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Creative Industries Economic Results Assessment
Bringing public datasets into our story

Source: Statistics Canada to 2020, Statisticians' Estimate for 2021e, As published in Creative BC Impact Report FY2021/22

Figures in this table reflect use of B.C. multipliers for indirect and induced impacts
All results exclude any government subsidies received by industry.

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021* *estimate
By Industry											
Gross domestic product ($ million)											
Motion Picture GDP	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	645	719	766	857	757	870	917	995	1055	925	1005
Indirect	121	128	128	136	218	307	366	368	398	365	396
Induced	200	227	235	399	574	805	871	932	1008	924	1003
Subtotal	**966**	**1074**	**1129**	**1393**	**1549**	**1981**	**2154**	**2296**	**2460**	**2214**	**2404**
Interactive + Digital Media GDP	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	418	401	435	469	492	524	651	722	789	825	877
Indirect	113	107	114	120	133	118	146	156	170	183	195
Induced	204	189	187	203	217	213	280	328	358	385	409
Subtotal	**735**	**697**	**736**	**792**	**842**	**855**	**1077**	**1205**	**1316**	**1393**	**1482**
Book Publishing GDP	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	30	26	25	23	21	15	18	19	16	15	13
Indirect	13	13	12	13	11	8	10	10	8	8	7
Induced	12	12	11	11	10	7	8	8	7	6	5
Subtotal	**55**	**51**	**48**	**47**	**42**	**30**	**36**	**36**	**31**	**30**	**25**
Magazine Publishing GDP	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	141	115	106	103	96	85	100	105	90	86	85
Indirect	61	57	52	57	49	48	54	54	47	44	44
Induced	55	51	46	49	44	41	45	44	38	36	36
Subtotal	**257**	**223**	**204**	**209**	**189**	**174**	**199**	**203**	**174**	**166**	**165**
Music + Sound Recording GDP	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	104	94	95	110	124	149	167	185	185	139	157
Indirect	37	36	37	38	44	54	59	63	65	51	57
Induced	47	42	40	48	57	63	68	79	82	63	72
Subtotal	**188**	**172**	**172**	**196**	**225**	**266**	**294**	**328**	**332**	**252**	**286**
Multi-Creative Industry Services GDP	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	434	425	429	446	471	483	501	538	548	481	532
Indirect	171	160	162	165	185	191	194	213	221	200	222
Induced	207	202	207	215	237	241	247	276	286	260	288

Subtotal	**812**	**787**	**798**	**826**	**893**	**915**	**942**	**1027**	**1055**	**941**	**1041**
Total GDP	**$ 3,013**	**$ 3,004**	**$ 3,087**	**$ 3,463**	**$ 3,740**	**$ 4,221**	**$ 4,702**	**$ 5,095**	**$ 5,368**	**$ 4,996**	**$ 5,403**

Output ($ million)

Motion Picture Output	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	1115	1201	1303	1598	1912	2431	3103	3094	3343	3064	3251
Indirect	216	226	228	229	451	656	783	786	849	778	826
Induced	268	304	318	546	779	1095	1191	1277	1380	1265	1342
Subtotal	**1599**	**1731**	**1849**	**2373**	**3142**	**4182**	**5077**	**5158**	**5572**	**5108**	**5419**

Interactive + Digital Media Output	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	691	666	718	774	810	839	1056	1160	1266	1361	1431
Indirect	187	177	190	199	221	196	244	262	285	308	324
Induced	273	254	253	278	295	289	383	449	490	526	553
Subtotal	**1151**	**1097**	**1161**	**1251**	**1326**	**1324**	**1683**	**1871**	**2041**	**2196**	**2308**

Book Publishing Output	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	58	54	52	49	44	33	38	38	33	31	27
Indirect	23	24	22	23	19	15	18	18	15	15	13
Induced	16	16	15	15	13	10	11	11	9	9	8
Subtotal	**97**	**94**	**89**	**87**	**76**	**58**	**67**	**67**	**57.5**	**54.9**	**48**

Magazine Publishing Output	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	271	236	221	218	203	186	214	215	185	177	178
Indirect	110	105	94	103	88	87	100	101	87	83	84
Induced	74	68	63	67	60	56	62	61	52	50	50
Subtotal	**455**	**409**	**378**	**388**	**351**	**329**	**376**	**377**	**324**	**309**	**312**

Music + Sound Recording Output	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	217	207	219	247	273	322	357	384	394	302	338
Indirect	65	63	65	67	80	99	108	115	119	92	103
Induced	63	56	54	66	77	85	93	108	111	87	97
Subtotal	**345**	**326**	**338**	**380**	**430**	**506**	**558**	**608**	**624**	**480**	**538**

Multi-Creative Industry Services Output	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	874	853	884	922	967	1002	1008	1102	1143	1022	1117
Indirect	308	291	293	295	339	350	355	391	406	368	402
Induced	278	270	280	294	322	328	338	378	392	356	389
Subtotal	**1460**	**1414**	**1457**	**1511**	**1628**	**1680**	**1701**	**1870**	**1941**	**1746**	**1908**

Jobs

Motion Picture Jobs	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	12707	10592	10750	12303	13906	17329	19575	19660	20506	19535	25329
Indirect	1697	1650	1551	1584	3141	4175	5181	5088	5493	5037	6531
Induced	1732	1937	1902	3153	4353	6030	6512	6741	7284	6677	8658
Subtotal	**16136**	**14179**	**14203**	**17040**	**21400**	**27534**	**31268**	**31488**	**33282**	**31248**	**40517**

Interactive + Digital Media Jobs	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	5852	5487	5469	5635	5600	5525	7637	8299	8557	8671	8638
Indirect	1532	1429	1473	1498	1586	1380	1684	1791	1950	2113	2105
Induced	1769	1614	1511	1603	1645	1595	2094	2369	2585	2779	2768
Subtotal	**9153**	**8530**	**8453**	**8736**	**8831**	**8500**	**11415**	**12460**	**13093**	**13563**	**13512**

Book Publishing Jobs	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	332	355	392	350	306	235	216	232	201	166	148
Indirect	167	165	151	151	115	89	103	99	85	81	72
Induced	101	99	88	88	73	55	60	57	49	47	42
Subtotal	**600**	**619**	**631**	**589**	**494**	**379**	**379**	**388**	**335**	**294**	**262**

Magazine Publishing Jobs	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	1566	1550	1678	1549	1413	1325	1219	1307	1138	938	848
Indirect	786	722	644	666	532	503	581	558	480	458	414
Induced	476	434	375	388	337	308	337	320	275	263	237
Subtotal	**2828**	**2706**	**2697**	**2603**	**2282**	**2136**	**2137**	**2186**	**1893**	**1659**	**1499**

Music + Sound Recording Jobs	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	2996	2771	3100	3367	3699	4421	4645	5000	5035	3775	4195
Indirect	560	522	504	495	675	850	886	961	986	747	830
Induced	408	355	323	379	431	469	509	573	589	458	509
Subtotal	**3964**	**3648**	**3927**	**4241**	**4805**	**5740**	**6040**	**6534**	**6610**	**4979**	**5534**

Multi-Creative Industry Services Jobs	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	8830	8706	9011	9077	8992	9359	9202	9814	9962	7798	8695
Indirect	2095	1886	1866	1806	2064	2226	2199	2375	2461	2169	2419
Induced	1798	1721	1672	1698	1797	1807	1848	1993	2069	1878	2094
Subtotal	**12723**	**12313**	**12549**	**12581**	**12853**	**13392**	**13249**	**14182**	**14493**	**11845**	**13208**

Total Jobs	**$ 45,404**	**$ 41,995**	**$ 42,460**	**$ 45,790**	**$ 50,665**	**$ 57,681**	**$ 64,488**	**$ 67,238**	**$ 69,706**	**$ 63,588**	**$ 74,532**

Total Direct, Indirect, Induced

Gross domestic product ($ million)	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	1772	1780	1856	2008	1961	2126	2354	2564	2683	2471	2669
Indirect	516	501	505	529	640	726	829	864	909	851	921
Induced	725	723	726	925	1139	1370	1519	1667	1779	1674	1813
Total	3013	3004	3087	3462	3740	4222	4702	5095	5371	4996	5403

Output ($ million)	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	3226	3217	3397	3808	4209	4813	5776	5993	6364	5957	6342
Indirect	909	886	892	916	1198	1403	1608	1673	1761	1644	1752
Induced	972	968	983	1266	1546	1863	2078	2284	2434	2293	2439
Total	5107	5071	5272	5990	6953	8079	9462	9950	10559	9894	10533

Jobs	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021*
Direct	32,283	29,461	30,400	32,281	33,916	38,194	42,494	44,312	45,399	40,883	47,853
Indirect	6,837	6,374	6,189	6,200	8,113	9,223	10,634	10,872	11,455	10,605	12,371
Induced	6,284	6,160	5,871	7,309	8,636	10,264	11,360	12,053	12,851	12,102	14,308
Total	45,404	41,995	42,460	45,790	50,665	57,681	64,488	67,237	69,705	63,590	74,532