

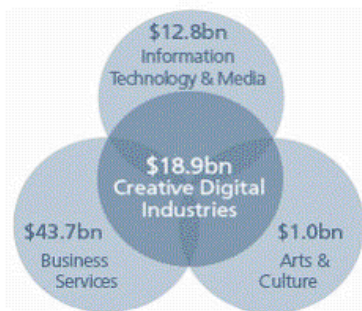


INDUSTRY PROFILES

Creative Digital Industries

- Creative digital industries have been targeted in the NSW Government's Statement on Innovation to help grow the State's economy.
- NSW has the largest creative digital industry in Australia, accounting for over one third of Australia's creative digital industry employment and 36,000 of the nation's creative digital businesses.
- NSW companies are leading exporters of creative and technology service valued at \$2.2 billion, placing them among the State's top 20 exports.

Creative digital industries - the convergence of arts and culture, information technology, media and business services - are valued at almost \$19 billion, based on industry wages and salaries. They include those creative industries involved in the production, creation and publishing of media such as online advertising, graphic design, film and television, digital visual and audio effects, mobile entertainment, interactive media and video games.



Source: Australian Bureau of Statistics Cat No. 8155.0 Australian Industry, 2004-05

Creative digital industries are an increasingly important part of the Australian industry mix and NSW is home to many of the most successful companies operating in this growing sector.

Multi-award winning NSW-based companies such as Animal Logic, Clear Blue Day, CM+ Group, Fluffy Spider Technologies, Laservision, Trackdown Studios and Rising Sun Pictures are leaders in their field. They deliver innovative product, content and services to Australian and international markets.

The NSW creative digital industry has strong links with education institutions and government. The NSW Government supports the creative digital industries through initiatives by the Department of State and Regional Development, Arts NSW, and NSW Film and Television Office. NSW education institutions – universities, technical colleges and private schools - produce world-renowned creative and information technology graduates. NSW is home to two of the world's top 50 universities – the University of Sydney and the University of New South Wales.

NSW Competitive Strengths

Film, Television and Post Production

NSW dominates the Australian film and television production industry, which includes post production, digital and visual special effects. NSW is home to almost half of Australia's film and television businesses and 46 per cent of the industry workforce.

Work on the Stars Wars, Matrix and Superman film productions has cemented NSW as a global player in film production. In the five years to 2006–07, almost \$1.3 billion was spent on film and television production in NSW.

Advertising

NSW is home to almost 4,000 advertising companies and 42 per cent of the advertising and marketing workforce. In its 2006-07 Global Competitiveness report, the World Economic Forum rated Australian businesses as being one of the world's most extensive users of marketing – a key element of business sophistication.

ICT and New Media


NSW is a leading centre for new media and information and communications technology in the Asia Pacific. Over three quarters of Australia's ICT regional headquarters and regional operating centres are based in Sydney. Large digital media outlets include Foxtel Digital, News Corporation, Pacific Magazines, Legion, Vodafone, Optus, AAPT, Yahoo, Seven, Fairfax Digital, ABC, 3 and many more.

[See Innovation in the Creative Industries sector](#)

For more information

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Related publications

 [Creative Industries Growth Profile 2008](#)