

## Delimitation of activities in the cultural and creative industries

This methodology document is an appendix to the documentation of statistics called *The importance of cultural and creative industries in the national economy*. The document outlines the industry classification for cultural industries, creative industries, and the combined classification for cultural and creative industries.

### Delimitation of activities in the cultural industries

The definition of cultural industries in the statistics *The importance of cultural and creative industries in the national economy* is based on the [industry classification used in the statistics \*Cultural business structure and labour market\*](#). This classification was originally based on a delineation of the cultural industry derived from UNESCO's Framework for Cultural Statistics (2009), which also served as a reference framework for discussions on the industries included in *The importance of cultural and creative industries in the national economy*.

The original definition of the cultural industry consisted of 61 activity codes. During the establishment of *The importance of cultural and creative industries in the national economy*, this classification was revisited and adjusted, with some industries removed and more added. These adjustments were decided by a working group comprising representatives from the Ministry of Culture, the Ministry of Industry, Business and Financial Affairs, Danish Industry, Danish Chamber of Commerce, The Agency for Culture and Palaces and Statistics Denmark.

In the statistics *The importance of cultural and creative industries in the national economy*, the cultural industry is defined using 63 unique 6-digit activity codes listed below, categorised by cultural domain and further divided into core or support industries. Support industries are primarily considered auxiliary to the core industries of the cultural sector, often linked to activities such as the production or trade of goods that can be used for cultural activities.

<b>DB_07 Activity no.</b>	<b>DB_07 Activity</b>	<b>Parent domain</b>	<b>Cultural domain</b>	<b>Core or Support</b>	<b>Detail or Wholesale</b>
910110	Libraries	Media, library and literature	Library	Core	No
582100	Publishing of computer games	Media, library and literature	Computer games	Core	No
581300	Publishing of newspapers	Media, library and literature	News media and magazines	Core	No
581420	Publishing of local and advertising papers	Media, library and literature	News media and magazines	Core	No
581410	Publishing of journals and periodicals	Media, library and literature	News media and magazines	Core	No
591200	Motion picture, video and television post-production activities	Media, library and literature	Movies and series	Core	No
591400	Motion picture projection activities	Media, library and literature	Movies and series	Core	No
591300	Motion picture, video and television programme distribution activities	Media, library and literature	Movies and series	Core	No
591110	Motion picture and video programme production	Media, library and literature	Movies and series	Core	No
772200	Renting of video tapes and disks	Media, library and literature	Movies and series	Core	No
581100	Book publishing	Media, library and literature	Literature and books	Core	No
591120	Television programme production	Media, library and literature	Tv and radio	Core	No
601000	Radio broadcasting	Media, library and literature	Tv and radio	Core	No
602000	Tv- Television programming and broadcasting activities	Media, library and literature	Tv and radio	Core	No
932100	Activities of amusement parks and theme parks	Sports and recreation	Amusement and theme parks	Core	No
932990	Other amusement and recreation activities	Sports and recreation	Amusement and theme parks	Core	No
931900	Other sports activities	Sports and recreation	Sport	Core	No
931100	Operation of sports activities	Sports and recreation	Sport	Core	No
931300	Fitness facilities	Sports and recreation	Sport	Core	No
931200	Activities of sport clubs	Sports and recreation	Sport	Core	No
855100	Sports and recreation education	Sports and recreation	Sport	Core	No
910120	Archives	Cultural and natural heritage	Archives	Core	No
910200	Museums activities	Cultural and natural heritage	Museums	Core	No
910300	Operation of historical sites and buildings and similar visitor attractions	Cultural and natural heritage	Museums	Core	No
910400	Botanical and zoological gardens and nature reserves activities	Cultural and natural heritage	Zoological and botanical gardens	Core	No
855200	Cultural education	Performing arts and music	Music	Core	No
900200	Support activities to performing arts	Performing arts and music	Music	Core	No
592000	Sound recording and music publishing activities	Performing arts and music	Music	Core	No
182000	Reproduction of recorded media	Performing arts and music	Music	Core	No
900120	Activities of individual artists	Performing arts and music	Music/performing arts	Core	No
900110	Theatres and concerts	Performing arts and music	Music/performing arts	Core	No
900400	Operation of arts facilities	Performing arts and music	Music/performing arts	Core	No
711100	Architectural activities	Visual arts, design and architecture	Architecture	Core	No
742000	Photographic activities	Visual arts, design and architecture	Photography	Core	No

321200	Manufacturing of jewellery and related articles	Visual arts, design and architecture	Craft and fine arts	Core	No
900300	Artistic operation	Visual arts, design and architecture	Craft and fine arts	Core	No
234100	Manufacture of ceramic household and ornamental articles	Visual arts, design and architecture	Craft and fine arts	Core	No
731110	Advertising agencies	Other cultural activities	Advertising services	Core	No
639100	News agency activities	Media, library and literature	News media and magazines	Support	No
181100	Printing of newspapers	Media, library and literature	News media and magazines	Support	No
476200	Retail sale of newspapers and stationery in specialized stores	Media, library and literature	News media and magazines	Support	Retail
181400	Binding and related services	Media, library and literature	Literature and books	Support	No
476100	Retail sale of books in specialized stores	Media, library and literature	Literature and books	Support	Retail
464920	Wholesale of books, stationery and articles of paper	Media, library and literature	Literature and books	Support	Wholesale
474300	Retail sale of audio and video equipment in specialized stores	Media, library and literature	Tv and radio	Support	Retail
464320	Wholesale of radio and television goods, etc.	Media, library and literature	Tv and radio	Support	Wholesale
323000	Manufacture of sports goods	Sports and recreation	Sports and outdoor equipment	Support	No
772100	Renting and leasing of recreational and sport goods	Sports and recreation	Sports and outdoor equipment	Support	No
301200	Building of pleasure and sporting boats	Sports and recreation	Sports and outdoor equipment	Support	No
476410	Retail sale of sporting and camping equipment	Sports and recreation	Sports and outdoor equipment	Support	Retail
476430	Retail sale of pleasure boats and supplies	Sports and recreation	Sports and outdoor equipment	Support	Retail
464910	Wholesale of bicycles, sports goods and pleasure boats	Sports and recreation	Sports and outdoor equipment	Support	Wholesale
322000	Manufacture of musical instruments	Performing arts and music	Music	Support	No
475940	Retail sale of musical instruments	Performing arts and music	Music	Support	Retail
476300	Retail sale of music and video recordings in specialized stores	Performing arts and music	Music	Support	Retail
464330	Wholesale of recorded video tapes, CDs, DVDs, etc.	Performing arts and music	Music	Support	Wholesale
477820	Retail sale of photographic, optical and precision equipment	Visual arts, design and architecture	Photography	Support	Retail
477840	Activities of commercial art galleries	Visual arts, design and architecture	Craft and fine arts	Support	Retail
731200	Media representation	Other cultural activities	Advertising services	Support	No
920000	Gambling and betting activities	Other cultural activities	Gambling	Support	No
268000	Manufacture of magnetic and optical media	Other cultural activities	Miscellaneous cultural activities	Support	No
479114	Retail sale of books, stationary, music or films via internet	Other cultural activities	Miscellaneous cultural activities	Support	Retail
479115	Retail sale of hobby articles, music instruments, sports equipment, toys, bicycles via internet	Other cultural activities	Miscellaneous cultural activities	Support	Retail

## Delimitation of activities in the creative industries

The definition of the creative industries in the statistics *The importance of cultural and creative industries in the national economy* is based on the on the Ministry of Industry, Business and Financial Affairs' definition of the creative industries, which has been used in the [Growth Plan for the Creative Industries](#) and in Creative Denmark's ongoing work.

The original definition of the creative industry consisted of 62 activity codes which has been expanded to 88 unique 6-digit activity codes in connection with the establishment of the statistics regarding *the importance of the cultural and creative industries in the national economy*. The 6-digit activity codes are related to the domains listed below within the creative industries.

The adjustments to the definition was decided by a working group consisting of the Ministry of Culture, the Ministry of Industry, Business and Financial Affairs, Danish Industry, Danish Chamber of Commerce, The Agency for Culture and Palaces and Statistics Denmark. Additionally, Creative Denmark has contributed with professional input to the new definition.

DB_07 Activity no.	DB_07 Activity	Creative domain	Retail or Wholesale
711100	Architectural activities	Architecture	No
741030	Activities of interior decorators and room design	Architecture	No
262000	Manufacture of computers and peripheral equipment	Digitale games and XR	No
582100	Publishing of computer games	Digitale games and XR	No
474100	Retail sale of computers, peripheral units and software in specialized stores	Digitale games and XR	Retail
465100	Wholesale of computers, computer peripheral equipment and software	Digitale games and XR	Wholesale
591120	Television programme production	Film, TV and animation	No
602000	Television programming and broadcasting activities	Film, TV and animation	No
591110	Motion picture and video programme production	Film, TV and animation	No
591200	Motion picture, video and television post-production activities	Film, TV and animation	No
591300	Motion picture, video and television programme distribution activities	Film, TV and animation	No
591400	Motion picture projection activities	Film, TV and animation	No
181100	Printing of newspapers	Publishing	No
181200	Other printing	Publishing	No
181300	Pre-press and pre-media services	Publishing	No
181400	Binding and related services	Publishing	No
581100	Book publishing	Publishing	No
581300	Publishing of newspapers	Publishing	No
581410	Publishing of journals and periodicals	Publishing	No
581420	Publishing of local and advertising papers	Publishing	No
476100	Retail sale of books in specialized stores	Publishing	Retail
476200	Retail sale of newspapers and stationery in specialized stores	Publishing	Retail
479114	Retail sale of books, stationary, music or films via internet	Publishing	Retail
464920	Wholesale of books, stationery and articles of paper	Publishing	Wholesale
741010	Industrial design and product design	Industrial and strategic design	No
139210	Manufacture of furnishing fabrics	Interior design	No
139300	Manufacture of carpets and rugs	Interior design	No
234100	Manufacture of ceramic household and ornamental articles	Interior design	No
274000	Manufacture of electric lighting equipment	Interior design	No
310900	Manufacture of other furniture	Interior design	No
475300	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	Interior design	Retail
475910	Retail sale of furniture	Interior design	Retail
475920	Retail sale of furnishing fabrics	Interior design	Retail
475990	Retail sale of furniture, lighting equipment and household articles n.e.c. in specialized stores	Interior design	Retail

477830	Retail sale of gift articles and craftwork	Interior design	Retail
475930	Retail sale of kitchen utensils, glass and china	Interior design	Retail
461500	Agents involved in the sale of furniture, household goods, hardware and ironmongery	Interior design	Wholesale
464410	Wholesale of china and glassware	Interior design	Wholesale
464700	Wholesale of furniture, carpets and lighting equipment	Interior design	Wholesale
741020	Communications design and graphic design	Communication design	No
639100	News agency activities	Communication design	No
742000	Photographic activities	Communication design	No
731110	Advertising agencies	Communication design	No
731190	Anden Other advertising activities	Communication design	No
702100	Public relation and communication activities	Communication design	No
477820	Retail sale of photographic, optical and precision equipment	Communication design	Retail
477840	Activities of commercial art galleries	Art and gallery	Retail
141100	Manufacture of leather clothes	Fashion	No
141200	Manufacture of workwear	Fashion	No
141300	Manufacture of other outerwear	Fashion	No
141400	Manufacture of underwear	Fashion	No
141900	Manufacture of other wearing apparel and accessories	Fashion	No
142000	Manufacture of articles of fur	Fashion	No
143900	Manufacture of other knitted and crocheted apparel	Fashion	No
151200	Manufacture of luggage, handbags and the like, saddlery and harness	Fashion	No
152000	Manufacture of footwear	Fashion	No
321200	Manufacturing of jewellery and related articles	Fashion	No
321300	Manufacture of imitation jewellery and related articles	Fashion	No
265200	Manufacture of watches and clocks	Fashion	No
143100	Manufacture of knitted and crocheted hosiery	Fashion	No
477110	Retail sale of clothing	Fashion	Retail
477210	Retail sale of footwear	Fashion	Retail
477700	Retail sale of watches and jewellery in specialized stores	Fashion	Retail
477220	Retail sale of leather goods	Fashion	Retail
478200	Retail sale via stalls and markets of textiles, clothing and footwear	Fashion	Retail
475100	Retail sale of textiles in specialized stores	Fashion	Retail
477120	Retail sales of baby articles and children's clothing	Fashion	Retail
479116	Retail sale of clothing, shoes, leather goods, watches or baby equipment via internet	Fashion	Retail
464800	Wholesale of watches and jewellery	Fashion	Wholesale
461600	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods	Fashion	Wholesale
464210	Wholesale of clothing	Fashion	Wholesale
464220	Wholesale of footwear	Fashion	Wholesale
464930	Wholesale of luggage and leather articles	Fashion	Wholesale
263000	Manufacture of communication equipment	Music and sound	No
601000	Radio broadcasting	Music and sound	No
182000	Reproduction of recorded media	Music and sound	No
322000	Manufacture of musical instruments	Music and sound	No
592000	Sound recording and music publishing activities	Music and sound	No
474300	Retail sale of audio and video equipment in specialized stores	Music and sound	Retail
475940	Retail sale of musical instruments	Music and sound	Retail
476300	Retail sale of music and video recordings in specialized stores	Music and sound	Retail
464320	Wholesale of radio and television goods, etc.	Music and sound	Wholesale
464330	Wholesale of recorded video tapes, CDs, DVDs, etc.	Music and sound	Wholesale
900110	Theatres and concerts	Theater and performing arts	No
900120	Activities of individual artists	Theater and performing arts	No
900200	Support activities to performing arts	Theater and performing arts	No
900300	Artistic operation	Theater and performing arts	No
900400	Operation of arts facilities	Theater and performing arts	No

## Delimitation of activities in the cultural and creative industries

The statistical definition of the cultural and creative industries as a whole is based on the above definitions of 63 cultural and 88 creative 6-digit activity codes. The activity codes have been cleaned of duplicates, resulting in 112 unique 6-digit activity codes.

DB_07 Activity no.	DB_07 Activity	Retail or wholesale
139210	Manufacture of furnishing fabrics	No
139300	Manufacture of carpets and rugs	No
141100	Manufacture of leather clothes	No
141200	Manufacture of workwear	No
141300	Manufacture of other outerwear	No
141400	Manufacture of underwear	No
141900	Manufacture of other wearing apparel and accessories	No
142000	Manufacture of articles of fur	No
143100	Manufacture of knitted and crocheted hosiery	No
143900	Manufacture of other knitted and crocheted apparel	No
151200	Manufacture of luggage, handbags and the like, saddlery and harness	No
152000	Manufacture of footwear	No
181100	Printing of newspapers	No
181200	Other printing	No
181300	Pre-press and pre-media services	No
181400	Binding and related services	No
182000	Reproduction of recorded media	No
234100	Manufacture of ceramic household and ornamental articles	No
262000	Manufacture of computers and peripheral equipment	No
263000	Manufacture of communication equipment	No
265200	Manufacture of watches and clocks of ure	No
268000	Manufacture of magnetic and optical media	No
274000	Manufacture of electric lighting equipment	No
301200	Building of pleasure and sporting boats	No
310900	Manufacture of other furniture	No
321200	Manufacturing of jewellery and related articles	No
321300	Manufacture of imitation jewellery and related articles	No
322000	Manufacture of musical instruments	No
323000	Manufacture of sports goods	No
581100	Book publishing	No
581300	Publishing of newspapers	No
581410	Publishing of journals and periodicals	No
581420	Publishing of local and advertising papers	No
582100	Publishing of computer games	No
591110	Motion picture and video programme production	No
591120	Television programme production	No
591200	Motion picture, video and television post-production activities	No
591300	Motion picture, video and television programme distribution activities	No
591400	Motion picture projection activities	No
592000	Sound recording and music publishing activities	No
601000	Radio broadcasting	No
602000	Television programming and broadcasting activities	No
639100	News agency activities	No
702100	Public relation and communication activities	No
711100	Architectural activities	No
731110	Advertising agencies	No
731190	Other advertising activities	No
731200	Media representation	No

741010	Industrial design and product design	No
741020	Communications design and graphic design	No
741030	Activities of interior decorators and room design	No
742000	Photographic activities	No
772100	Renting and leasing of recreational and sport goods	No
772200	Renting of video tapes and disks	No
855100	Sports and recreation education	No
855200	Cultural education	No
900110	Theatres and concerts	No
900120	Activities of individual artists	No
900200	Support activities to performing arts	No
900300	Artistic operation	No
900400	Operation of arts facilities	No
910110	Libraries	No
910120	Archives	No
910200	Museums activities	No
910300	Operation of historical sites and buildings and similar visitor attractions	No
910400	Botanical and zoological gardens and nature reserves activities	No
920000	Gambling and betting activities	No
931100	Operation of sports activities	No
931200	Activities of sport clubs	No
931300	Fitness facilities	No
931900	Other sports activities	No
932100	Activities of amusement parks and theme parks	No
932990	Other amusement and recreation activities	No
474100	Retail sale of computers, peripheral units and software in specialized stores	Retail
474300	Retail sale of audio and video equipment in specialized stores	Retail
475100	Retail sale of textiles in specialized stores	Retail
475300	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	Retail
475910	Retail sale of furniture	Retail
475920	Retail sale of furnishing fabrics	Retail
475930	Retail sale of kitchen utensils, glass and china	Retail
475940	Retail sale of musical instruments	Retail
475990	Retail sale of furniture, lighting equipment and household articles n.e.c. in specialized stores	Retail
476100	Retail sale of books in specialized stores	Retail
476200	Retail sale of newspapers and stationery in specialized stores	Retail
476300	Retail sale of music and video recordings in specialized stores	Retail
476410	Retail sale of sporting and camping equipment	Retail
476430	Retail sale of pleasure boats and supplies	Retail
477110	Retail sale of clothing	Retail
477120	Retail sales of baby articles and children's clothing	Retail
477210	Retail sale of footwear	Retail
477220	Retail sale of leather goods	Retail
477700	Retail sale of watches and jewellery in specialized stores	Retail
477820	Retail sale of photographic, optical and precision equipment	Retail
477830	Retail sale of gift articles and craftwork	Retail
477840	Activities of commercial art galleries	Retail
478200	Retail sale via stalls and markets of textiles, clothing and footwear	Retail
479114	Retail sale of books, stationary, music or films via internet	Retail
479115	Retail sale of hobby articles, music instruments, sports equipment, toys, bicycles via internet	Retail
479116	Retail sale of clothing, shoes, leather goods, watches or baby equipment via internet	Retail
461500	Agents involved in the sale of furniture, household goods, hardware and ironmongery	Wholesale
461600	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods	Wholesale
464210	Wholesale of clothing	Wholesale
464220	Wholesale of footwear	Wholesale
464320	Wholesale of radio and television goods, etc.	Wholesale
464330	Wholesale of recorded video tapes, CDs, DVDs, etc.	Wholesale

464410	Wholesale of china and glassware	Wholesale
464700	Wholesale of furniture, carpets and lighting equipment	Wholesale
464800	Wholesale of watches and jewellery	Wholesale
464910	Wholesale of bicycles, sports goods and pleasure boats	Wholesale
464920	Wholesale of books, stationery and articles of paper	Wholesale
464930	Wholesale of luggage and leather articles	Wholesale
465100	Wholesale of computers, computer peripheral equipment and software	Wholesale