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香港的文化及創意產業

The Cultural and Creative Industries in Hong Kong

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文化及創意產業是香港最具活力的經濟環節之一，有助促進經濟增長和創造就業機會。文化及創意產業涵蓋一組知識型活動，通過創意及以智力資本為基本投入要素，而生產具文化、藝術和創意內容的貨品和服務。本文提供香港文化及創意產業在 2016 年的最新統計數字。

The cultural and creative industries (CCI) are among the most dynamic economic sectors in Hong Kong, contributing to both economic growth and job creation. CCI comprise a set of knowledge-based activities that deploy creativity and intellectual capital as primary inputs and deliver goods and services with cultural, artistic and creative contents. This article provides the latest statistics of CCI in Hong Kong in 2016.

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香港的文化及創意產業

The Cultural and Creative Industries in Hong Kong

1. 引言

1.1 文化及創意產業是香港最具活力的經濟環節之一，有助促進經濟增長和創造就業機會。文化及創意產業涵蓋一組知識型活動，通過創意及以智力資本為基本投入要素，而生產具文化、藝術和創意內容的貨品和服務。

1.2 在 2010 年，政府統計處完成對香港文化及創意產業統計架構的檢討。在 2011 年，政府統計處發布了 2008 年及 2009 年文化及創意產業的總體行業統計數字（增加價值和就業人數）。在 2012 年，政府統計處發布了 2005 年至 2010 年文化及創意產業 11 個組成界別的詳細行業統計數字。在 2013 年，除行業統計數字外，政府統計處亦進一步公布了 2005 年至 2011 年的選定文化及創意貨品和服務貿易的統計數字。

1.3 本文提供香港的文化及創意產業以及選定文化及創意貨品和服務貿易在 2016 年的最新統計數字，與過往年份的相應數字。它是在過往年份就此課題所發布的同類文章的更新版。

2. 概念及定義

2.1 在國際間，文化及創意產業是一個較新的課題，其概念及定義仍在演化當中。不同的國際組織和國家／地區分別使用「文化及創意產業」、「創意產業」、「文化產業」和「版權產業」等詞彙去描述文化及創意產業。

2.2 香港文化及創意產業的涵蓋範圍和分類，是根據聯合國所倡議的國際統計指引所訂定，並因應香港的經濟情況作出適當調整。

1. Introduction

1.1 The cultural and creative industries (CCI) are among the most dynamic economic sectors in Hong Kong, contributing to both economic growth and job creation. CCI comprise a set of knowledge-based activities that deploy creativity and intellectual capital as primary inputs and deliver goods and services with cultural, artistic and creative contents.

1.2 In 2010, the Census and Statistics Department (C&SD) completed a review of the statistical framework for CCI in Hong Kong. In 2011, C&SD released aggregate industry statistics (value added and employment) of CCI for 2008 and 2009. In 2012, C&SD released detailed industry statistics for the 11 component domains of CCI for 2005 to 2010. In 2013, apart from industry statistics, C&SD further released trade in selected cultural and creative goods and services statistics from 2005 to 2011.

1.3 This article provides the latest statistics of CCI and trade in selected cultural and creative goods and services in Hong Kong for 2016, along with those in preceding years. It is an update of similar articles on the subject published in preceding years.

2. Concept and definition

2.1 In the international community, the subject of CCI is a relatively new one. Its concept and definition are still evolving. The terms “cultural and creative industries”, “creative industries”, “cultural industries” and “copyright industries” are used by different international organisations and countries/territories to describe CCI.

2.2 The coverage and classification of CCI in Hong Kong are drawn up with reference to international statistical guidelines promulgated by the United Nations, with appropriate adaptation to cater for the economic situation in Hong Kong.

2.3 具體而言，文化及創意產業包括以下 11 個組成界別：

- 藝術品、古董及工藝品；
- 文化教育及圖書館、檔案保存和博物館服務；
- 表演藝術；
- 電影及錄像和音樂；
- 電視及電台；
- 出版；
- 軟件、電腦遊戲及互動媒體；
- 設計；
- 建築；
- 廣告；及
- 娛樂服務

2.4 政府統計處採用了國際間所建議的「價值鏈」模式，以量度文化及創意產業的經濟貢獻。每個組成界別的涵蓋範圍，與「香港標準行業分類 2.0 版」相關的行業配對，從而劃定有關文化及創意貨品和服務於價值鏈內涉及內容創作、生產以至分銷等環節的特定經濟活動。

2.5 「香港標準行業分類」是一個統計分類系統，用以編製和發布行業統計數字。「香港標準行業分類 2.0 版」是香港標準行業分類的最新版本，以聯合國的「所有經濟活動的國際標準行業分類修訂本第 4 版」為藍本加以編訂，使其切合本地需要。

2.6 例如，文化及創意產業當中電影及錄像和音樂界別涵蓋了有關價值鏈內的各類活動，包括電影製作；影片編輯、處理、特別效果和動畫製作；影片轉錄和分銷；戲院營運；錄像影碟的生產和轉錄；錄像的批發零售；錄像影碟租賃等。因此，文化及創意產業的每一個組成界別所涵蓋的經濟活動可能橫跨「香港標準行業分類」內不同的行業。

2.3 Specifically, CCI comprise 11 component domains as follows:

- art, antiques and crafts;
- cultural education and library, archive and museum services;
- performing arts;
- film, video and music;
- television and radio;
- publishing;
- software, computer games and interactive media;
- design;
- architecture;
- advertising; and
- amusement services

2.4 To measure the economic contribution of CCI, the internationally recommended “value chain” approach is adopted. The coverage of each component domain is mapped to relevant industries as classified under the Hong Kong Standard Industrial Classification (HSIC) Version 2.0 for delineating the specific economic activities involved in the processes of content creation, production and distribution of the cultural and creative goods and services concerned in the value chain.

2.5 HSIC is a statistical classification scheme for the compilation and dissemination of sectoral economic statistics. HSIC Version 2.0 is the latest version of HSIC modelled on the United Nations’ International Standard Industrial Classification of All Economic Activities Revision 4 with local adaptation.

2.6 For instance, the CCI domain of film, video and music covers a wide range of activities along the value chain including the production of motion pictures; motion picture film editing, processing, special effects and animation; reproduction and distribution of motion picture films; cinema operation; production and reproduction of video discs; wholesale and retail of video recordings; renting of video discs; etc. Thus, each component domain of CCI comprises economic activities straddling different industries under HSIC.

2.7 基本上，文化及創意產業的各個組成界別主要涵蓋私營部分的經濟活動。例如，康樂及文化事務署轄下的公共圖書館和博物館，因主要是政府提供的公共服務，故此並不包括在文化教育及圖書館、檔案保存和博物館服務的組成界別內。

3. 文化及創意產業的量和資料來源

3.1 文化及創意產業的經濟貢獻可以透過有關行業所產生的增加價值、涉及的就業人數及有關的貨品和服務貿易來量度。

3.2 行業增加價值的統計數字主要是根據政府統計處進行的「經濟活動按年統計調查」所搜集的數據而編製。由 2009 統計年起，「經濟活動按年統計調查」的涵蓋範圍擴展至個人服務業，並就文化及創意產業當中若干項組成界別，包括娛樂服務；文化教育及圖書館、檔案保存和博物館服務；以及表演藝術，提供數據以編製更全面的增加價值估算數字。為方便分析較長期的發展趨勢，有關組成界別在 2005 年至 2008 年的增加價值的粗略估算數字，則透過其他資料來源，包括當時的「個人、社會及康樂服務按年統計調查」所搜集的數據編製而成。因此，在闡釋有關數字時應注意 2005 年至 2008 年的數字不能與 2009 年及以後的數字作嚴格比較。

3.3 文化及創意產業就業人數的統計數字是根據政府統計處進行的「僱傭及職位空缺按季統計調查」所得數據編製而成。就業人數包括全職和兼職受薪僱員、在職董事、東主、合夥人，以及有親屬關係並在機構工作而無正薪的人士。

2.7 Primarily, CCI cover mainly the private sector economic activities in the component domains. For instance, the component domain of cultural education and library, archive and museum services does not cover public libraries and museums under the management of the Leisure and Cultural Services Department which are mainly public services provided by the Government.

3. Measuring CCI and data sources

3.1 The economic contribution of CCI can be measured in terms of the value added generated, number of persons engaged and trade in relevant goods and services.

3.2 Value added statistics for industries are mainly compiled from data collected through the Annual Survey of Economic Activities (ASEA) conducted by C&SD. The coverage of ASEA has been expanded as from the reference year of 2009 to cover personal services industries, providing more comprehensive estimates of value added for CCI's component domains of amusement services; cultural education and library, archive and museum services; as well as performing arts. To facilitate analysis of the development trend over a longer time frame, crude estimates of value added for these component domains for 2005 to 2008 are compiled from other sources, including the then Annual Survey of Personal, Social and Recreational Services. Caution should thus be taken in interpreting the figures for 2005 to 2008, which may not be strictly comparable to figures for 2009 and onwards.

3.3 Employment statistics for CCI are based on data on the number of persons engaged collected through C&SD's Quarterly Survey of Employment and Vacancies. Persons engaged include full-time salaried employees, part-time employees, as well as working directors, proprietors, partners and family workers without regular pay.

3.4 選定的文化及創意貨品貿易包括古董及工藝品；視覺藝術及設計貨品；視聽及互動媒體貨品；表演藝術及節慶貨品；以及出版貨品（書籍及報刊）。文化及創意貨品的進口及出口統計數字是根據商品貿易統計所編製，涵蓋香港與其貿易夥伴間商品的進出口，包括經陸路、航空、水路運輸及郵寄商品。商品貿易統計是根據進出口報關單上的資料編製。

3.5 選定的文化及創意服務貿易包括廣告、市場研究及公眾意見調查服務；建築、工程、科學及其他技術服務；電腦服務；資訊服務；視聽及有關服務；其他個人、文化及康樂服務（視聽服務以外的相關服務）；研究及發展以及與創新活動相關的服務；和特許經營權及商標使用許可費以外的知識產權使用費。文化及創意服務的輸入及輸出的統計數字主要是根據政府統計處進行的「服務輸入及輸出按年統計調查」所搜集的數據編製。

3.6 與文化及創意產業有關的國際統計指引仍在演化中，政府統計處會繼續密切留意有關此課題的國際統計方法的最新發展及其他經濟體的良好做法，並在將來就這產業的編製架構引進適當的改良和修訂。

4. 文化及創意產業在 2006 年至 2016 年整體的發展

4.1 表 1 載列 2006 年及 2012 年至 2016 年文化及創意產業的增加價值，及其對本地生產總值的貢獻。在 2006 年至 2016 年期間，文化及創意產業的名義增加價值的平均每年升幅為 6.7%，相對香港名義本地生產總值在同期 5.1% 的平均每年升幅較快。文化及創意產業的增加價值相對於本地生產總值的百分比，亦相應地由 2006 年的 3.9% 上升至 2016 年的 4.5%。

3.4 Trade in selected cultural and creative goods covers antiques and crafts goods; visual arts and design goods; audio-visual and interactive media goods; performing arts and celebration goods; and publishing goods (books and press). Statistics on imports and exports of cultural and creative goods are compiled based on merchandise trade statistics, which cover movements of merchandise between Hong Kong and her trading partners by land, air, water and by post. Merchandise trade statistics are compiled based on information contained in import/export declarations.

3.5 Trade in selected cultural and creative services covers advertising, market research and public opinion polling services; architectural, engineering, scientific and other technical services; computer services; information services; audio-visual and related services; other personal, cultural and recreational services (relevant services other than audio-visual services); research and development, and services related to innovation activities; and charges for the use of intellectual property rights other than franchises and trademarks licensing fees. Statistics on imports and exports of cultural and creative services are mainly based on data compiled from the Annual Survey of Imports and Exports of Services conducted by C&SD.

3.6 As the relevant international statistical guidelines pertaining to CCI are still evolving, C&SD will continue to keep abreast of the latest developments in international statistical methodology and good practices in other economies on this subject. Refinements and revisions will be introduced to the compilation framework of CCI in the future as appropriate.

4. Development of CCI as a whole for 2006 to 2016

4.1 Table 1 presents the value added of CCI and its contribution to Gross Domestic Product (GDP) for 2006 and 2012 to 2016. During 2006 to 2016, the value added of CCI in nominal terms increased at an average annual rate of 6.7%, faster than the average annual growth rate of the nominal GDP of Hong Kong, at 5.1%. Accordingly, the value added of CCI as a percentage of GDP increased from 3.9% in 2006 to 4.5% in 2016.

4.2 表 2 載列 2006 年及 2012 年至 2016 年文化及創意產業的就業人數。在 2006 年至 2016 年期間，文化及創意產業就業人數由 2006 年的 177 200 人增加至 2016 年的 212 820 人，平均每年升幅為 1.8%，相比香港總就業人數在同期 1.0% 的平均每年升幅較快。文化及創意產業佔香港總就業人數的百分比，亦相應由 2006 年的 5.2% 上升至 2016 年的 5.6%。

4.3 表 3 載列 2006 年及 2012 年至 2016 年選定文化及創意貨品的貿易數字。選定文化及創意貨品整體出口總額由 2006 年的 4,537 億元普遍上升至 2012 年的 5,379 億元，再放緩至 2016 年的 4,527 億元。有關貨品的進口總額呈類同的趨勢，由 2006 年的 4,031 億元上升至 2012 年的 6,096 億元，再放緩至 2016 年的 4,992 億元。

4.4 表 4 載列 2006 年及 2012 年至 2016 年選定文化及創意服務的貿易數字。在 2012 年至 2016 年期間，選定文化及創意服務的輸出及輸入保持相對平穩，平均每年變動率分別為 -1.3% 及 0.0%。

5. 文化及創意產業組成界別在 2016 年的表現

5.1 在 2016 年，文化及創意產業的增加價值為 1,096 億元，較 2015 年輕微上升 0.6%。在 2016 年，這產業對香港本地生產總值的貢獻為 4.5%。（表 1）

5.2 在 2016 年，文化及創意產業的就業人數為 212 820 人，較 2015 年稍微下降 0.5%。在 2016 年，這產業對香港就業總人數的貢獻為 5.6%。（表 2）

4.2 Table 2 presents the employment figures in respect of CCI for 2006 and 2012 to 2016. During 2006 to 2016, the employment in CCI increased from 177 200 in 2006 to 212 820 in 2016. This represents an average annual growth rate of 1.8%, faster than the average annual rate of increase of total employment in Hong Kong, at 1.0%. Accordingly, the share of CCI in the total employment of Hong Kong increased from 5.2% in 2006 to 5.6% in 2016.

4.3 Table 3 presents figures on trade in selected cultural and creative goods for 2006 and 2012 to 2016. The overall value of total exports of selected cultural and creative goods in general increased from \$453.7 billion in 2006 to \$537.9 billion in 2012, then moderated to \$452.7 billion in 2016. The value of imports of these goods, which showed similar trend, grew from \$403.1 billion in 2006 to \$609.6 billion in 2012, then moderated to \$499.2 billion in 2016.

4.4 Table 4 presents figures on trade in selected cultural and creative services for 2006 and 2012 to 2016. During 2012 to 2016, exports and imports of selected cultural and creative services remained quite stable, registering an average annual rate of change of -1.3% and 0.0% respectively.

5. Performance of CCI component domains in 2016

5.1 In 2016, the value added of CCI was \$109.6 billion, representing a slight increase of 0.6% from 2015. The contribution to GDP of Hong Kong was 4.5% in 2016. (Table 1)

5.2 In 2016, the employment in CCI was 212 820, representing a mild decrease of 0.5% from 2015. The contribution to the total employment of Hong Kong was 5.6% in 2016. (Table 2)

藝術品、古董及工藝品

5.3 藝術品、古董及工藝品界別主要涵蓋珠寶及相關物品的製造（包括寶石切割及鑲嵌、貴金屬雕刻、打金及打銀）；以及珠寶首飾及貴金屬裝飾物、古董、藝術品及工藝品的批發及零售。

5.4 香港一向以珠寶首飾的精細工藝，及具時代感和新穎設計馳名於世。在 2016 年，藝術品、古董及工藝品界別的增加價值為 80 億元，佔文化及創意產業總增加價值的 7.3%。這界別的就業人數為 18 120 人，佔文化及創意產業總就業人數的 8.5%。（表 1 及表 2）

5.5 藝術品、古董及工藝品界別在文化及創意產業的總增加價值中所佔的比重由 2013 年的高位（12.9%）減少至 2016 年的 7.3%。

5.6 藝術品、古董及工藝品界別包括製造及分銷活動，當中藝術品、古董及工藝品的分銷活動佔這界別的增加價值約 90%。這組成部分受惠於珠寶業需求暢旺，尤其是旅客對珠寶首飾的需求殷切。

文化教育及圖書館、檔案保存和博物館服務

5.7 文化教育及圖書館、檔案保存和博物館服務界別包括私營的藝術、戲劇、音樂、舞蹈、繪畫、攝影等訓練；綜合美術及表演藝術學校（學術除外）；以及私營的圖書館及檔案保存、博物館及歷史遺址的經營及管理。

5.8 在 2016 年，文化教育及圖書館、檔案保存和博物館服務界別的增加價值為 14 億元，佔文化及創意產業總增加價值的 1.3%。這界別的就業人數為 11 870 人，佔文化及創意產業總就業人數的 5.6%。（表 1 及表 2）

Art, antiques and crafts

5.3 The domain of art, antiques and crafts covers the manufacture of jewellery and related articles (including cutting and setting of precious stones; engraving on precious metals; goldsmithing and silversmithing); and the wholesale and retail of jewellery and precious metal accessories, antiques, and works of art and crafts.

5.4 Hong Kong is renowned for its craftsmanship in jewellery set with precious stones, with contemporary and innovative designs. In 2016, the value added of the art, antiques and crafts domain was \$8.0 billion, accounting for 7.3% of the total value added of CCI. The employment in this domain was 18 120, accounting for 8.5% of the total employment in CCI. (Table 1 and Table 2)

5.5 The share of the art, antiques and crafts domain in the total value added of CCI dropped from the peak of 12.9% in 2013 to 7.3% in 2016.

5.6 The art, antique and crafts domain consists of manufacturing and distribution activities, of which distribution activities of art, antiques and crafts accounted for about 90% of the value added of this domain. This component benefitted from the burgeoning demand for jewellery, particularly that of visitors.

Cultural education and library, archive and museum services

5.7 The domain of cultural education and library, archive and museum services includes instruction in arts, drama, music, dance, painting, photography, etc. in the private sector; general fine arts and performing arts schools (except academic); as well as the operation and management of libraries and archives, museums and historical sites in the private sector.

5.8 In 2016, the value added of the cultural education and library, archive and museum services domain was \$1.4 billion, accounting for 1.3% of the total value added of CCI. The employment in this domain was 11 870, accounting for 5.6% of the total employment in CCI. (Table 1 and Table 2)

表演藝術

5.9 表演藝術界別包括創作及表演藝術活動（例如管弦樂團、芭蕾舞表演團體及音樂會表演團體、舞台設計、劇場監製等）；藝術創作人；音樂人及作家；以及私營的表演藝術場所經營（例如可作現場表演的劇院）。此外，藝人代理和模特兒代理亦包括在內。

5.10 表演藝術界別是文化及創意產業中最小的組成部分。在 2016 年，這界別的增加價值為 13 億元，佔文化及創意產業總增加價值的 1.2%。這界別的就業人數為 5 390 人，佔文化及創意產業總就業人數的 2.5%。（表 1 及表 2）

電影及錄像和音樂

5.11 電影及錄像和音樂界別涵蓋各類相關活動，包括電影、錄像及電視節目製作活動；錄音及音樂出版活動；攝影活動；已儲錄資料媒體的複製；樂器的製造；以及音樂及錄像影碟的批發、零售和租賃。

5.12 在 2016 年，電影及錄像和音樂界別的增加價值為 37 億元，佔文化及創意產業總增加價值的 3.4%。這界別的就業人數為 14 840 人，佔文化及創意產業總就業人數的 7.0%。（表 1 及表 2）

電視及電台

5.13 電視及電台界別包括電視及電台節目廣播。廣播可應用多種科技，例如經無線廣播、衛星、有線網絡或互聯網進行。

5.14 在 2016 年，電視及電台界別的增加價值為 65 億元，佔文化及創意產業總增加價值的 5.9%。這界別的就業人數為 6 860 人，佔文化及創意產業總就業人數的 3.2%。（表 1 及表 2）

Performing arts

5.9 The performing arts domain covers creative and performing arts activities (e.g. orchestras, ballet and concert show groups, stage designers, theatrical producers, etc.); creative artists; musicians and writers; as well as performing arts venue operation (e.g. theatres for live performance) in the private sector. It also includes agents for artists and models.

5.10 The performing arts domain is the smallest component of CCI. In 2016, the value added of this domain was \$1.3 billion, accounting for 1.2% of the total value added of CCI. The employment in this domain was 5 390, accounting for 2.5% of the total employment in CCI. (Table 1 and Table 2)

Film, video and music

5.11 The domain of film, video and music covers a wide range of relevant activities, including motion picture, video and television programme production activities; sound recording and music publishing activities; photographic activities; reproduction of recorded media; manufacture of musical instruments; as well as wholesale, retail and renting of music and video recordings.

5.12 In 2016, the value added of the film, video and music domain was \$3.7 billion, accounting for 3.4% of the total value added of CCI. The employment in this domain was 14 840, accounting for 7.0% of the total employment in CCI. (Table 1 and Table 2)

Television and radio

5.13 The domain of television and radio covers television and radio programming and broadcasting activities. The broadcasting can be performed using different technologies, e.g. over-the-air, via satellite, via a cable network or via the Internet.

5.14 In 2016, the value added of the television and radio domain was \$6.5 billion, accounting for 5.9% of the total value added of CCI. The employment in this domain was 6 860, accounting for 3.2% of the total employment in CCI. (Table 1 and Table 2)

出版

5.15 出版界別包括書籍、報紙及期刊的印刷、出版、批發和零售，亦包括新聞通訊社及其他資訊服務活動。

5.16 雖然出版是文化及創意產業的第二大界別（按增加價值及就業人數計算），但這界別在近年的業務表現相對溫和，部分原因是由於報紙及雜誌業務的競爭激烈，以及免費報紙和資訊網站帶來的挑戰。它在文化及創意產業的總增加價值中所佔的比重由 2006 年的 26.0% 下降至 2016 年的 11.4%。很多傳統的出版活動已經由印刷平台轉移至數碼化平台，以網絡及門戶網站託管活動代替。這類新興活動包括在軟件、電腦遊戲及互動媒體界別內。

5.17 在 2016 年，出版界別的增加價值為 125 億元，佔文化及創意產業總增加價值的 11.4%。這界別的就業人數為 39 090 人，佔文化及創意產業總就業人數的 18.4%。
（表 1 及表 2）

軟件、電腦遊戲及互動媒體

5.18 軟件、電腦遊戲及互動媒體界別包括軟件和電腦遊戲的出版和分銷；資訊科技服務活動（例如電腦遊戲、軟件、網站和網絡系統的設計及開發）；互聯網及其他電訊活動；以及入門網站、資料處理、寄存及相關活動。

5.19 作為文化及創意產業的最大組成部分（按增加價值及就業人數計算），軟件、電腦遊戲及互動媒體界別在香港的知識型經濟中亦擔當重要的角色。在 2016 年，軟件、電腦遊戲及互動媒體界別的增加價值為 483 億元，佔文化及創意產業總增加價值的 44.1%。這界別的就業人數為 57 550 人，佔文化及創意產業總就業人數的 27.0%。
（表 1 及表 2）

Publishing

5.15 The publishing domain covers printing, publishing, and wholesale and retail of books, newspapers and periodicals. It also covers news agency and other information service activities.

5.16 While publishing is the second largest component of CCI (in terms of both value added and employment), the business performance of this domain has been rather moderate in recent years, partly due to keen competition, especially in the business of newspapers and magazines, and challenges arising from free newspapers and information portals. Its share in the total value added of the entire CCI declined from 26.0% in 2006 to 11.4% in 2016. Many traditional publishing activities have migrated from printed platforms to digital platforms, contributing to web and portal hosting activities. The latter activities are covered under the software, computer games and interactive media domain.

5.17 In 2016, the value added of the publishing domain was \$12.5 billion, accounting for 11.4% of the total value added of CCI. The employment in this domain was 39 090, accounting for 18.4% of the total employment in CCI. (Table 1 and Table 2)

Software, computer games and interactive media

5.18 The domain of software, computer games and interactive media covers publishing and distributive trades of software and computer games; information technology service activities (e.g. designing and development of computer games, software, websites and network systems); Internet and other telecommunications activities; as well as web portals, data processing, hosting and related activities.

5.19 As the biggest component of CCI (in terms of both value added and employment), the software, computer games and interactive media domain also plays an important role in the knowledge-based economy of Hong Kong. In 2016, the value added of the software, computer games and interactive media domain was \$48.3 billion, accounting for 44.1% of the total value added of CCI. The employment in this domain was 57 550, accounting for 27.0% of the total employment in CCI. (Table 1 and Table 2)

5.20 軟件、電腦遊戲及互動媒體界別在文化及創意產業中一直佔着重要的地位。它在文化及創意產業的總增加價值中所佔的比重由 2006 年的 33.6% 增加至 2016 年的 44.1%。這界別的主要組別為互聯網服務及軟件和電腦遊戲開發，此兩組別合共佔這界別在 2016 年約 90% 的增加價值。

設計

5.21 設計界別涵蓋各類專門設計活動，包括室內設計和傢具設計；多媒體、視覺及平面设计；時裝及配飾設計（包括珠寶設計）；以及工業設計。

5.22 香港正發展成為區內的設計中心，而設計在作為創新元素的源頭和驅動產品的經濟價值及商業競爭力方面，扮演相當重要的角色。在 2016 年，設計界別的增加價值為 42 億元，佔文化及創意產業總增加價值的 3.9%。這界別的就業人數為 16 350 人，佔文化及創意產業總就業人數的 7.7%。
（表 1 及表 2）

建築

5.23 建築界別包括建築設計服務；城市規劃及設計活動；以及綜合及其他建築、測量及工程服務（當中包括景觀園藝設計）。

5.24 近年來，隨着多個基建和文化項目的開展，香港對建築服務的需求保持殷切。香港的建築顧問公司亦積極參與區內（尤其是中國內地）的各項住宅及商業發展項目，以及大型城市發展和基建項目。

5.25 在 2016 年，建築界別的增加價值為 118 億元，佔文化及創意產業總增加價值的 10.8%。這界別的就業人數為 15 940 人，佔文化及創意產業總就業人數的 7.5%。
（表 1 及表 2）

5.20 The software, computer games and interactive media domain has all along been a dominant component among all CCI domains. It accounted for 33.6% of the total value added of CCI in 2006, growing to 44.1% in 2016. Key members of this domain are Internet services and development of software and computer games, which together accounted for some 90% of the value added of this domain in 2016.

Design

5.21 The design domain covers a wide range of specialised design activities including interior and furniture design; multi-media, visual and graphic design; fashion and accessories design (including jewellery design); as well as industrial design.

5.22 Hong Kong is developing into a regional design centre. Design is playing an important role as a source of innovative content and a key driver of enhancing economic value of products and business competitiveness. In 2016, the value added of the design domain was \$4.2 billion, accounting for 3.9% of the total value added of CCI. The employment in this domain was 16 350, accounting for 7.7% of the total employment in CCI. (Table 1 and Table 2)

Architecture

5.23 The architecture domain covers architectural design services; town planning and urban design activities; as well as combined and other architectural, surveying and engineering services (including landscape gardening design).

5.24 Local demand for architectural services remains buoyant in recent years, along with the launch of a number of infrastructure and cultural projects. Architectural firms in Hong Kong are also actively engaged in various residential and commercial development projects as well as large-scale urban development and infrastructure projects in the region, particularly in the mainland of China.

5.25 In 2016, the value added of the architecture domain was \$11.8 billion, accounting for 10.8% of the total value added of CCI. The employment in this domain was 15 940, accounting for 7.5% of the total employment in CCI. (Table 1 and Table 2)

廣告

5.26 廣告界別包括廣告及市場研究；會議及商展服務；以及商業廣告牌的製造。

5.27 在 2016 年，廣告界別的增加價值為 92 億元，佔文化及創意產業總增加價值的 8.4%。這界別的就業人數為 18 480 人，佔文化及創意產業總就業人數的 8.7%。

（表 1 及表 2）

娛樂服務

5.28 娛樂服務界別包括遊樂園和主題樂園，及遊戲機中心，為文化及創意產業當中一個較小的組成部分。在 2016 年，娛樂服務界別的增加價值為 27 億元，佔文化及創意產業總增加價值的 2.4%。這界別的就業人數為 8 320 人，佔文化及創意產業總就業人數的 3.9%。（表 1 及表 2）

6. 2016 年選定文化及創意貨品和服務貿易

6.1 在 2016 年，選定文化及創意貨品的整體出口（包括港產品出口和轉口貨品）為 4,527 億元，較 2015 年減少 7.2%。有關貨品的整體出口佔香港貨品整體出口總額的 12.6%。視聽及互動媒體貨品為最大的組成部分，佔 2016 年選定文化及創意貨品整體出口總額的 71.8%。其次為視覺藝術及設計貨品（12.6%）；表演藝術及節慶貨品（10.6%）；古董及工藝品（2.6%）；和出版貨品（書籍及報刊）（2.4%）。（表 3）

Advertising

5.26 The advertising domain includes advertising and market research; convention and trade show organising services; as well as manufacture of advertising displays.

5.27 In 2016, the value added of the advertising domain was \$9.2 billion, accounting for 8.4% of the total value added of CCI. The employment in this domain was 18 480, accounting for 8.7% of the total employment in CCI. (Table 1 and Table 2)

Amusement services

5.28 The amusement services domain, which covers mainly activities of amusement parks and theme parks as well as amusement game centres, is a small component of CCI. In 2016, the value added of the amusement services domain was \$2.7 billion, accounting for 2.4% of the total value added of CCI. The employment in this domain was 8 320, accounting for 3.9% of the total employment in CCI. (Table 1 and Table 2)

6. Trade in selected cultural and creative goods and services in 2016

6.1 In 2016, total exports (comprising domestic exports and re-exports) of selected cultural and creative goods amounted to \$452.7 billion, representing a decrease of 7.2% compared with 2015. They accounted for 12.6% of Hong Kong's total exports of goods. The largest component was audio-visual and interactive media goods, accounting for 71.8% of overall value of total exports of selected cultural and creative goods in 2016. This was followed by visual arts and design goods (12.6%); performing arts and celebration goods (10.6%); antiques and crafts goods (2.6%); and publishing goods (books and press) (2.4%). (Table 3)

6.2 在 2016 年，選定文化及創意貨品的進口為 4,992 億元，較 2015 年減少 6.6%。有關貨品進口佔香港貨品進口總額的 12.5%。視聽及互動媒體貨品為最大的組成部分，佔 2016 年選定文化及創意貨品進口總額的 62.8%。其次為視覺藝術及設計貨品（22.3%）；表演藝術及節慶貨品（10.5%）；古董及工藝品（2.8%）；和出版貨品（書籍及報刊）（1.6%）。（表 3）

6.3 在 2016 年，選定文化及創意服務的輸出總額達 245 億元，較 2015 年減少 1.1%。有關的服務輸出佔香港服務輸出總額的 3.2%。主要服務的組成部分包括電腦服務（佔選定文化及創意服務輸出總額的 29.1%）；廣告、市場研究及公眾意見調查服務（21.1%）；特許經營權及商標使用許可費以外的知識產權使用費（17.8%）；以及建築、工程、科學及其他技術服務（16.2%）。（表 4）

6.4 在 2016 年，選定文化及創意服務的輸入總額達 254 億元，較 2015 年微跌 0.2%。有關的服務輸入佔香港服務輸入總額的 4.4%。特許經營權及商標使用許可費以外的知識產權使用費為最大的組成部分，佔選定文化及創意服務輸入總額的 40.4%。其次為電腦服務（20.0%）；廣告、市場研究及公眾意見調查服務（16.2%）；以及建築、工程、科學及其他技術服務（10.6%）。（表 4）

6.2 In 2016, imports of selected cultural and creative goods amounted to \$499.2 billion, representing a decrease of 6.6% compared with 2015. They accounted for 12.5% of Hong Kong's total imports of goods. The largest component was audio-visual and interactive media goods, accounting for 62.8% of total imports of selected cultural and creative goods in 2016. This was followed by visual arts and design goods (22.3%); performing arts and celebration goods (10.5%); antiques and crafts goods (2.8%); and publishing goods (books and press) (1.6%). (Table 3)

6.3 In 2016, total exports of selected cultural and creative services amounted to \$24.5 billion, representing a decrease of 1.1% compared with 2015. They accounted for 3.2% of Hong Kong's total exports of services. Major service components included computer services (accounting for 29.1% of total exports of selected cultural and creative services); advertising, market research and public opinion polling services (21.1%); charges for the use of intellectual property rights other than franchises and trademarks licensing fees (17.8%); and architectural, engineering, scientific and other technical services (16.2%). (Table 4)

6.4 In 2016, total imports of selected cultural and creative services amounted to \$25.4 billion, representing a slight decrease of 0.2% compared with 2015. They accounted for 4.4% of Hong Kong's total imports of services. The biggest component was charges for the use of intellectual property rights other than franchises and trademarks licensing fees, accounting for 40.4% of total imports of selected cultural and creative services. This was followed by computer services (20.0%); advertising, market research and public opinion polling services (16.2%); and architectural, engineering, scientific and other technical services (10.6%). (Table 4)

表 1 文化及創意產業的增加價值
Table 1 Value added of the cultural and creative industries

百萬元（另有註明除外）
\$ million, unless otherwise specified

	2006	2012	2013	2014	2015	2016
藝術品、古董及工藝品 Art, antiques and crafts	4,437	11,446	13,633	12,199	10,157	8,020
文化教育及圖書館、檔案保存和博物館服務 ⁽¹⁾ Cultural education and library, archive and museum services ⁽¹⁾	-	1,161	1,246	1,465	1,289	1,414
表演藝術 Performing arts	628	932	876	954	1,196	1,263
電影及錄像和音樂 Film, video and music	3,401	3,643	3,524	3,106	3,469	3,713
電視及電台 Television and radio	5,018	7,043	7,986	6,431	7,174	6,501
出版 Publishing	14,908	14,066	14,112	13,894	12,602	12,474
軟件、電腦遊戲及互動媒體 Software, computer games and interactive media	19,240	37,755	40,265	44,387	46,141	48,343
設計 Design	1,291	3,310	3,711	4,080	4,146	4,247
建築 Architecture	3,484	9,261	9,762	11,058	10,724	11,783
廣告 Advertising	4,056	7,322	8,682	9,254	9,182	9,187
娛樂服務 Amusement services	847	1,899	2,253	2,852	2,840	2,662
文化及創意產業⁽²⁾ Cultural and creative industries⁽²⁾	57,309	97,837	106,050	109,680	108,920	109,607
佔以基本價格計算的本地生產總值的百分比 ⁽³⁾ % of Gross Domestic Product (GDP) at basic prices ⁽³⁾	3.9%	4.9%	5.1%	5.0%	4.7%	4.5%

註釋：由 2009 年起，增加價值數字的編製採用「香港標準行業分類 2.0 版」作行業分類。2006 年的後向估計數字是受到一定的局限，並須謹慎闡釋。

由於四捨五入關係，個別數字加起來可能與總數不符。

(1) 文化教育及圖書館、檔案保存和博物館服務在 2008 年以前並沒有統計調查的數據。因此，2006 年以“-”來顯示。

(2) 文化及創意產業在 2008 年及以後的總體數字不能與較早年份的數字作嚴格比較，這是由於較早年份的總體數字沒有涵蓋文化教育及圖書館、檔案保存和博物館服務的相關數字。

(3) 百分比是根據 2018 年 5 月 11 日公布的本地生產總值的數字計算。

資料來源：政府統計處進行的「經濟活動按年統計調查」（2009 年以前為「按年經濟統計調查」）

Notes: Since 2009, the value added figures have been compiled based on HSIC Version 2.0 for classification of industries. The backcasted data for 2006 are subject to certain limitations and should be interpreted with care.

Figures may not add up to total due to rounding.

(1) Survey data for cultural education and library, archive and museum services are not available prior to 2008. Thus, “-” is shown for 2006.

(2) Aggregate figures for 2008 and onwards are not strictly comparable with those of earlier years where data for cultural education and library, archive and museum services are not covered.

(3) Calculation is based on GDP statistics released on 11 May 2018.

Source: Annual Survey of Economic Activities (formerly the Programme of Annual Economic Surveys prior to 2009) conducted by the Census and Statistics Department

表 2 文化及創意產業的就業人數
Table 2 Number of persons engaged in the cultural and creative industries

	人數（進位至最接近的十位數） Number (rounded to the nearest ten)					
	2006	2012	2013	2014	2015	2016
藝術品、古董及工藝品 Art, antiques and crafts	18 340	17 730	18 430	19 240	18 810	18 120
文化教育及圖書館、檔案保存和博物館服務 ⁽¹⁾ Cultural education and library, archive and museum services ⁽¹⁾	-	9 100	9 420	10 430	10 800	11 870
表演藝術 Performing arts	3 010	3 810	4 200	4 800	5 110	5 390
電影及錄像和音樂 Film, video and music	14 820	14 700	14 990	14 960	15 050	14 840
電視及電台 Television and radio	6 600	5 730	6 420	6 740	6 960	6 860
出版 Publishing	47 540	44 220	43 900	42 660	40 810	39 090
軟件、電腦遊戲及互動媒體 Software, computer games and interactive media	41 540	49 700	52 600	55 520	56 730	57 550
設計 Design	9 030	14 140	15 120	15 820	16 220	16 350
建築 Architecture	10 700	14 670	15 310	15 640	15 830	15 940
廣告 Advertising	17 410	18 320	18 510	18 650	18 740	18 480
娛樂服務 Amusement services	8 210	8 230	8 590	8 600	8 810	8 320
文化及創意產業⁽²⁾ Cultural and creative industries⁽²⁾	177 200	200 370	207 490	213 060	213 880	212 820
佔總就業人數的百分比 ⁽³⁾ % of total employment ⁽³⁾	5.2%	5.5%	5.6%	5.7%	5.7%	5.6%

註釋：由 2009 年起，就業數字的編製採用「香港標準行業分類 2.0 版」作行業分類。2006 年的後向估計數字是受到一定的局限，並須謹慎闡釋。

由於四捨五入關係，個別數字加起來可能與總數不符。

(1) 為了配合表 1，表內沒有載列 2006 年文化教育及圖書館、檔案保存和博物館服務的數字。因此，2006 年以“-”來顯示。

(2) 文化及創意產業在 2008 年及以後的總體數字不能與較早年份的數字作嚴格比較，這是由於較早年份的總體數字沒有涵蓋文化教育及圖書館、檔案保存和博物館服務的相關數字。

(3) 總就業人數是以《香港統計月刊》2017 年 9 月號刊載的就業綜合估計數字為依據。

資料來源：政府統計處進行的「僱傭及職位空缺按季統計調查」

Notes: Since 2009, the employment figures have been compiled based on HSIC Version 2.0 for classification of industries. The backcasted data for 2006 are subject to certain limitations and should be interpreted with care.

Figures may not add up to total due to rounding.

(1) In order to align with Table 1, the figure of persons engaged in the cultural education and library, archive and museum services is not presented for the 2006 reference year. Thus, "-" is shown for 2006.

(2) Aggregate figures of cultural and creative industries for 2008 and onwards are not strictly comparable with those of earlier years where data for cultural education and library, archive and museum services are not covered.

(3) Total employment is based on the Composite Employment Estimates released in the September 2017 issue of the *Hong Kong Monthly Digest of Statistics*.

Source: Quarterly Survey of Employment and Vacancies conducted by the Census and Statistics Department

表 3 選定的文化及創意貨品的整體出口及進口
Table 3 Total exports and imports of selected cultural and creative goods

百萬元（另有註明除外）
\$ million, unless otherwise specified

	2006	2012	2013	2014	2015	2016
選定文化及創意貨品的整體出口						
Total exports of selected cultural and creative goods						
古董及工藝品	10,133	10,696	11,505	11,956	11,980	11,649
Antiques and crafts goods						
視覺藝術及設計貨品	43,792	63,450	66,430	70,876	63,428	56,964
Visual arts and design goods						
視聽及互動媒體貨品	347,798	393,864	364,993	363,525	352,662	324,894
Audio-visual and interactive media goods						
表演藝術及節慶貨品	39,748	57,469	52,204	47,004	48,517	48,189
Performing arts and celebration goods						
出版貨品（書籍及報刊）	12,195	12,395	11,973	11,706	11,359	11,046
Publishing goods (books and press)						
選定文化及創意貨品的整體出口總額	453,666	537,874	507,105	505,067	487,946	452,741
Overall value of total exports of selected cultural and creative goods						
佔貨品整體出口總額的百分比	18.4%	15.7%	14.2%	13.8%	13.5%	12.6%
% of total exports of goods						
選定文化及創意貨品的進口						
Imports of selected cultural and creative goods						
古董及工藝品	9,607	13,394	14,005	13,718	12,134	14,028
Antiques and crafts goods						
視覺藝術及設計貨品	34,646	106,054	110,480	127,796	112,383	111,420
Visual arts and design goods						
視聽及互動媒體貨品	320,551	415,080	399,201	368,887	347,570	313,503
Audio-visual and interactive media goods						
表演藝術及節慶貨品	30,904	66,266	64,222	58,880	53,798	52,173
Performing arts and celebration goods						
出版貨品（書籍及報刊）	7,438	8,828	8,322	8,206	8,445	8,119
Publishing goods (books and press)						
選定文化及創意貨品的進口總額	403,146	609,622	596,230	577,487	534,330	499,242
Total imports of selected cultural and creative goods						
佔貨品進口總額的百分比	15.5%	15.6%	14.7%	13.7%	13.2%	12.5%
% of total imports of goods						

註釋：由於四捨五入關係，個別數字加起來可能與總數不符。

Note: Figures may not add up to total due to rounding.

資料來源：政府統計處商品貿易統計

Source: Merchandise trade statistics, Census and Statistics Department

表 4 選定的文化及創意服務的輸出及輸入
Table 4 Exports and imports of selected cultural and creative services

百萬元（另有註明除外）

\$ million, unless otherwise specified

	2006	2012	2013	2014	2015	2016
選定文化及創意服務的輸出						
Exports of selected cultural and creative services						
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	4,292	6,090	6,451	5,961	5,347	5,161
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	2,153	3,946	3,815	4,107	4,302	3,972
電腦服務 Computer services	2,337	7,027	7,293	7,380	7,156	7,132
資訊服務 Information services	443	766	760	726	701	719
視聽及有關服務 Audio-visual and related services	2,006	869	732	675	576	658
其他個人、文化及康樂服務 Other personal, cultural and recreational services	1,219	2,807	1,087	1,328	1,423	1,670
研究及發展以及與創新活動相關的服務 Research and development, and services related to innovation activities	228	606	903	1,209	1,024	805
特許經營權及商標使用許可費以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks licensing fees	1,950	3,660	4,024	4,129	4,239	4,368
選定文化及創意服務的輸出總額 Total exports of selected cultural and creative services	14,628	25,771	25,065	25,515	24,768	24,485
佔服務輸出總額的百分比 % of total exports of services	3.5%	3.4%	3.1%	3.1%	3.1%	3.2%
選定文化及創意服務的輸入						
Imports of selected cultural and creative services						
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	2,515	4,498	4,386	4,069	4,189	4,109
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	678	2,544	2,593	2,837	2,923	2,699
電腦服務 Computer services	2,405	3,706	4,260	5,087	4,998	5,065
資訊服務 Information services	481	774	1,127	1,022	1,135	1,085
視聽及有關服務 Audio-visual and related services	275	544	464	389	416	403
其他個人、文化及康樂服務 Other personal, cultural and recreational services	158	320	289	387	430	581
研究及發展以及與創新活動相關的服務 Research and development, and services related to innovation activities	1,757	1,047	1,069	1,250	1,089	1,164
特許經營權及商標使用許可費以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks licensing fees	6,992	11,907	11,001	10,375	10,222	10,246
選定文化及創意服務的輸入總額 Total imports of selected cultural and creative services	15,261	25,340	25,189	25,416	25,402	25,352
佔服務輸入總額的百分比 % of total imports of services	3.1%	4.3%	4.3%	4.4%	4.4%	4.4%

註釋：由於四捨五入關係，個別數字加起來可能與總數不符。

Note: Figures may not add up to total due to rounding.

資料來源：政府統計處進行的「服務輸入及輸出按年統計調查」

Source: Annual Survey of Imports and Exports of Services conducted by the Census and Statistics Department