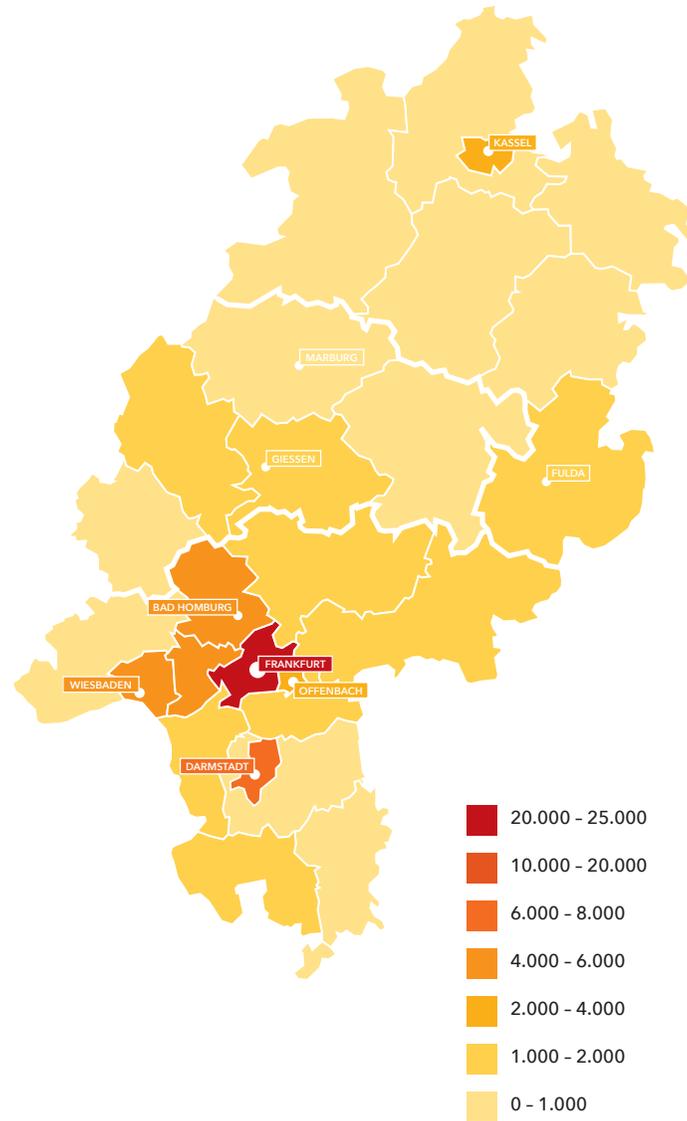


Employees in the cultural and creative industries in Hessen



The website of the Office for the Cultural and Creative Industries provides information on advisory and support services, as well as current developments in and economic data on the sector. It links Hessian creative networks and locations. In addition, you will find contacts with the institutions of the eleven sub-markets in the sector.

The newsletter provides brief information on themes related to culture and creative industries.

Contacts and additional information:
www.kreativwirtschaft-hessen.de

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**Ministry of Economics,
 Energy, Transport and
 Regional Development,
 State of Hessen**



Cultural and creative industries in Hessen Facts & figures



Hessen is an excellent location for the cultural and creative industries, from the vibrant Rhine-Main region up to the city of Kassel in northern Hesse. The state offers very favourable conditions for the development and the implementation of new ideas. And the atmosphere is right, too - Hessians are open to unconventional approaches. Located at the heart of Germany and Europe, our state is characterised by internationality, a lively cultural scene and great economic dynamism.

This leaflet provides you with an idea of the opportunities and potential our exciting and colourful cultural and creative industries offer, including current facts and figures. We are glad that the sector is performing so well in Hesse and plan to promote its development further. The creative sector in particular profits from a location with great economic strength and diversity, while also contributing to this strength and diversity itself. In Hesse and with Hesse, you can do business. Get involved.

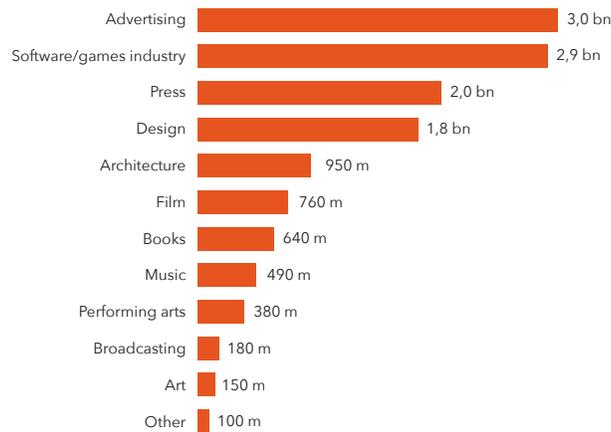
Tarek Al-Wazir
 Minister of Economics, Energy, Transport
 and Regional Development, State of Hessen

Cultural and creative industries in Hessen

More than 20,000 companies belong to the cultural and creative industries in Hessen – including advertising, software and games, the press, design, architecture, film, books, music, performing arts, broadcasting and art.

The sectors generated a turnover of about 11.6 billion euros in 2013. The advertising industry was the biggest sales driver with three billion euros, closely followed by the software and games industry at 2.9 billion euros.

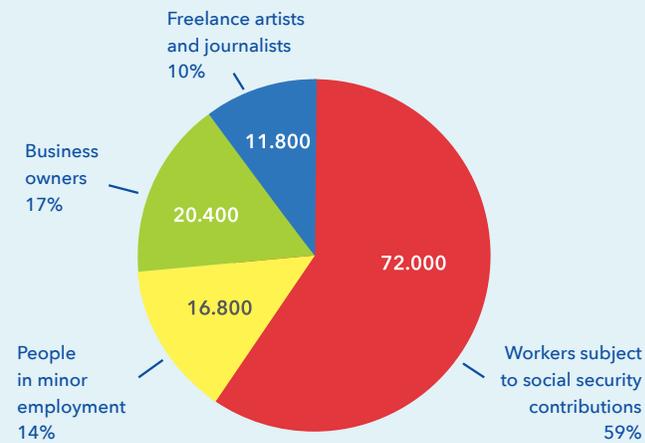
The press ranked in third place with 2 billion euros, the design industry in fourth place with 1.8 billion euros.



The highest number of companies in the Hessian creative community is found in the design and architecture sub-sectors.

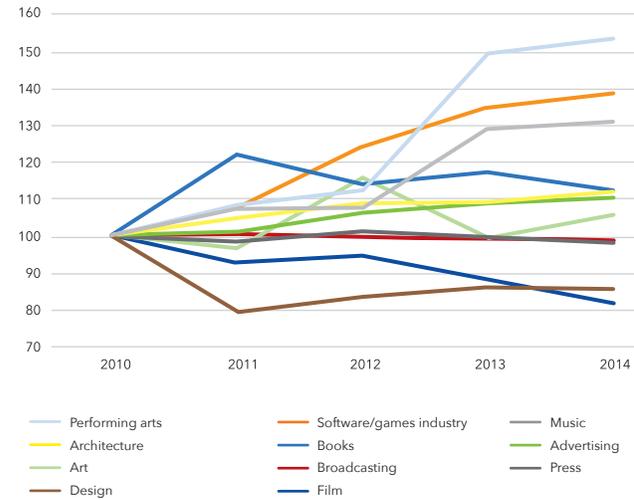
Employees

The cultural and creative industries in Hessen thus total at least 121,000 individuals in permanent employment. The number of employees in the cultural and creative industries in Hessen has increased. In 2014, approximately 72,000 employees worked in the sector, which is 12.6 percent more than in 2010. This is due, in particular, to the dynamic development of the software and games industry, where the number of employees increased by 38 per cent within four years. There are also approximately 11,800 freelance artists and journalists, as well as more than 20,400 business owners and approximately 16,800 people in minor employment.

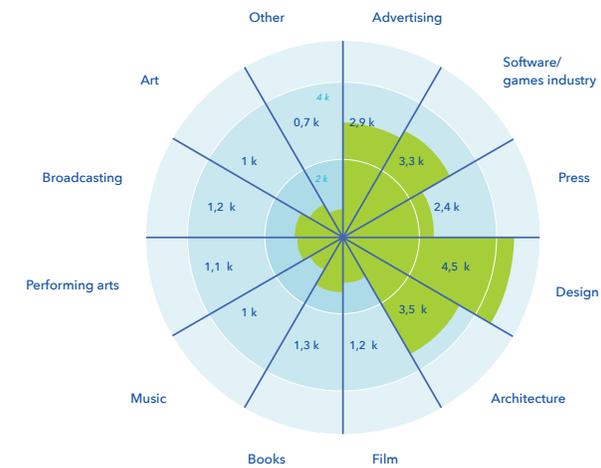


Most employees in the cultural and creative economy are located in Frankfurt (25,100 people), followed by Darmstadt (7,800), Wiesbaden (5,100) and Kassel (3,500). Among the counties, Main-Taunus comes top with 4,000 employees who are subject to social insurance contributions, followed by Hochtaunus (2,800) and the county of Offenbach (2,600).

Development of the number of employees (2010 - 2014)



Companies



Source: Calculations by Hessen Agentur, based on data from the Federal Employment Office.

The Hessen Ministry of Economic Affairs is responsible for profit-making companies in the cultural and creative industries in the business location of Hessen. The Cultural and Creative Economy, Media Economy and New Media department brings expertise together and is the contact at the Ministry of Economic Affairs.

Office for the Cultural and Creative Industries in Hessen

The Hessen Agentur's Office for the Cultural and Creative Industries supports exchange and networking within the sector and across various industries. It is the point of contact for inquiries and guidance on funding opportunities, institutions, industry experts and consultants, publishes literature and organises networking events.