

Foreign Direct Investment and the UK's Creative Industries State of the Nations Report

Online supplementary material

Appendix tables

Appendix Table A1: Inward FDI by project type and creative subsector, 2013 – 2023

Sector	New	Reinvestments	Mergers & acquisitions	Other	All types
Creative industries (all subsectors)	770	274	1,280	49	2,373
Advertising and marketing	93	20	116	2	231
Architecture	22	2	16	1	41
Crafts	1	0	1	0	2
Design and designer fashion	5	4	15	0	24
Film, TV, video, radio and photography	60	12	92	5	169
IT, software and computer services	540	227	930	36	1,733
Publishing	23	6	61	4	94
Museums, galleries and libraries	2	1	3	0	6
Music, performing and visual arts	24	2	46	1	73
Non-creative sectors	10,247	3,337	7,401	905	21,890
Total	11,017	3,611	8,681	954	24,263

Note: Authors' calculations using Orbis Crossborder Investment data. Other types of FDI include relocations and joint ventures.

Appendix Table A2: Outward FDI by project type and subsector, 2013 – 2023

Sector	New	Reinvestments	Mergers & acquisitions	Other	All types
Creative industries (all subsectors)	1,060	295	1,112	69	2,536
Advertising and marketing	262	48	148	4	462
Architecture	41	4	9	1	55
Crafts	1	2	3	0	6
Design and designer fashion	11	0	9	2	22
Film, TV, video, radio and photography	63	11	114	5	193
IT, software and computer services	622	220	722	53	1,617
Publishing	29	3	73	3	109
Museums, galleries and libraries	2	2	1	0	5
Music, performing and visual arts	29	5	33	1	68
Non-creative sectors	10,823	2,723	7,224	730	21,500
Total	11,883	3,018	8,336	799	24,036

Note: Authors' calculations using Orbis Crossborder Investment data. Other types of FDI include relocations and joint ventures.

Appendix Table A3: Outward FDI by destination country and subsector, 2013 – 2023

a) All CI OFDI

Country	Region	Advertising and marketing	Architecture	Crafts	Design and designer fashion	Film, TV, video, radio and photography	IT, software and computer services	Publishing	Museums, galleries and libraries	Music, performing and visual arts	Rank all outward CI projects
United States of America	Northern America	28%	13%	50%	14%	24%	21%	40%	40%	35%	1
Germany	Europe	7%	4%	17%	9%	8%	9%	10%	0%	6%	2
Australia	Oceania	6%	5%	0%	5%	5%	6%	3%	0%	3%	3
India	Asia	3%	0%	0%	0%	4%	5%	1%	20%	1%	4
Ireland	Europe	2%	7%	17%	9%	4%	4%	5%	20%	1%	5
Singapore	Asia	6%	7%	0%	0%	2%	4%	3%	0%	1%	6
France	Europe	3%	7%	0%	0%	6%	3%	6%	0%	7%	7
Spain	Europe	2%	5%	0%	0%	3%	4%	7%	0%	1%	8
Canada	Northern America	2%	5%	0%	0%	4%	4%	2%	0%	3%	9
Netherlands	Europe	2%	7%	0%	5%	6%	3%	5%	0%	6%	10
Poland	Europe	1%	0%	0%	0%	1%	3%	1%	0%	0%	11
United Arab Emirates	Asia	3%	9%	17%	14%	2%	1%	1%	20%	0%	12
China	Asia	5%	0%	0%	5%	2%	1%	0%	0%	3%	13
Italy	Europe	2%	0%	0%	5%	5%	1%	4%	0%	4%	14
Sweden	Europe	2%	0%	0%	0%	2%	2%	1%	0%	3%	15
Denmark	Europe	1%	9%	0%	9%	4%	1%	0%	0%	1%	16
Japan	Asia	2%	4%	0%	5%	1%	2%	1%	0%	0%	16
Portugal	Europe	1%	0%	0%	0%	1%	2%	0%	0%	0%	18
South Africa	Africa	2%	0%	0%	0%	1%	1%	3%	0%	0%	19
New Zealand	Oceania	1%	5%	0%	5%	1%	1%	0%	0%	1%	20
Brazil	Latin America and the Caribbean	2%	0%	0%	0%	1%	1%	1%	0%	6%	21
Bulgaria	Europe	0%	2%	0%	0%	0%	1%	1%	0%	0%	22
Hong Kong SAR, China	Asia	2%	2%	0%	5%	2%	1%	0%	0%	0%	22
Finland	Europe	0%	0%	0%	5%	1%	1%	0%	0%	0%	24
Belgium	Europe	1%	0%	0%	0%	1%	1%	1%	0%	0%	25
Lithuania	Europe	0%	0%	0%	0%	0%	1%	0%	0%	0%	25
Malaysia	Asia	1%	0%	0%	0%	0%	1%	0%	0%	0%	25
Romania	Europe	0%	0%	0%	5%	1%	1%	1%	0%	0%	25
Total percentage of UK creative OFDI to world		86%	93%	100%	95%	89%	88%	95%	100%	85%	

Note: Authors' calculations using Orbis Crossborder Investment data. 28 destination countries are included. Total UK creative OFDI to world minus 2 projects with unknown country destination: 2,534 (instead of 2,536). Shares greater than 5% are shaded in blue and in bold.

b) New CI OFDI

Country	Region	Advertising and marketing	Architecture	Crafts	Design and designer fashion	Film, TV, video, radio and photography	IT, software and computer services	Publishing	Museums, galleries and libraries	Music, performing and visual arts	Rank outward new CI projects
United States of America	Northern America	29%	10%	0%	18%	29%	17%	34%	0%	24%	1
Germany	Europe	6%	5%	0%	9%	8%	9%	21%	0%	3%	2
Singapore	Asia	8%	7%	0%	0%	3%	5%	7%	0%	3%	3
Australia	Oceania	6%	5%	0%	9%	6%	5%	0%	0%	3%	4
India	Asia	2%	0%	0%	0%	3%	6%	0%	50%	3%	5
United Arab Emirates	Asia	5%	12%	100%	9%	5%	3%	3%	50%	0%	6
Spain	Europe	0%	7%	0%	0%	6%	5%	0%	0%	0%	7
France	Europe	3%	7%	0%	0%	2%	3%	7%	0%	7%	8
Poland	Europe	0%	0%	0%	0%	0%	5%	0%	0%	0%	9
China	Asia	5%	0%	0%	9%	2%	2%	0%	0%	7%	10
Ireland	Europe	2%	7%	0%	0%	3%	3%	3%	0%	0%	11
Netherlands	Europe	3%	5%	0%	0%	6%	2%	0%	0%	7%	12
Canada	Northern America	1%	5%	0%	0%	3%	3%	3%	0%	0%	13
Japan	Asia	2%	5%	0%	9%	2%	3%	0%	0%	0%	14
Denmark	Europe	1%	12%	0%	9%	5%	2%	0%	0%	0%	15
Hong Kong SAR, China	Asia	3%	2%	0%	9%	2%	1%	0%	0%	0%	16
Portugal	Europe	1%	0%	0%	0%	0%	3%	0%	0%	0%	17
Malaysia	Asia	2%	0%	0%	0%	0%	2%	0%	0%	0%	18
Brazil	Latin America and the Caribbean	2%	0%	0%	0%	2%	1%	3%	0%	7%	19
Bulgaria	Europe	0%	0%	0%	0%	0%	2%	0%	0%	0%	20
Romania	Europe	0%	0%	0%	0%	2%	1%	3%	0%	0%	21
Sweden	Europe	1%	0%	0%	0%	0%	1%	3%	0%	7%	21
Belgium	Europe	1%	0%	0%	0%	2%	1%	3%	0%	0%	23
Lithuania	Europe	0%	0%	0%	0%	0%	2%	0%	0%	0%	23
New Zealand	Oceania	1%	5%	0%	0%	0%	1%	0%	0%	3%	23
South Africa	Africa	1%	0%	0%	0%	0%	1%	0%	0%	0%	23
Total percentage of UK new creative OFDI to world		85%	95%	100%	82%	89%	89%	93%	100%	76%	

Note: Authors' calculations using Orbis Crossborder Investment data. 26 destination countries are included. Shares greater than 5% are shaded in blue and in bold.

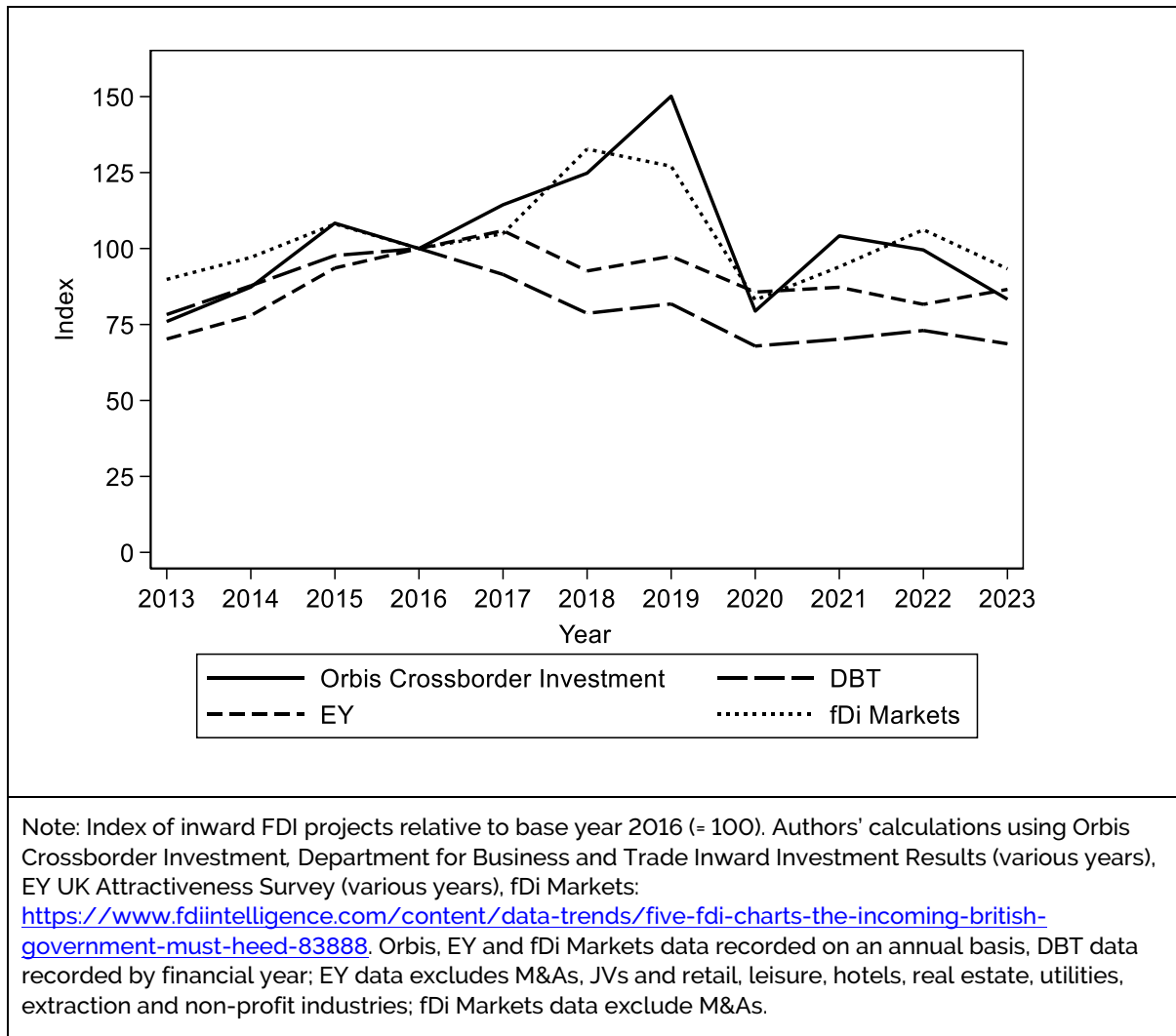
c) M&A CI OFDI

Country	Region	Advertising and marketing	Architecture	Crafts	Design and designer fashion	Film, TV, video, radio and photography	IT, software and computer services	Publishing	Museums, galleries and libraries	Music, performing and visual arts	Rank all outward CI projects
United States of America	Northern America	19%	0%	67%	11%	18%	26%	42%	100%	36%	1
Germany	Europe	3%	0%	33%	11%	8%	8%	7%	0%	9%	2
Australia	Oceania	7%	11%	0%	0%	5%	8%	4%	0%	3%	3
France	Europe	1%	11%	0%	0%	10%	4%	7%	0%	9%	4
Netherlands	Europe	2%	11%	0%	11%	6%	4%	7%	0%	6%	5
Ireland	Europe	2%	11%	0%	22%	4%	4%	5%	0%	3%	6
Canada	Northern America	5%	11%	0%	0%	4%	4%	1%	0%	6%	7
India	Asia	7%	0%	0%	0%	5%	3%	1%	0%	0%	8
Spain	Europe	5%	0%	0%	0%	1%	3%	8%	0%	3%	9
Italy	Europe	3%	0%	0%	11%	8%	2%	4%	0%	6%	10
Sweden	Europe	3%	0%	0%	0%	2%	3%	0%	0%	0%	11
Singapore	Asia	4%	0%	0%	0%	2%	2%	1%	0%	0%	12
New Zealand	Oceania	1%	11%	0%	11%	2%	2%	0%	0%	0%	13
Poland	Europe	3%	0%	0%	0%	2%	2%	1%	0%	0%	13
South Africa	Africa	4%	0%	0%	0%	1%	2%	4%	0%	0%	13
Denmark	Europe	1%	0%	0%	11%	4%	1%	0%	0%	3%	16
Switzerland	Europe	1%	0%	0%	0%	0%	2%	1%	0%	0%	17
Brazil	Latin America and the Caribbean	3%	0%	0%	0%	0%	1%	0%	0%	6%	18
Finland	Europe	0%	0%	0%	0%	1%	2%	0%	0%	0%	18
Hong Kong, SAR	Asia	3%	11%	0%	0%	2%	1%	1%	0%	0%	18
Israel	Asia	3%	0%	0%	0%	3%	1%	0%	0%	0%	21
Portugal	Europe	1%	0%	0%	0%	1%	1%	0%	0%	0%	21
Belgium	Europe	1%	0%	0%	0%	1%	1%	0%	0%	0%	23
Czech Republic	Europe	1%	0%	0%	0%	0%	1%	0%	0%	3%	23
Hungary	Europe	0%	0%	0%	0%	3%	1%	0%	0%	0%	23
Total percentage of UK M&A creative OFDI to world		83%	78%	100%	89%	90%	88%	97%	100%	94%	

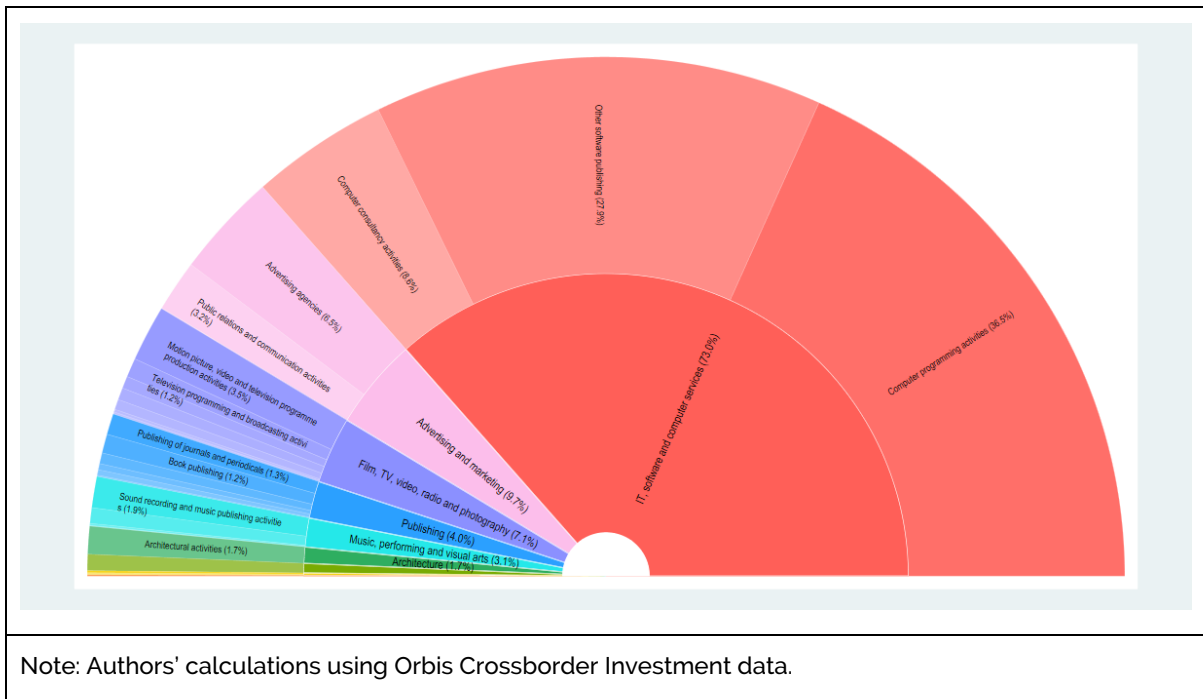
Note: Authors' calculations using Orbis Crossborder Investment data. 25 destination countries are included. Shares greater than 5% are shaded in blue and in bold.

Appendix figures

Appendix Figure A1: UK inward FDI projects by year, 2013 - 2023

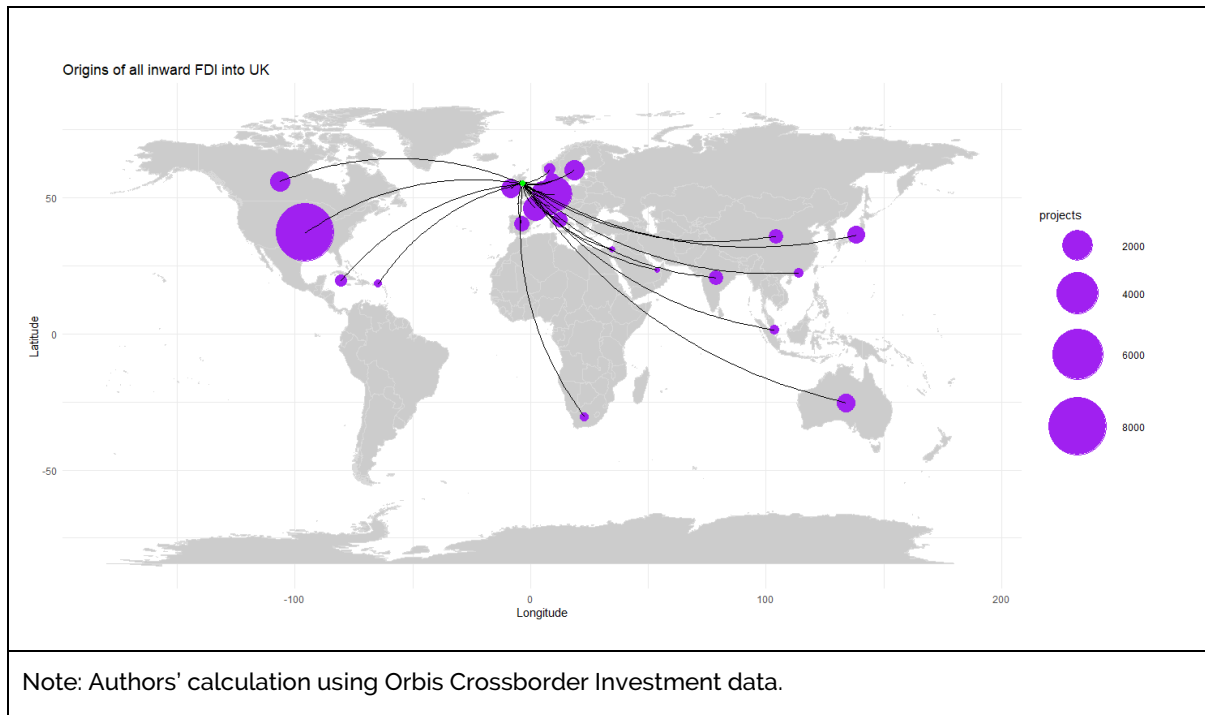


Appendix Figure A2: Breakdown of creative inward FDI projects by creative sub-sectors

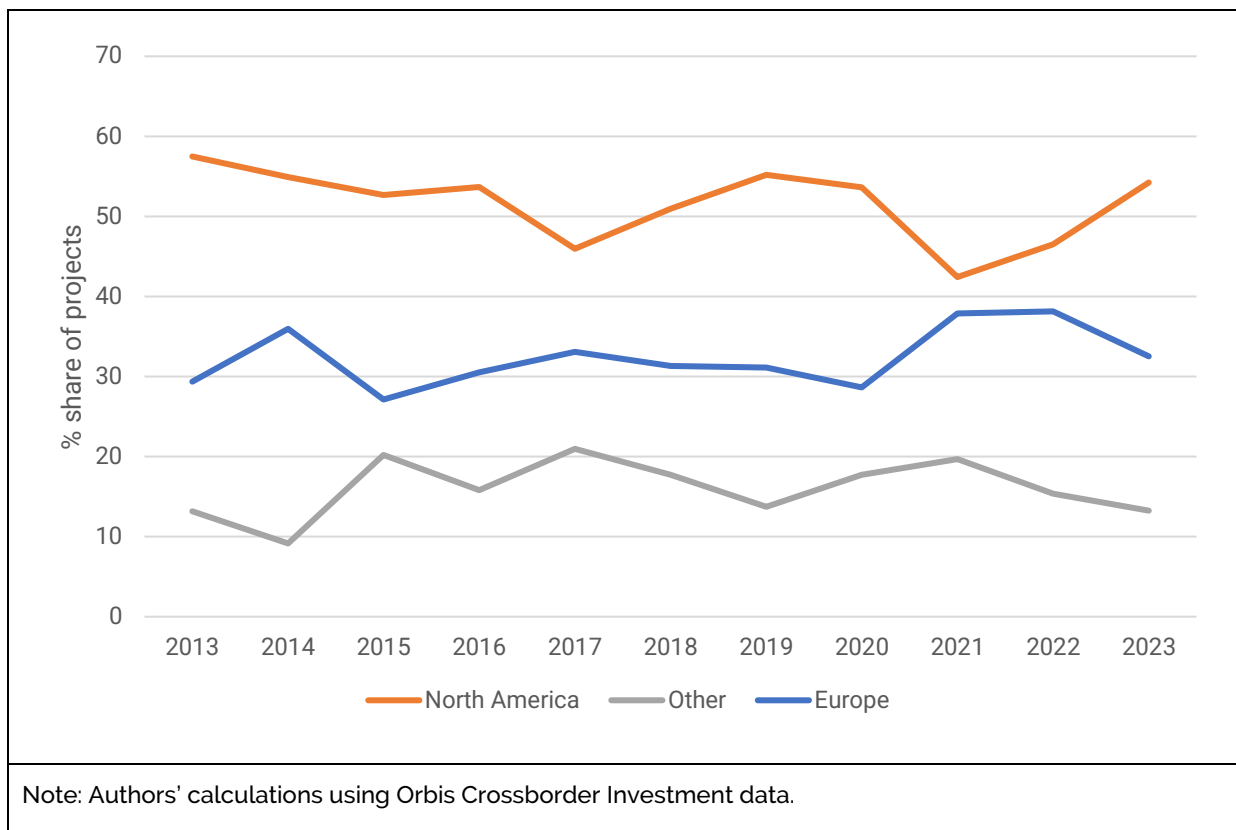


Note: Authors' calculations using Orbis Crossborder Investment data.

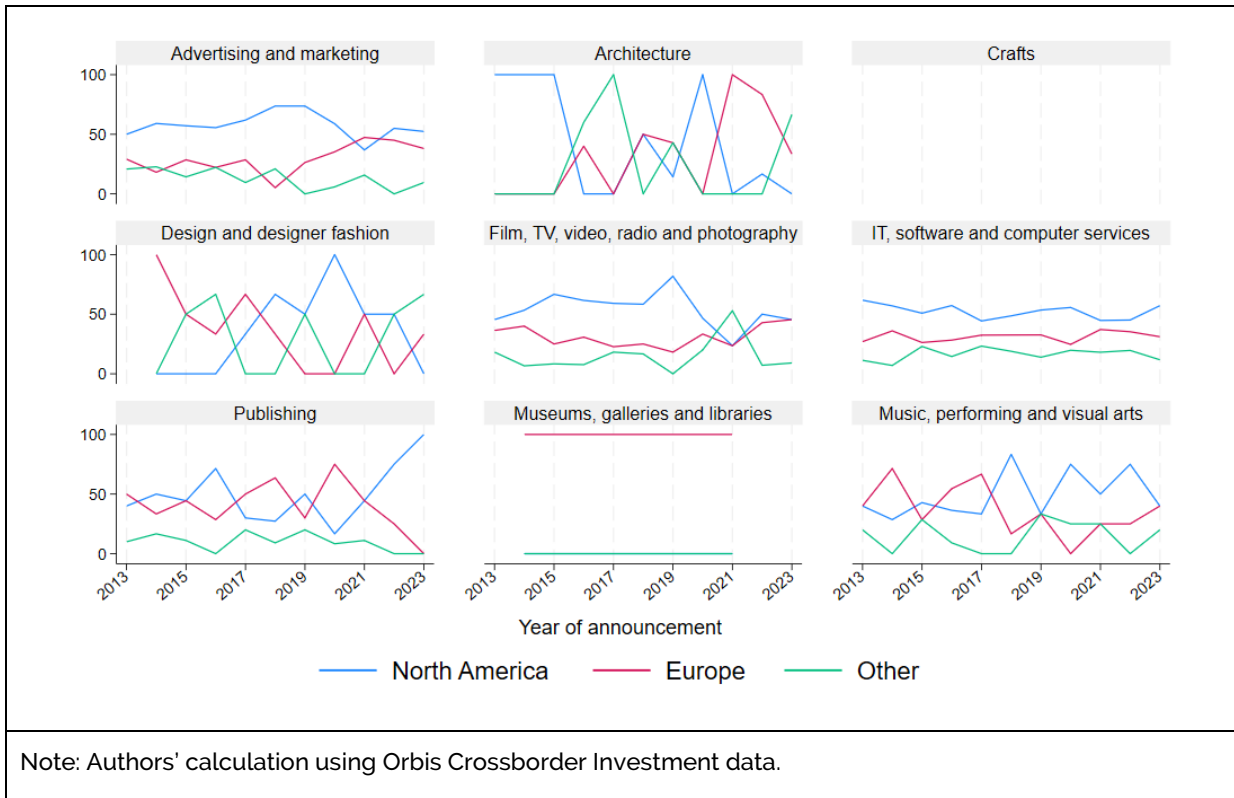
Appendix Figure A3: Top 25 source countries of all UK inward FDI, 2013 – 2023



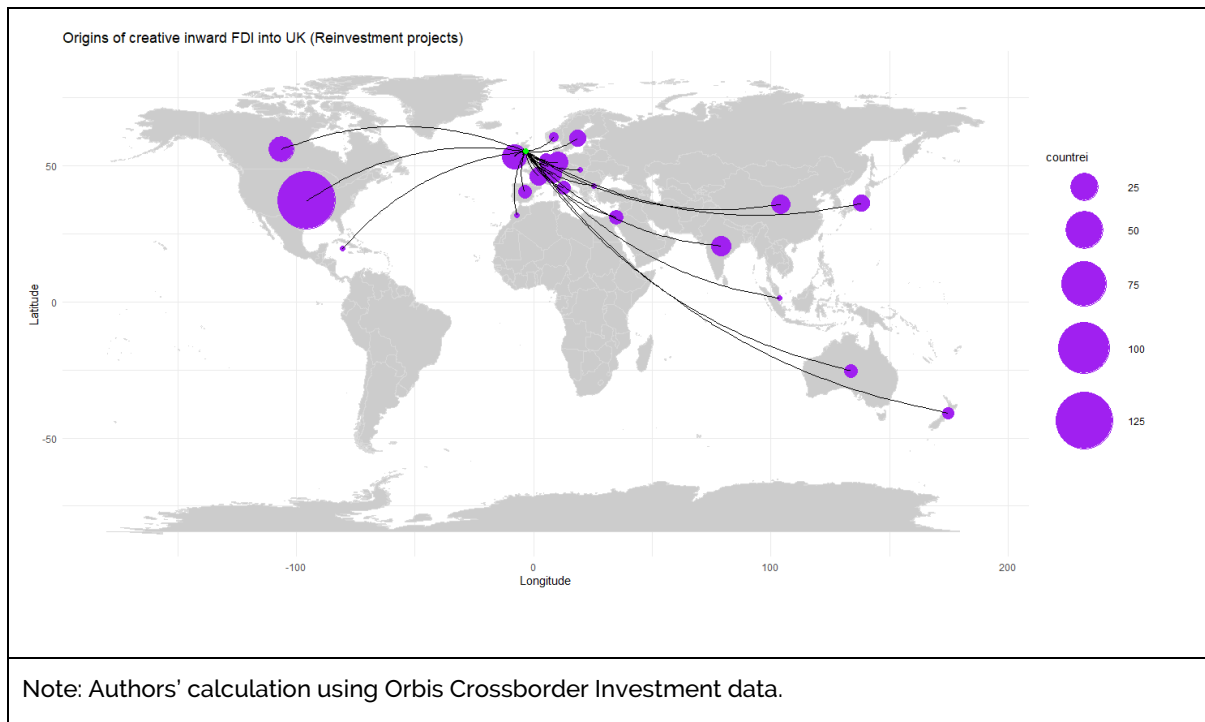
Appendix Figure A4: Origin of UK inward creative FDI by year, 2013 – 2023



Appendix Figure A5: Origin of UK inward FDI by creative sub-sector and year, 2013 – 2023



Appendix Figure A6: Top 25 source countries of UK inward creative FDI for reinvestment projects, 2013 – 2023



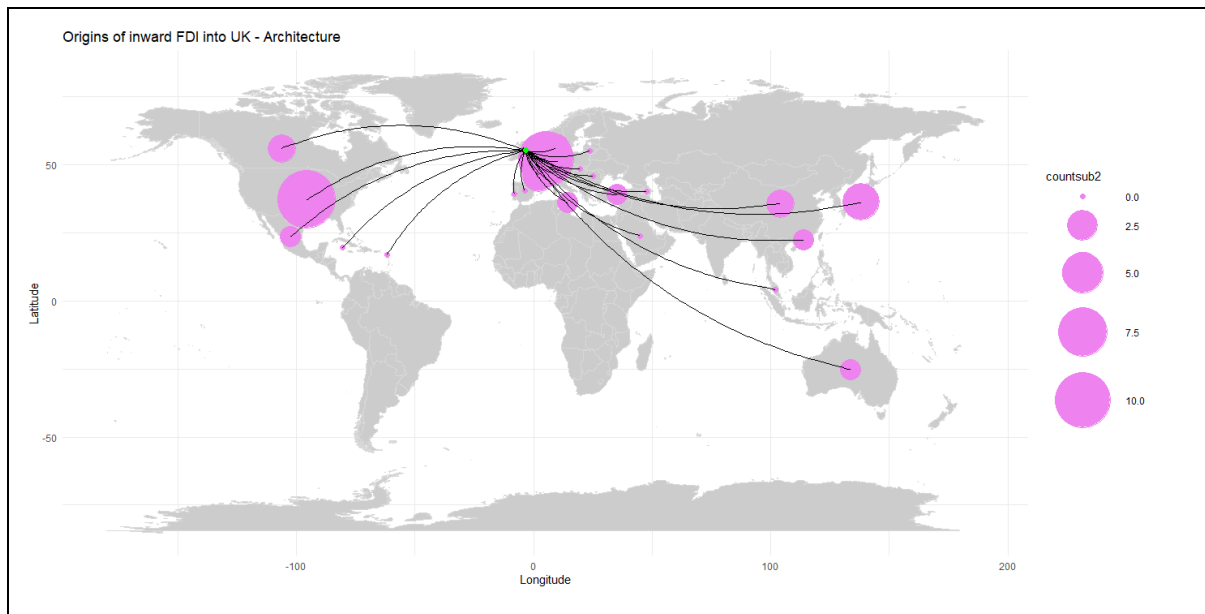
Appendix Figure A7: Top 25 source countries of UK inward FDI by creative sub-sector, 2013 – 2023

(a) Advertising and marketing



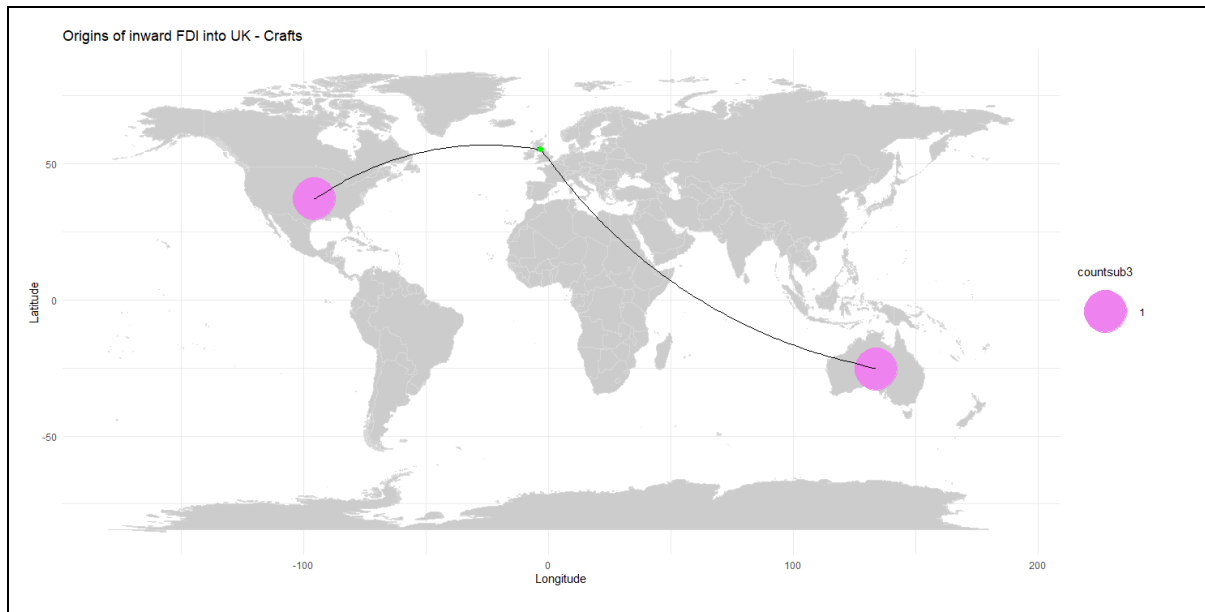
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (220 projects).

(b) Architecture



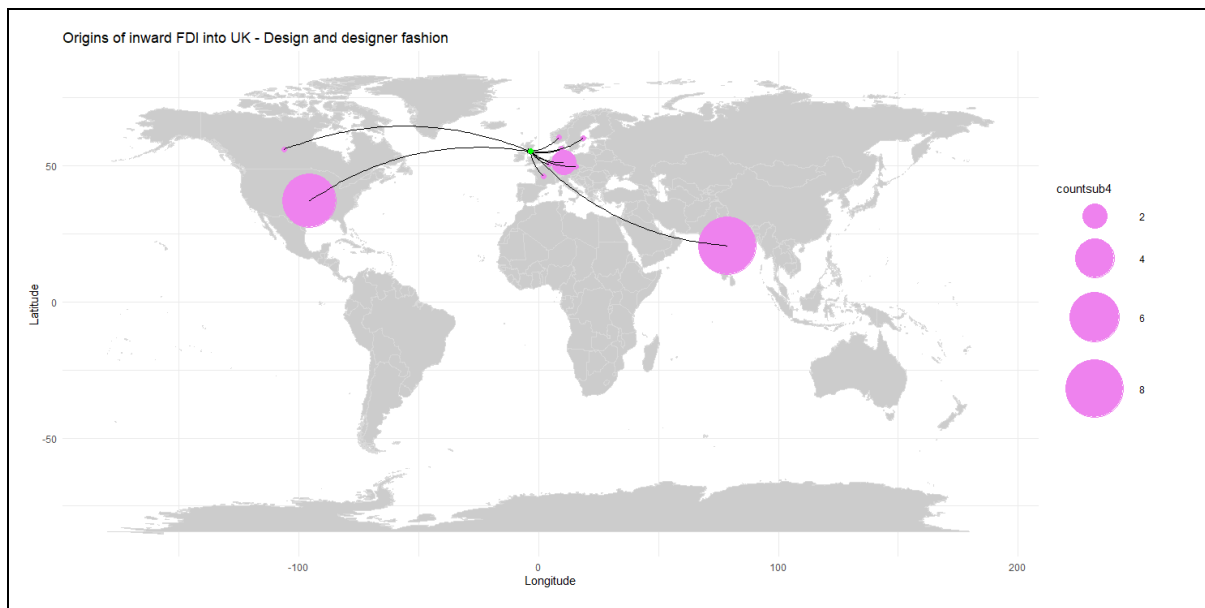
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (40 projects).

(c) Crafts



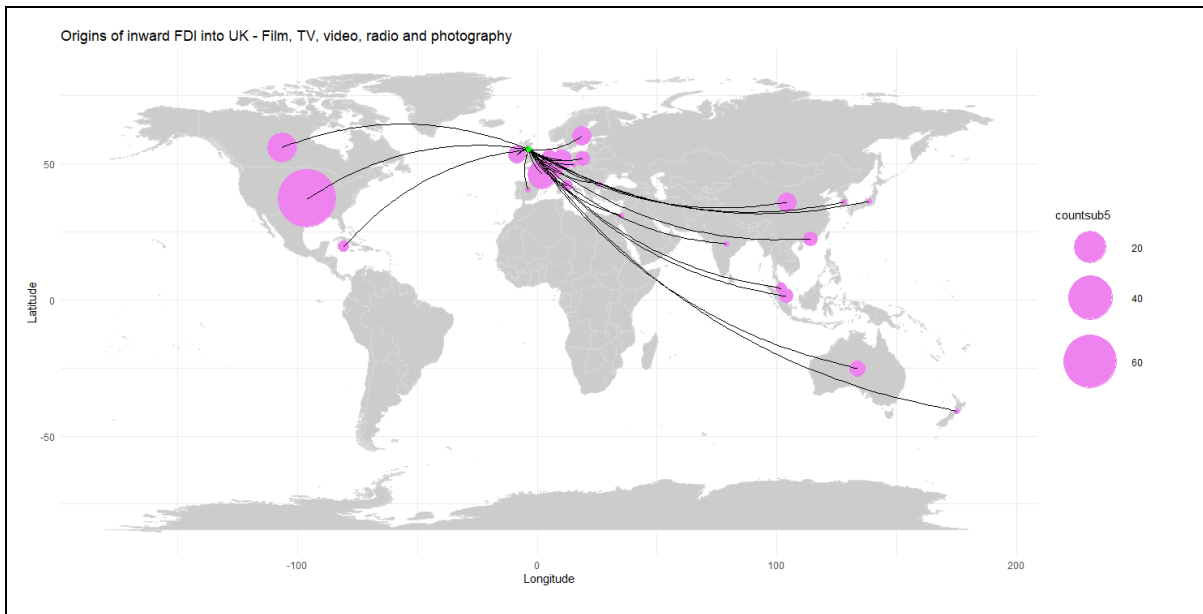
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (2 projects).

(d) Design and designer fashion



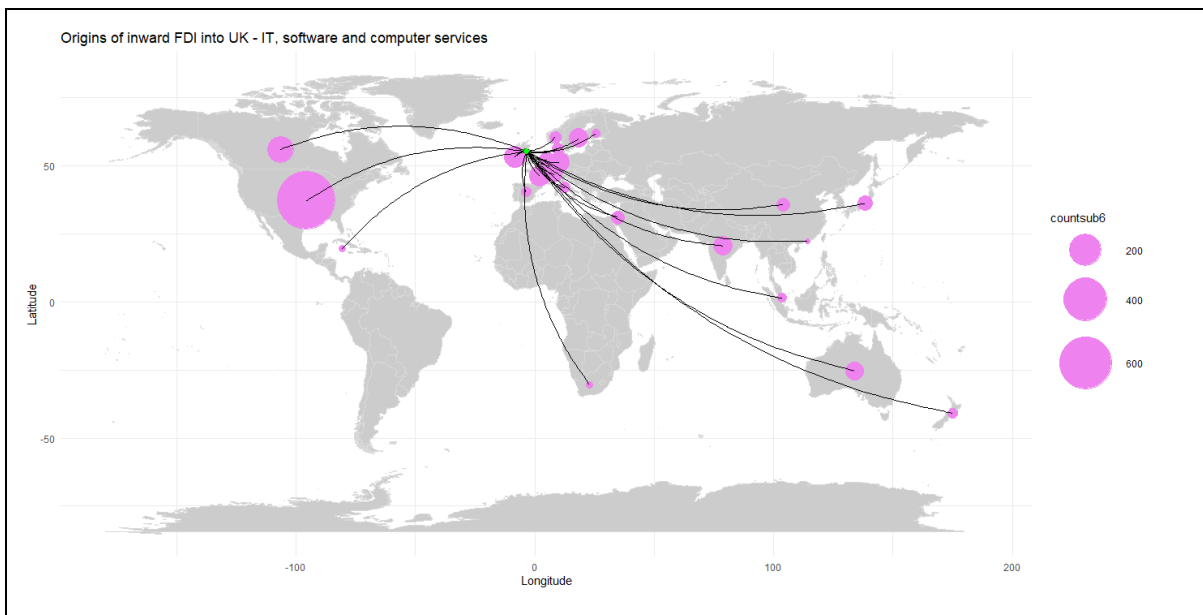
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (24 projects).

(e) Film, TV, video, radio and photography



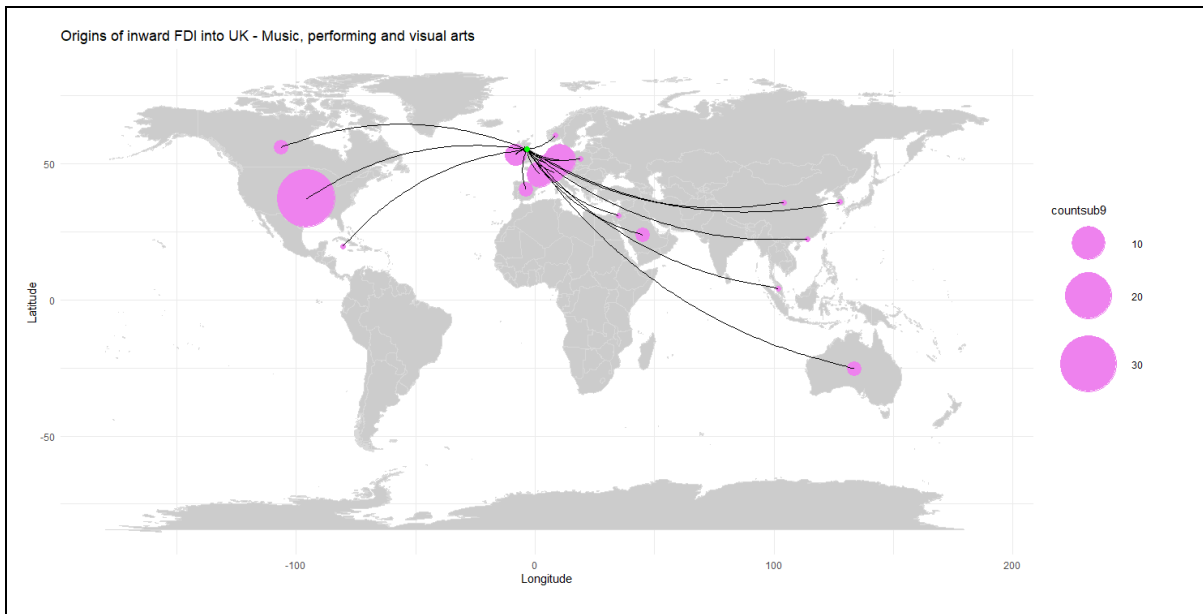
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (164 projects).

(f) IT, software and computer services



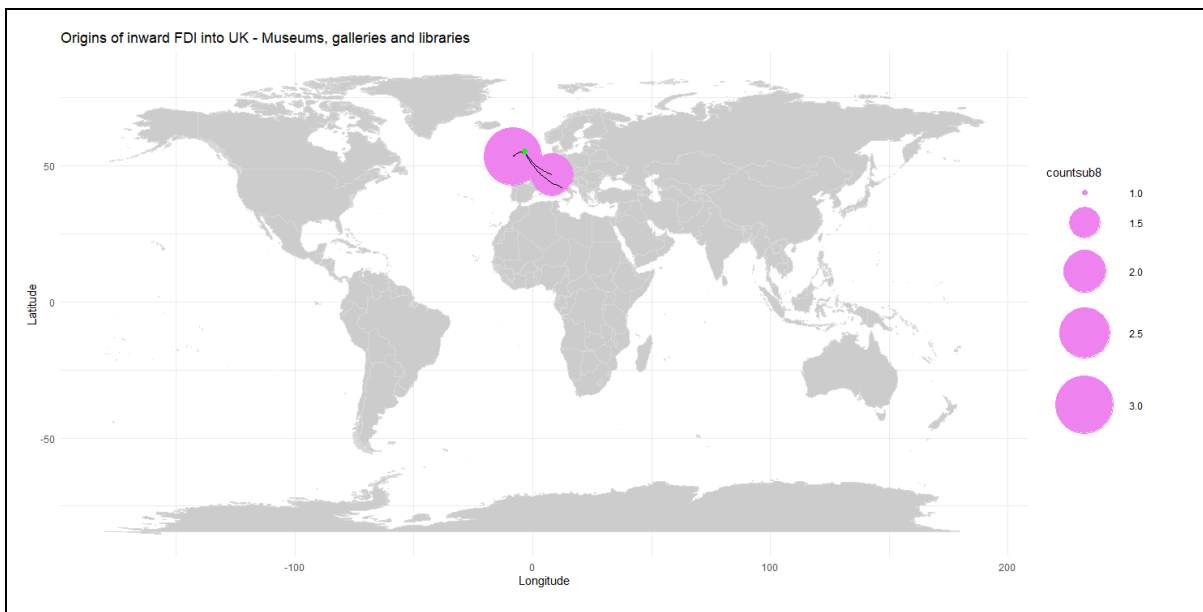
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (1,622 projects).

(g) Music, performing and visual arts



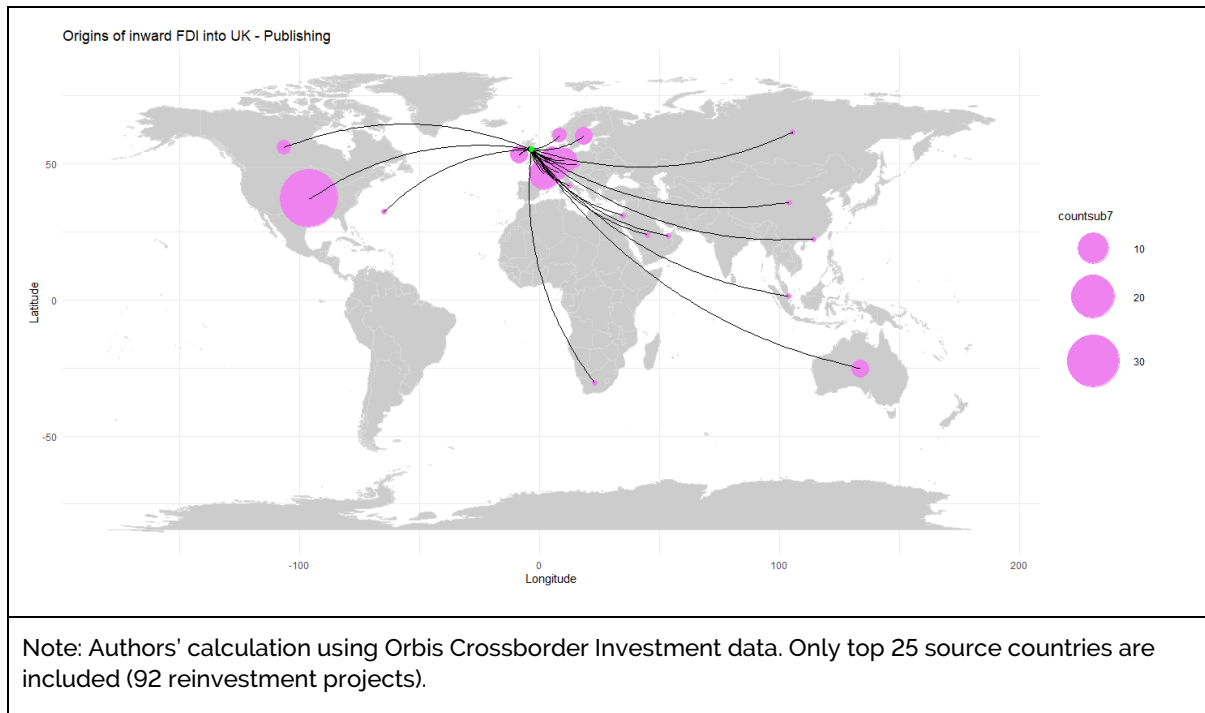
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (72 projects).

(h) Museums, galleries and libraries



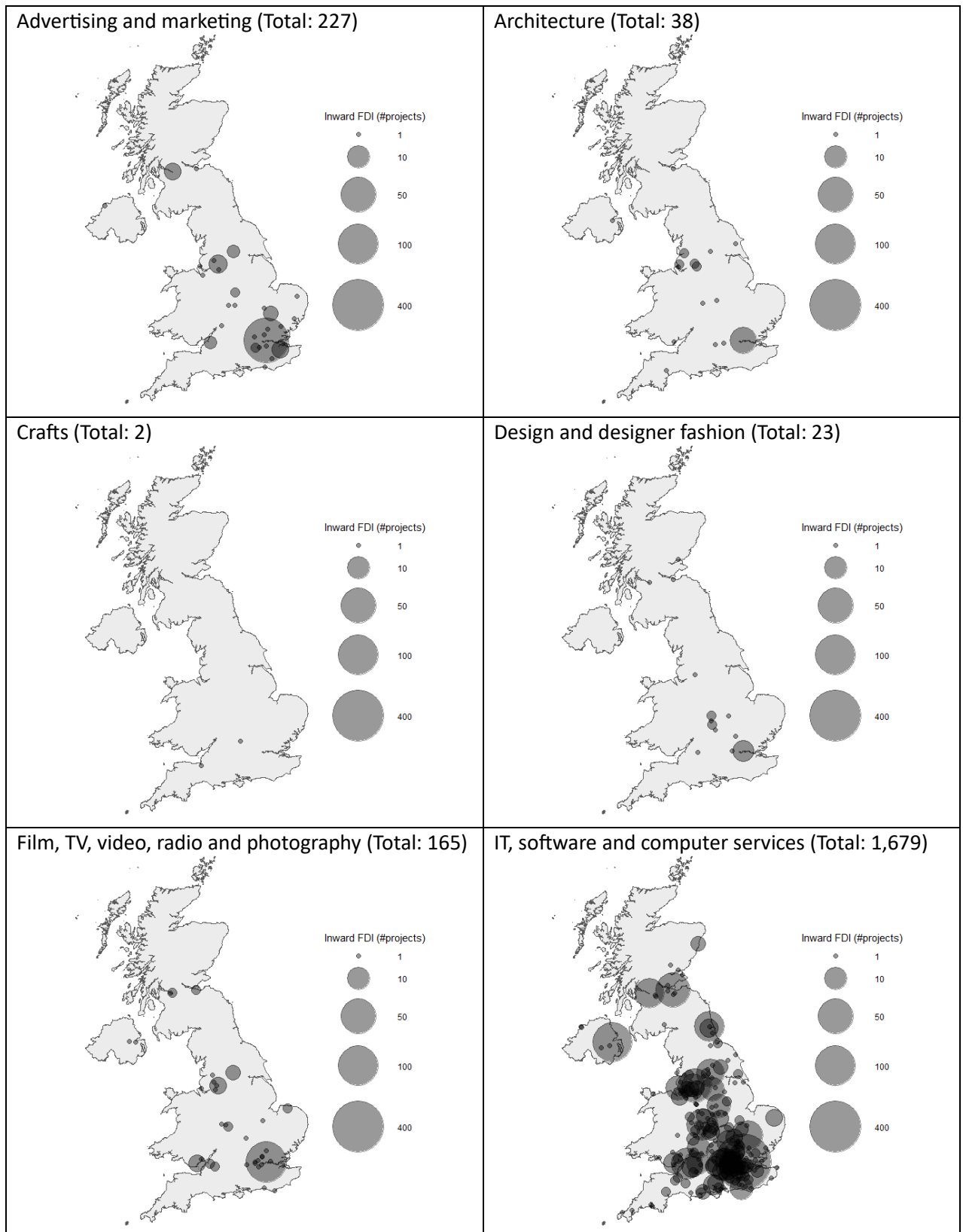
Note: Authors' calculation using Orbis Crossborder Investment data. Only top 25 source countries are included (6 projects).

(i) Publishing

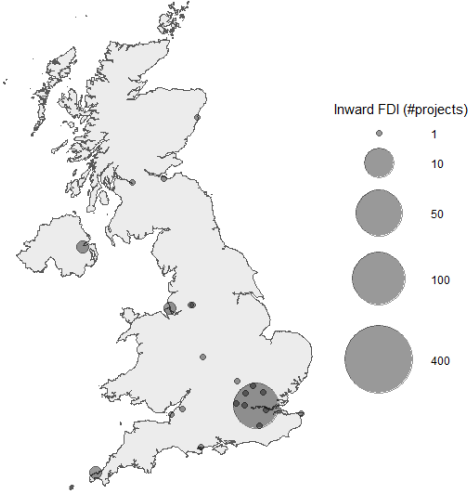


Note: A full breakdown by country and sub-sector is available on request from the authors.

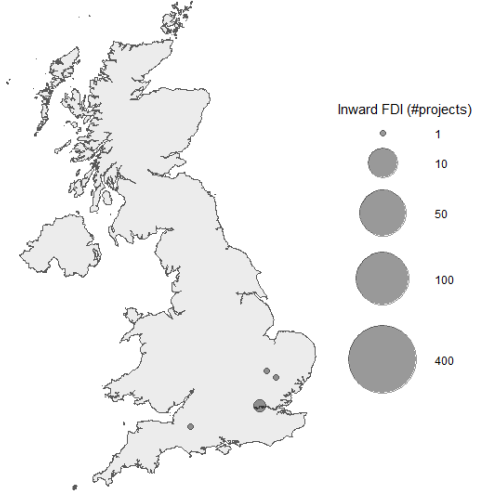
Appendix Figure A8: Location of inward FDI by creative sub-sector and UK urban area, 2013 - 2023



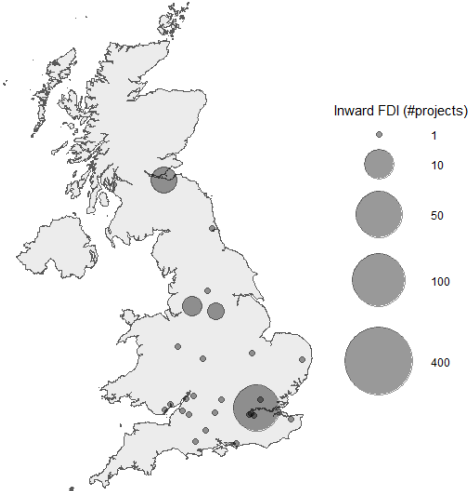
Music, performing and visual arts (Total: 71)



Museums, galleries and libraries (Total: 5)

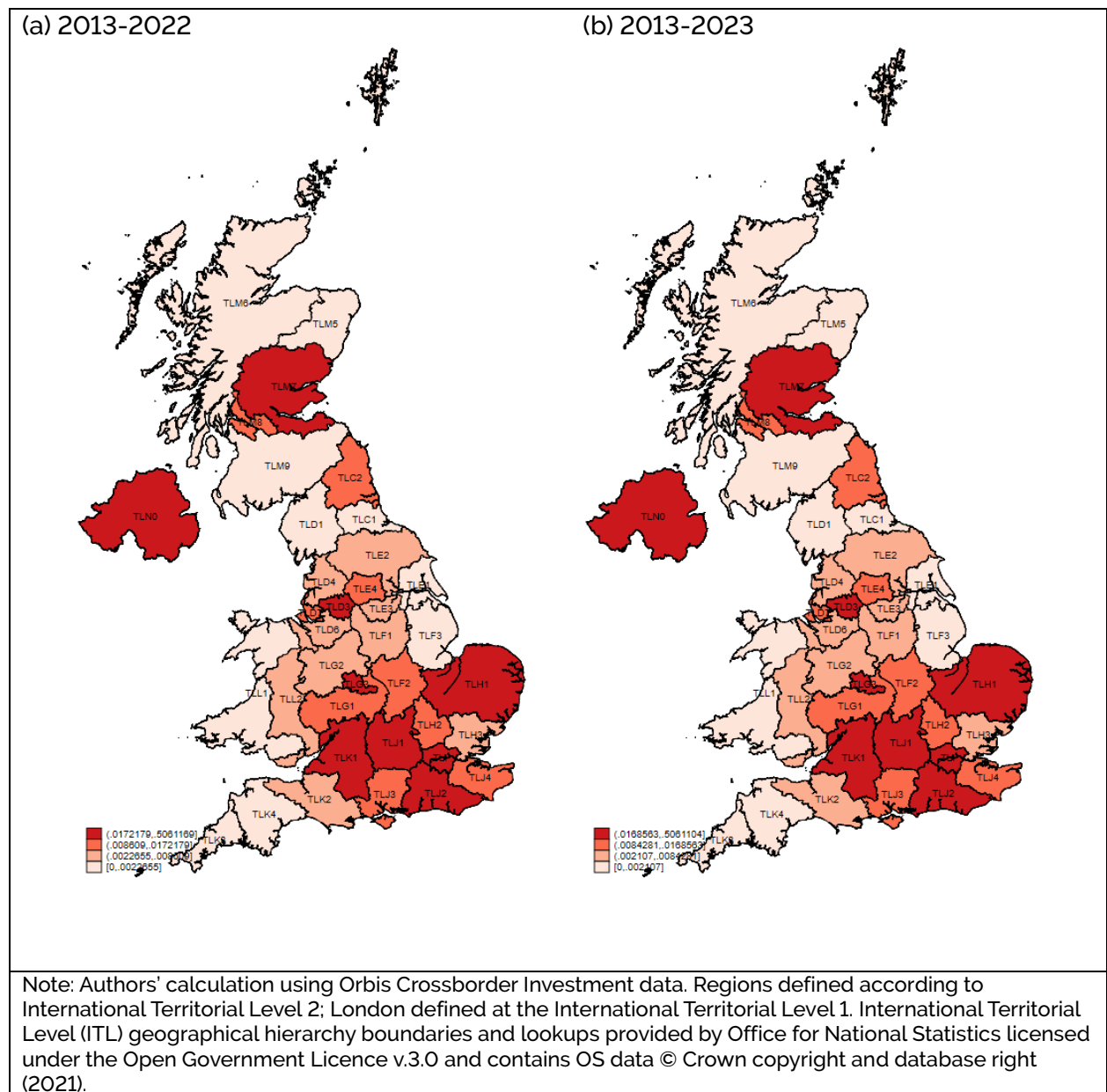


Publishing (Total: 92)

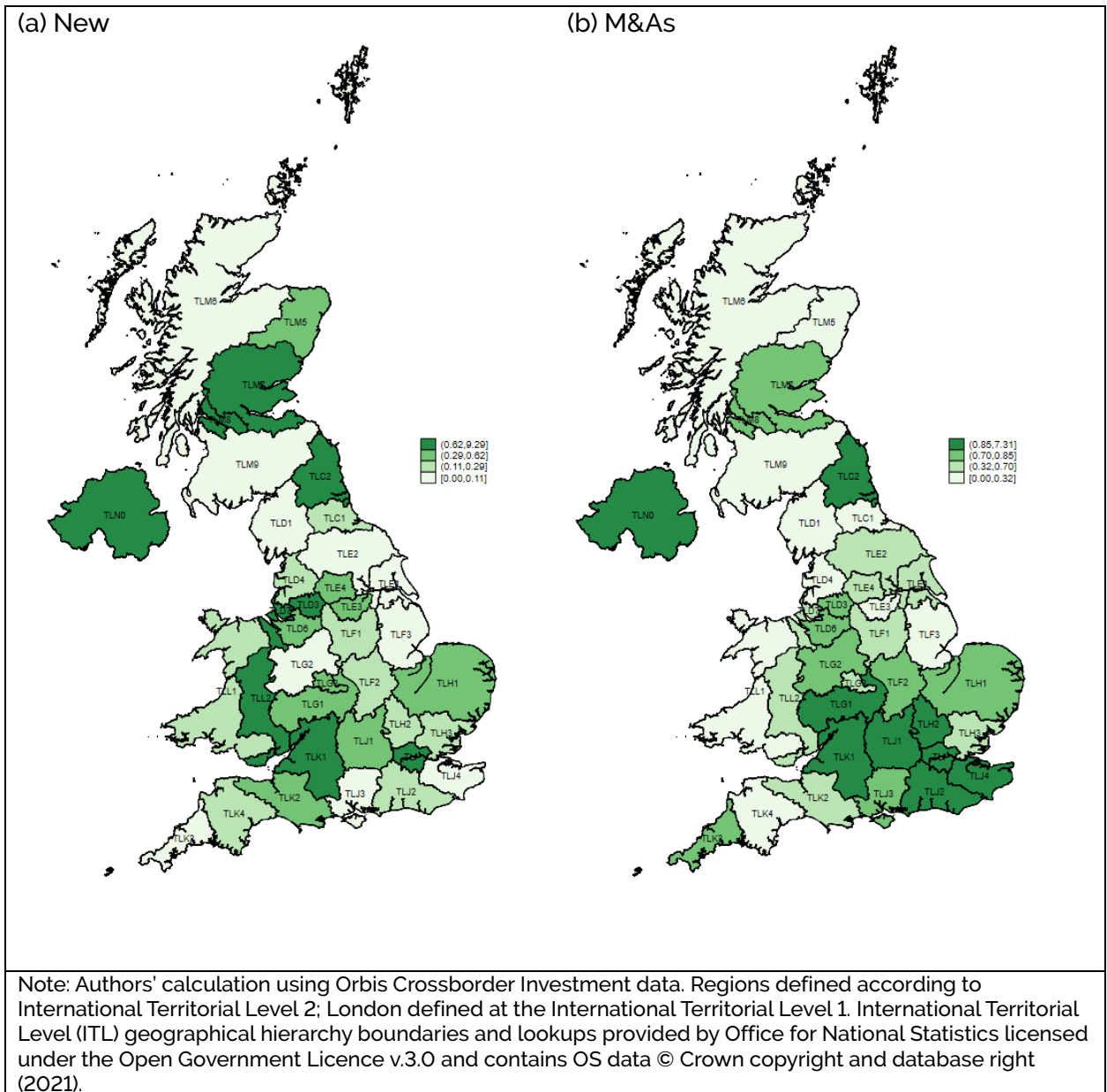


Source: Authors' calculation using Orbis Crossborder Investment data. The location of 71 (out of 2,373) projects are not identified to the precision of city level.

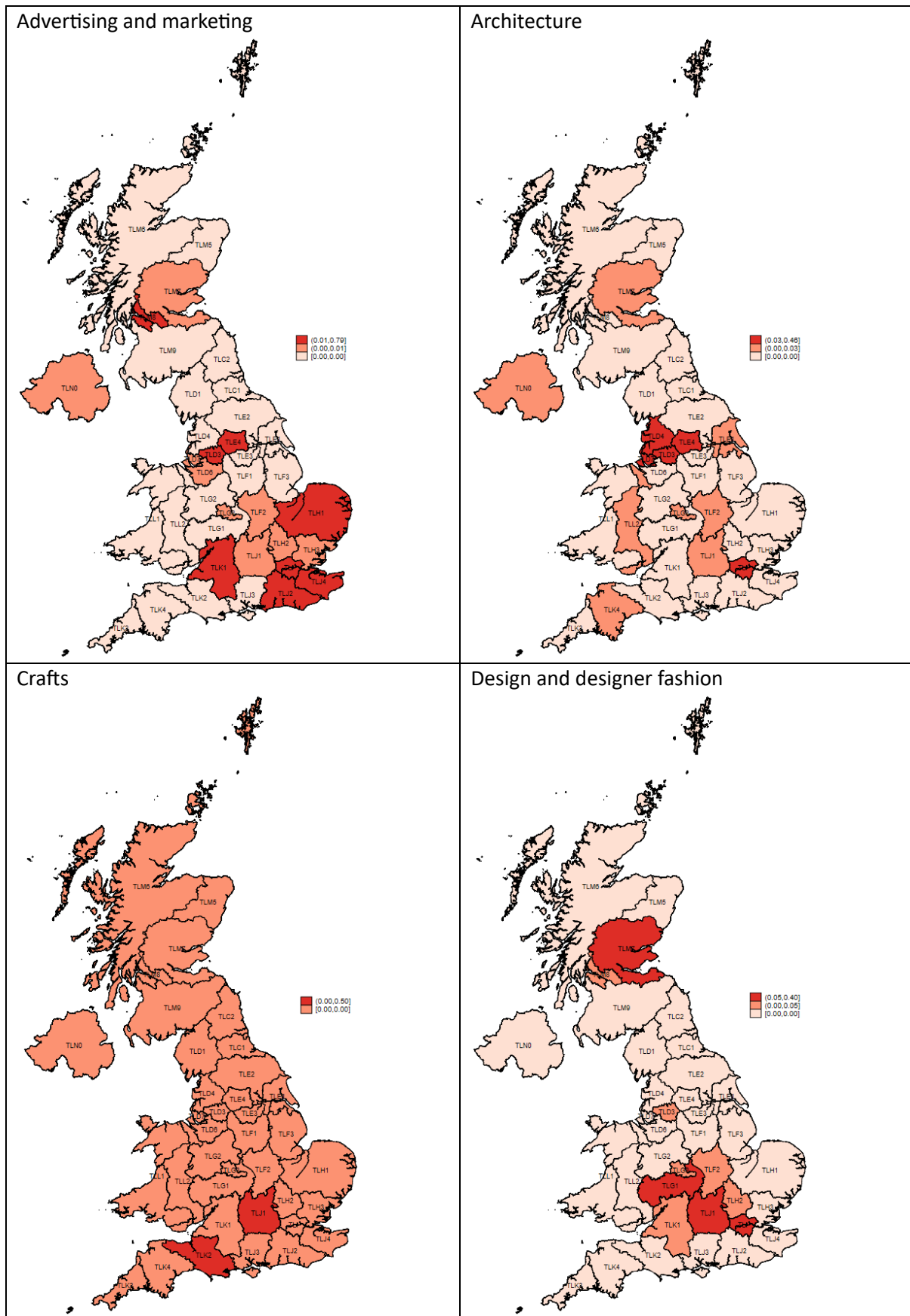
Appendix Figure A9: Regional project shares for inward FDI by creative sub-sector



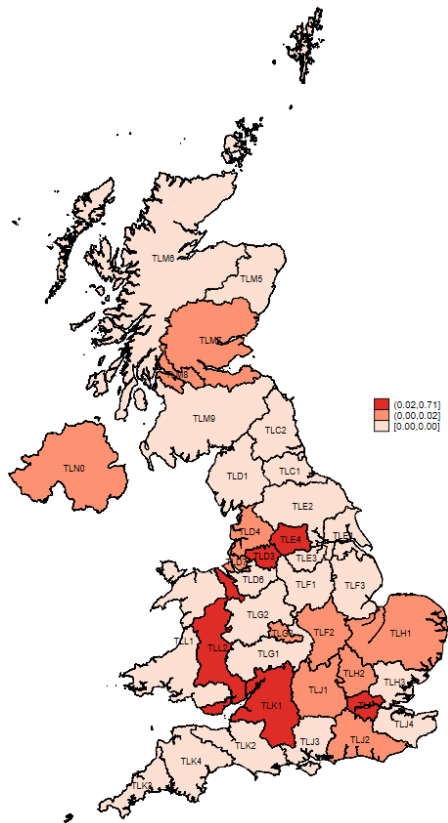
Appendix Figure A10: Regional location quotients for inward FDI by type, 2013 – 2022



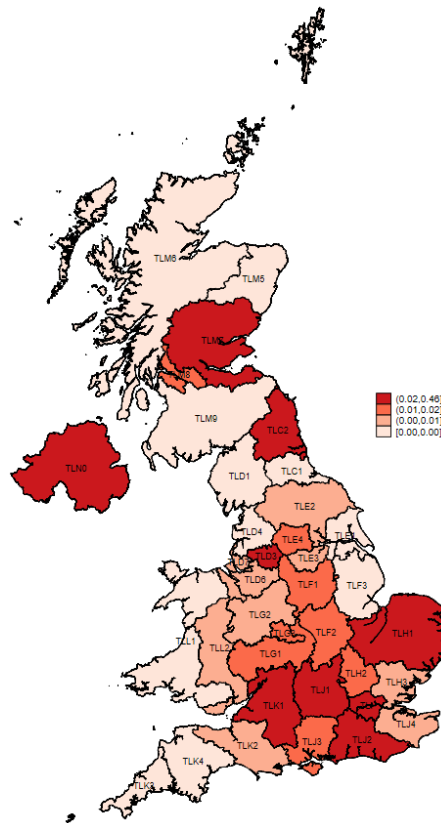
Appendix Figure A11: Regional project shares for inward FDI by creative sub-sector, 2013 – 2022



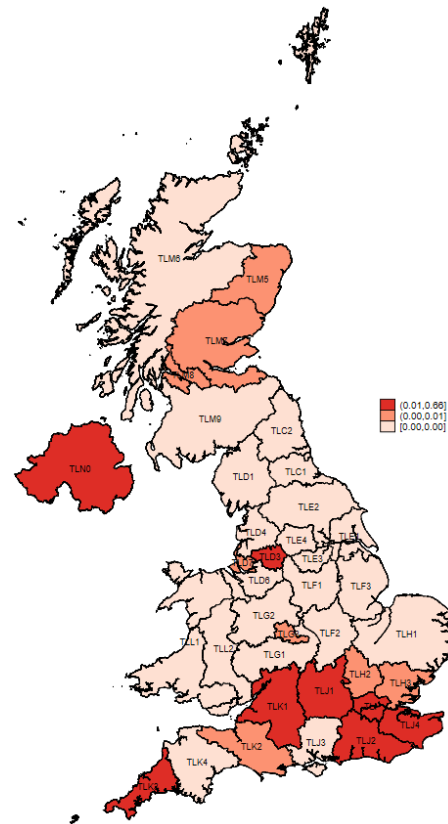
Film, TV, video, radio and photography



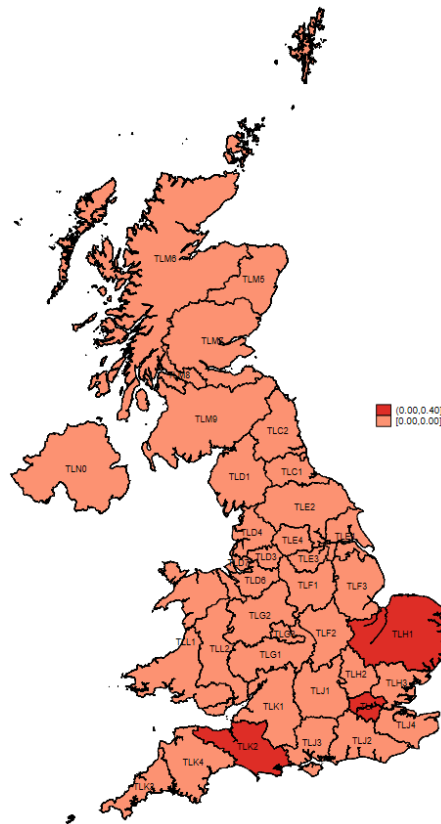
IT, software and computer services



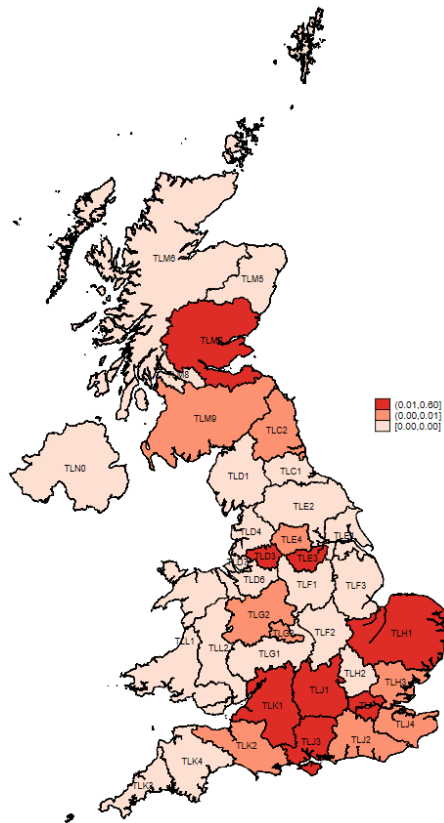
Music, performing and visual arts



Museums, galleries and libraries

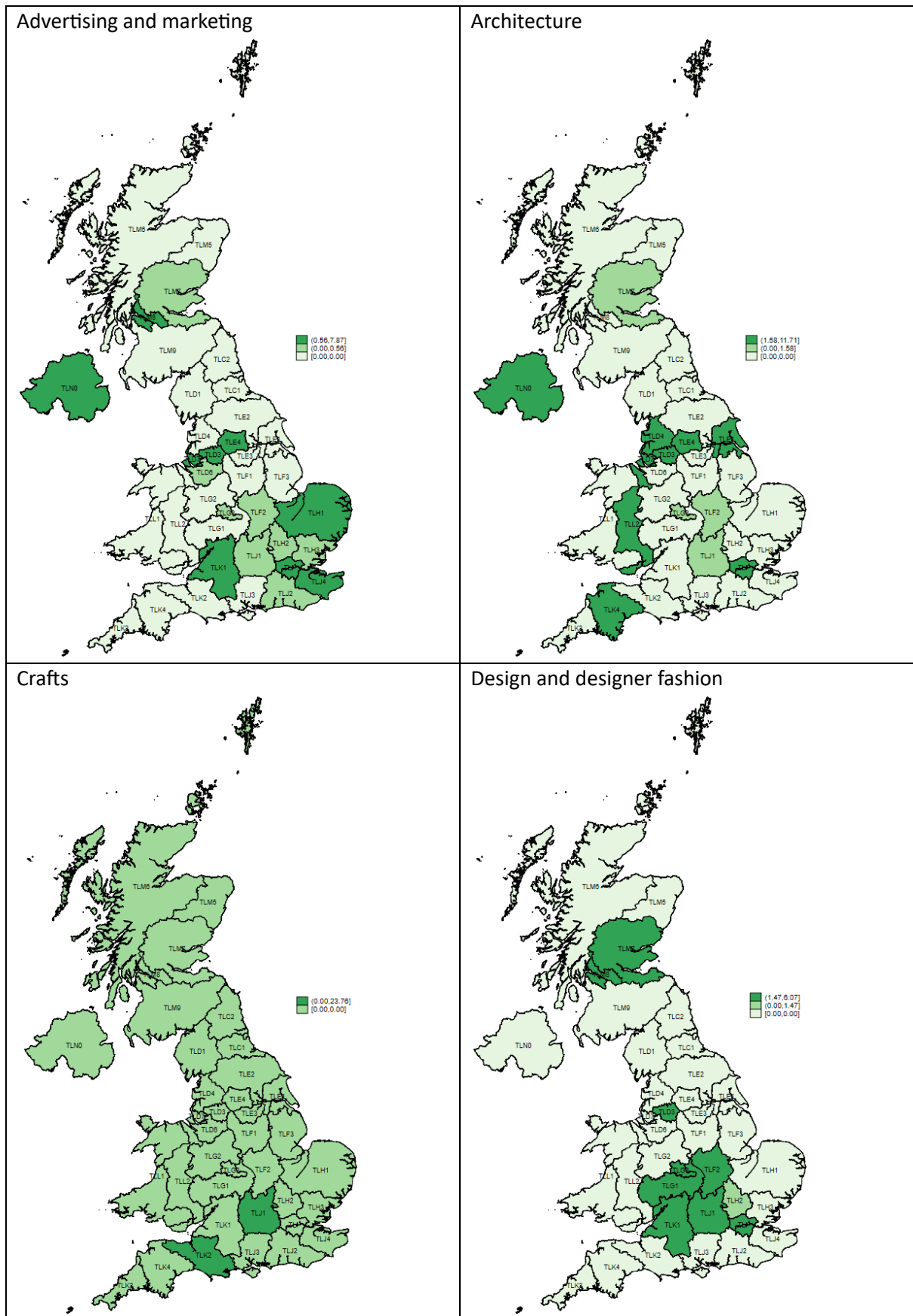


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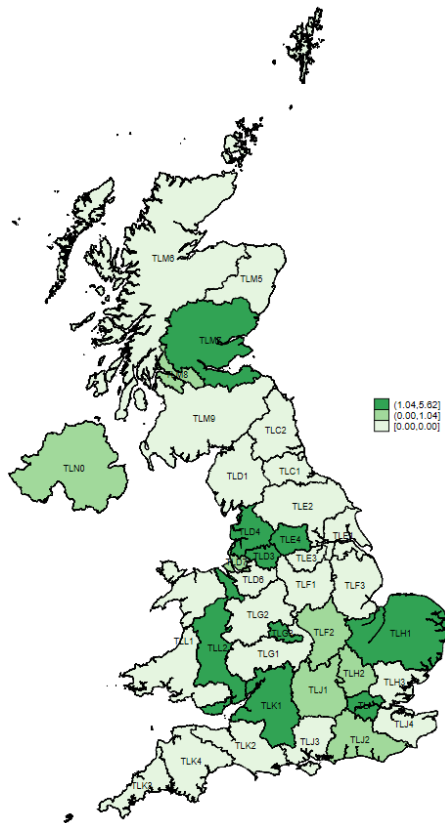


Note: Authors' calculation using Orbis Crossborder Investment data. Regions defined according to International Territorial Level 2; London defined at the International Territorial Level 1. International Territorial Level (ITL) geographical hierarchy boundaries and lookups provided by Office for National Statistics licensed under the Open Government Licence v.3.0 and contains OS data © Crown copyright and database right (2021).

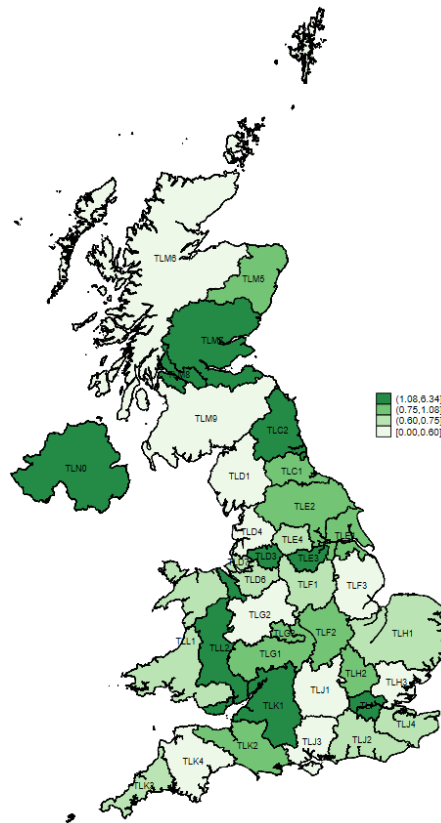
Appendix Figure A12: Regional location quotients for inward FDI by creative sub-sector, 2013 – 2022



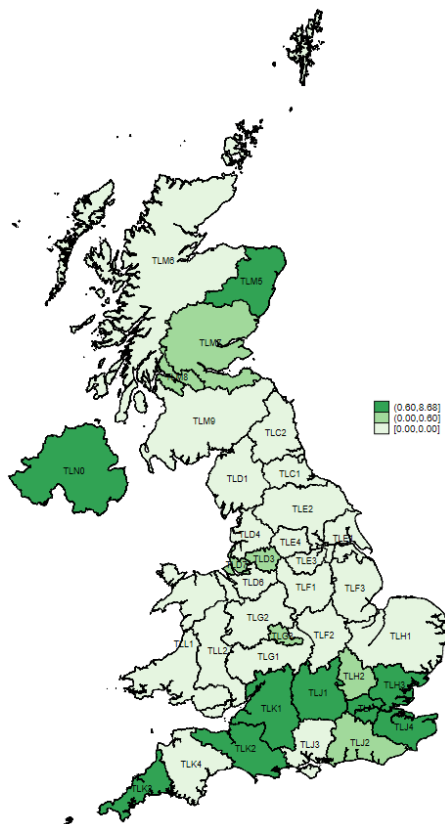
Film, TV, video, radio and photography



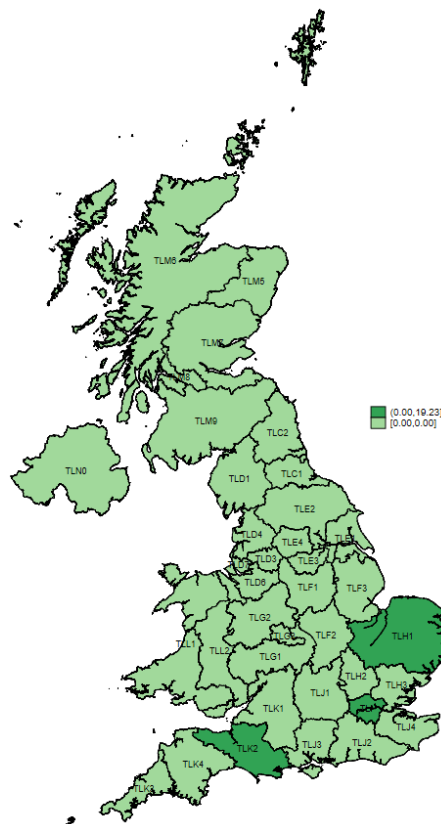
IT, software and computer services



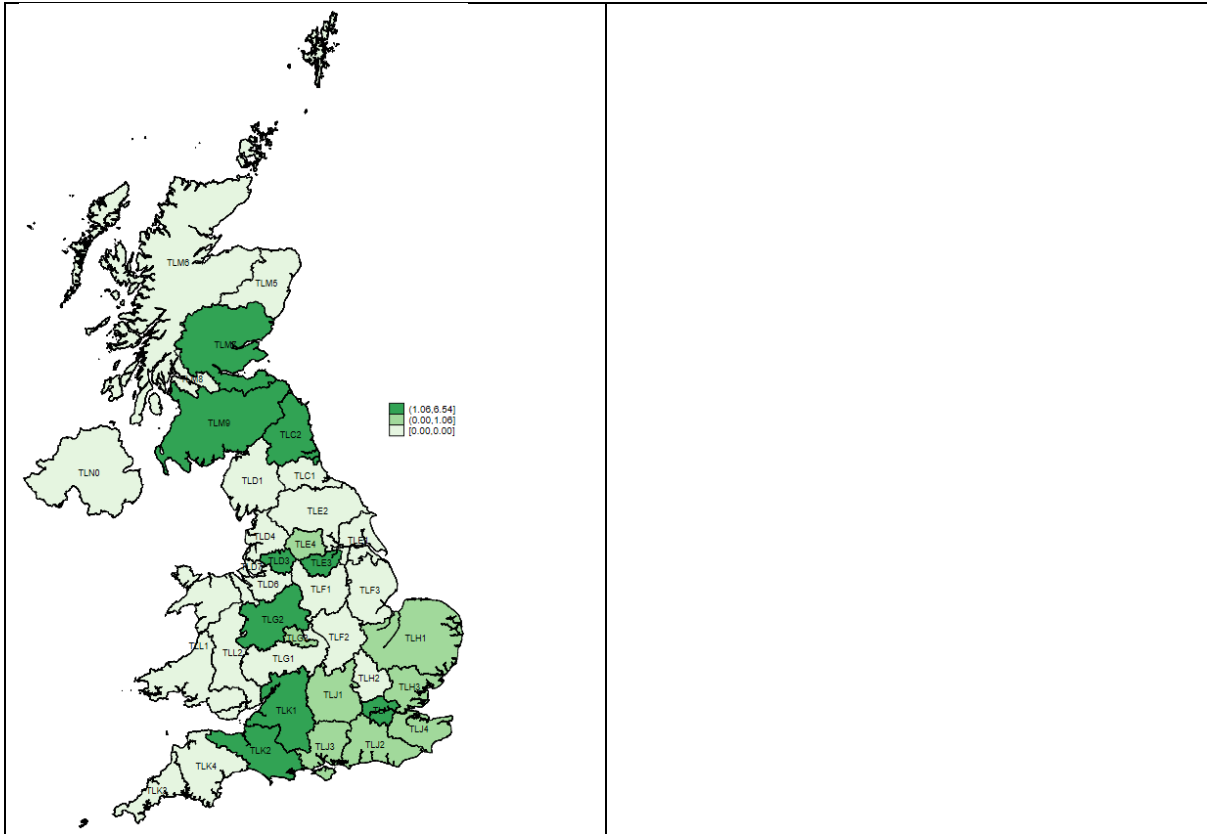
Music, performing and visual arts



Museums, galleries and libraries

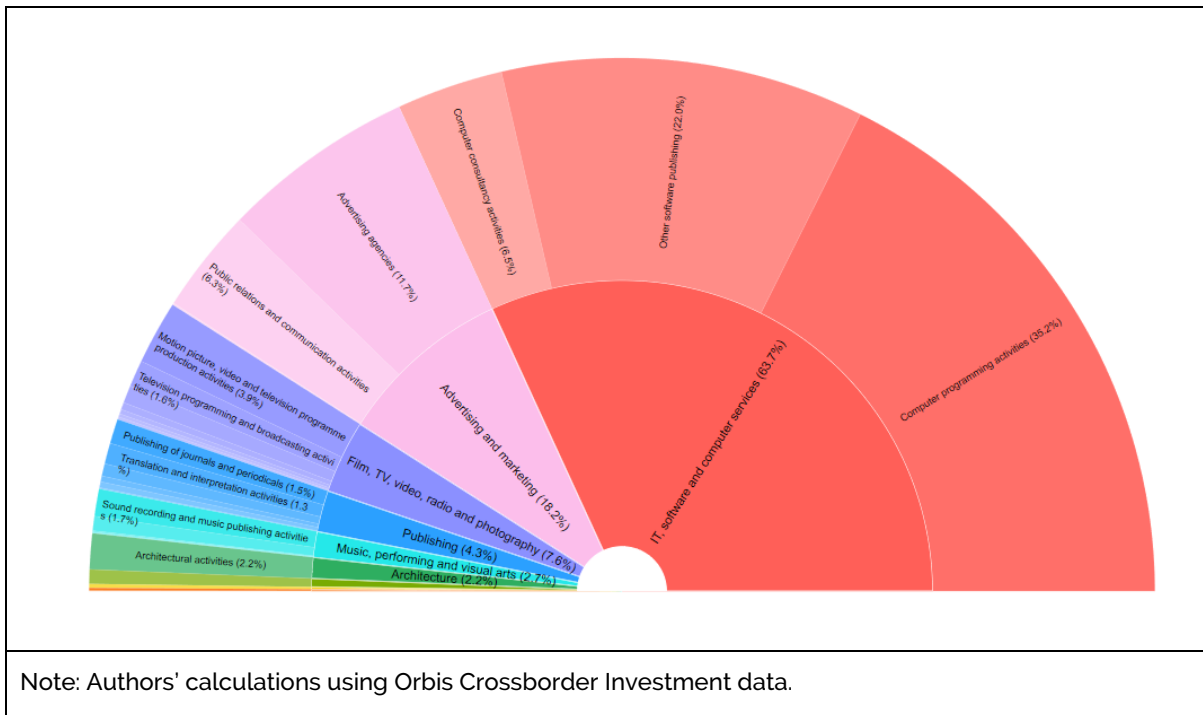


Publishing

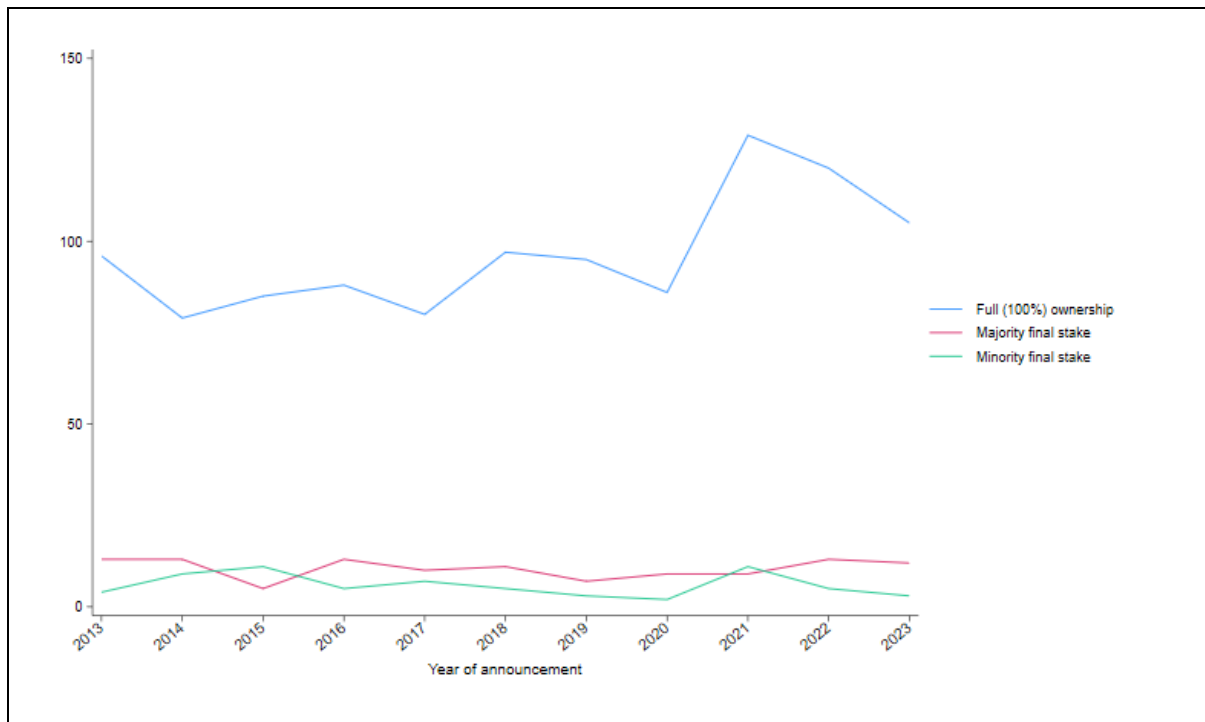


Note: Authors' calculation using Orbis Crossborder Investment data. Regions defined according to International Territorial Level 2; London defined at the International Territorial Level 1. International Territorial Level (ITL) geographical hierarchy boundaries and lookups provided by Office for National Statistics licensed under the Open Government Licence v.3.0 and contains OS data © Crown copyright and database right (2021).

Appendix Figure A13: Breakdown of creative OFDI projects by creative sub-sectors

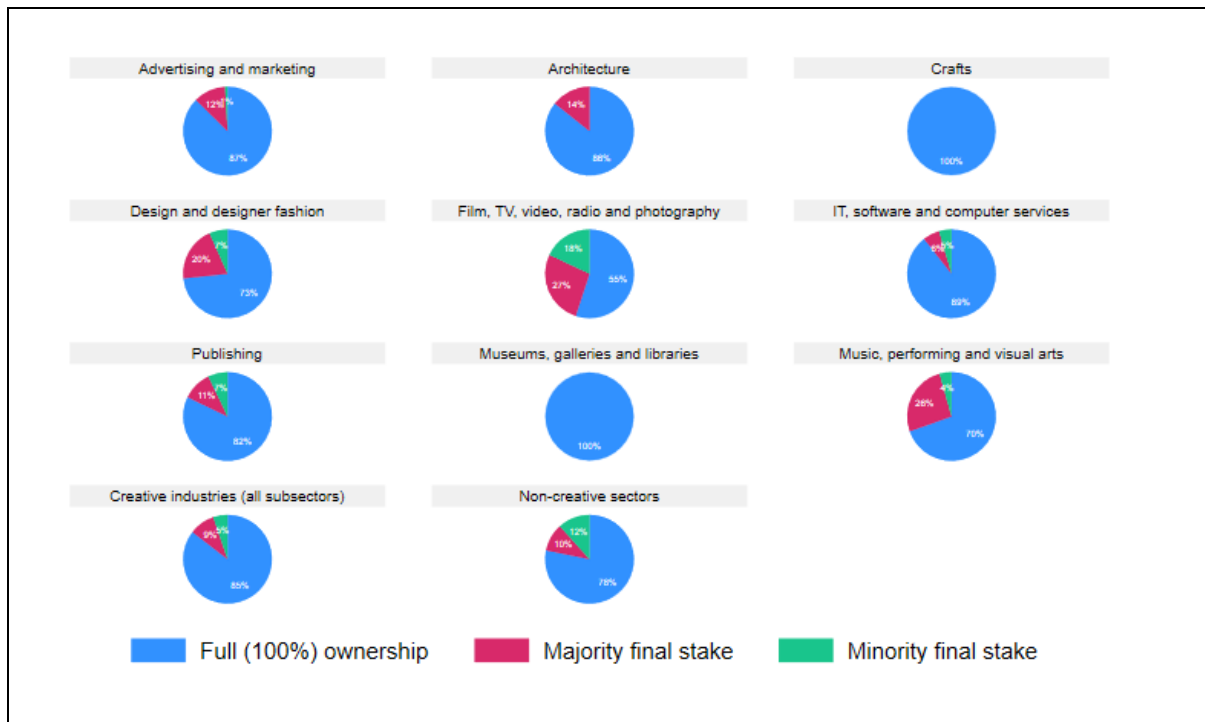


Appendix Figure A14: Count of inward creative acquisitions by final stake in target firm, 2013-2023



Note: Authors' calculation using Orbis Crossborder Investment data. Number of acquisitions based on the number of unique combinations of location-year. Mergers, demergers, joint ventures, and institutional buy-outs (IBOs) are few in number and excluded. Acquisitions involving multiple investors are few and excluded.

Appendix Figure A15: Type of acquisitions by final stake in target firm across creative subsectors, 2013-2023



Note: Authors' calculations using Orbis Crossborder Investment data. Mergers, demergers, joint ventures, and institutional buy-outs (IBOs) are few and excluded.

References

Naqvi, A. (2024). Stata package "sunburst" version 1.71. Release date 10 June 2024. <https://github.com/asjadnaqvi/stata-sunburst>.

Data reference list

Orbis Crossborder Investment.

Data sets and Orbis Tools extracts are accessed through subscription with Moody's (<https://www.moody.com/web/en/us/capabilities/company-reference-data/orbis.html>).

UK maps

All UK maps are created using *spmap* package in *Stata*.

UK International Territorial Level (ITL) geography hierarchy boundaries, January 2021, UK. Available at:

<https://www.arcgis.com/home/item.html?id=7be58cbffa4e41078b6d9ffcacd12ba8>.

Source: Office for National Statistics licensed under the Open Government Licence v.3.0. Contains OS data © Crown copyright and database right [2021].

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World maps

All world maps are created using *ggplot2* package in *R*.

Country polygons using *worldmap* library in *ggplot2* package in *R*.

World country centroids by Google. Available at: https://developers.google.com/public-data/docs/canonical/countries_csv

Word clouds

Word cloud figures are created using *wordcloud* package in *R*.

Other figures

Appendix Figures A2 and A13 are created using *sunburst v1.71* package in *Stata*.

Data statement

Aside from *Orbis Crossborder Investment* data sets, data used in this report is freely available via the links above.