
*Creating Knowledge...
...Informing Industry*

Positioned at the heart of several world-class creative industries and international colleges, the Creative Industries Observatory (CIO) is an academic research group, aiming to become the leading force of academic research and analysis within the increasingly influential group of creative industries sub-sectors (both economically and politically), that characterise the modern knowledge economy.

Initially set up in conjunction with 'Creative Capital World City' (CCWC) – a two year, HEIF-funded project aimed at supporting the development of creative industries in key world markets, including the UK, India and China – the CIO is based at the London College of Communication, a college of the University of the Arts London.

According to the UK government's Department for Culture Media and Sport (DCMS) definition these sub-sectors include: advertising, film and video, architecture, music, art and antiques markets, performing arts, computer and video games, publishing, crafts, software, design, television and radio and designer fashion.

Over the next two years, CIO will compile and process existing information from the many disparate sources that currently service the creative industries sub-sectors. It will also collect significant amounts of new (quantitative and qualitative) information specifically designed to capture the unique set of individual and institutional relationships which characterise them. The research and analysis resulting from this project will contribute by providing an up-to-date, comprehensive and readily available knowledge-base that can be used by academics, policy makers and businesses alike.

As such, CIO aims to become a holistic repository of knowledge and information concerning the content, structure and dynamics of the creative industries in London as well as in the (emerging) markets of Mumbai, New Delhi, Shanghai, Beijing and Hong Kong. With a focus on providing high-quality, independent, verifiable and reliable knowledge-based resources, CIO is strategically positioned to contribute to and inform discussion regarding the development and promotion of the Creative Industries sub-sectors relevant to governments and public-policy makers. CIO also represents a substantial resource for creative industry firms and individuals, especially those considering internationalising their activities. CIO services will add significant value through micro and macro level analysis as well as cross-cultural

comparative research. CIO's strategic plan includes the provision of opportunities for a diverse range of users, and a mixed economy funding model, designed to attract a broad consumer and user base. Reflecting its aims, the CIO team is multi-national and inter-disciplinary with a broad range of research and methods expertise. To better fulfil its aims and address the needs of creative industries' participants, CIO also works closely with key government agencies and departments, partnering academic institutions, sector specific professional associations and commercial companies.

Chinese Partners

Tsinghua Research Centre for Cultural Industries was founded in May 2004 under the guidance of the central leaders of the Chinese government in order to strengthen the academic studies of, and further develop China's cultural industries. The centre was jointly founded by seven schools of Tsinghua University, including School of Journalism and Communication, School of Economics and Management, School of Public Policy & Management, School of Law, School of Humanities and Social Sciences, School of Art and School of Information and Science under the approval of the board committee of Tsinghua University.

The **Centre for Cultural Policy Research** at the **University of Hong Kong** conducts all studies related to culture and policies in Hong Kong. The Centre's aims are to review and assess the existing cultural landscape in Hong Kong and to review and assess the cultural climate at and the existing cultural policy of the University. The Centre is now involved in a UNESCO study to help develop a data collection model for cultural industries to be used by all Asian and Pacific countries.

The **Shanghai Academy of Social Sciences** was established in 1958 and administered by Shanghai Municipal Government, Shanghai Academy of Social Sciences (SASS) is China's oldest research institution for the humanities and social sciences and the largest one outside the capital of Beijing. SASS is a leading think-tank and distinguished academic institution in China. SASS receives most of its funds from the municipal government, and also draws financial support from various non-governmental sources.

For more information

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