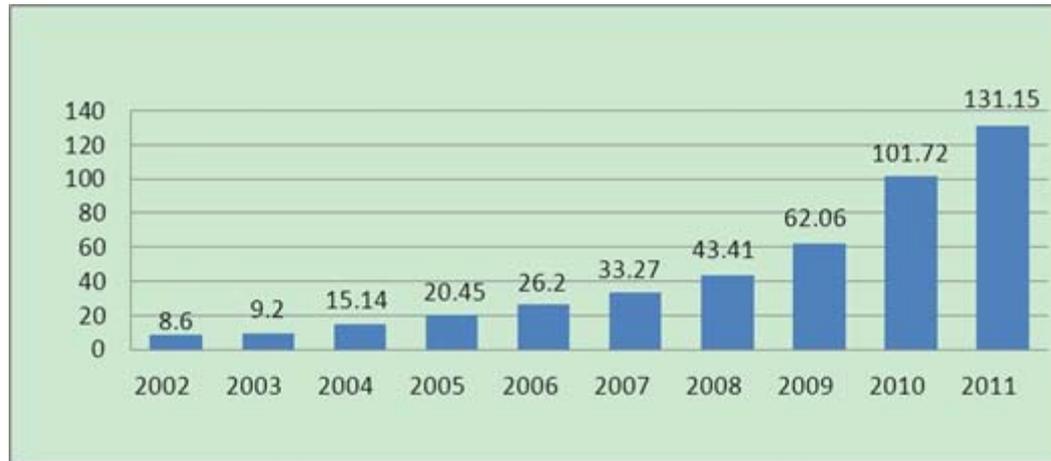


Figure 1-2-1: Box-office revenue for domestically-produced films, 2002-2011

Source: State Administration of Radio Film and Television (SARFT),

<http://gdjt.chinasarft.gov.cn>

(Units: CNY 100 million)

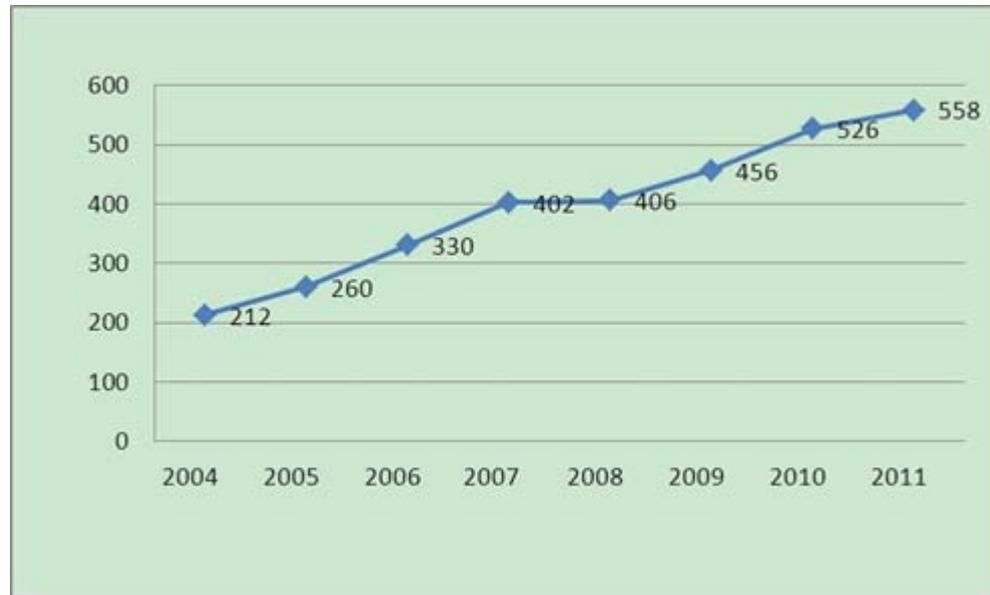


Figure 1-2-2: Chinese feature film production, 2004-2011
Source: SARFT, <http://gdtj.chinasarft.gov.cn>
(Units: no. of films)



FASHION

- Ready access to ‘fake’ fashion items.
- But on track to become world’s largest market for luxury branded fashion products by 2014.
- Chinese designers ... not just Chinese factories.



CONCLUSION

- Need to engage with transformative changes impacting on creative industries internationally.
- Dynamic opportunities and markets.
- Need for business model innovation in all markets.