

Trade Restrictions and UK Creative Services

State of the Nations Report

Online supplementary material B

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Descriptive tables on STRI and creative exports

Table B1. Shares of UK annual creative services exports contributed by countries in the dataset, 2015-2023

Year	UK total creative services exports (£ million)	Share contributed by countries in regular STRI dataset (%)	Share contributed by countries in priority markets (%)	Share contributed by countries in both regular STRI dataset and priority markets (%)	Share of exports of STRI country set contributed by priority markets (%)
	(a)	(b)	(c)	(d)	(d)/(c)
2015	21,233	88.1	82.5	78.3	94.9
2016	27,061	86.7	81.4	76.7	94.2
2017	32,764	87.4	82.4	78.3	95.0
2018	35,597	86.9	81.8	77.7	95.0
2019	37,859	87.3	82.1	77.6	94.5
2020	41,376	90.0	86.6	83.1	95.9
2021	42,753	90.3	87.3	83.6	95.8
2022	50,366	92.2	88.9	85.8	96.5
2023	59,397	91.0	87.4	83.8	96.0
23 countries in priority markets are not in the STRI dataset: Bahrain, Bermuda, Brunei, Bulgaria, Cambodia, Croatia, Cyprus, Greenland, Kuwait, Kyrgyzstan, Laos, Malta, Myanmar, Nigeria, Oman, Qatar, Romania, Saudi Arabia, Tajikistan, Timor-Leste, Turkmenistan, United Arab Emirates, Uzbekistan					

Table B2. Average sector STRI by primary market status, 2025

Table 2025				
Economic activity	Most related creative sub-sector	Primary	Future growth	Non-priority
FTT Total services	-	0.186	0.334	0.224
M71101 Architectural services	Architecture	0.229	0.356	0.223
J591 Motion picture, video and television programme activities	Film, TV, video, radio and photography	0.161	0.264	0.214
J60 Programming and broadcasting activities	Film, TV, video, radio and photography	0.223	0.426	0.391
J62_63 Computer programming, consultancy, and information	IT, software and computer services	0.173	0.247	0.23
J592 Sound recording and music publishing activities	Music, performing and visual arts	0.163	0.241	0.223
Source: Authors' calculation of STRI values in creative-related sectors for 2014-2025 based on <u>OECD STRI by services sector</u> grouped according to UK creative industries priority market status.				

Gravity model regression analysis

Table B3. List of regression variables

Variable name in model	Variable description	Level
EXP (expval)	Creative services exports value (£ million) from UK to destination country	Country-sector Country-sub-sector
lnGDP (lngdp)	Natural log of gross domestic product (GDP) of destination country	Country
lnDISTANCE (lndist)	Distance to the UK (in kilometres)	Country
LANGUAGE (comlang_off)	Dummy if shares a common official language (English language) with the UK	Country
COLONIAL (col45)	Dummy if has post-1945 colonial experience with the UK	Country
RELIGION (comrelig)	Common religion index with the UK (multiplied by 10 to readjust unit)	Country
PRIMARY	Dummy if is UK's primary priority market	Country
FUTURE	Dummy if is UK's future growth priority market	Country
overallstri	STRI for FTT (Total services including construction)	Country
registri	STRI	Country-sub-sector
scompo1	Restrictions on foreign entry	Country-sub-sector
scompo2	Restrictions to movement of people	Country-sub-sector
scompo3	Other discriminatory measures	Country-sub-sector
scompo4	Barriers to competition	Country-sub-sector
scompo5	Regulatory transparency	Country-sub-sector
digistri	Digital STRI	Country
dcompo6	Infrastructure and connectivity	Country
dcompo7	Electronic transactions	Country
dcompo8	Payment system	Country
dcompo9	Intellectual property rights	Country
dcompo10	Other barriers affecting trade in digitally enabled services	Country
year	Year of value	Year

Table B4. Descriptive statistics of regression variables

Descriptive stats							Included in regressions for		
Variable description	Variable name	Obs	Mean	Std. dev.	Min	Max	Fig 8	Fig 9a	Fig 9b
Creative services exports value (£ million)	expval	1,726	191.759	1061.229	0	22638.060	Sector level	Sector level	Sector level
Natural log of Gross domestic product (GDP) of destination country	lngdp	1,727	10.526	2.323	3.589	17.142	Yes	Yes	Yes
Distance to the UK	lndist	1,674	8.551	0.741	5.940	9.820	Yes	Yes	
Creative priority market status									
Non-priority	Non-priority	1,727	0.693	0.461	0	1	Yes	Yes	
Future growth	Future growth	1,727	0.095	0.293	0	1	Yes	Yes	
Primary	Primary	1,727	0.212	0.409	0	1	Yes	Yes	
Common official language with the UK							Yes	Yes	
Post-1945 colonial experience with the UK	col45	1,727	0.309	0.462	0	1	Yes	Yes	
Common religion index with the UK	comrelig10	1,623	0.674	0.517	0	1.589	Yes	Yes	
STRI (FTT Total services including construction)	overallstri	449	0.223	0.081	0.109	0.490		Yes	Yes
Digital STRI	digistri	1,094	0.219	0.150	0	0.733		Yes	
Infrastructure and connectivity	dcomp6	1,094	0.120	0.109	0	0.476			Yes
Electronic transactions	dcomp7	1,094	0.036	0.023	0	0.106			Yes
Payment system	dcomp8	1,094	0.013	0.016	0	0.055			Yes
Intellectual property rights	dcomp9	1,094	0.011	0.020	0	0.108			Yes
Other barriers affecting trade in digitally enabled services	dcomp10	1,094	0.039	0.034	0	0.132			Yes
Fixed effects									
Destination country	country_id								Yes
Year	year								Yes
Clustering of standard errors							Country level	Country level	Country level

Fig 10

Fixed effects: country_id year

Clustering of standard errors:

country_id (Country level)

Variable description	Variable name	Obs	Mean	Std. dev.	Min	Max
column 1						
Creative services exports value (£ million)	expval	1,560	2.145	10.759	0	156.522
Natural log of Gross domestic product (GDP) of destination country	lngdp	1,330	9.946	2.461	3.589	17.141
M71101 Architectural services						
STRI components						
Restrictions on foreign entry	scompo1M71101	243	0.059	0.059	0.010	0.385
Restrictions to movement of people	scompo2M71101	243	0.073	0.043	0.016	0.170
Other discriminatory measures	scompo3M71101	243	0.032	0.017	0	0.096
Barriers to competition	scompo4M71101	243	0.014	0.011	0	0.076
Regulatory transparency	scompo5M71101	243	0.065	0.036	0	0.273
Digital STRI components						
Infrastructure and connectivity	dcompo6	786	0.1277	0.114	0	0.476
Electronic transactions	dcompo7	786	0.039	0.025	0	0.106
Payment system	dcompo8	786	0.015	0.016	0	0.055
Intellectual property rights	dcompo9	786	0.014	0.022	0	0.108
Other barriers affecting trade in digitally enabled services	dcompo10	786	0.040	0.034	0	0.132
column 2						
Creative services exports value (£ million)	expval	1,399	46.162	173.598	0	2922.280
Natural log of Gross domestic product (GDP) of destination country	lngdp	1,262	10.830	2.493	3.589	17.141
J591 Motion picture, video and television programme activities						
STRI components						
Restrictions on foreign entry	scompo1J591	434	0.071	0.066	0	0.400
Restrictions to movement of people	scompo2J591	434	0.028	0.010	0	0.057
Other discriminatory measures	scompo3J591	434	0.052	0.028	0.014	0.122
Barriers to competition	scompo4J591	434	0.008	0.005	0	0.021
Regulatory transparency	scompo5J591	434	0.034	0.017	0	0.080
Digital STRI components						
Infrastructure and connectivity	dcompo6	820	0.107	0.105	0	0.476
Electronic transactions	dcompo7	820	0.034	0.023	0	0.106
Payment system	dcompo8	820	0.011	0.015	0	0.055
Intellectual property rights	dcompo9	820	0.010	0.020	0	0.108
Other barriers affecting trade in digitally enabled services	dcompo10	820	0.035	0.033	0	0.132

column 3						
Creative services exports value (£ million)	expval	1,399	46.162	173.598	0	2922.280
Natural log of Gross domestic product (GDP) of destination country	lngdp	1,262	10.830	2.493	3.589	17.141
J60 Programming and broadcasting activities						
STRI components						
Restrictions on foreign entry	scompo1J60	434	0.213	0.138	0.019	0.549
Restrictions to movement of people	scompo2J60	434	0.015	0.006	0	0.030
Other discriminatory measures	scompo3J60	434	0.020	0.010	0	0.045
Barriers to competition	scompo4J60	434	0.020	0.007	0	0.037
Regulatory transparency	scompo5J60	434	0.037	0.016	0	0.079
Digital STRI components						
Infrastructure and connectivity	dcompo6	820	0.107	0.105	0	0.476
Electronic transactions	dcompo7	820	0.034	0.023	0	0.106
Payment system	dcompo8	820	0.011	0.015	0	0.055
Intellectual property rights	dcompo9	820	0.010	0.020	0	0.108
Other barriers affecting trade in digitally enabled services	dcompo10	820	0.035	0.033	0	0.132
column 4						
Creative services exports value (£ million)	expval					
Natural log of Gross domestic product (GDP) of destination country	lngdp	1,685	107.369	748.772	0	16713.740
J62_63 Computer programming, consultancy, and information						
STRI components						
Restrictions on foreign entry	scompo1J62_63	449	0.062	0.044	0	0.231
Restrictions to movement of people	scompo2J62_63	449	0.069	0.026	0	0.131
Other discriminatory measures	scompo3J62_63	449	0.028	0.016	0	0.060
Barriers to competition	scompo4J62_63	449	0.013	0.010	0	0.044
Regulatory transparency	scompo5J62_63	449	0.029	0.019	0	0.088
Digital STRI components						
Infrastructure and connectivity	dcompo6	1,023	0.114	0.105	0	0.476
Electronic transactions	dcompo7	1,023	0.035	0.023	0	0.106
Payment system	dcompo8	1,023	0.012	0.016	0	0.055
Intellectual property rights	dcompo9	1,023	0.010	0.018	0	0.108
Other barriers affecting trade in digitally enabled services	dcompo10	1,023	0.038	0.035	0	0.132

column 5						
Creative services exports value (£ million)	expval	1,456	5.583	30.663	0	469.276
Natural log of Gross domestic product (GDP) of destination country	lngdp	1,260	10.372	2.605	3.589	17.141
J592 Sound recording and music publishing activities						
STRI components						
Restrictions on foreign entry	scompo1J592	373	0.059	0.057	0	0.347
Restrictions to movement of people	scompo2J592	373	0.044	0.017	0	0.093
Other discriminatory measures	scompo3J592	373	0.053	0.031	0	0.125
Barriers to competition	scompo4J592	373	0.007	0.005	0	0.020
Regulatory transparency	scompo5J592	373	0.026	0.012	0	0.064
Digital STRI components						
Infrastructure and connectivity	dcompo6	810	0.118	0.110	0	0.436
Electronic transactions	dcompo7	810	0.037	0.024	0	0.106
Payment system	dcompo8	810	0.013	0.016	0	0.055
Intellectual property rights	dcompo9	810	0.012	0.021	0	0.108
Other barriers affecting trade in digitally enabled services	dcompo10	810	0.037	0.034	0	0.132

Table B5. Results for regressions on UK bilateral creative services exports (sectoral)

(Results in column 5 are displayed in Figure 8)

	expval	expval	expval	expval	expval
Natural log of GDP	1.007 *** (0.157)	0.962 *** (0.147)	0.906 *** (0.092)	0.877 *** (0.082)	0.854 *** (0.073)
Natural log of distance	-0.771 *** (0.161)	-0.698 *** (0.181)	-0.869 *** (0.137)	-0.832 *** (0.126)	-0.617 *** (0.103)
Dummy for creative priority market	0.240 (0.377)				
Creative priority market type					
Future growth priority market		-0.498 (0.555)	-0.423 (0.513)	-0.384 (0.500)	-0.351 (0.530)
Primary priority market		0.394 (0.428)	0.257 (0.474)	0.253 (0.466)	0.389 (0.417)
1 = Common official or primary language			1.160 *** (0.239)	1.215 *** (0.249)	0.941 *** (0.165)
1 = Pair in colonial relationship post 1945				-0.412 (0.520)	0.289 (0.484)
Common religion index					9.582 *** (2.159)
Intercept	-1.682 (2.628)	-1.697 (2.539)	0.155 (1.148)	0.292 (1.143)	-2.037 *** (0.764)
N	1673	1673	1673	1673	1573

*** p<.01, ** p<.05, * p<.1

Note: In each regression, the dependent variable, *expval*, is the UK's annual bilateral total creative services exports value (in £ million). Common religion index is multiplied by 10 to adjust the unit and is missing values for Curacao, Liechtenstein, Sint Maarten. Results obtained from a Poisson pseudo-maximum likelihood (PPML) regression though the Stata *ppmlhdfc* command. Standard errors are clustered at (importer) country level.

Table B6. Results for regressions on UK bilateral creative services exports (sub-sectoral)
(referenced in text within the main report)

	expval	expval	expval	expval	expval	expval	expval	expval
Natural log of GDP	0.962 *** (0.096)	0.503 *** (0.144)	1.056 *** (0.117)	0.726 *** (0.066)	0.971 *** (0.082)	0.994 *** (0.104)	0.977 *** (0.111)	0.928 *** (0.055)
Natural log of distance	-1.256 *** (0.128)	-0.372 (0.326)	-0.685 *** (0.215)	-0.407 *** (0.133)	-0.674 *** (0.120)	0.043 (0.205)	-0.676 *** (0.183)	-0.430 *** (0.118)
Creative priority market type								
Future growth priority market	0.144 (0.741)	0.351 (0.441)	-0.806 (0.718)	-0.938 ** (0.413)	-0.372 (0.628)	0.926 (0.863)	-0.513 (0.460)	-0.193 (0.402)
Primary priority market	-0.360 (0.731)	1.989 *** (0.761)	-0.490 (0.786)	0.679 * (0.381)	0.071 (0.471)	1.444 ** (0.637)	0.060 (0.610)	0.374 (0.328)
1 = Common official or primary language	1.220 *** (0.158)	0.370 (0.626)	0.339 (0.362)	0.236 (0.286)	1.248 *** (0.166)	0.368 (0.260)	0.663 *** (0.245)	0.434 ** (0.174)
1 = Pair in colonial relationship post 1945	0.568 (0.550)	-0.031 (0.864)	1.230 (0.790)	0.322 (0.599)	0.402 (0.539)	-0.568 (0.827)	-0.047 (0.510)	0.547 (0.437)
Common religion index	8.354 *** (3.219)	-13.117 ** (5.448)	8.604 ** (3.448)	10.100 *** (3.219)	10.747 *** (2.969)	15.483 ** (6.020)	10.984 *** (2.857)	6.622 *** (1.494)
Intercept	-0.316 (0.744)	-2.615 (2.788)	-7.924 *** (1.482)	-3.452 ** (1.461)	-3.943 *** (0.732)	-18.201 *** (1.640)	-6.657 *** (1.367)	-6.807 *** (0.955)
N	1108	1165	1229	1144	1408	676	1111	1443

*** p<.01, ** p<.05, * p<.1

Note: Common religion index is multiplied by 10 to adjust the unit and is missing values for Curacao, Liechtenstein, Sint Maarten. Results obtained from a Poisson pseudo-maximum likelihood (PPML) regression though the Stata *ppmlhdfc* command. Standard errors are clustered at (importer) country level. In each regression, the dependent variable, *expval*, is the UK's annual bilateral sub-sectoral creative services exports value (in £ million) for 'advertising and marketing' (Column 1), 'architecture' (Column 2), 'design and designer fashion' (Column 3), 'film, TV, video, radio and photography' (Column 4), 'IT, software and computer services' (Column 5), 'museums, galleries and libraries' (Column 6), 'music, performing and visual arts' (Column 7) and 'publishing' (Column 8). Sub-sector 'crafts' is excluded due to suppressed values.

Table B7. Results for regressions on UK bilateral creative services exports for countries with STRI (sectoral)
Extension regressions in Table A14 that only includes STRI set of countries

	expval	expval	expval	expval	expval	expval	expval	expval
Natural log of GDP	1.022 *** (0.191)	0.975 *** (0.188)	0.876 *** (0.095)	0.854 *** (0.089)	0.957 *** (0.148)	0.955 *** (0.155)	0.855 *** (0.087)	0.828 *** (0.082)
Natural log of distance	-0.784 *** (0.169)	-0.715 *** (0.194)	-0.839 *** (0.136)	-0.646 *** (0.127)	-0.552 *** (0.196)	-0.550 *** (0.209)	-0.707 *** (0.125)	-0.576 *** (0.120)
Dummy for creative priority market	-0.015 (0.368)				-0.326 (0.371)			
Creative priority market type								
Future growth priority market		-0.619 (0.595)	-0.451 (0.540)	-0.359 (0.570)		-0.367 (0.580)	-0.146 (0.472)	-0.110 (0.508)
Primary priority market		0.089 (0.404)	-0.177 (0.390)	-0.008 (0.353)		-0.319 (0.408)	-0.385 (0.379)	-0.194 (0.360)
1 = Common official or primary language			1.316 *** (0.254)	1.079 *** (0.173)			1.129 *** (0.217)	1.002 *** (0.182)
1 = Pair in colonial relationship post 1945			-1.035 * (0.614)	-0.173 (0.678)			-0.590 (0.437)	-0.030 (0.483)
Common religion index				9.106 *** (2.506)				6.590 *** (1.963)
Overall country STRI					-8.899 *** (2.993)	-8.860 *** (3.109)	-6.818 *** (1.879)	-5.799 *** (1.559)
Intercept	-1.561 (2.874)	-1.479 (2.791)	0.743 (1.215)	-1.451 (0.935)	-0.455 (1.904)	-0.458 (1.908)	1.516 (0.996)	-0.105 (0.918)
N	448	448	448	439	448	448	448	439

*** p<.01, ** p<.05, * p<.1

Note: In each regression, the dependent variable, *expval*, is the UK's annual bilateral total creative services exports value (in £ million). Common religion index is multiplied by 10 to adjust the unit and is missing values for Curacao, Liechtenstein, Sint Maarten. Results obtained from a Poisson pseudo-maximum likelihood (PPML) regression though the Stata *ppmlhdfc* command. Standard errors are clustered at (importer) country level. Only includes countries in STRI dataset.

Table B8. Results for regressions on UK bilateral creative services exports (sectoral)

(Results in column 3 are displayed in Figure 9a; results in column 1 are equivalent with column 5 of Table A14 but with smaller set of countries)

	expval	expval	expval	expval
Natural log of GDP	0.926 *** (0.130)	0.921 *** (0.133)	0.817 *** (0.080)	0.805 *** (0.076)
Natural log of distance	-0.551 *** (0.180)	-0.543 *** (0.188)	-0.578 *** (0.113)	-0.547 *** (0.111)
Dummy for creative priority market	-0.142 (0.292)			
Overall country STRI	-5.605 * (2.910)	-5.447 * (3.039)	-5.185 *** (1.668)	-3.666 (2.265)
Digital STRI	-4.264 *** (1.649)	-4.276 *** (1.659)	-1.906 * (1.094)	
Creative priority market type				
Future growth priority market		-0.271 (0.576)	-0.071 (0.463)	-0.066 (0.474)
Primary priority market		-0.121 (0.312)	-0.155 (0.332)	-0.191 (0.363)
1 = Common official or primary language			0.949 *** (0.176)	1.024 *** (0.162)
1 = Pair in colonial relationship post 1945			0.069 (0.448)	0.146 (0.485)
Common religion index			5.620 ** (2.278)	6.202 *** (2.338)
Infrastructure and connectivity				-1.152 (1.322)
Electronic transactions				8.696 (6.679)
Payment system				-14.437 (9.781)
Intellectual property rights				-26.815 (18.358)
Other barriers affecting trade in digitally enabled services				-1.520 (5.168)
Intercept	-0.362 (1.653)	-0.380 (1.654)	0.235 (0.947)	-0.453 (0.988)
N	448	448	439	439

*** p<.01, ** p<.05, * p<.1

Note: In each regression, the dependent variable expval is UK's annual bilateral total creative services exports value (in £ million). Common religion index is multiplied by 10 to adjust the unit and is missing values for Curacao, Liechtenstein, Sint Maarten. Results obtained from a Poisson pseudo-maximum likelihood (PPML) regression though the Stata *ppmlhdfc* command. Standard errors are clustered at (importer) country level. Only includes countries in STRI dataset that include *STRI* (*DSTRI*) variable(s), i.e. $\delta STRI_{it}$ where *STRI* is overall measure for country *i* so to use *STRI* as a proxy for overall level of restrictions for the country.

Table B9. Results for regressions on UK bilateral creative services exports with country fixed effects (sectoral)

(Results in column 2 are displayed in Figure 9b)

	expval	expval
Natural log of GDP	0.501 (0.568)	0.469 (0.415)
Overall country STRI	-3.803 (3.218)	-1.750 (2.542)
Digital STRI	-0.888 (1.030)	
Infrastructure and connectivity		0.603 (0.395)
Electronic transactions		2.086 (6.122)
Payment system		3.145 (6.157)
Intellectual property rights		-2.804 (13.925)
Other barriers affecting trade in digitally enabled services		-13.606 *** (4.368)
Intercept	1.119 (8.551)	1.232 (6.288)
N	448	448

*** p<.01, ** p<.05, * p<.1

Note: In each regression, the dependent variable expval is UK's annual bilateral total creative services exports value (in £ million). Common religion index is multiplied by 10 to adjust the unit and is missing values for Curacao, Liechtenstein, Sint Maarten. Results obtained from a Poisson pseudo-maximum likelihood (PPML) regression though the Stata *ppmlhdfc* command. Standard errors are clustered at (importer) country level. Only includes countries in STRI dataset. Country- and year-level fixed effects are absorbed.

Table B10. Results for separate regressions on UK bilateral creative services exports with country fixed effects with DSTRI components and sub-sector-specific STRI components (sub-sectoral)

Results from all columns are displayed in Figure 10

	expval	expval	expval	expval	expval
Natural log of GDP	2.475 *** (0.817)	-0.521 (0.564)	-0.424 (0.599)	0.243 (0.504)	1.247 (0.996)
M71101 Restrictions on foreign entry	-12.743 (13.824)				
M71101 Restrictions to movement of people	3.963 (2.746)				
M71101 Other discriminatory measures	-22.560 *** (7.953)				
M71101 Barriers to competition	19.106 (20.549)				
M71101 Regulatory transparency	5.653 *** (1.944)				
Infrastructure and connectivity	-3.765 ** (1.619)	0.682 (0.492)	0.475 (0.518)	1.492 ** (0.716)	1.828 (1.254)
Electronic transactions	16.337 (12.882)	-33.778 *** (9.143)	-30.380 *** (9.153)	10.031 (6.373)	-24.549 *** (9.293)
Payment system	7.907 (12.176)	4.293 (9.633)	4.911 (7.749)	-4.684 (12.351)	9.930 (7.309)
Intellectual property rights	0.465 (18.458)	-2.908 (15.409)	-5.308 (12.264)	7.670 (8.903)	6.433 (14.752)
Other barriers affecting trade in digitally enabled services	6.981 (6.107)	-3.480 (3.627)	-3.067 (4.052)	-25.652 *** (6.486)	-11.943 (12.558)
J591 Restrictions on foreign entry		0.477 (5.827)			
J591 Restrictions to movement of people		4.349 (7.931)			
J591 Other discriminatory measures		-11.280 * (6.270)			
J591 Barriers to competition		-79.885 * (45.883)			
J591 Regulatory transparency		-6.139 * (3.462)			
J60 Restrictions on foreign entry			0.535 (3.701)		
J60 Restrictions to movement of people			0.622 (18.751)		
J60 Other discriminatory measures			-29.647 (20.659)		
J60 Barriers to competition			-55.733 (45.820)		
J60 Regulatory transparency			-7.211 * (4.113)		
J62_63 Restrictions on foreign entry				-0.237 (3.399)	
J62_63 Restrictions to movement of people				-9.406 *** (2.456)	
J62_63 Other discriminatory measures				-7.578 (5.831)	
J62_63 Barriers to competition				6.749 (5.776)	
J62_63 Regulatory transparency				2.382 (2.155)	
J592 Restrictions on foreign entry					3.469 (4.784)
J592 Restrictions to movement of people					13.562 (10.737)
J592 Other discriminatory measures					-40.555 *** (9.672)
J592 Barriers to competition					78.402 (57.657)
J592 Regulatory transparency					10.570 (10.796)
Intercept	-34.081 ** (13.345)	15.721 * (8.043)	14.512 (8.843)	4.623 (7.927)	-12.866 (14.936)
N	220	433	433	448	372

*** p<.01, ** p<.05, * p<.1

Note: Common religion index is multiplied by 10 to adjust the unit and is missing values for Curacao, Liechtenstein, Sint Maarten. Results obtained from a Poisson pseudo-maximum likelihood (PPML) regression through the Stata *ppmlhdfc* command. Standard errors are clustered at (importer) country level. Only includes countries in STRI dataset. Country- and year-level fixed effects are absorbed.

Note: In each regression, the dependent variable *expval* is UK's annual sub-sectoral bilateral services exports value (in £ million) for 'Architecture' (Column 1), 'Film, TV, radio and photography' (Column 2 and 3), 'IT, software and computer services' (Column 4), 'Music, performing and visual arts' (Column 5). Country- and year-level fixed effects are absorbed. Standard errors are clustered at (importer) country level.

Architecture services (Column 1)

Motion pictures (Columns 2)

Broadcasting (Column 3)

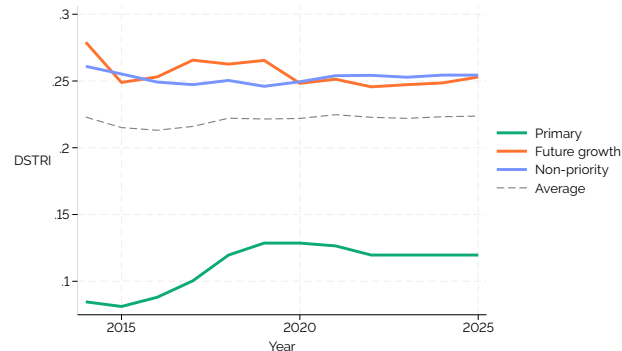
Computer services (Column 4)

Sound recording (Column 5)

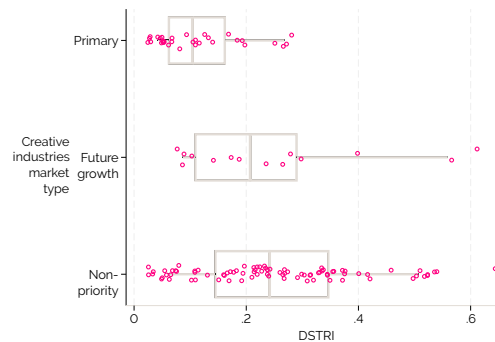
Additional figures

Figure B1. Digital STRI by priority markets (full country sample without the UK)

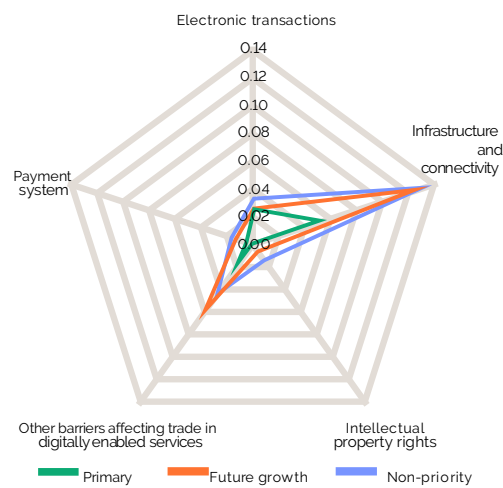
(a) Average values, 2014-2025



(b) Range of values, 2025



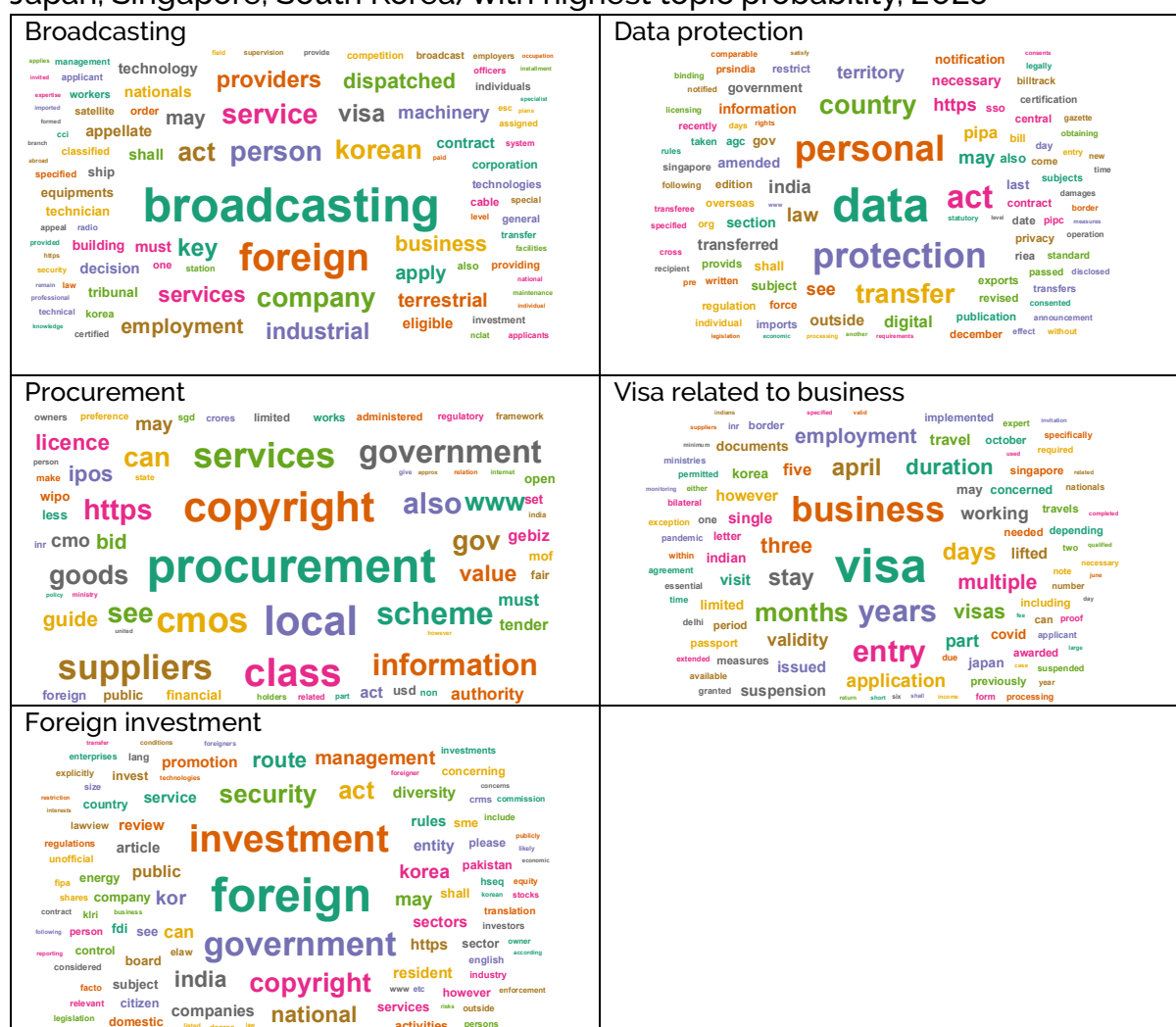
(c) Type of restriction, 2025



Source: Authors' calculations based on [OECD Digital STRI values](#) grouped according to UK creative industries priority market status (primary, future growth or non-priority markets)

Note: The range of values in the boxplot covers 10th to 90th percentile with the line inside the box giving the median DSTRI value. Values are provided in Table A12-14 of the online supplementary material A.

Figure B2. Main themes in restrictions in sample of non-EU countries (India, Japan, Singapore, South Korea) with highest topic probability, 2025



Source: Authors' calculation using the STRI Regulatory Database (<http://oe.cd/stri-db>) for 2025 in five sub-sectors: architecture services, computer services, motion pictures, sound recording, broadcasting. Graphs are created using Stata package wordcloud2. Topic titles are assigned by authors. Topic modelling was done to generate 10 topics, out of which 5 topics (shown above) are relatively most clearly distinct from each other. Word probabilities and topics are generated under topic modelling using Stata command *ldagibbs* while removing a set of stop words.

Stop words: a able about across after all almost also am among an and any are as at be because been but by can cannot could dear did do does either else ever every for from get got had has have he her hers him his how however i if in into is it its just least let like likely may me might most must my neither no nor not of off often on only or other our own rather said say says she should since so some than that the their them then there these they this tis to too twas us wants was we were what when where which while who whom why will with would yet you your mr said: ceo director managing ms commented: president chief executive officer announced deal investment business vice uk transaction

Data reference list

DCMS Sectors Economic Estimates

Data on creative services exports of UK creative industries are available from DCMS Sectors Economic Estimates (<https://www.gov.uk/government/statistics/dcms-sectors-economic-estimates-trade-2022-and-2023>)

OECD Services Trade Restrictiveness Index by services sector

The STRI indices for 51 countries and 22 services sectors over 2014-2025 are publicly available for download from the OECD Data Explorer ([OECD Data Explorer • Services Trade Restrictiveness Index by services sector](#)). Composite indices take the value between zero (complete openness to trade and investment; least restrictive) and one (completely closed to foreign services providers; most restrictive). The sectors are available as economic activity at group- (3-digit) level of International Standard Industrial Classification, Revision 4 (ISIC Rev.4).

OECD Digital Services Trade Restrictiveness Index

The Digital STRI indices for 129 countries over 2014-2025 are publicly available for download from the OECD Data Explorer ([OECD Data Explorer • Digital Services Trade Restrictiveness Index](#)). Composite indices take the value between zero (complete openness to trade and investment; least restrictive) and one (completely closed to foreign services providers; most restrictive). These indices are not identified by sectors.

OECD Services Trade Restrictiveness Index Regulatory Database

The STRI Regulatory Database 2014-2025 containing information on trade restrictions and behind-the-border regulations for various sectors, updated to 2025, are publicly available for download from the OECD Data Explorer (<http://oe.cd/stri-db>).

OECD Digital Services Trade Restrictiveness Index Regulatory Database

The Digital STRI Regulatory Database 2014-2025 that identifies and catalogues barriers that affect trade in digitally enabled services across 129 countries and economies, updated to 2025, are publicly available for download from the OECD Data Explorer (<http://oe.cd/dx/dstri-db>). These barriers are not identified by sectors.

CEPII Gravity database

Country-level time invariant variables (geographical distance, common official language, post-1945 colonial relationship, common religion index) in relation to the UK for the gravity model regressions are available for download from the CEPII gravity database (https://www.cepii.fr/CEPII/en/bdd_modele/bdd_modele_item.asp?id=8). Since the CEPII data are at country-pair (origin country-destination country) levels, the variables in this gravity model are obtained from those in which the UK is the origin country and for the year 2021.

UN Data

Values of gross domestic product (GDP) by type of expenditure at current prices (in US dollars) for countries by year are available at the United Nations ([https://data.un.org/Data.aspx?d=SNAAMA&f=grlID%3a101%3bcurrID%3aUSD%3bpcFlag%](https://data.un.org/Data.aspx?d=SNAAMA&f=grlID%3a101%3bcurrID%3aUSD%3bpcFlag%3a)

[3a0](#)) from the National Accounts Estimates of Main Aggregates provided by the United Nations Statistics Division (UNSD), available up to 2024 values at the time of this report.

Data statement

All datasets used in this report are freely available via the links provided.

Figure references

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