

## Creative Cities in the USA and Canada

In 2015 the British Council worked with Nordicity to produce a report identifying the major US centres of economic activity by creative sector using publically available data. The report combines data from multiple sources to create industry dashboards. These dashboards provide insight into the scale of the creative industries in the US as well as a comparison with the same sectors in Canada.

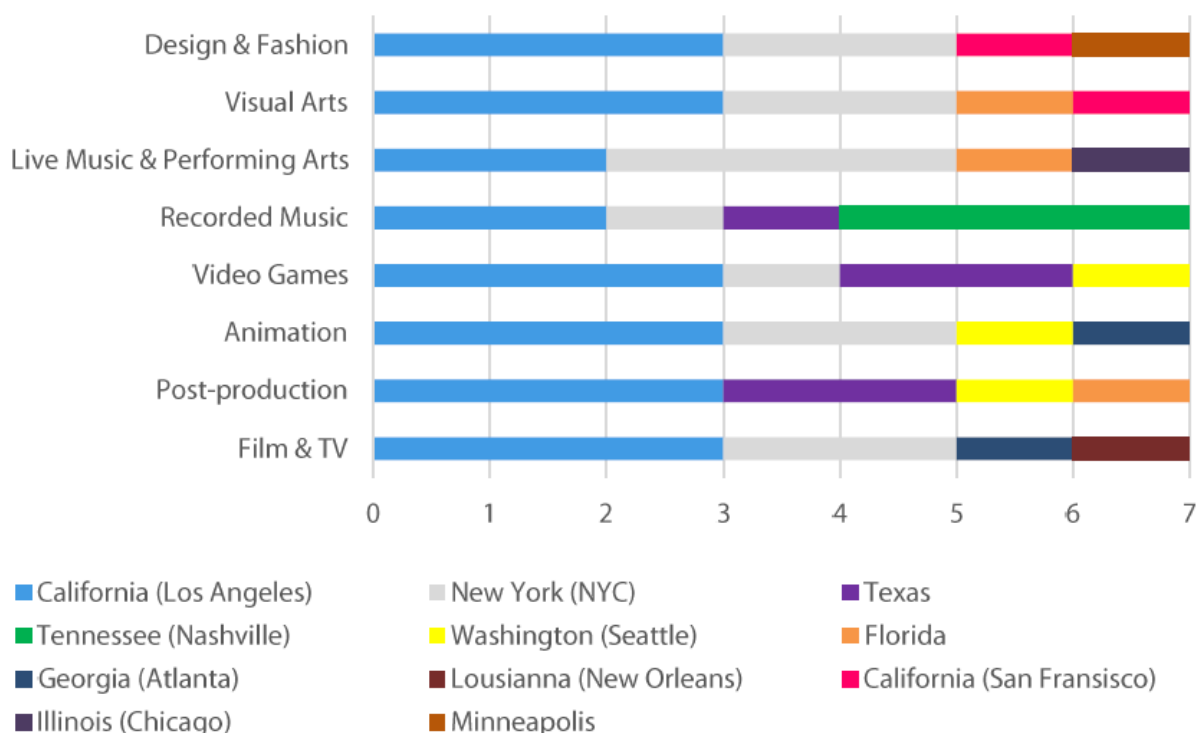
The creative industries in the US create more than 1 million jobs and generate over \$433.5 billion for the US economy. Film & TV and Design & Fashion make up the vast majority of economic activity in the creative industry sectors, with Film & TV far outpacing other sectors with regards to number of companies and size of the industry.

New York City and Los Angeles lead the market in the US, often followed by the Canadian cities of Toronto and Vancouver. The strength of the creative industries in other American cities varies significantly by sector.

This report is intended as a useful resource for UK university international offices researching the creative industries in the USA and Canada.

### Key Highlights of the Creative Industries Sectors:

#### Summary of top jurisdictions by creative industry



**Creative Industry Sector Summaries**

Creative Industry Sectors	National Employment	Number of Companies	National Revenue	Top US Jurisdictions	Top Canadian Jurisdictions
Film & TV	302,000 (2013)	94,000 (2013)	USD \$130 billion (2013)	L.A. (California), NYC (New York), Atlanta (Georgia)	Toronto (Ontario), Vancouver (British Columbia), Montreal (Quebec)
Animation (incl. post-production)	(All post-production): 30,790 (2014)	2,473 (2012)	\$5.3 billion (2012)	L.A. (California), NYC (New York), Seattle, Washington	Toronto (Ontario), Vancouver (British Columbia), Montreal (Quebec)
Software and Computer Services (i.e. Digital Media)	42,500 (2014)	986 (2014)	\$21.5 billion (2014)	California, Texas, Washington	Montreal (Quebec), Vancouver (British Columbia), Toronto (Ontario)
Visual Art	51,400 (2012)	n/a	n/a	L.A. & San Francisco (California), NYC (New York), Columbus (Ohio)	Toronto (Ontario), Vancouver (British Columbia), Montreal (Quebec)
Design & Fashion	486,800 (2012)	207,169 (2015)	207,169 (2015)	L.A. & San Francisco (California), NYC (New York), Twin Cities (Minnesota)	Toronto (Ontario), Vancouver (British Columbia), Montreal (Quebec)
Recorded Music	16,050 (2014)	3,748 (2012)	\$4.86 billion (2014)	Nashville (Tennessee), L.A. (California), Austin (Texas)	Toronto (Ontario), Vancouver (British Columbia), Montreal (Quebec)
Live Music & Performing Arts	119,560	9,000	\$14 billion	New York, California, Florida	Toronto (Ontario), Vancouver (British Columbia), Montreal (Quebec)

To see the full report visit:

<http://www.britishcouncil.us/programmes/education/research-reports/creative-industries>