



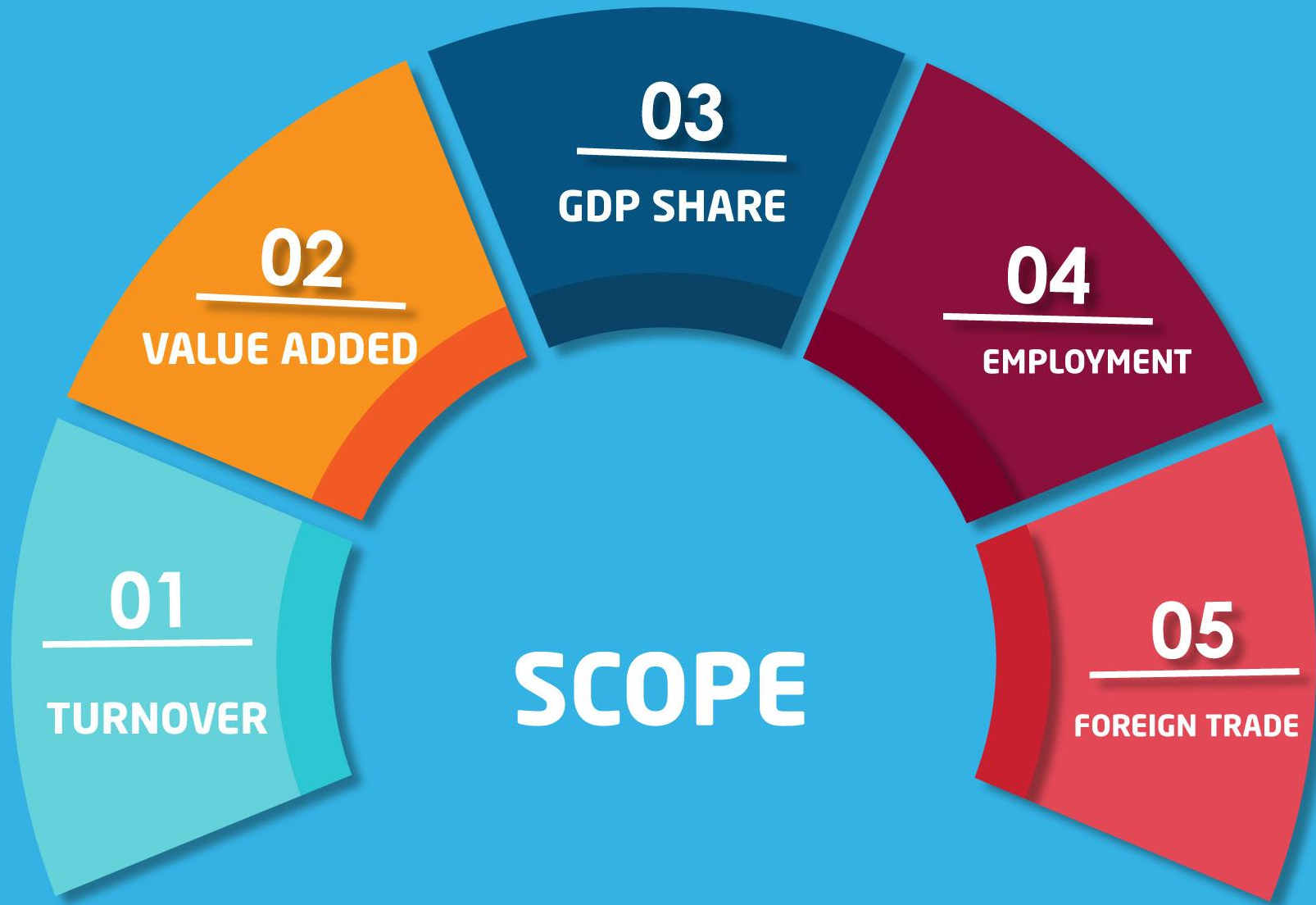
2015
2018

CULTURE ECONOMY OF
TURKEY WITH
INFOGRAPHICS



WIPO Methodology
Copyright based Industries

2020



Measuring the Volume of Cultural Industries in the National Economy



WIPO METHODOLOGY

WIPO METHODOLOGY

Core Copyright Industries

- Press and literature
- Music, performing arts
- Motion picture and video**
- Radio and Television
- Photography**
- Software, computer games and databases
- Visual and graphical arts**
- Advertising
- Copyright collective management societies**

Interdependent Copyright Industries

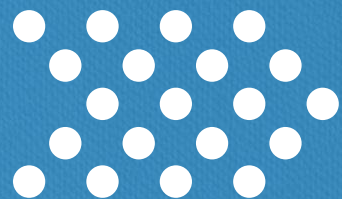
- The manufacture wholesale and retail of**
- TV sets, radios
- Smart phones**
- Game consoles
- Computers and equipment**
- Musical instrument
- **Instruments of Photography and motion picture**
- Photocopiers
- Blank cassette CD, DVD and players**

Partial Copyright Industries

- Apparel, textiles, footwear**
- Jewelry
- Furniture**
- Household goods, china and glass
- Wall coverings and carpets**
- Toys and games
- Architecture, engineering surveying**
- Museums

Non-Dedicated Support Industries

- General wholesale and retailing**
- General transportation
- The internet.**



02

COPYRIGHT FACTOR

COPYRIGHT FACTOR

-Core Copyright Industries: %100

-Interdependent Copyright Industries : %100



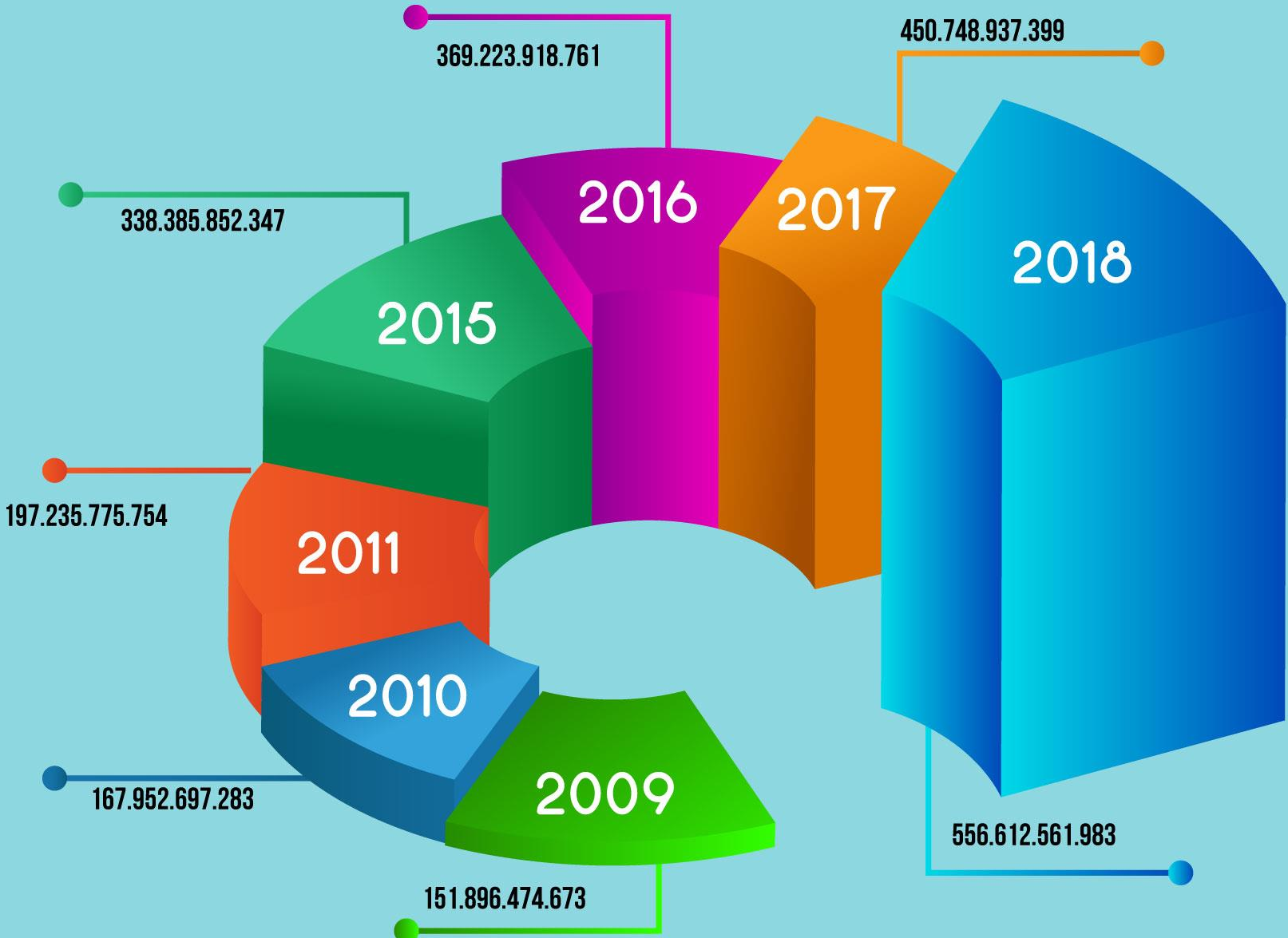


03

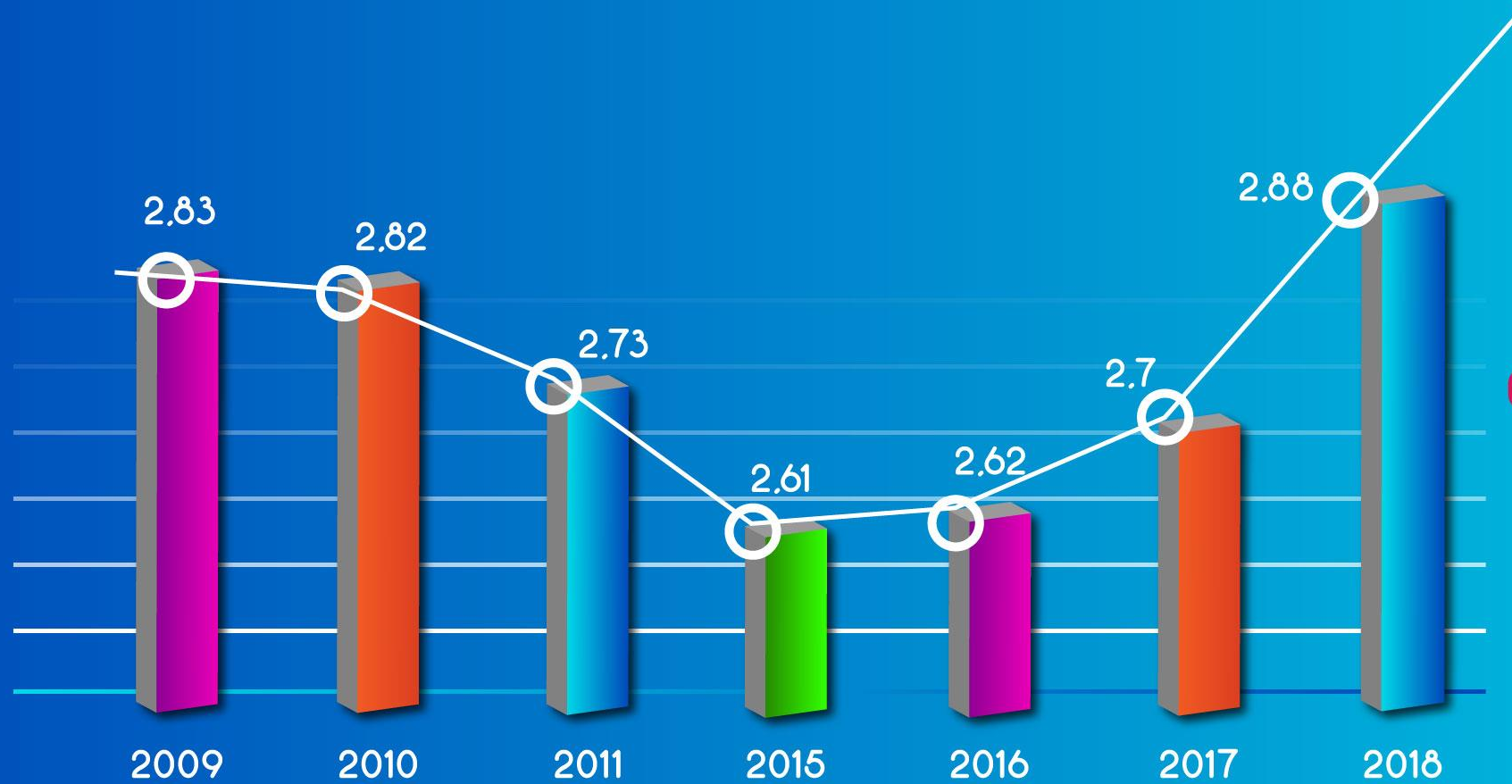
BASIC ECONOMICAL INDICATORS

Total Copyright based Industries	2009	2010	2011	2015	2016	2017	2018
Turnover (TL)	151.896.474.673	167.952.697.283	197.235.775.754	338.385.852.347	369.223.918.761	450.748.937.399	556.612.561.983
Value Added (TL)	26.946.470.666	30.960.578.567	35.463.816.234	61.127.394.121	68.411.293.957	84.045.862.252	107.123.159.191
Share within the Turkey GDP (%)	2,83	2,82	2,73	2,61	2,62	2,70	2,88
Employment	1.188.654	1.226.178	1.301.527	1.182.316	1.178.803	1.209.663	1.246.007
Total Employment of Turkey	21.277.000	22.594.000	24.110.000	26.621.000	27.205.000	28.189.000	28.738.000
Share within the Turkey Total Employment (%)	5,59	5,43	5,4	4,44	4,33	4,29	4,34

TURNOVER GENERATED BY THE CULTURAL INDUSTRIES ON THE BASIS OF YEARS (TL)



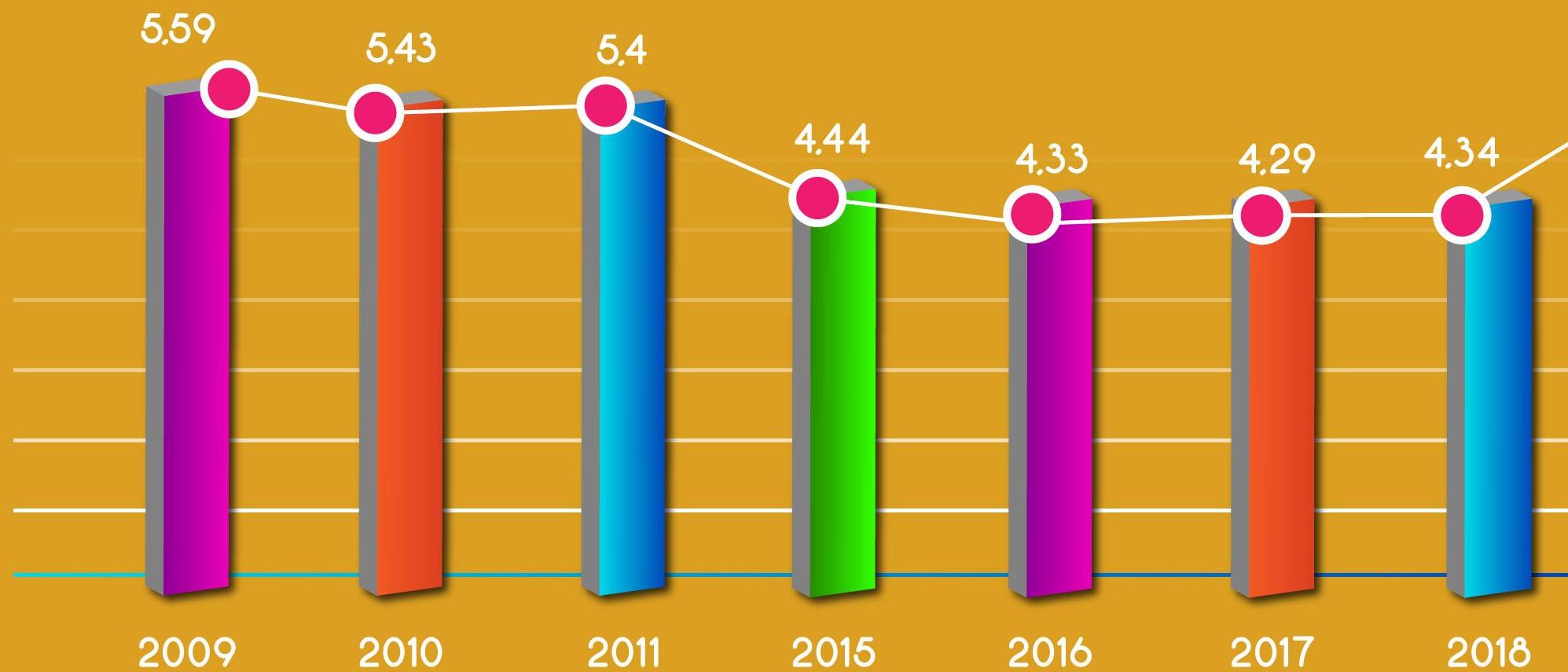
THE ADDED VALUE CREATED BY THE CULTURAL INDUSTRIES ON THE BASIS OF YEARS (%)



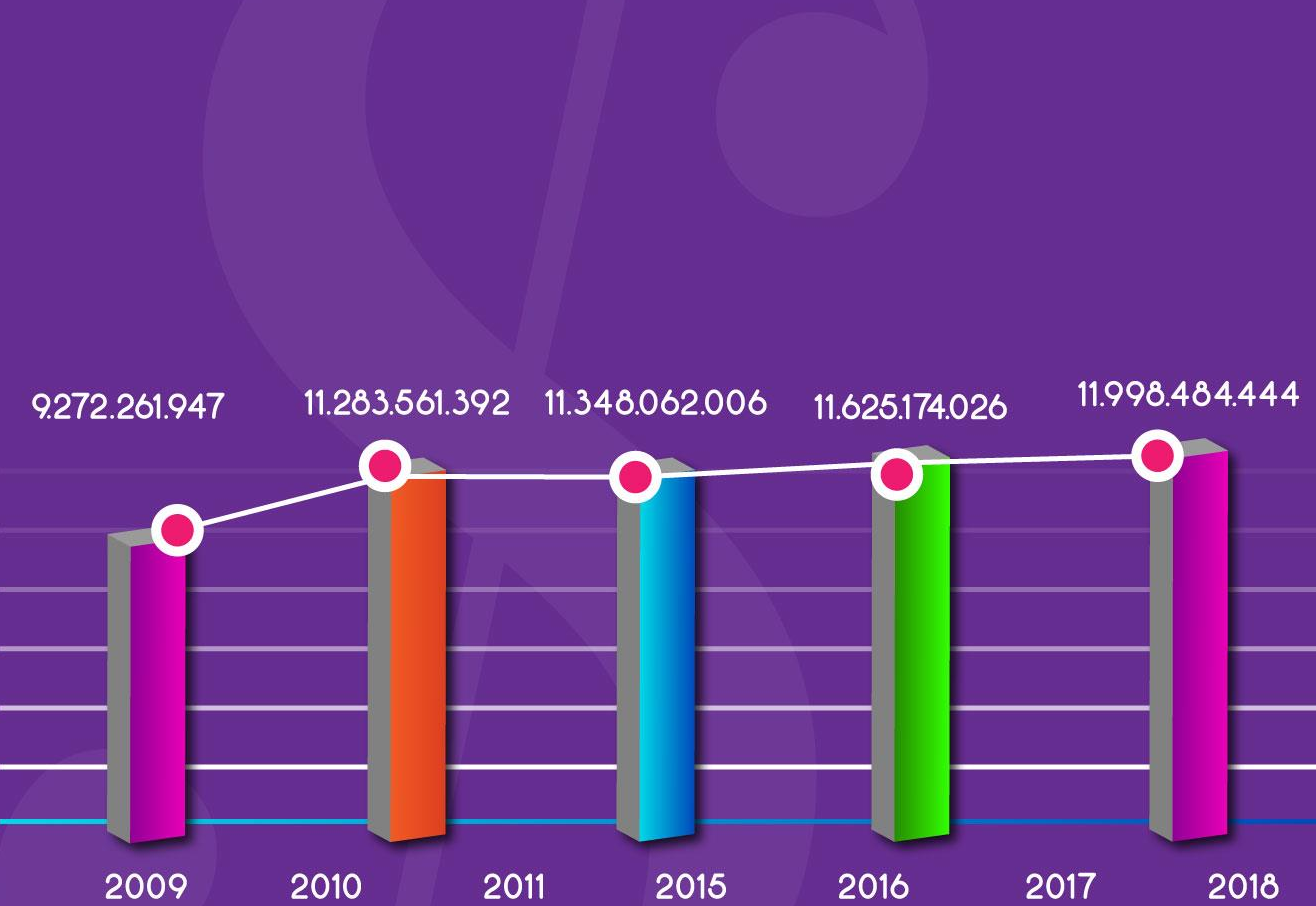
% 2,61-2,88



EMPLOYMENT SHARE OF CULTURAL INDUSTRIES ON THE BASIS OF YEARS (%)



VALUES OF CULTURAL INDUSTRIES ON THE BASIS OF YEARS (\$)



In
2011
9,272,261,947
USA Dollars

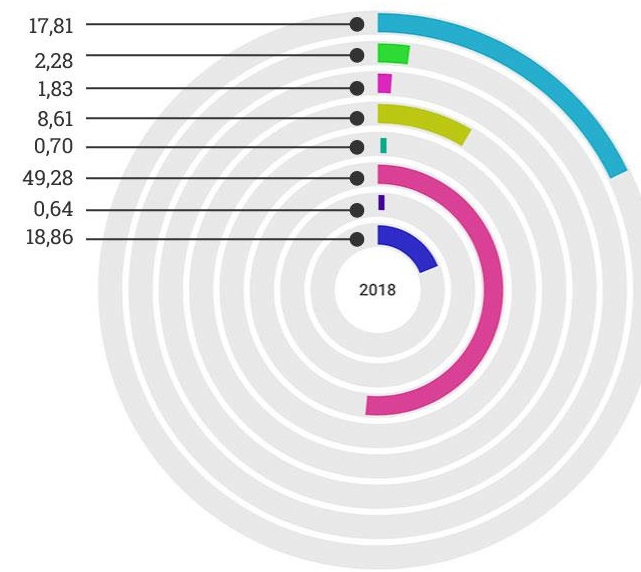
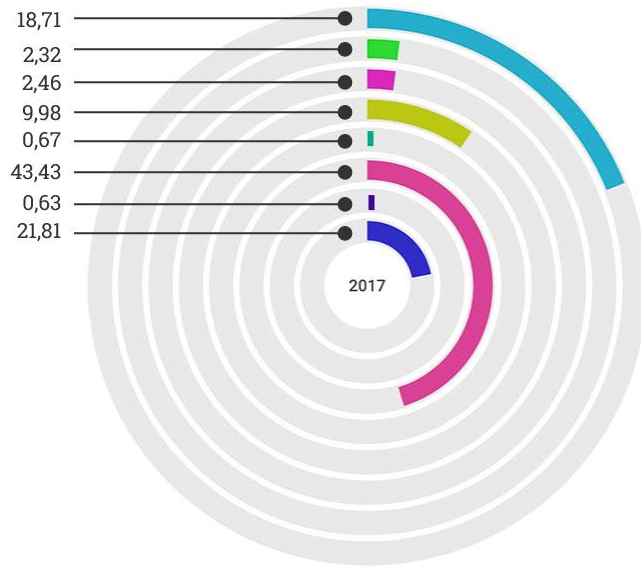
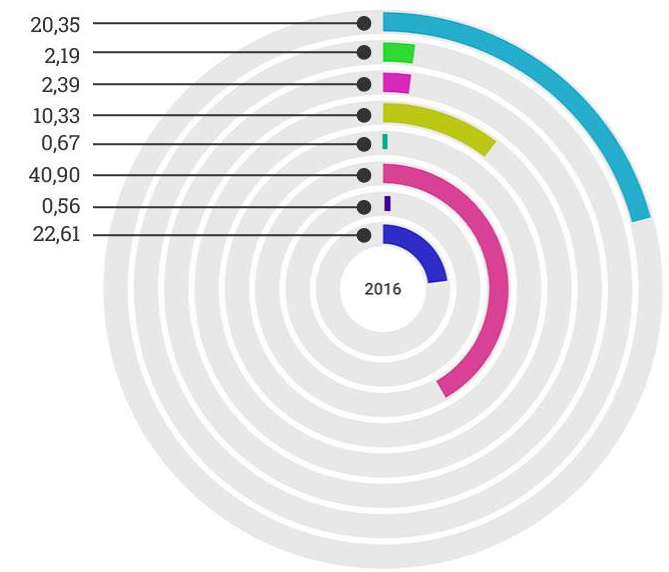
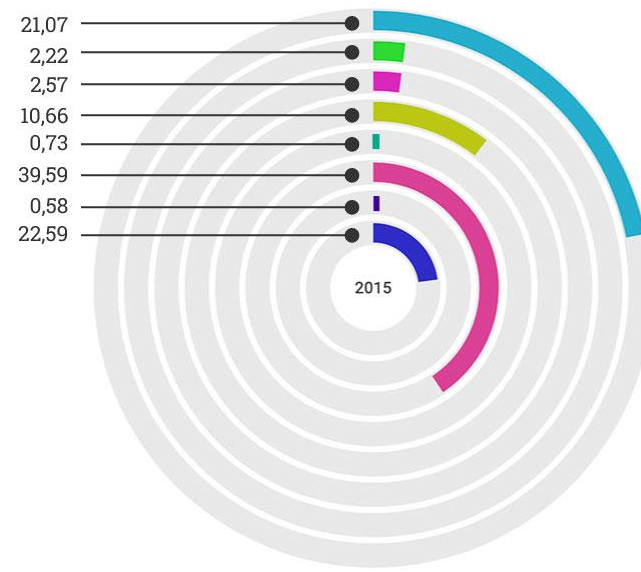
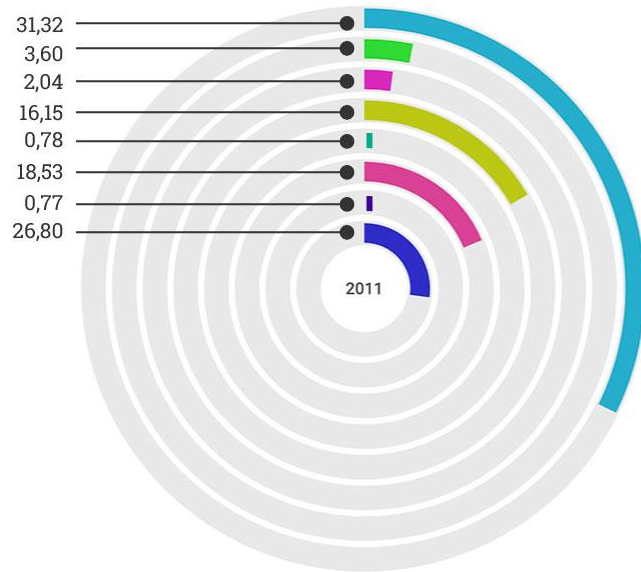
In
2018
11,998,484,444
USA Dollars



VALUES OF CORE COPYRIGHT INDUSTRIES

	2009	2010	2011	2015	2016	2017	2018
Turnover (TL)	44.595.580.565	51.491.137.345	59.419.312.540	93.903.779.463	103.177.554.915	122.369.489.857	151.020.554.964
Value Added (TL)	12.234.549.419	14.654.751.362	16.144.108400	25.450.232.402	28.449.497.608	34.658.633.586	41.639.242.033
Share within the Turkey GDP (%)	1,28	1,33	1,24	1,09	1,09	1,11	1,12
Employment	370.778	387.019	422.229	370.466	369.596	376.116	385.063
Share within the Turkey Total Employment (%)	1,74	1,71	1,75	1,39	1,36	1,33	1,34

TURNOVER SHARES OF SUBSECTORS UNDER THE CORE COPYRIGHT INDUSTRIES (%)



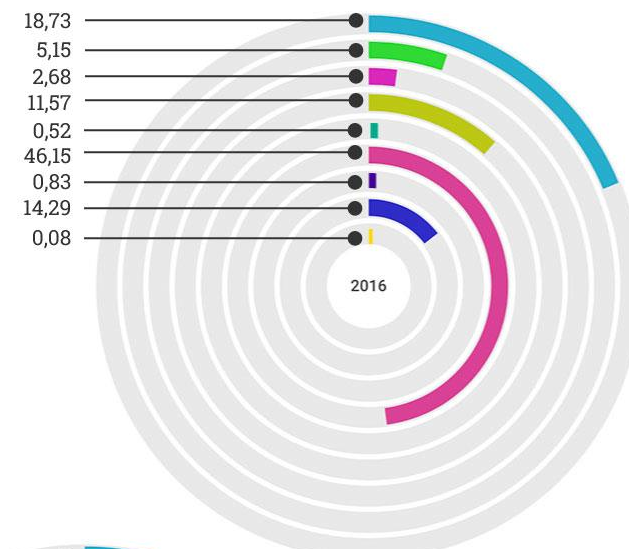
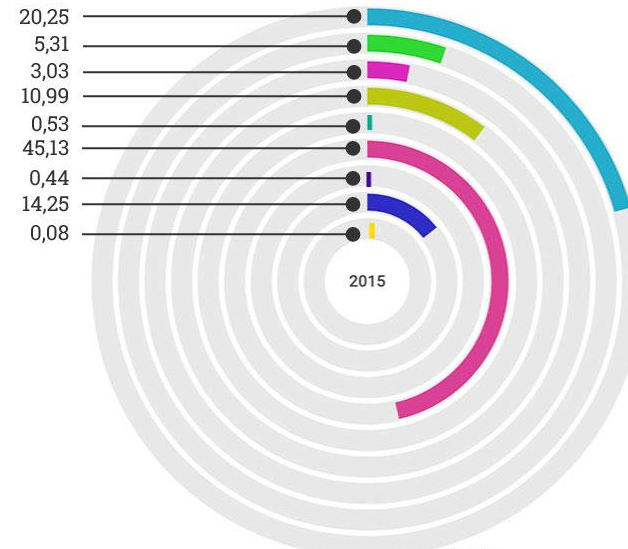
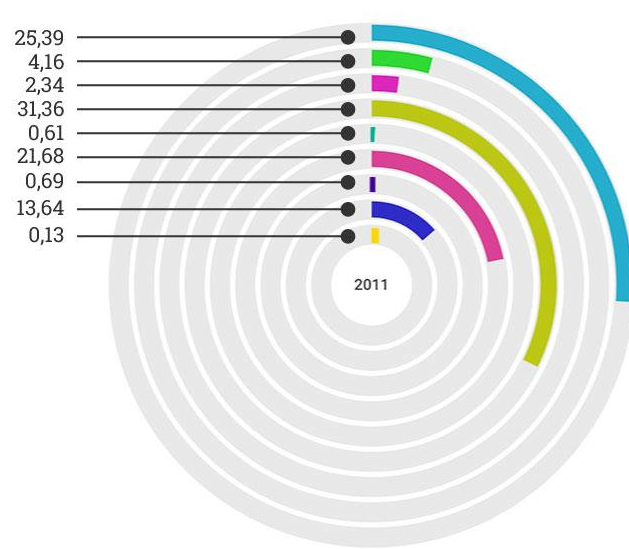
- Press and literature
- Music, performing arts
- Motion picture and video
- Radio and Television
- Photography
- Software, computer games and databases
- Visual and graphical arts
- Advertising



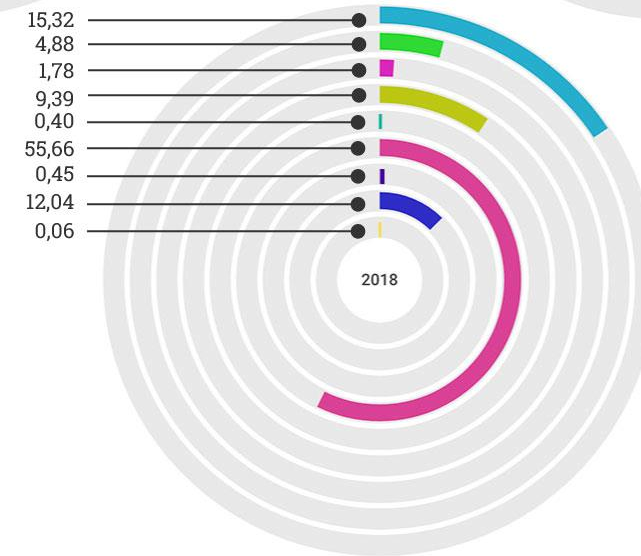
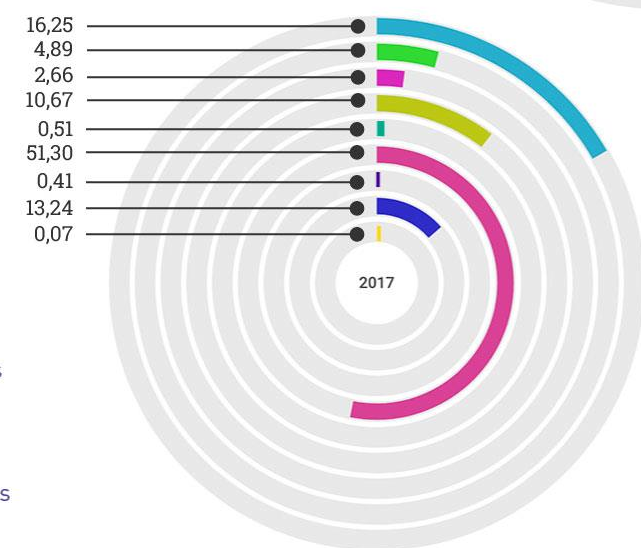
Sectors that created the most turnover between 2009 - 2018;

- Press and Literature
- Software, computer games and databases
- Radio and Television

VALUE ADDED SHARES OF SUBSECTORS UNDER THE CORE COPYRIGHT INDUSTRIES (%)



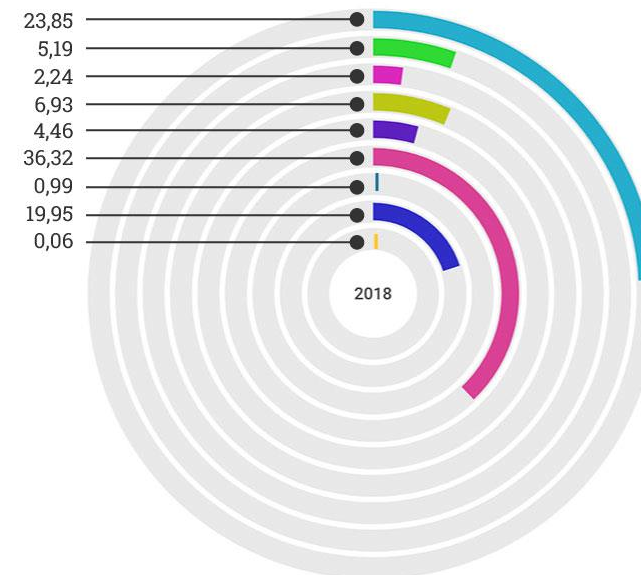
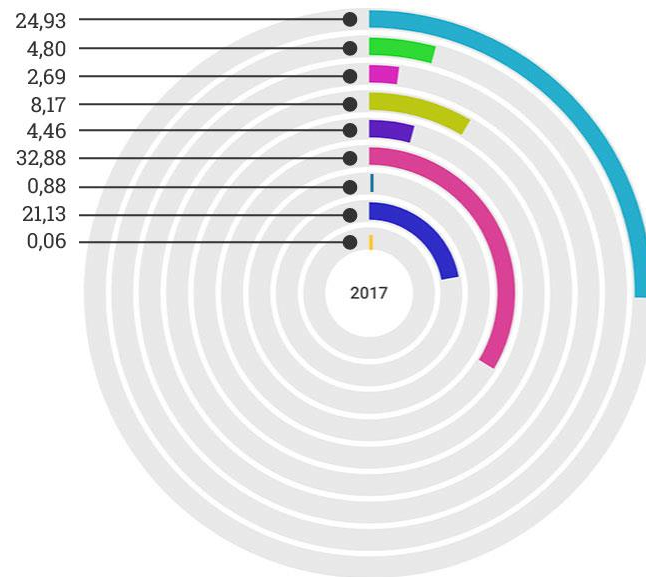
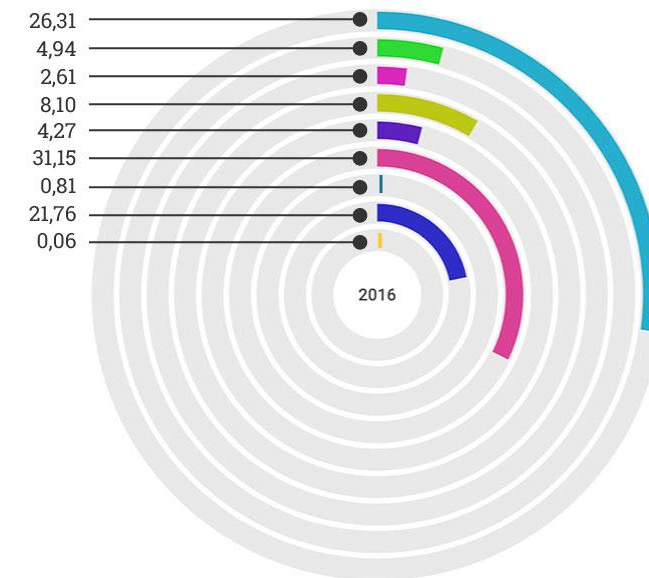
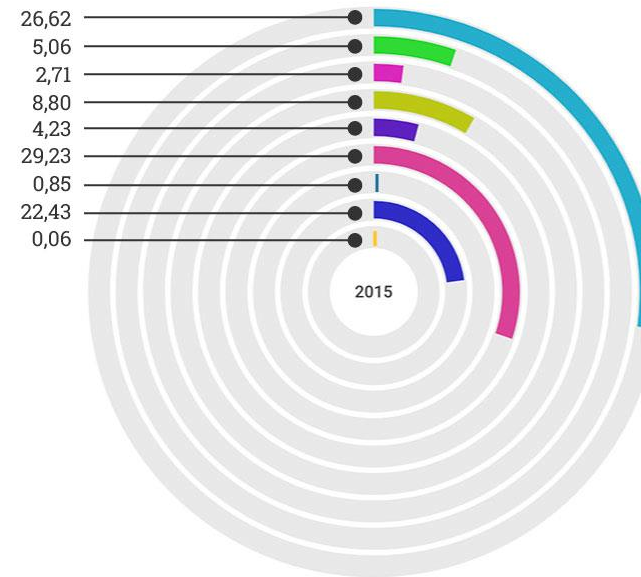
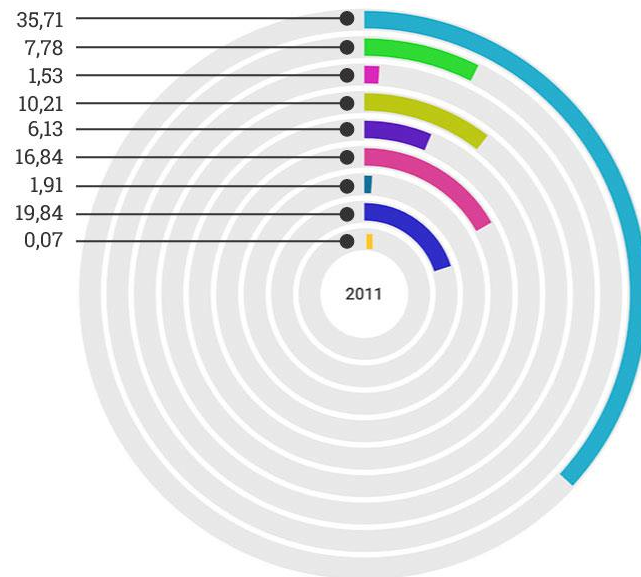
- Press and literature
- Music, performing arts
- Motion picture and video
- Radio and Television
- Photography
- Software, computer games and databases
- Visual and graphical arts
- Advertising
- Copyright collective management societies



Sectors that created the most added value between 2009- 2018;

- Software, computer games and databases
- Press and Literature
- Radio and Television

EMPLOYEMENT SHARES OF SUBSECTORS UNDER THE CORE COPYRIGHT INDUSTRIES (%)



- Press and literature
- Music, performing arts
- Motion picture and video
- Radio and Television
- Photography
- Software, computer games and databases
- Visual and graphical arts
- Advertising
- Copyright collective management societies



Sectors that created the most employment between 2009- 2018;

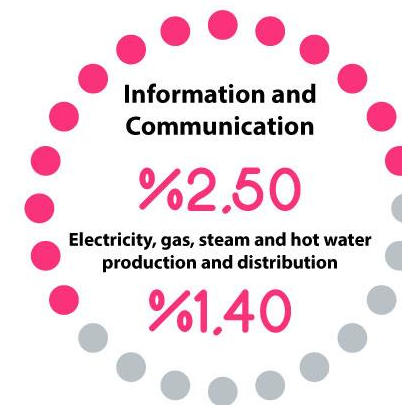
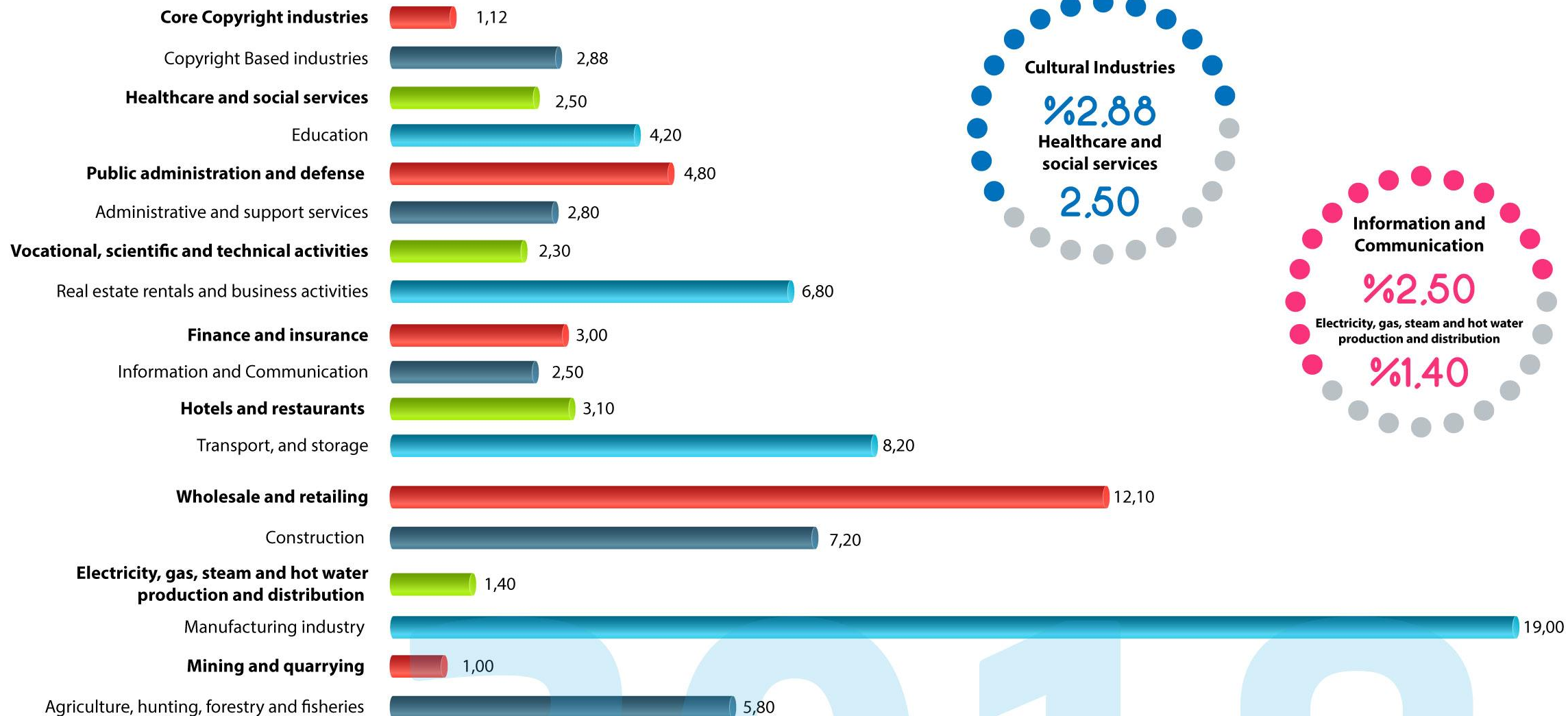
- Software, computer games and databases
- Press and Literature
- Advertising
- Radio and Television



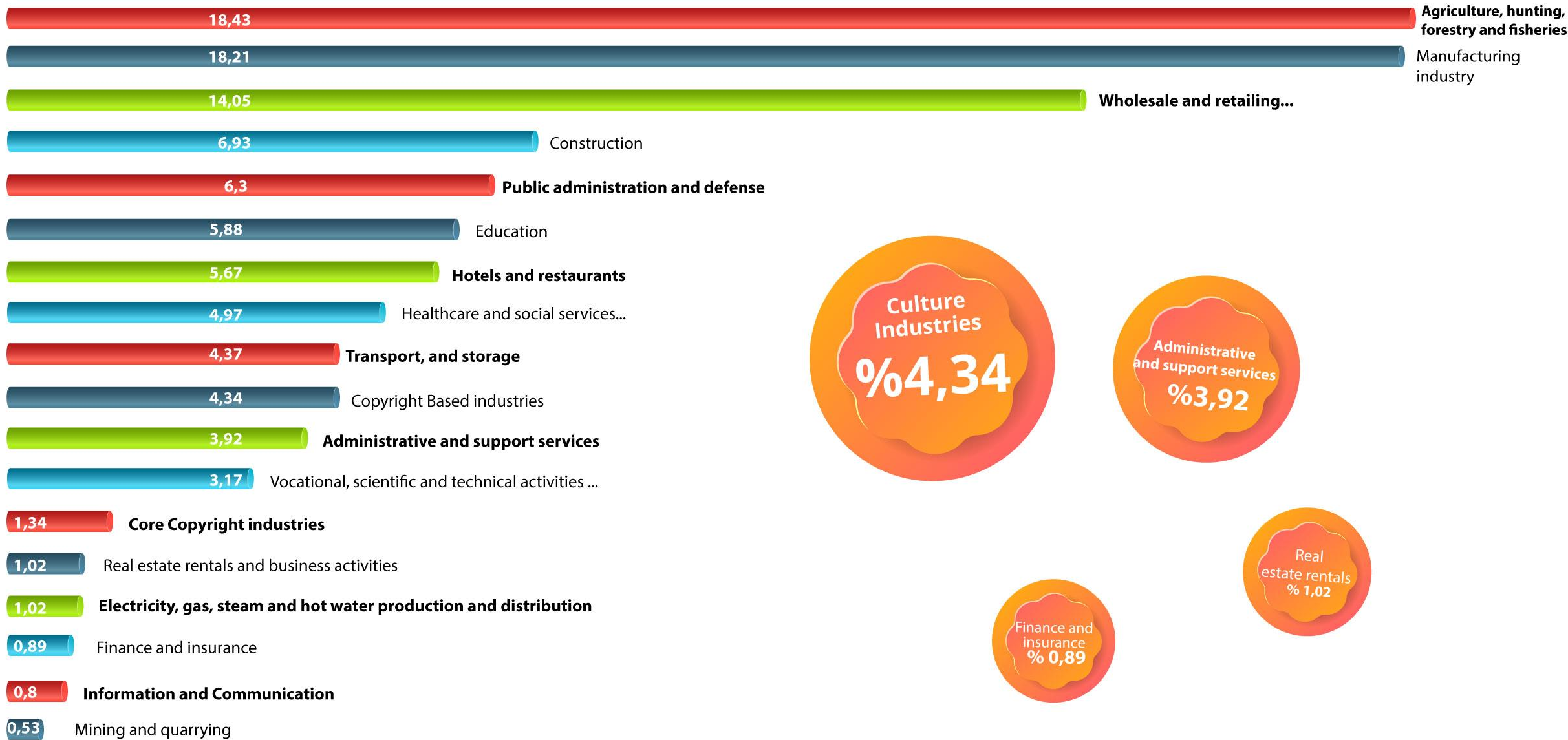
04

COMPARASION WITH OTHER INDUSTRIES

GDP SHARES OF CULTURAL INDUSTRIES AND OTHER INDUSTRIES (2018, %)



EMPLOYEMENT SHARES OF CULTURAL INDUSTRIES AND OTHER INDUSTRIES (2018, %)

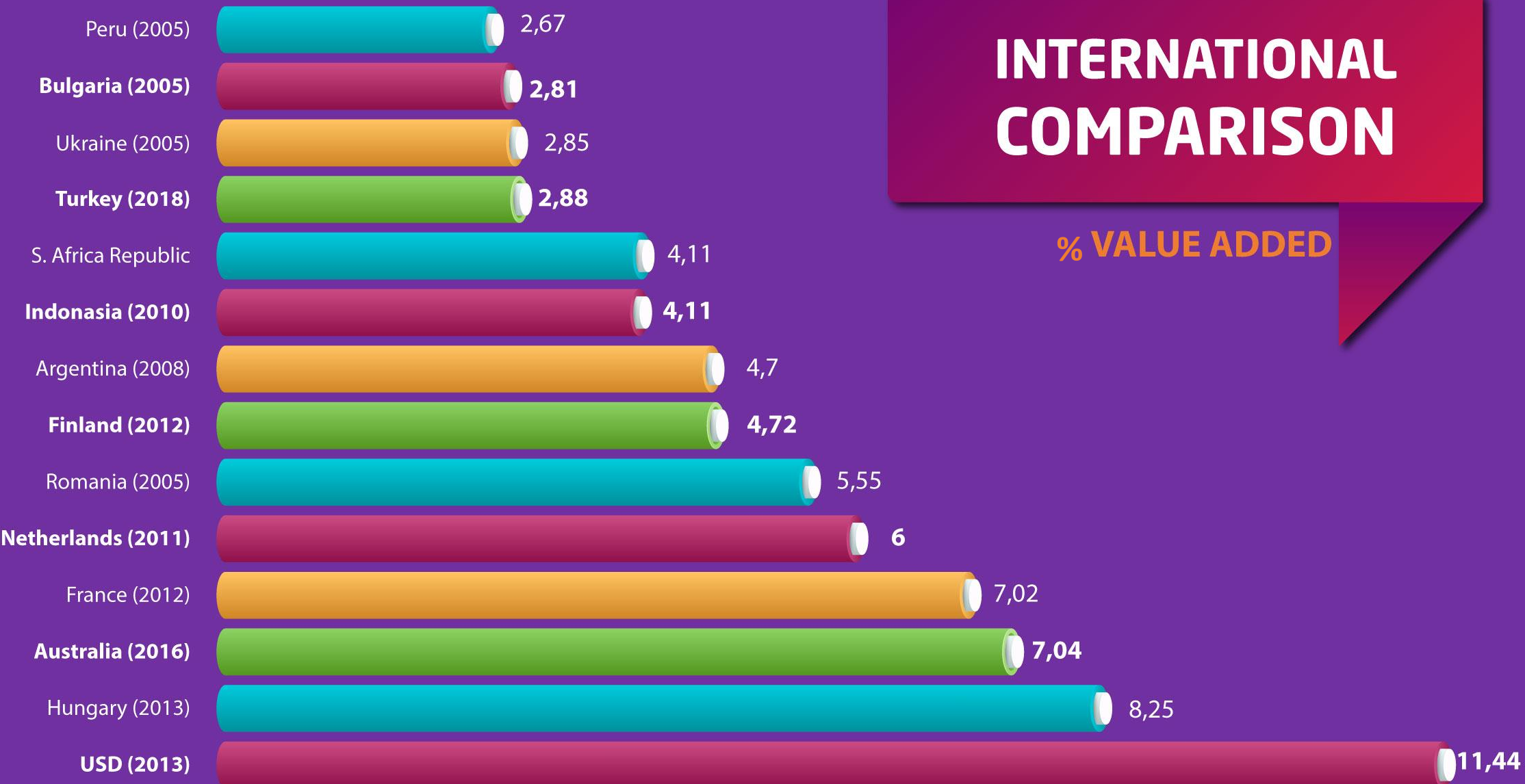


GROWTH RATES OF CULTURAL INDUSTRIES AND OTHER INDUSTRIES (2011 - 2018, %)



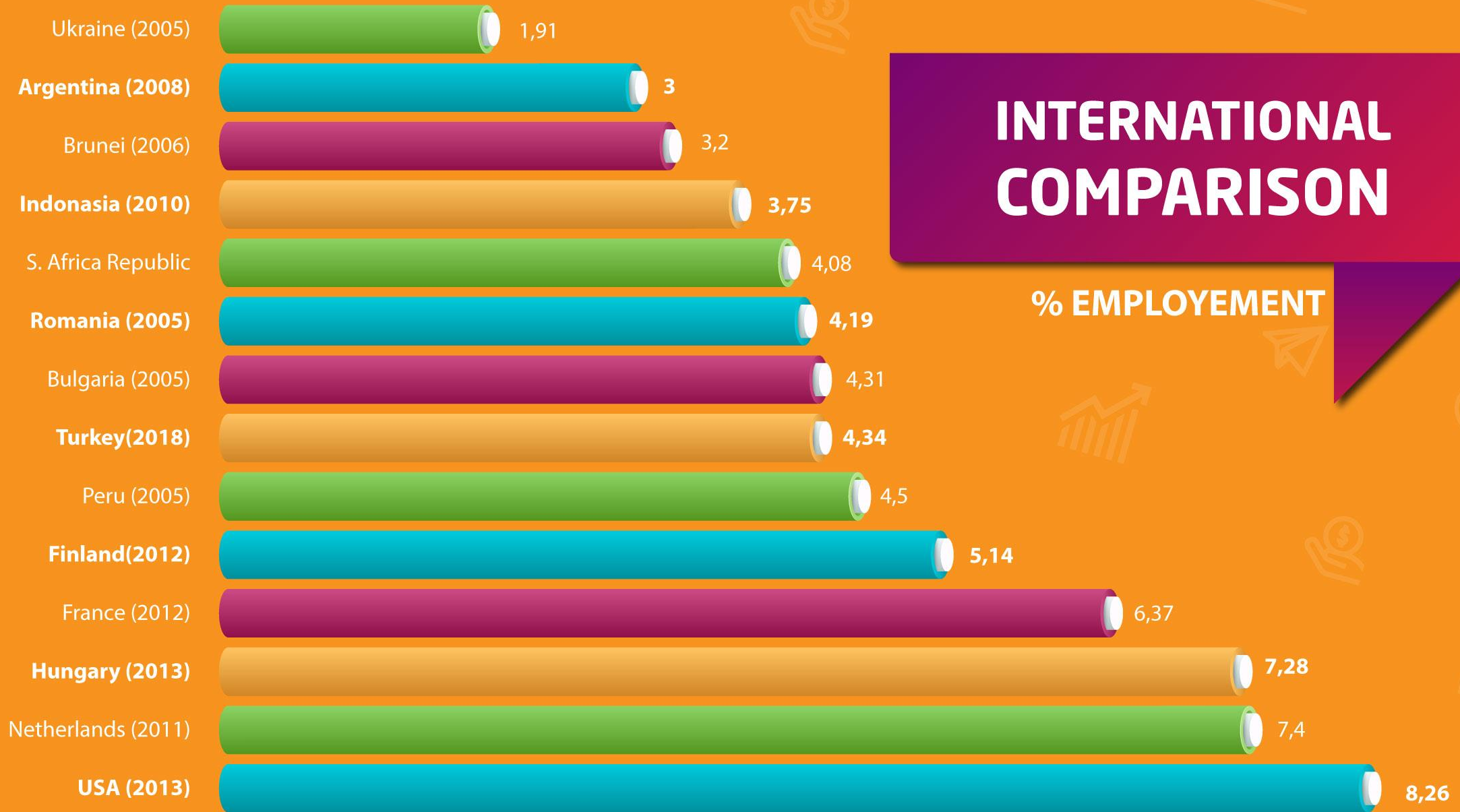
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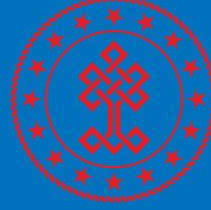
INTERNATIONAL COMPARASION



INTERNATIONAL COMPARISON

% VALUE ADDED





REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM

For Further Information

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