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香港的文化及創意產業在 2011 年的情況  
The Cultural and Creative Industries in Hong Kong, 2011

## 香港的文化及創意產業在 2011 年的情況 The Cultural and Creative Industries in Hong Kong, 2011

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、藝術和創意內容的產品和服務。本文提供香港文化及創意產業的最新經濟情況。

The cultural and creative industries (CCI) are among the most dynamic sectors in Hong Kong, contributing to 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 content. This article gives the latest economic situation of CCI in Hong Kong.

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# 香港的文化及創意產業在 2011 年的情況

## The Cultural and Creative Industries in Hong Kong, 2011

### 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、藝術和創意內容的產品和服務。

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。在考慮國際統計指引及因應香港的經濟情況作出調整後，訂定了相關產業的涵蓋範圍和分類。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。

1.3 本文提供文化及創意產業在 2011 年的行業統計數字。此外，政府統計處亦首次發布文化及創意產品和服務貿易的統計數字，作為量度有關產品和服務在國際間的流動情況。

### 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。

### 1. Introduction

1.1 The cultural and creative industries (CCI) are among the most dynamic sectors in Hong Kong, contributing to 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 content.

1.2 In 2010, the Census and Statistics Department (C&SD) completed a review of the statistical framework for CCI in Hong Kong. The coverage and classification of relevant industries were drawn up taking into account international statistical guidelines and with adaptation to cater for the economic situation 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.

1.3 This article gives the industry statistics for CCI in 2011. In addition, new trade in cultural and creative goods and services statistics are released for the first time for gauging international flows of relevant goods and services.

### 2. Concept and definition

2.1 In the international community, CCI is a relatively new subject. 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 香港文化及創意產業的涵蓋範圍和分類，是根據聯合國貿易和發展會議(UNCTAD)及聯合國教育、科學及文化組織(UNESCO)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調整。

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；和
- 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產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，並因應本地的情況而作出調整。

2.2 The coverage and classification of CCI in Hong Kong are based on international statistical guidelines promulgated by the United Nations Conference on Trade and Development (UNCTAD) and the United Nations Educational, Scientific and Cultural Organization (UNESCO), with appropriate adaptation to cater for the economic situation in Hong Kong.

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 cycle of creation of content, production and distribution of the cultural and creative goods and services concerned.

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 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；錄像的批發零售和錄像影碟租賃等。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。

2.7 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生產活動。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度和資料來源

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、所創造的就業機會及有關的產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」所搜集的資料而編製。由 2009 統計年起，「經濟活動按年統計調查」的涵蓋範圍亦擴大至個人服務業，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，有關界別 2005 年至 2008 年增加價值的粗略估算數字，則透過其他資料來源，包括「個人、社會及康樂服務按年統計調查」所搜集的資料編製而成。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 年及以後的數字作直接比較。

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 and renting of video discs, etc. Thus, each component domain comprises economic activities straddling different industries under HSIC.

2.7 Primarily, CCI cover mainly the private sector production 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, employment opportunities created 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 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 Annual Survey of Personal, Social and Recreational Services. Caution should thus be taken in interpreting the data for 2005 to 2008, which may not be strictly comparable to data for 2009 and onwards.

3.3 文化及創意產業就業人數的統計數字主要是根據政府統計處進行的「僱傭及職位空缺按季統計調查」編製。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。

3.4 文化及創意產品貿易包括以下主要類別：古董及工藝品產品；視覺藝術及設計產品；視聽及互動媒體產品；表演藝術及節慶產品；及出版產品（書籍及報刊）。文化及創意產品的進口及出口統計數字是根據商品貿易統計，涵蓋香港與其貿易夥伴間產品的進出口，包括經陸路、航空、水路運輸及郵寄貨品。商品貿易統計是根據進出口報關單上的資料編製。

3.5 文化及創意服務貿易包括以下主要類別：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）；研究及發展服務；和特許經營權及商標以外的知識產權使用費。文化及創意服務的輸入及輸出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 文化及創意產業有關的國際指引仍在演化當中，政府統計處會繼續密切留意國際統計方法最新的發展及其他統計先進經濟體系的良好做法，並在將來適當地引進有關的改良和修訂。

3.3 Employment statistics for CCI are based on 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 Trade in cultural and creative goods covers the following broad categories: 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 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 cultural and creative services covers the following service groupings: advertising, market research and public opinion 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 services; and charges for the use of intellectual property rights other than franchises and trademarks. 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 of CCI are still evolving, C&SD will continue to keep abreast of latest developments in international statistical methodologies and good practices in statistically advanced economies. Refinements and revisions will be introduced in the future as appropriate.

## 4. 文化及創意產業在 2005 年至 2011 年的發展

4.1 表 1 載列 2005 年至 2011 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。在這段時期，文化及創意產業增加價值的平均每年升幅為 9.4%，相對香港名義本地生產總值在同期 5.5% 的平均每年升幅明顯較快。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 2005 年的 3.8% 上升至 2011 年的 4.7%。

4.2 表 2 載列 2005 年至 2011 年文化及創意產業的就業人數。在這段時期，文化及創意產業就業人數由 2005 年的 171 990 人增加至 2011 年的 192 930 人，平均每年升幅為 1.9%，相比香港總就業人數在同期 1.1% 的每年升幅亦較快。文化及創意產業佔香港總就業人數的百分比，亦相應地由 2005 年的 5.1% 上升至 2011 年的 5.4%。

4.3 表 3 載列 2005 年至 2011 年文化及創意產品的貿易。在這段時期，文化及創意產品出口的平均每年升幅為 2.7%。有關產品的進口則以平均每年 7.3% 較快的速度增長，這反映文化及創意產品的進口需求保持強勁。

4.4 表 4 載列 2005 年至 2011 年文化及創意服務的貿易。在這段時期，文化及創意服務的輸出及輸入保持強勁，平均每年升幅分別為 10.1% 及 7.7%。

## 5. 文化及創意產業組成界別在 2011 年的表現

5.1 在 2011 年，文化及創意產業的增加價值為 896 億港元，較 2010 年上升 15.4%。在 2011 年，有關產業對香港本地生產總值的貢獻為 4.7%。

## 4. Development of CCI for 2005 to 2011

4.1 Table 1 presents the value added of CCI and its contribution to Gross Domestic Product (GDP) from 2005 to 2011. During this period, the value added of CCI increased at an average annual rate of 9.4%, significantly faster than the average annual growth rate of the nominal GDP of Hong Kong, at 5.5%. Accordingly, the value added of CCI as a percentage of GDP increased from 3.8% in 2005 to 4.7% in 2011.

4.2 Table 2 presents the employment of CCI from 2005 to 2011. During this period, the employment in CCI increased from 171 990 in 2005 to 192 930 in 2011. This represents an average annual rate of increase at 1.9%, faster than the average annual rate of increase of total employment in Hong Kong, at 1.1%. Accordingly, the share of CCI in the total employment of Hong Kong increased from 5.1% in 2005 to 5.4% in 2011.

4.3 Table 3 presents the trade in cultural and creative goods from 2005 to 2011. During this period, exports of cultural and creative goods increased at an average annual rate of 2.7%. The imports of these goods grew at a faster pace, at 7.3% per annum, reflecting the robust import demand for cultural and creative goods.

4.4 Table 4 presents the trade in cultural and creative services from 2005 to 2011. During this period, exports and imports of cultural and creative services remained strong, registering an average annual growth rate of 10.1% and 7.7% respectively.

## 5. Performance of CCI component domains in 2011

5.1 In 2011, the value added of CCI was HK\$89.6 billion, representing an increase of 15.4% from 2010. The contribution to GDP of Hong Kong was 4.7% in 2011.

5.2 在 2011 年，文化及創意產業的就業人數為 192 930 人，較 2010 年增加 1.8%。在 2011 年，有關產業對香港就業總人數的貢獻為 5.4%。

### **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），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 2011 年，藝術品、古董及工藝品界別的增加價值為 101 億港元，佔文化及創意產業總增加價值的 11.3%。近年來香港的珠寶首飾零售市道暢旺，部分原因是市場（尤其是中國內地旅客）對珠寶首飾的需求殷切。藝術品、古董及工藝品界別的就業人數為 17 160 人，佔文化及創意產業總就業人數的 8.9%。

### **文化教育及圖書館、檔案保存和博物館服務**

5.5 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、博物館及歷史遺址經營管理。

5.6 在 2011 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 11 億港元，佔文化及創意產業總增加價值的 1.3%。該界別的就業人數為 8 810 人，佔文化及創意產業總就業人數的 4.6%。

5.2 In 2011, the employment of CCI was 192 930, representing an increase of 1.8% from 2010. The contribution to the total employment of Hong Kong was 5.4% in 2011.

### **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); 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 2011, the value added of the art, antiques and crafts domain was HK\$ 10.1 billion, accounting for 11.3% of the total value added of CCI. Growth of the jewellery retail market in Hong Kong has been phenomenal in recent years, partly due to burgeoning demand for jewellery, in particular of visitors from the mainland of China. The employment of the art, antiques and crafts domain was 17 160, accounting for 8.9% of the total employment of CCI.

### **Cultural education and library, archive and museum services**

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

5.6 In 2011, the value added of the cultural education and library, archive and museum services domain was HK\$ 1.1 billion, accounting for 1.3% of the total value added of CCI. The employment of this domain was 8 810, accounting for 4.6% of the total employment of CCI.



## **表演藝術**

5.7 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。

5.8 表演藝術是文化及創意產業最小的組成界別。在 2011 年，表演藝術界別的增加價值為 9 億港元，佔文化及創意產業總增加價值的 1.0%。表演藝術界別的就業人數為 3 370 人，佔文化及創意產業總就業人數的 1.7%。

## **電影及錄像和音樂**

5.9 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。

5.10 在 2011 年，電影及錄像和音樂界別的增加價值為 32 億港元，佔文化及創意產業總增加價值的 3.6%。該界別的就業人數為 14 180 人，佔文化及創意產業總就業人數的 7.3%。近年來，透過互聯網和網上廣播以數碼化媒體傳銷電影、錄像和音樂的方式漸趨流行，並取代部分以門市方式銷售的渠道。因此，當中音樂及錄像的批發、零售及租賃，以及音樂和錄像媒體複製的次組成行業，持續萎縮，抵銷其他次組成行業，例如電影、錄像及電視節目製作、錄音和音樂出版，以及攝影活動的增長。

## **電視及電台**

5.11 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。

## **Performing arts**

5.7 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. theaters for live performance) in the private sector. It also includes agents for artists and models.

5.8 Performing arts is the smallest component of CCI. In 2011, the value added of the performing arts domain was HK\$ 0.9 billion, accounting for 1.0% of the total value added of CCI. The employment of the performing arts domain was 3 370, accounting for 1.7% of the total employment of CCI.

## **Film, video and music**

5.9 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 sale and renting of music and video recordings.

5.10 In 2011, the value added of the film, video and music domain was HK\$ 3.2 billion, accounting for 3.6% of the total value added of CCI. The employment of this domain was 14 180, accounting for 7.3% of the total employment of CCI. With the change from conventional physical distribution media to digital distribution of media content of movie, video and music through Internet and web-based broadcasting, the sub-components of wholesale and retail sale and renting of music and video recordings as well as reproduction of recorded media have been shrinking in recent years, partly offsetting the growth of other sub-components of motion picture; video and television programme production; sound recording and music publishing; and photographic activities.

## **Television and radio**

5.11 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.

5.12 在 2011 年，電視及電台界別的增加價值為 73 億港元，佔文化及創意產業總增加價值的 8.2%。電視及電台界別的就業人數為 5 460 人，佔文化及創意產業總就業人數的 2.8%。

### **出版**

5.13 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。

5.14 雖然出版是文化及創意產業的第二大界別，但該界別在近年的表現一直低迷，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。

5.15 在 2011 年，出版界別的增加價值為 133 億港元，佔文化及創意產業總增加價值的 14.9%。出版界別的就業人數為 44 550 人，佔文化及創意產業總就業人數的 23.1%。

### **軟件、電腦遊戲及互動媒體**

5.16 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。

5.17 作為文化及創意產業的最大組成部分，軟件、電腦遊戲及互動媒體界別在香港知識型經濟當中亦擔當重要的角色。在 2011 年，軟件、電腦遊戲及互動媒體界別的增加價值為 327 億港元，佔文化及創意產業總增加價值的 36.5%。該界別的就業人數為 46 600 人，佔文化及創意產業總就業人數的 24.2%。

5.12 In 2011, the value added of the television and radio domain was HK\$ 7.3 billion, accounting for 8.2% of the total value added of CCI. The employment of the television and radio domain was 5 460, accounting for 2.8% of the total employment of CCI.

### **Publishing**

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

5.14 While publishing is the second largest component of CCI, the performance of this domain has been sluggish in recent years, partly due to keen competition especially in the business of newspapers and magazines, and challenges arising from free news and information portals.

5.15 In 2011, the value added of the publishing domain was HK\$ 13.3 billion, accounting for 14.9% of the total value added of CCI. The employment of the publishing domain was 44 550, accounting for 23.1% of the total employment of CCI.

### **Software, computer games and interactive media**

5.16 The component 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.

5.17 As the biggest component of CCI, the software, computer games and interactive media domain also plays an important role in the knowledge-based economy of Hong Kong. In 2011, the value added of the software, computer games and interactive media domain was HK\$ 32.7 billion, accounting for 36.5% of the total value added of CCI. The employment of this domain was 46 600, accounting for 24.2% of the total employment of CCI.

## **設計**

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

5.19 香港正發展成為區內的設計中心。香港的設計業為增長最快的行業之一，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 2011 年，設計界別的增加價值為 36 億港元，佔文化及創意產業總增加價值的 4.0%。設計界別的就業人數為 13 150 人，佔文化及創意產業總就業人數的 6.8%。

## **建築**

5.20 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）。

5.21 近年來，隨着多個基建和文化項目的開展，本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。

5.22 在 2011 年，建築界別的增加價值為 85 億港元，佔文化及創意產業總增加價值的 9.5%。建築界別的就業人數為 14 030 人，佔文化及創意產業總就業人數的 7.3%。

## **廣告**

5.23 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。

## **Design**

5.18 Design 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.

5.19 Hong Kong is developing into a regional design centre. Design is one of the fastest-growing segments in Hong Kong, playing an important role as a source of innovative content and a key driver of enhancing economic value of products and business competitiveness. In 2011, the value added of the design domain was HK\$ 3.6 billion, accounting for 4.0% of the total value added of CCI. The employment of the design domain was 13 150, accounting for 6.8% of the total employment of CCI.

## **Architecture**

5.20 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).

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

5.22 In 2011, the value added of the architecture domain was HK\$ 8.5 billion, accounting for 9.5% of the total value added of CCI. The employment of the architecture domain was 14 030, accounting for 7.3% of the total employment of CCI.

## **Advertising**

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

5.24 在 2011 年，廣告界別的增加價值為 71 億港元，佔文化及創意產業總增加價值的 8.0%。廣告界別的就業人數為 17 600 人，佔文化及創意產業總就業人數的 9.1%。

### **娛樂服務**

5.25 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 2011 年，娛樂服務界別的增加價值為 16 億港元，佔文化及創意產業總增加價值的 1.7%。娛樂服務界別的就業人數為 8 000 人，佔文化及創意產業總就業人數的 4.1%。

## **6. 文化及創意產品和服務貿易在 2011 年的表現**

6.1 在 2011 年，文化及創意產品的整體出口（包括港產品出口和轉口產品）達 4,958 億港元，較 2010 年增加 10.2%。有關產品的整體出口佔香港商品整體出口總額的 14.9%。視聽及互動媒體產品為最大的組成部分，佔 2011 年文化及創意產品整體出口總額的 73.2%。其次為視覺藝術及設計產品（11.4%），表演藝術及節慶產品（10.5%），出版產品（2.7%）和古董及工藝品產品（2.3%）。

6.2 在 2011 年，文化及創意產品的進口達 5,459 億港元，較 2010 年增加 14.3%。有關產品進口佔香港商品進口總額的 14.5%。視聽及互動媒體產品為最大的組成部分，佔 2011 年文化及創意產品進口總額的 67.9%。其次為視覺藝術及設計產品（16.8%），表演藝術及節慶產品（10.8%），古董及工藝品產品（2.8%）和出版產品（1.7%）。

5.24 In 2011, the value added of the advertising domain was HK\$ 7.1 billion, accounting for 8.0% of the total value added of CCI. The employment of the advertising domain was 17 600, accounting for 9.1% of the total employment of CCI.

### **Amusement services**

5.25 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 2011, the value added of the amusement services domain was HK\$ 1.6 billion, accounting for 1.7% of the total value added of CCI. The employment of the amusement services domain was 8 000, accounting for 4.1% of the total employment of CCI.

## **6. Trade in cultural goods and services in 2011**

6.1 In 2011, total exports (comprising domestic exports and re-exports) of cultural and creative goods amounted to HK\$ 495.8 billion, representing an increase of 10.2% compared with 2010. It accounted for 14.9% of Hong Kong's total exports of goods. The largest component was audio-visual and interactive media goods, accounting for 73.2% of total exports of cultural and creative goods in 2011. This was followed by visual arts and design goods (11.4%), performing arts and celebration goods (10.5%), publishing goods (2.7%) and antiques and crafts goods (2.3%).

6.2 In 2011, imports of cultural and creative goods amounted to HK\$ 545.9 billion, representing an increase of 14.3% compared with 2010. It accounted for 14.5% of Hong Kong's imports of goods. The largest component was audio-visual and interactive media goods, accounting for 67.9% of total imports of cultural and creative goods in 2011. This was followed by, visual arts and design goods (16.8%), performing arts and celebration goods (10.8%), antiques and crafts goods (2.8%) and publishing goods (1.7%).

6.3 在 2011 年，文化及創意服務輸出達 243 億港元，較 2010 年增加 9.4%。有關服務輸出佔香港服務輸出總額的 3.4%。主要服務的組成部分包括電腦服務（佔文化及創意服務輸出總額的 27.3%），廣告、市場研究及公眾意見調查服務（23.5%），建築、工程、科學及其他技術服務（15.4%），和特許經營權及商標以外的知識產權使用費（13.5%）。

6.4 在 2011 年，文化及創意服務輸入達 243 億港元，較 2010 年增加 3.3%。有關服務輸入佔香港服務輸入總額的 4.2%。特許經營權及商標以外的知識產權使用費為最大的組成部分，佔文化及創意服務輸入總額的 49.3%。其次為廣告、市場研究及公眾意見調查服務（佔文化及創意服務輸入總額的 16.4%），電腦服務（14.3%）和建築、工程、科學及其他技術服務（10.2%）。

6.3 In 2011, exports of cultural and creative services amounted to HK\$ 24.3 billion, representing an increase of 9.4% compared with 2010. It accounted for 3.4% of Hong Kong's total exports of services. Major service components include computer services (accounting for 27.3% of total exports of cultural and creative services), advertising, market research and public opinion polling services (23.5%), architectural, engineering, scientific and other technical services (15.4%) and charges for the use of intellectual property rights other than franchises and trademarks (13.5%).

6.4 In 2011, imports of cultural and creative services amounted to HK\$ 24.3 billion, representing an increase of 3.3% compared with 2010. It accounted for 4.2% 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, accounting for the 49.3% of total imports of cultural and creative services. This was followed by advertising, market research and public opinion polling services (16.4% of total imports of cultural and creative services), computer services (14.3%) and architectural, engineering, scientific and other technical services (10.2%).

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

百萬港元  
HK\$ Million

	2005	2006	2007	2008	2009	2010	2011
藝術品、古董及工藝品 Art, antiques and crafts	4,223	4,437	5,446	5,470	5,631	7,121	10,142
文化教育及圖書館、檔案保存和博物館服務 <sup>(1)</sup> Cultural education and library, archive and museum services <sup>(1)</sup>	-	-	-	984	976	1,065	1,140
表演藝術 Performing arts	661	628	726	706	824	862	872
電影及錄像和音樂 Film, video and music	2,243	3,401	3,564	3,122	2,741	2,982	3,239
電視及電台 Television and radio	5,543	5,018	5,232	4,614	4,189	5,677	7,322
出版 Publishing	14,145	14,908	17,445	15,716	12,329	13,655	13,329
軟件、電腦遊戲及互動媒體 Software, computer games and interactive media	16,508	19,240	21,253	18,204	21,429	27,263	32,663
設計 Design	1,001	1,291	1,459	2,683	2,289	2,932	3,615
建築 Architecture	3,161	3,484	3,452	4,941	6,674	7,968	8,537
廣告 Advertising	3,869	4,056	5,713	6,075	5,250	6,805	7,128
娛樂服務 Amusement services	904	847	827	759	932	1,244	1,566
<b>文化及創意產業<sup>(2)</sup></b> <b>Cultural and creative industries<sup>(2)</sup></b>	<b>52,258</b>	<b>57,309</b>	<b>65,117</b>	<b>63,275</b>	<b>63,266</b>	<b>77,573</b>	<b>89,553</b>
佔本地生產總值百分比 <sup>(3)</sup> % of Gross Domestic Product (GDP) <sup>(3)</sup>	3.8%	3.9%	4.1%	3.9%	4.0%	4.5%	4.7%

註釋：由於四捨五入關係，個別數字加起來可能不等於其總數。由 2009 年起，增加價值數字的編製均採用「香港標準行業分類 2.0 版」作行業分類。2005 年至 2008 的後向估計數字是受到有關的局限，並須謹慎闡釋。

(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，2005 年至 2007 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 2013 年 5 月 10 日公布的本地生產總值的數字計算。

Notes: Figures may not add up to the respective totals due to rounding. Since 2009, the value added figures have been compiled based on HSIC Version 2.0 for classification of industries. The backcasted data for 2005 to 2008 are subject to limitations and should be interpreted with care.

(1) Survey data for cultural education and library, archive and museum services are not available prior to 2008. Thus, “-” is shown for 2005 to 2007.

(2) 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 10 May 2013.

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」）

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（四捨五入至最接近的十位數） Number (rounded to the nearest ten)						
	2005	2006	2007	2008	2009	2010	2011
藝術品、古董及工藝品 Art, antiques and crafts	18 020	18 340	17 730	17 620	16 910	16 600	17 160
文化教育及圖書館、檔案保存和博物館服務 <sup>(1)</sup> Cultural education and library, archive and museum services <sup>(1)</sup>	-	-	-	7 310	7 450	8 410	8 810
表演藝術 Performing arts	2 610	3 010	3 020	2 910	2 910	3 010	3 370
電影及錄像和音樂 Film, video and music	14 010	14 820	15 670	15 180	14 500	14 270	14 180
電視及電台 Television and radio	7 350	6 600	6 150	6 960	5 790	5 440	5 460
出版 Publishing	47 010	47 540	47 690	46 950	46 500	45 680	44 550
軟件、電腦遊戲及互動媒體 Software, computer games and interactive media	39 930	41 540	42 730	43 850	43 790	44 700	46 600
設計 Design	9 610	9 030	10 260	11 100	11 300	12 080	13 150
建築 Architecture	10 560	10 700	11 410	12 890	12 720	13 310	14 030
廣告 Advertising	16 000	17 410	18 120	18 450	18 390	17 820	17 600
娛樂服務 Amusement services	6 890	8 210	7 830	8 040	7 980	8 110	8 000
<b>文化及創意產業<sup>(2)</sup></b> <b>Cultural and creative industries<sup>(2)</sup></b>	<b>171 990</b>	<b>177 200</b>	<b>180 620</b>	<b>191 260</b>	<b>188 250</b>	<b>189 430</b>	<b>192 930</b>
佔總就業人數百分比 <sup>(3)</sup> % of total employment <sup>(3)</sup>	5.1%	5.2%	5.2%	5.4%	5.4%	5.4%	5.4%

註釋：由於四捨五入關係，個別數字加起來可能不等於其總數。由 2009 年起，就業數字的編製均採用「香港標準行業分類 2.0 版」作行業分類。2005 年至 2008 年的後向估計數字是受到有關的局限，並須謹慎闡釋。

(1) 為了配合表 1，表內只載列文化教育及圖書館、檔案保存和博物館服務自 2008 年及以後的數字。因此，2005 年至 2007 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) 總就業人數是根據《香港統計月刊》2012 年 9 月號刊載的就業綜合估計數字。

Notes: Figures may not add up to the respective totals due to rounding. Since 2009, the employment figures have been compiled based on HSIC Version 2.0 for classification of industries. The backcasted data for 2005 to 2008 are subject to limitations and should be interpreted with care.

(1) In order to align with Table 1, figures of persons engaged in the cultural education and library, archive and museum services are presented as from the 2008 reference year. Thus, “-” is shown for 2005 to 2007.

(2) 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) Total employment is based on the Composite Employment Estimates released in the September 2012 issue of the *Hong Kong Monthly Digest of Statistics*.

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」

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

**表 3 文化及創意產品的整體出口及進口**  
**Table 3 Total exports and imports of cultural and creative goods**

百萬港元  
 HK\$ Million

	2005	2006	2007	2008	2009	2010	2011
<b>文化及創意產品的出口</b>							
<b>Exports of cultural and creative goods</b>							
古董及工藝品產品	9,860	10,133	10,672	10,496	8,363	9,849	11,194
Antiques and crafts goods							
視覺藝術及設計產品	44,926	43,792	47,849	50,010	37,235	44,990	56,400
Visual arts and design goods							
視聽及互動媒體產品	316,487	347,798	303,884	317,928	273,635	334,621	362,876
Audio-visual and interactive media goods							
表演藝術及節慶產品	40,125	39,748	46,491	46,267	40,355	47,294	52,010
Performing arts and celebration goods							
出版產品 (書籍及報刊)	10,967	12,195	13,860	14,641	12,056	13,049	13,346
Publishing goods (books and press)							
<b>文化及創意產品的整體出口<sup>(1)</sup></b>	<b>422,365</b>	<b>453,666</b>	<b>422,756</b>	<b>439,342</b>	<b>371,644</b>	<b>449,803</b>	<b>495,826</b>
<b>Total exports<sup>(1)</sup> of cultural and creative goods</b>							
佔整體出口百分比	18.8%	18.4%	15.7%	15.6%	15.1%	14.8%	14.9%
% of total exports of goods							
<b>文化及創意產品的進口</b>							
<b>Imports of cultural and creative goods</b>							
古董及工藝品產品	8,703	9,607	10,847	10,187	8,656	10,946	15,287
Antiques and crafts goods							
視覺藝術及設計產品	35,187	34,646	41,953	48,755	40,599	58,888	91,783
Visual arts and design goods							
視聽及互動媒體產品	276,249	320,551	309,993	327,244	289,894	347,103	370,599
Audio-visual and interactive media goods							
表演藝術及節慶產品	30,807	30,904	42,228	43,737	45,804	51,944	59,015
Performing arts and celebration goods							
出版產品 (書籍及報刊)	6,466	7,438	8,670	9,052	7,829	8,817	9,244
Publishing goods (books and press)							
<b>文化及創意產品的進口</b>	<b>357,412</b>	<b>403,146</b>	<b>413,691</b>	<b>438,975</b>	<b>392,782</b>	<b>477,698</b>	<b>545,928</b>
<b>Imports of cultural and creative goods</b>							
佔進口百分比	15.3%	15.5%	14.4%	14.5%	14.6%	14.2%	14.5%
% of total imports of goods							

註釋： (1) 整體產品出口包括港產品出口和轉口產品。

Note: (1) Total exports of goods comprises domestic exports and re-exports.

資料來源：商品貿易統計，政府統計處

Source: Merchandise trade statistics, Census and Statistics Department



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

百萬港元  
 HK\$ Million

	2005	2006	2007	2008	2009	2010	2011
<b>文化及創意服務的輸出</b>							
<b>Exports of cultural and creative services</b>							
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	4,117	4,292	4,770	4,748	4,902	5,063	5,701
建築、工程、科學及其他技術服務 Architectural, engineering and other technical services	2,281	2,153	3,150	3,988	3,595	3,745	3,731
電腦服務 Computer services	1,608	2,337	1,613	4,754	4,787	6,307	6,621
資訊服務 Information services	451	443	545	551	509	570	742
視聽及有關服務 Audio-visual and related services	1,907	2,006	1,945	1,775	881	869	858
其他個人、文化及康樂服務 Other personal, cultural and recreational services	1,023	1,219	1,679	2,077	2,162	2,441	2,820
研究及發展服務 Research and development services	412	228	236	363	350	395	535
特許經營權及商標以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks	1,833	1,950	2,664	2,665	2,521	2,795	3,268
<b>文化及創意服務的輸出</b> <b>Exports of cultural and creative services</b>	<b>13,632</b>	<b>14,628</b>	<b>16,602</b>	<b>20,921</b>	<b>19,707</b>	<b>22,185</b>	<b>24,276</b>
佔服務輸出總額百分比 % of total exports of services	3.7%	3.5%	3.3%	3.8%	3.9%	3.5%	3.4%
<b>文化及創意服務的輸入</b>							
<b>Imports of cultural and creative services</b>							
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	2,557	2,515	3,129	3,282	3,031	3,725	3,984
建築、工程、科學及其他技術服務 Architectural, engineering and other technical services	712	678	824	1,107	1,382	1,971	2,483
電腦服務 Computer services	2,884	2,405	2,703	3,495	3,733	3,788	3,481
資訊服務 Information services	435	481	593	490	555	596	730
視聽及有關服務 Audio-visual and related services	278	275	304	654	304	307	495
其他個人、文化及康樂服務 Other personal, cultural and recreational services	125	158	230	466	423	341	233
研究及發展服務 Research and development services	1,174	1,757	1,560	1,524	1,135	908	917
特許經營權及商標以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks	7,430	6,992	8,205	9,279	10,111	11,908	11,993
<b>文化及創意服務的輸入</b> <b>Imports of cultural and creative services</b>	<b>15,595</b>	<b>15,261</b>	<b>17,548</b>	<b>20,297</b>	<b>20,674</b>	<b>23,544</b>	<b>24,316</b>
佔服務輸入總額百分比 % of total imports of services	3.6%	3.1%	3.3%	3.6%	4.4%	4.3%	4.2%

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 (ASIES) conducted by the Census and Statistics Department