

Will the creative exporters please stand up?
Recent export trends and features of exporting
creative micro, small and medium-sized enterprises'

State of the Nations Report

Online supplementary material

Dr Daniel Simandjuntak, Professor Giorgio Fazio

Dr Jonathan Jones, Dr Sara Maioli

Newcastle University

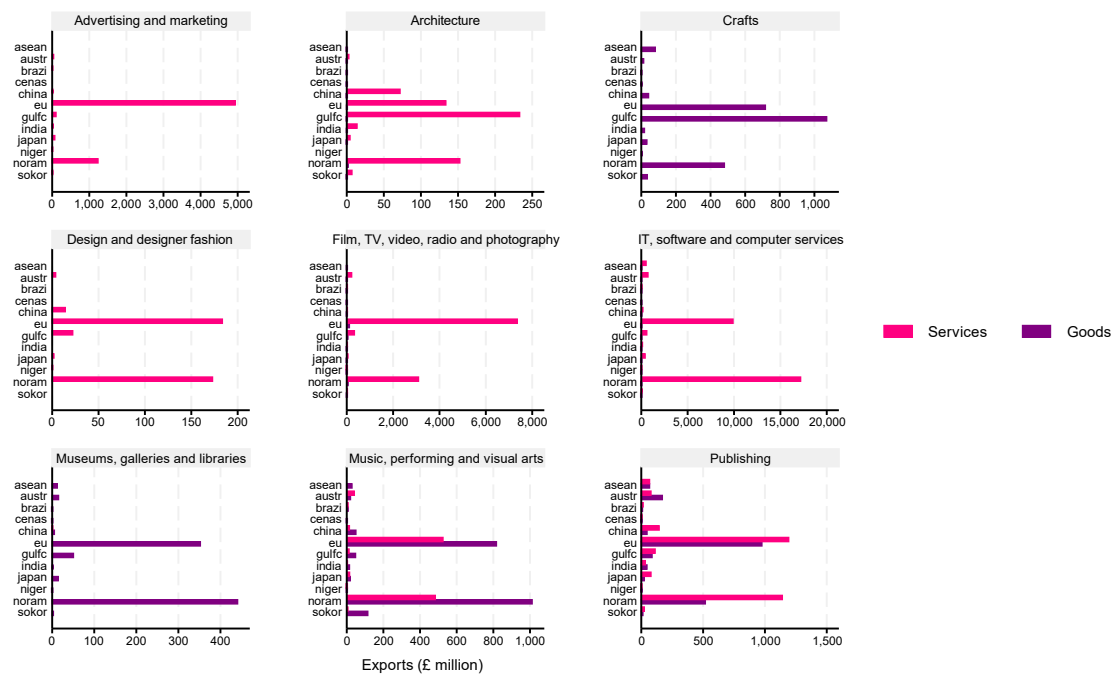
Creative Industries Policy and Evidence Centre

Table of Contents

Exports data	3
Figure A1: UK creative exports by creative subsector 2018-2024.....	3
Table A1: Creative exports to primary markets 2023	4
SME Finance Monitor data.....	5
Table B1: Unweighted sample of firms by creative subsector	5
Table B2: Unweighted sample of firms by creative subsector (exporters only).....	6
Table B3: Region distribution of sample (weighted).....	6
Table B4: Proportion of exporters and export champions.....	7
Table B5: Proportion of exporters and export champions by region, 2024	7
Figure B1. Results from generalised ordered logit regression (in odd ratios with 90% confidence intervals) on exporter status, 2022-2024	8
Table B6. Multivariate regression results for Figure B1.....	10
Data reference list	12
Data statement	12

Exports data

Figure A1: UK creative exports by creative subsector 2018-2024



Source: Authors' calculation based on DCMS Sectors Economic Estimates. In the data, Central Asia includes Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan.

Notes: n.e.c.: not elsewhere classified.

Table A1: Creative exports to primary markets 2023

Creative services exports (£m)	Advertising and marketing	Architecture	Crafts	Design and designer fashion	Film, TV, video, radio and photography	IT, software and computer services	Museums, galleries and libraries	Music, performing and visual arts	Publishing
ASEAN	c	c	0.00	c	c	526.98	c	c	67.45
Australia	40.14	2.91	c	3.79	214.26	728.54	c	41.13	79.17
Brazil	5.29	c	c	c	19.57	27.58	c	7.35	15.87
Central Asia	c	c	c	c	c	c	c	c	2.90
China	16.72	71.97	0.00	14.17	23.65	178.03	0.37	14.84	145.34
EU	4,934.22	133.68	c	183.57	7,359.52	9,901.00	c	525.70	1,192.87
GCC	105.22	233.16	c	22.24	332.61	601.27	c	12.99	112.68
India	25.42	13.98	0.00	c	27.34	134.04	c	3.86	33.14
Japan	71.97	4.53	c	1.92	51.85	428.08	c	15.81	79.21
Nigeria	3.65	c	0.00	0.13	0.61	16.16	c	0.18	1.58
North America	1,236.49	152.52	c	172.96	3,098.05	17,188.59	c	483.67	1,141.31
South Korea	8.85	7.09	0.00	c	29.06	66.10	c	6.42	24.94
Rest of the world	1,000.96	112.15	c	131.84	1,066.68	4,233.12	c	88.86	283.49
Total	7,448.92	731.99	c	530.63	12,223.20	34,029.50	c	1,200.82	3,179.95
Creative goods exports (£m)	Advertising and marketing	Architecture	Crafts	Design and designer fashion	Film, TV, video, radio and photography	IT, software and computer services	Museums, galleries and libraries	Music, performing and visual arts	Publishing
ASEAN		0.01	81.47		9.66	0.07	12.33	29.06	67.62
Australia		0.00	14.26		3.25	0.42	15.20	20.73	170.82
Brazil		0.00	0.52		0.27	0.00	0.05	7.98	10.40
Central Asia		0.00	2.34		0.98	0.01	0.03	0.70	2.81
China		0.01	42.29		6.74	0.10	5.32	50.29	47.24
EU		0.45	717.34		116.68	1.79	352.35	817.30	975.93
GCC		0.07	1,071.29		50.30	0.05	50.67	48.51	87.86
India		0.29	18.81		3.65	0.49	1.95	15.36	46.64
Japan		0.02	32.79		4.30	0.60	14.43	19.81	24.26
Nigeria		0.00	5.80		0.07	0.03	0.03	0.84	3.29
North America		1.98	480.26		60.23	6.23	440.94	1,012.14	518.52
South Korea		0.00	35.28		8.73	0.02	2.96	115.32	13.83
Rest of the world		10.08	1,051.16		26.59	1.22	287.26	671.32	340.71
Total		12.93	3,553.63		291.45	11.05	1,183.52	2,809.37	2,309.94

Authors' calculation based on DCMS Sectors Economic Estimates. ASEAN= Association of South East Asian nations. GCC= Gulf Cooperation Council. c = suppressed values in data

SME Finance Monitor data

Table B1: Unweighted sample of firms by creative subsector

Subsector	2018	2019	2020	2021	2022	2023	2024	2018-2024 total	% of total sample
Creative industries	2,261	2,203	2,228	1,597	1,226	1,055	1,167	11,737	9.7
Advertising and marketing	87	63	60	68	87	91	103	559	0.5
Architecture	795	829	852	553	318	212	216	3,775	3.1
Crafts	39	26	34	17	11	17	19	163	0.1
Design and designer fashion	548	560	529	311	130	88	81	2,247	1.9
Film, TV, video, radio and photography	210	191	229	166	167	185	235	1,383	1.1
IT, software and computer services	236	244	227	248	287	244	254	1,740	1.4
Museums, galleries and libraries	59	65	64	33	17	4	5	247	0.2
Music, performing and visual arts	238	181	193	161	127	135	178	1,213	1.0
Publishing	49	44	40	40	82	79	76	410	0.3
Non-creative industries	15,696	15,738	15,473	14,847	15,735	15,911	15,819	109,219	90.3
All industries	17,957	17,941	17,701	16,444	16,961	16,966	16,986	120,956	100
Creative industries % of total sample	12.6	12.3	12.6	9.7	7.2	6.2	6.9	9.7	

Source: Authors' calculations based on SMEFM 2018-2024. Enterprise SIC code is only available in the purchased dataset. There are variations in availability of SIC code: SMEs in Q1 2018 until Q1 2021 are assigned SIC03 code, SMEs in Q2 2021 until Q2 2022 are assigned either a SIC03 code or a SIC07 code or both, SMEs in Q3 2022 until Q4 2024 are assigned a SIC07 with additional SIC03 code for some. Not all SIC code is provided at the 4-digit level hence some discretion is taken to assign SMEs with only 1-, 2-, or 3-digit SIC codes into the sub-sector that most represents the description of enterprises at the relevant number of digits. Given that the definition of creative industries used in this report is in line with the DCMS list of 31 SIC07 codes, the official Office of National Statistics (ONS) [weighted tables](#) between SIC03 and SIC07 is used to convert SIC03 to SIC07 as much as possible and identify creative SMEs when only a SIC03 was available. This conversion is not perfect, and measurement errors can lead to some degree of measurement bias. Sub-sectors most affected due to imperfect conversion are Architecture and Design and Designer Fashion.

Table B2: Unweighted sample of firms by creative subsector (exporters only)

Subsector	2018	2019	2020	2021	2022	2023	2024	2018-2024 total	% of total sample
Creative industries	489	489	134	380	315	265	333	2,405	15.7
Advertising and marketing	19	21	4	24	31	35	36	170	1.1
Architecture	144	160	45	98	32	21	17	517	3.4
Crafts	9	6	3	4	2	9	9	42	0.3
Design and designer fashion	127	122	33	73	41	25	26	447	2.9
Film, TV, video, radio and photography	43	35	15	42	38	30	61	264	1.7
IT, software and computer services	87	88	22	86	97	74	95	549	3.6
Museums, galleries and libraries	4	5		4	1			14	0.1
Music, performing and visual arts	39	34	7	37	34	34	51	236	1.5
Publishing	17	18	5	12	39	37	38	166	1.1
Non-creative industries	1,743	1,762	470	2,056	2,236	2,207	2,399	12,873	84.3
All industries	2,232	2,251	604	2,436	2,551	2,472	2,732	15,278	100
Creative industries % of total sample	21.9	21.7	22.2	15.6	12.3	10.7	12.2	15.7	

Source: Authors' calculations based on SMEFM 2018-2024. A firm is an exporter if it sold product or services abroad (answered 'Yes' to Q84b). Enterprise SIC code is only available in the purchased dataset. There are variations in availability of SIC code: SMEs in Q1 2018 until Q1 2021 are assigned SIC03 code, SMEs in Q2 2021 until Q2 2022 are assigned either a SIC03 code or a SIC07 code or both, SMEs in Q3 2022 until Q4 2024 are assigned a SIC07 with additional SIC03 code for some. Not all SIC code is provided at the 4-digit level hence some discretion is taken to assign SMEs with only 1-, 2-, or 3-digit SIC codes into the sub-sector that most represents the description of enterprises at the relevant number of digits. Given that the definition of creative industries used in this report is in line with the DCMS list of 31 SIC07 codes, the official Office of National Statistics (ONS) weighted tables between SIC03 and SIC07 is used to convert SIC03 to SIC07 as much as possible and identify creative SMEs when only a SIC03 was available. This conversion is not perfect, and measurement errors can lead to some degree of measurement bias. Sub-sectors most affected due to imperfect conversion are Architecture and Design and Designer Fashion.

* disclosive .

Table B3: Region distribution of sample (weighted)

Region	Creative industries	Non-creative industries
East Midlands	7.2%	7.9%
East of England	10.9%	11.3%
London	23.3%	16.9%
North East	2.4%	2.7%
North West	7.8%	9.2%
Northern Ireland	1.7%	2.3%
Scotland	6.8%	5.9%
South East	14.7%	15.3%
South West	9.1%	9.4%
Wales	3.4%	4.4%
West Midlands	6.6%	7.5%
Yorkshire and The Humber	6.3%	7.2%
Total	100.0%	100.0%

Source: Authors' calculations based on SMEFM 2018-2024. Weighted results. Excludes observations in Isle of Man or with missing region. Total unweighted sample: 11,737 in creative industries, 109,219 in non-creative industries.

Table B4: Proportion of exporters and export champions

Year	Exporters		Export Champions	
	Creative industries	Non-creative industries	Creative industries	Non-creative industries
2018	15.2	8.2	3.0	1.2
2019	14.5	7.6	2.2	1.3
2020	4.0	1.7	0.5	0.3
2021	18.1	9.6	2.1	1.6
2022	21.2	9.3	3.4	1.8
2023	20.9	8.9	5.6	2.2
2024	25.1	9.3	4.9	1.9
Source: Authors' calculations based on SMEFM 2018-2024. Weighted results. Excludes observations in Isle of Man or with missing region. Total unweighted sample: 11,737 in creative industries, 109,219 in non-creative industries.				

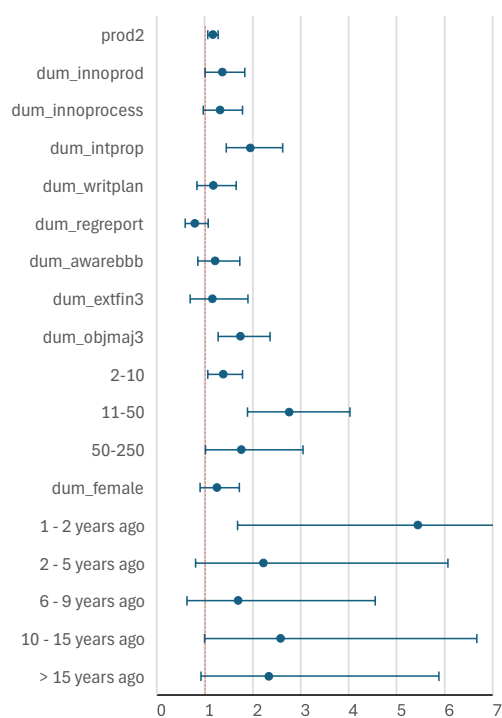
Table B5: Proportion of exporters and export champions by region, 2024

Region	Exporters		Export Champions	
	Creative industries	Non-creative industries	Creative industries	Non-creative industries
East Midlands	17.9%	10%	2.9%	1.0%
East of England	28.3%***	9.9%	6.3%	2.8%
London	32.4%***	10.6%	8.5%	2.3%
North East	35%**	7.1%	8.9%	0.3%
North West	32.9%	9.4%	0.5%*	1.9%
Northern Ireland	12.4%	11.6%	2.5%	3.3%
Scotland	23.3%	10.6%	7.1%	2.4%
South East	20.7%***	9.5%	4.0%	2.0%
South West	19.3%*	10.2%	4.2%	1.4%
Wales	12.9%	6%	5.1%	0.5%
West Midlands	22.6%	6.4%	0.4%*	1.2%
Yorkshire and The Humber	12.5%	8%	3.8%	1.8%
Source: Authors' calculations based on SMEFM 2024. Weighted results. Excludes observations in Isle of Man or with missing region. Total unweighted sample: 1,167 in creative industries, 15,819 in non-creative industries. Significance in proportion test (vs non-creative): *0.1 **0.5 ***0.01				

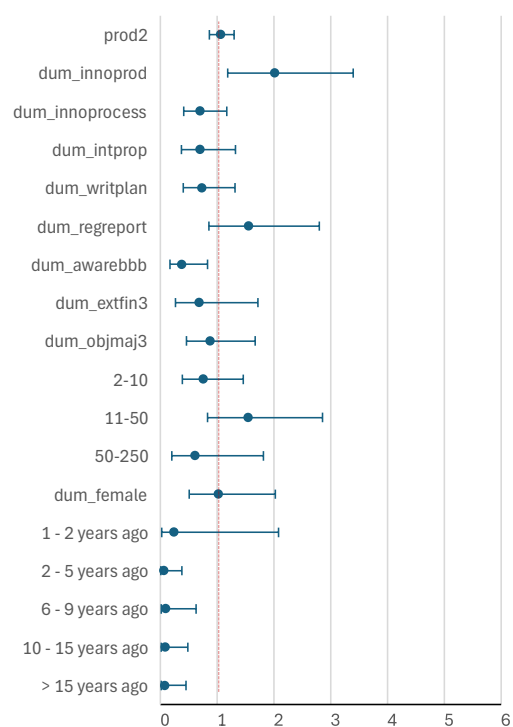
Figure B1. Results from generalised ordered logit regression (in odd ratios with 90% confidence intervals) on exporter status, 2022-2024

(a) Estimates using creative industries sample only

Non-exporter to Exporter non-champion



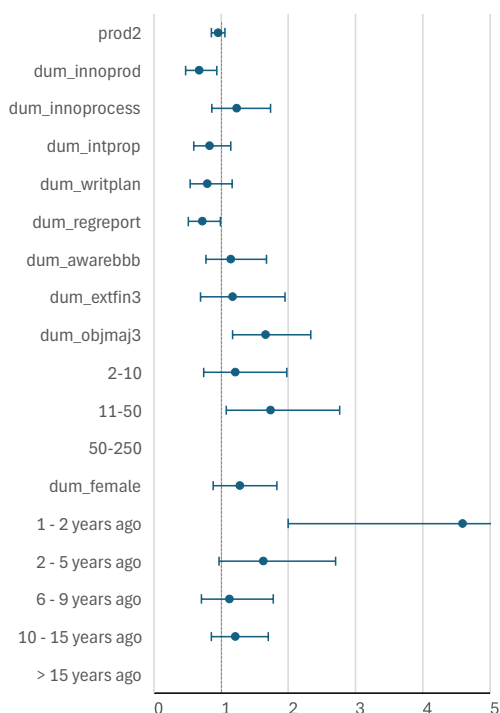
Exporter non-champion to Export champion



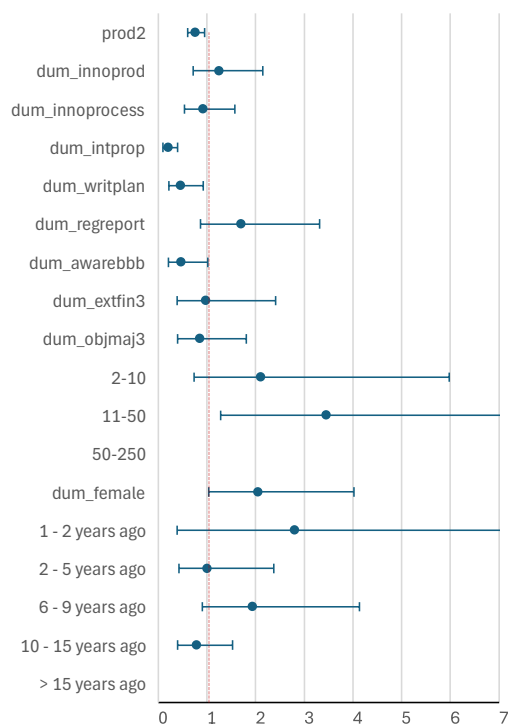
Source: Authors' calculations using SMEFM 2022-2024 using gologit2 command in STATA. Controls include region and subsector fixed effects.

(b) Estimates of differences between creative SMEs and non-creative SMEs in determining export status using pooled sample of all SMEs (only odd ratios of creative-interacted variables are displayed)

Non-exporter to Exporter non-champion



Exporter non-champion to Export champion



Source: Authors' calculations using SMEFM 2022-2024 using gologit2 command in STATA. Controls include region and subsector, employment size band, age of enterprise band fixed effects.

Table B6. Multivariate regression results for Figure B1

(a) Estimates using creative industries sample only

Variables	0 vs 1+2				0+1 vs 2			
	Odds ratio	std. err.	z	P>z	Odds ratio	std. err.	z	P>z
productivity	1.166	0.068	2.64	0.008	1.057	0.132	0.44	0.659
dum_innoprod	1.362	0.248	1.7	0.09	2.006	0.642	2.18	0.03
dum_innoprocess	1.318	0.242	1.5	0.133	0.695	0.219	-1.15	0.249
dum_intprop	1.948	0.352	3.69	0	0.696	0.272	-0.93	0.354
dum_writplan	1.180	0.244	0.8	0.423	0.725	0.262	-0.89	0.373
dum_regreport	0.794	0.144	-1.28	0.202	1.544	0.558	1.2	0.229
dum_awarebbb	1.215	0.261	0.91	0.364	0.371	0.182	-2.03	0.043
dum_extfin3	1.153	0.350	0.47	0.639	0.678	0.384	-0.69	0.492
dum_objmaj3	1.738	0.326	2.95	0.003	0.871	0.344	-0.35	0.725
<i>Size of business (number of employees)</i>								
1 (base omitted)								
2-10	1.381	0.218	2.05	0.041	0.752	0.302	-0.71	0.477
11-50	2.761	0.635	4.42	0	1.541	0.578	1.15	0.249
50-250	1.764	0.588	1.7	0.089	0.604	0.403	-0.76	0.45
dum_female	1.247	0.245	1.12	0.261	1.014	0.425	0.03	0.974
<i>Age of business</i>								
<1 year ago (base omitted)								
1 - 2 years ago	5.444	3.881	2.38	0.017	0.236	0.312	-1.09	0.275
2 - 5 years ago	2.221	1.358	1.3	0.192	0.059	0.067	-2.5	0.012
6 - 9 years ago	1.696	1.018	0.88	0.379	0.092	0.107	-2.04	0.041
10 - 15 years ago	2.578	1.491	1.64	0.102	0.077	0.086	-2.3	0.022
> 15 years ago	2.334	1.312	1.51	0.132	0.073	0.081	-2.37	0.018
<i>Region</i>								
East Midlands (base omitted)								
East of England	2.664	1.042	2.51	0.012	1.920	1.338	0.94	0.349
London	6.350	2.418	4.85	0	3.883	2.674	1.97	0.049
North East	5.704	2.750	3.61	0	2.632	2.625	0.97	0.332
North West	4.417	1.970	3.33	0.001	0.966	1.090	-0.03	0.976
Northern Ireland	1.498	1.366	0.44	0.657	1.799	1.882	0.56	0.574
Scotland	6.772	2.901	4.46	0	3.653	2.910	1.63	0.104
South East	3.008	1.173	2.83	0.005	1.734	1.333	0.72	0.474
South West	3.750	1.530	3.24	0.001	3.402	2.523	1.65	0.099
Wales	1.035	0.550	0.06	0.948	2.357	2.108	0.96	0.338
West Midlands	4.379	2.094	3.09	0.002	1.865	1.679	0.69	0.489
Yorkshire and The Humber	2.903	1.677	1.85	0.065	0.342	0.392	-0.94	0.35
<i>Creative sub-sector</i>								
Advertising and marketing (base omitted)								
Architecture	0.071	0.027	-7.06	0	0.036	0.030	-4.01	0
Crafts	1.518	1.132	0.56	0.576	6.270	6.089	1.89	0.059
Design and designer fashion	0.817	0.274	-0.6	0.548	0.591	0.374	-0.83	0.406
Film, TV, video, radio and photography	0.315	0.099	-3.69	0	0.145	0.092	-3.05	0.002
IT, software and computer services	0.639	0.185	-1.55	0.121	0.730	0.378	-0.61	0.544
Museums, galleries and libraries	0.000	0.000	-23.14	0	1.000 (omitted)		0	0
Music, performing and visual arts	1.050	0.347	0.15	0.882	1.066	0.562	0.12	0.903
Publishing	1.567	0.576	1.22	0.222	2.117	1.263	1.26	0.208
_cons	0.017	0.013	-5.44	0	0.427	0.654	-0.56	0.579
N	2836							
Pseudo R2	0.183							
Log pseudolikelihood	-1445.929							

Source: Authors' calculations using SMEFM 2022-2024 using gologit2 command in STATA. Controls include region and subsector, employment size band, age of enterprise band fixed effects.

(b) Estimates of differences between creative SMEs and non-creative SMEs in determining export status using pooled sample of all SMEs

Variables	0 vs 1*2				0*1 vs 2			
	Odds ratio	std. err.	z	P>z	Odds ratio	std. err.	z	P>z
prod2	1.210	0.037	6.15	0	1.338	0.083	4.68	0
dum_innoprod	2.033667	0.1890063	7.64	0	1.726	0.257	3.67	0
dum_innoprocess	1.128	0.108	1.25	0.21	0.894	0.157	-0.64	0.522
dum_intprop	2.295	0.205	9.29	0	2.912	0.472	6.59	0
dum_writplan	1.445	0.140	3.8	0	1.506	0.309	1.99	0.046
dum_regreport	1.163	0.098	1.8	0.072	0.893	0.165	-0.61	0.541
dum_awarebbb	1.044	0.102	0.44	0.659	0.946	0.168	-0.31	0.754
dum_extfin3	1.016	0.107	0.15	0.88	0.726	0.138	-1.68	0.092
dum_objmaj3	1.013	0.088	0.14	0.885	1.088	0.194	0.47	0.636
<i>Size of business (number of employees)</i>								
1 (base omitted)								
2-10	1.451	0.108	5	0	1.775	0.232	4.38	0
11-50	1.921	0.160	7.87	0	1.910	0.284	4.35	0
50-250	2.344	0.251	7.95	0	3.101	0.588	5.97	0
dum_female	0.991	0.094	-0.09	0.925	0.657	0.121	-2.28	0.023
<i>Age of business</i>								
<1 year ago (base omitted)								
1 - 2 years ago	0.674	0.241	-1.1	0.269	0.964	0.853	-0.04	0.967
2 - 5 years ago	0.810	0.233	-0.73	0.464	0.954	0.690	-0.06	0.949
6 - 9 years ago	0.935	0.267	-0.24	0.813	0.927	0.673	-0.1	0.917
10 - 15 years ago	1.210	0.336	0.68	0.493	1.614	1.154	0.67	0.503
> 15 years ago	1.310	0.353	1	0.316	1.405	0.987	0.48	0.628
<i>Region</i>								
East Midlands (base omitted)								
East of England	0.951	0.143	-0.33	0.738	1.965	0.690	1.92	0.054
London	1.407	0.217	2.22	0.027	2.865	0.862	3.5	0
North East	0.908	0.166	-0.53	0.599	1.600	0.672	1.12	0.263
North West	1.048	0.174	0.28	0.776	2.054	0.735	2.01	0.044
Northern Ireland	1.249	0.276	1.01	0.315	2.056	0.745	1.99	0.047
Scotland	1.020	0.170	0.12	0.906	2.055	0.722	2.05	0.04
South East	0.988	0.148	-0.08	0.938	1.622	0.488	1.61	0.108
South West	1.144	0.207	0.74	0.458	1.294	0.424	0.79	0.432
Wales	0.615	0.115	-2.61	0.009	0.907	0.373	-0.24	0.813
West Midlands	0.764	0.127	-1.62	0.105	1.269	0.413	0.73	0.464
Yorkshire and The Humber	0.917	0.158	-0.5	0.615	1.274	0.480	0.64	0.52
<i>Creative sub-sector</i>								
Advertising and marketing (base omitted)								
Architecture	0.080	0.030	-6.82	0	0.043	0.036	-3.73	0
Crafts	1.007	0.564	0.01	0.989	6.666	4.815	2.63	0.009
Design and designer fashion	0.871	0.288	-0.42	0.677	0.568	0.348	-0.92	0.356
Film, TV, video, radio and photography	0.329	0.102	-3.58	0	0.168	0.103	-2.91	0.004
IT, software and computer services	0.688	0.200	-1.29	0.198	0.724	0.442	-0.53	0.597
Museums, galleries and libraries	0.000	0.000	-23.32	0	1.000 (omitted)		0	0
Music, performing and visual arts	0.994	0.335	-0.02	0.986	1.110	0.603	0.19	0.848
Publishing	1.403	0.495	0.96	0.337	1.963	1.201	1.1	0.27
Non-creative sectors	0.304	0.140	-2.58	0.01	0.366	0.327	-1.13	0.261
prod2_ci	0.949	0.062	-0.8	0.427	0.757	0.105	-2.01	0.045
dum_cipri#dum_innoprod								
Creative industries#1	0.665	0.137	-1.98	0.047	1.242	0.415	0.65	0.516
dum_cipri#dum_innoprocess								
Creative industries#1	1.225	0.260	0.96	0.34	0.919	0.301	-0.26	0.796
dum_cipri#dum_intprop								
Creative industries#1	0.822	0.164	-0.98	0.326	0.200	0.083	-3.86	0
dum_cipri#dum_writplan								
Creative industries#1	0.791	0.186	-1	0.319	0.454	0.196	-1.83	0.068
dum_cipri#dum_regreport								
Creative industries#1	0.713	0.143	-1.69	0.091	1.696	0.690	1.3	0.194
dum_cipri#dum_awarebbb								
Creative industries#1	1.138	0.267	0.55	0.582	0.465	0.221	-1.61	0.108
dum_cipri#dum_extfin3								
Creative industries#1	1.162	0.366	0.48	0.635	0.969	0.536	-0.06	0.954
dum_cipri#dum_objmaj3								
Creative industries#1	1.656	0.346	2.41	0.016	0.853	0.391	-0.35	0.728
dum_cipri#empband								
Creative industries#1	1.359	0.462	0.9	0.367	4.236	2.879	2.12	0.034
Creative industries#2-10	1.208	0.361	0.63	0.528	2.104	1.335	1.17	0.241
Creative industries#11-50	1.727	0.493	1.91	0.056	3.445	2.068	2.06	0.039
dum_cipri#dum_female								
Creative industries#1	1.269	0.282	1.07	0.284	2.041	0.842	1.73	0.084
dum_cipri#agebiz								
Creative industries#< 1 year ago	0.696	0.431	-0.59	0.558	10.575	14.521	1.72	0.086
Creative industries#1 - 2 years ago	4.582	2.310	3.02	0.003	2.797	3.343	0.86	0.39
Creative industries#2 - 5 years ago	1.619	0.504	1.55	0.121	1.002	0.525	0	0.997
Creative industries#6 - 9 years ago	1.120	0.313	0.41	0.685	1.935	0.893	1.43	0.152
Creative industries#10 - 15 years ago	1.205	0.254	0.89	0.376	0.782	0.318	-0.61	0.544
_cons	0.081							
N	40.872							
Pseudo R2	0.1069							
Log pseudolikelihood	-13.8131340							

Source: Authors' calculations using SMEFM 2022-2024 using gologit2 command in STATA. Controls include region and subsector, employment size band, age of enterprise band fixed effects.

Data reference list

DCMS Sectors Economic Estimates

Data on exports of UK creative industries are available from [DCMS Sectors Economic Estimates](#).

SME Finance Monitor

SMEFM quarterly survey data for selected variables 2018 Q1–2024 Q4 that include enterprise SIC codes are purchased from BVA BDRC. A full-variable dataset for 2022 Q3–2024 Q4 that does not include enterprise SIC codes is safeguarded and accessible through [UK Data Service](#) for accredited researchers.

Data statement

Aside from SMEFM data, the datasets used in this report are freely available via the links provided.