



UNIVERSITY OF THE PHILIPPINES  
SCHOOL OF  
STATISTICS

# COLLOQUIUM ON THE STATISTICAL SCIENCES

## THE SCHOOL OF STATISTICS

### University of the Philippines

invites all students and faculty to lecture on

## “Measuring the Cultural and Creative Economy”

To be given by:



### Dr. Simon Patrick Ellis

Visiting Professor  
School of Statistics

20 April 2017, Thursday  
4:00 PM to 6:00 PM  
Colloquium Room  
2<sup>nd</sup> floor UP School of Statistics Building

### ABSTRACT

In the twenty first century it has become normal for countries to assess the contribution of cultural and creative activities to the national economy. The sector has been shown to make an important contribution to economic growth, while creativity and innovation are seen to be driving the economy forward. This presentation will explain the origin of the concept of the creative industries and the ways that many countries measure it. It will use official statistics as well as alternative sources such as the revenue from the reproduction of intellectual property.