

BOOST & ENHANCE THE FRENCH CULTURAL SECTOR

An important vector of economic development



635 700
main jobs
(2019)

2,3%
OF GDB
(2019)

191
IDENTIFIED
TRADES

**CONTINUOUS
GROWTH BEFORE
COVID (2013-2018)**

• **+ 6,7%** growth in
cultural activities

• **+ 7,1%** growth in the
workforce

1,3 million

people received incomes, either as main job revenues or as one-time revenues, from a cultural or creative activity in 2018

The French cultural heritage

23 Regional Fund for Contemporary Art

51 Art centers

1 240 Museums of France et national museums

45 000 Castles

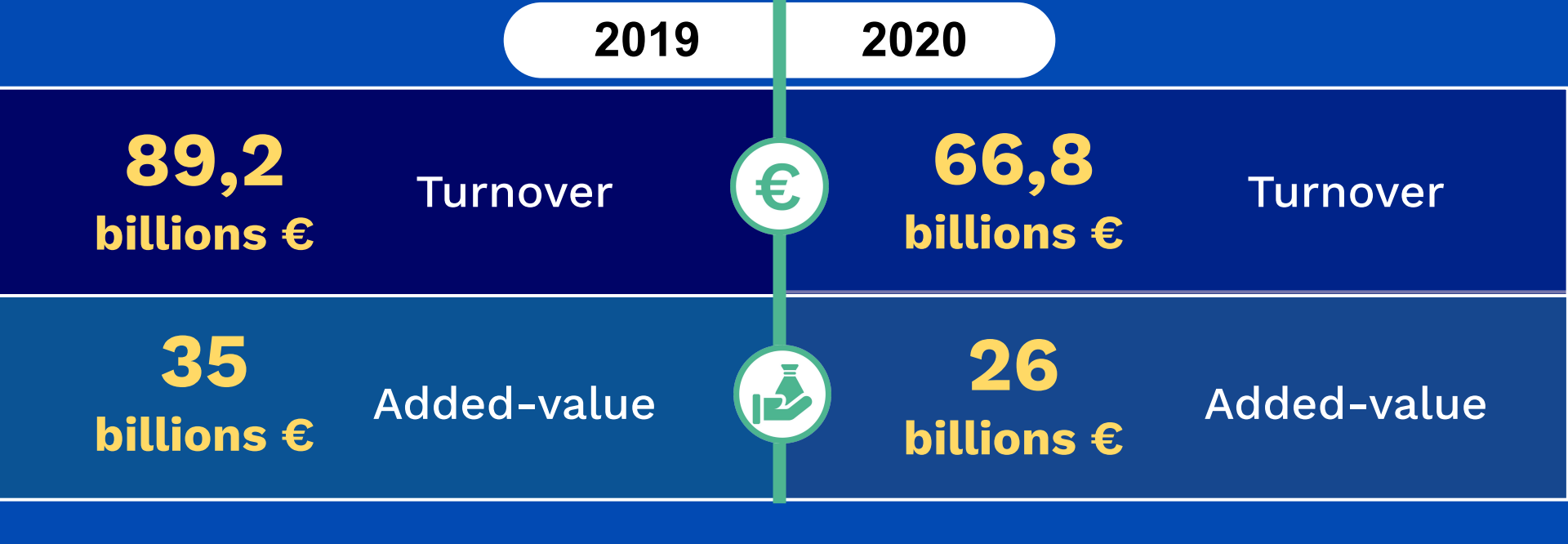
300 Cultural foundations

96 French cultural institutes

800 "Alliances françaises"

Economic impact of the pandemic

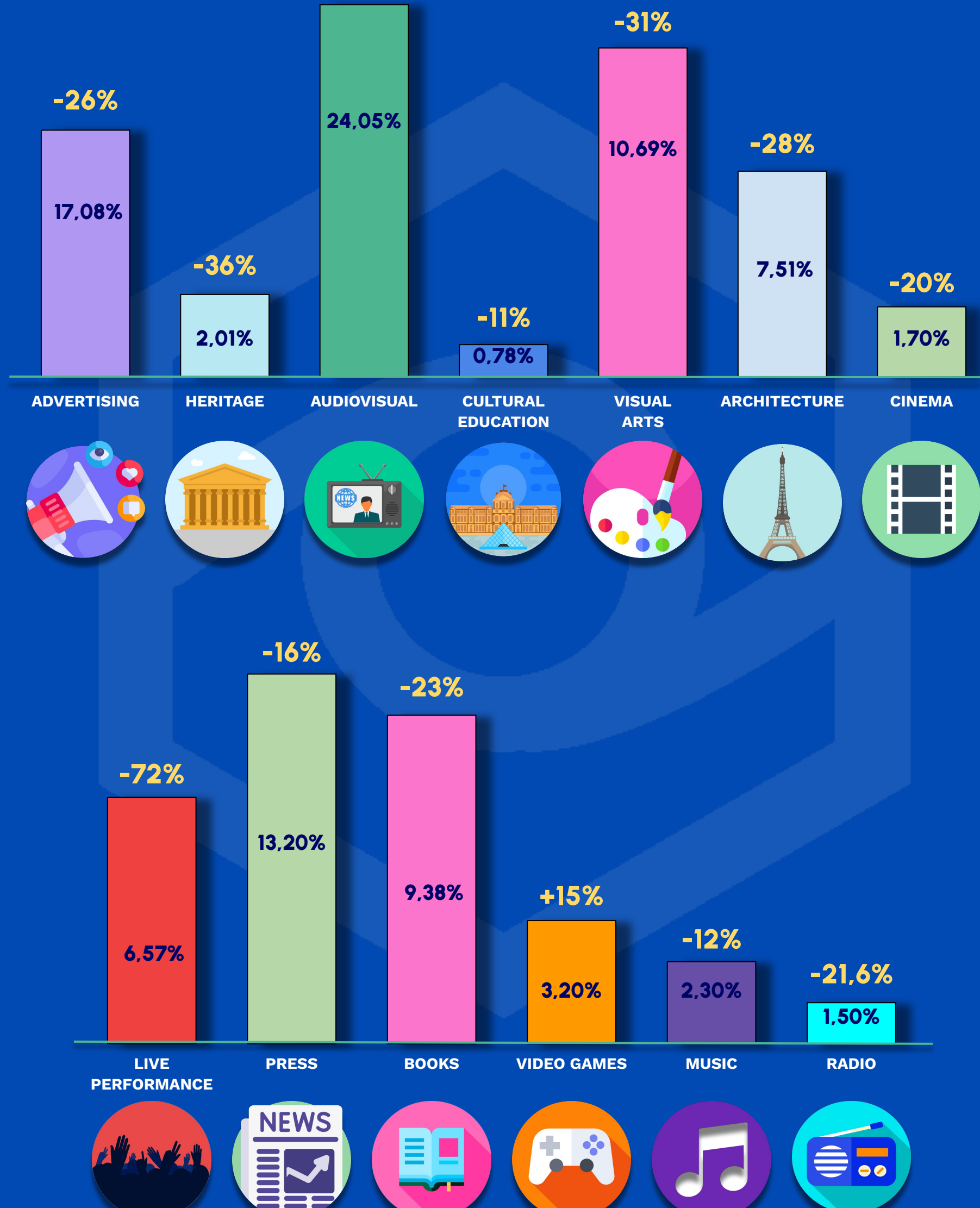
Culture has decreased its overall activity by 25%



Market share & activities 2019 - 2020

commercial cultural segments

% Market share in 2019 - Growth in 2020



50% of jobs

are involved in the
segments most sensitive to the crisis

Stimulus plan : " Whatever the cost ! "



2 billions €



Nearly 50% of cultural jobs

are concentrated in the
Ile-de-France region

A budget of
408 M€ is
dedicated to the
cultural branch of
France Relance
Ile-de-France



And now,

What are the future prospects of the cultural sector?

The dematerialized or hybrid culture didn't wait for the pandemic

78%

of the population consumed cultural
goods or services online in 2019
(excluding press and sports)

1/3

user installs an application or
software on devices to access
cultural content

50%

of 15-28 year olds accessed
culture almost exclusively
through digital means in 2019

56%

of consumers were willing to pay for
access to cultural content online
in 2019

Towards an enriched cultural offer

Online paid cultural consumption: an economic lever

50%

of people can no longer do without
their paid subscriptions (music,
television, VOD)

Enrich offer by combining physical and digital

Cultural institutions that were able to offer digital
content during lockdowns, such as **virtual tours**,
online courses, **live lectures**, etc., saw a huge increase
of their clients engagement (traffic and subscribers),
as well as **a boost in visitor interest when they
reopened.**



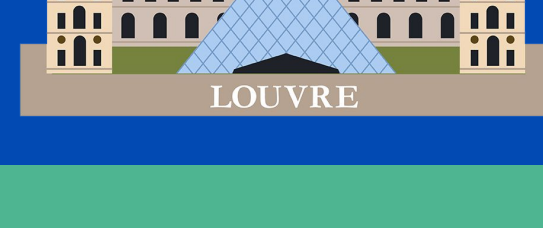
Attract a young target

The average age of visitors continuously
increases. Between 1973 and 2018 attendance
among 18-25 year olds dropped from 51% to
47%, while attendance among 53-64 year olds
increased by 12 points.

Strengthen the export of French cultural and creative industries

x2

A powerful vector of French
attractiveness, French cultural goods and
services exports increased by 16%
compared to 8% for all French exports
between 2013 and 2016.



What are our sources? Discover them [here](#)