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The pandemic's toll on creator income so far

SMEs, IP and resilience against the COVID 19 pandemic

Alexander Cuntz and Matthias Sahli

WIPO Webinar
April 22, 2021

Latest data on income trends

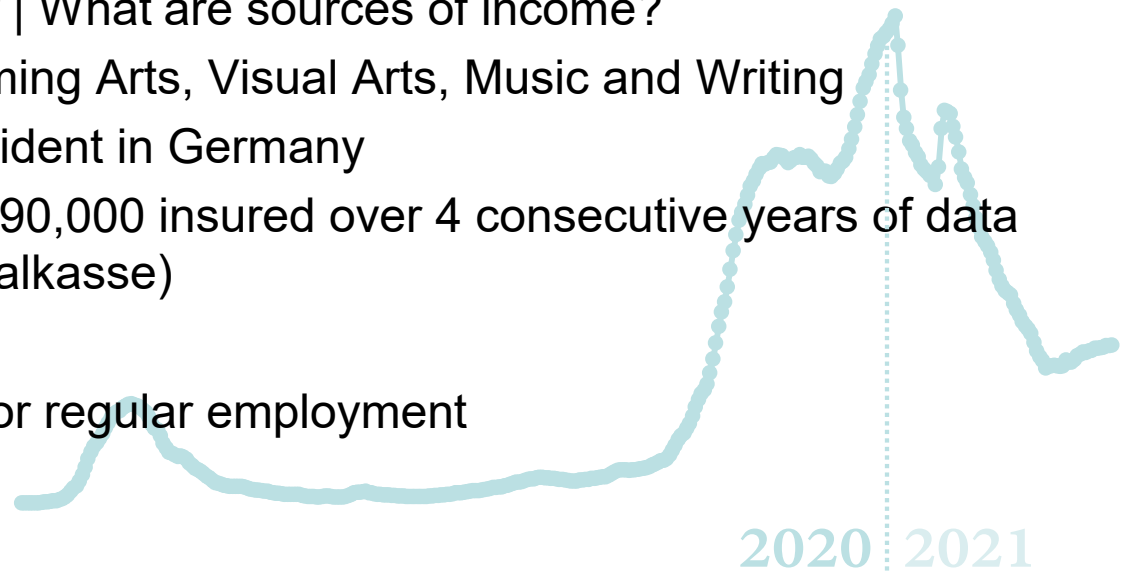
Who is considered a creator | What are sources of income?

- Creators in the Performing Arts, Visual Arts, Music and Writing
- Self-employed and resident in Germany
- Income records from 190,000 insured over 4 consecutive years of data (source: Kuenstlersozialkasse)

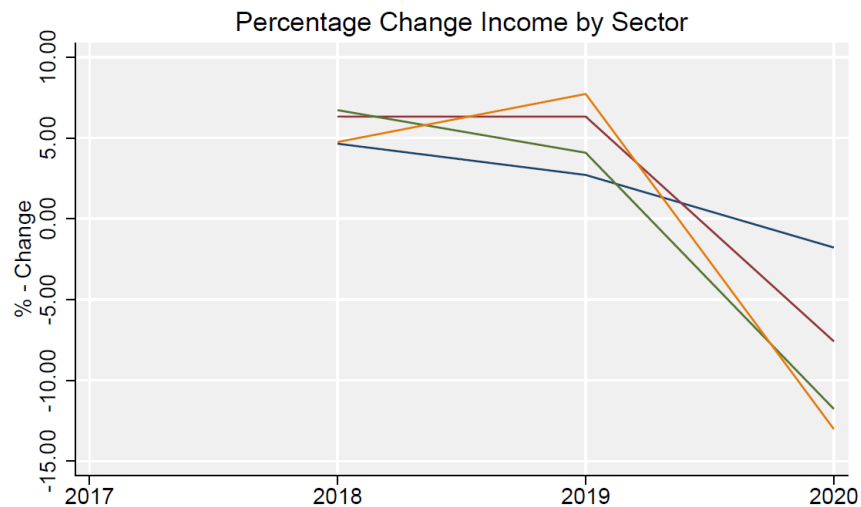
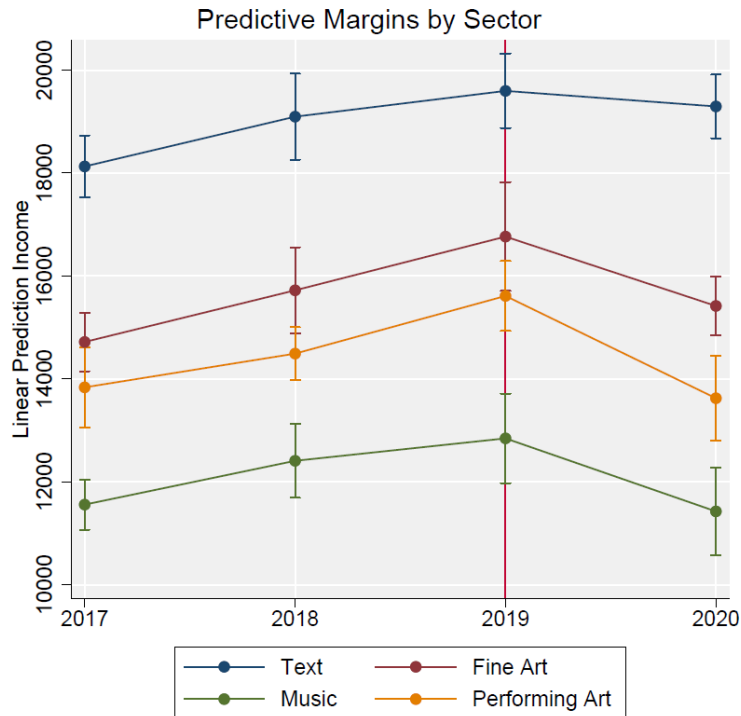
Data caveats

- Working multiple jobs or regular employment
- Royalty income
- Public funding bias

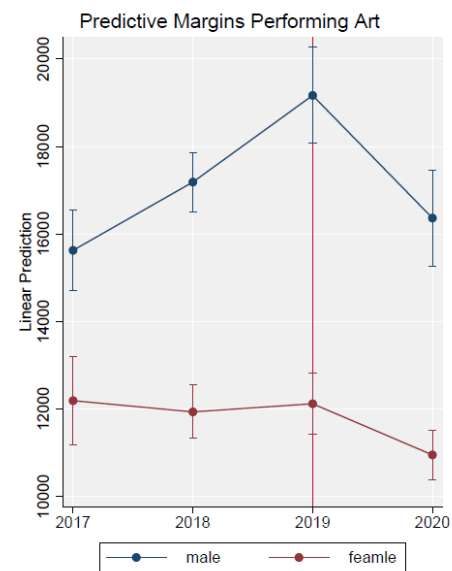
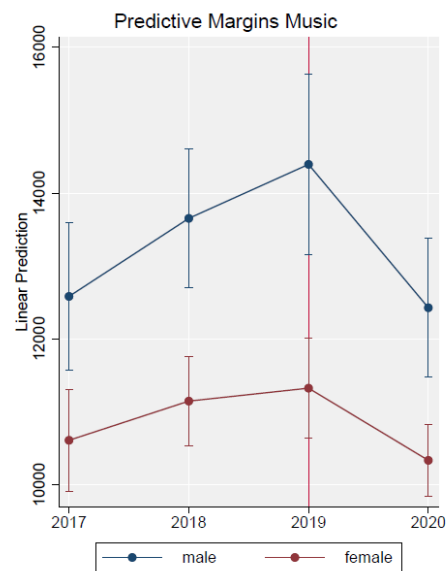
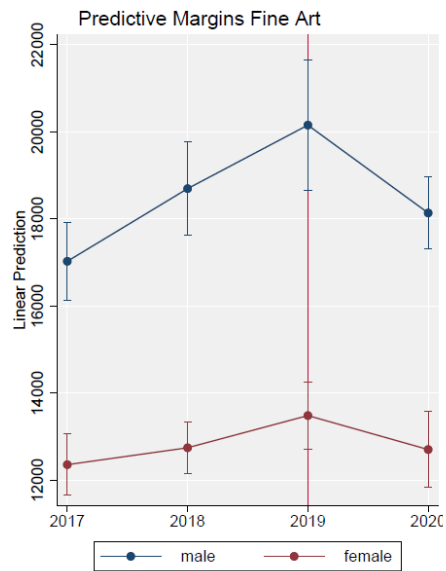
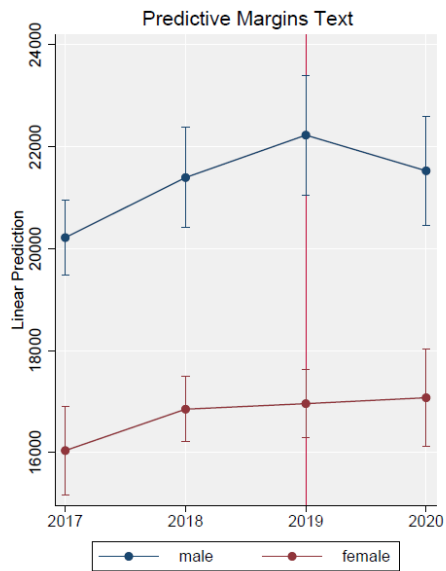
Impact from first and second pandemic waves in 2020 (source: IGES)



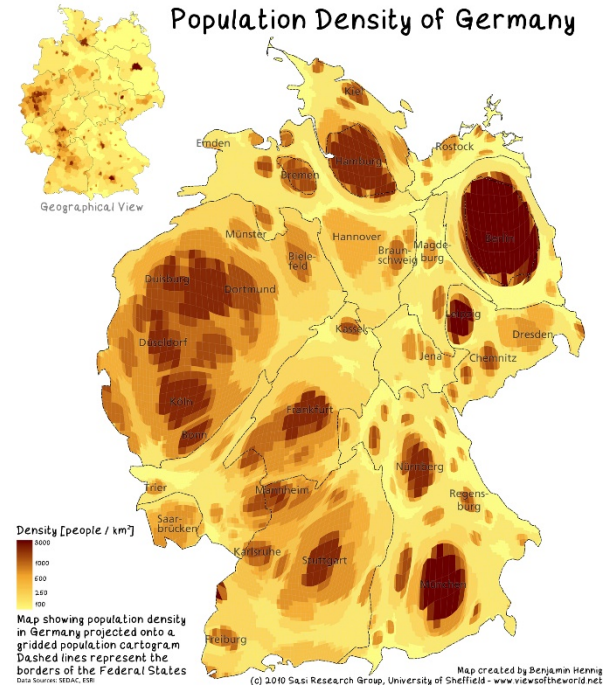
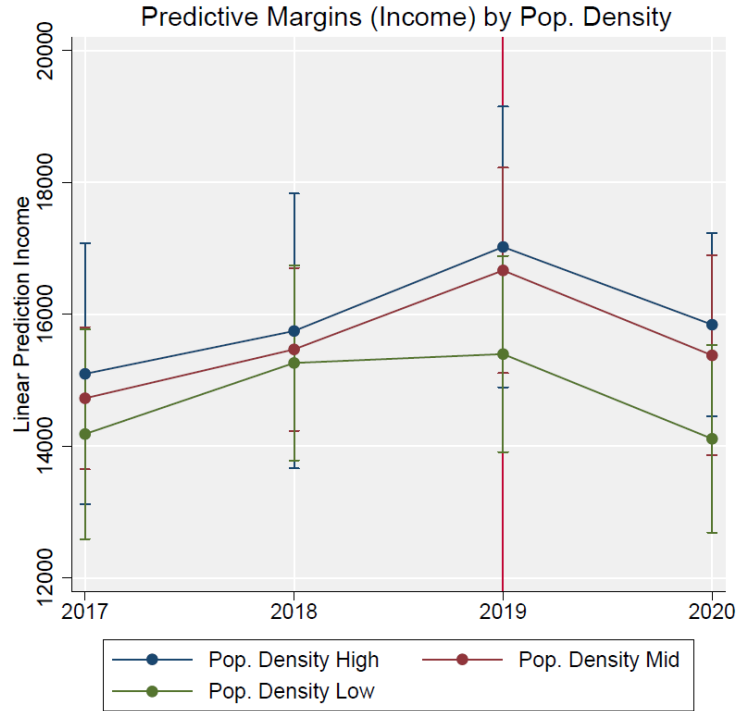
Preliminary Findings: Artistic Categories



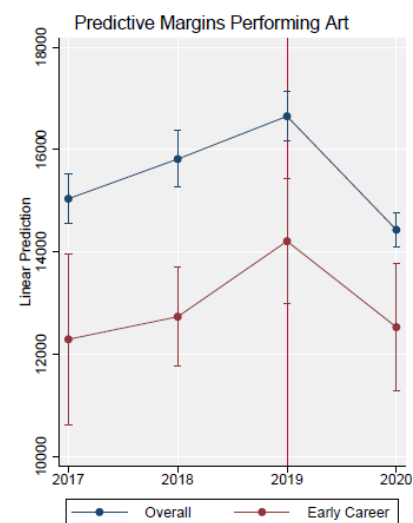
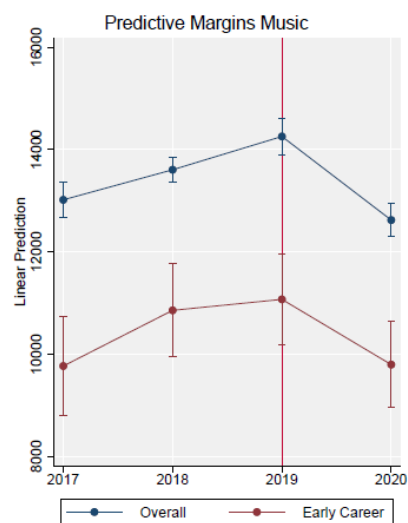
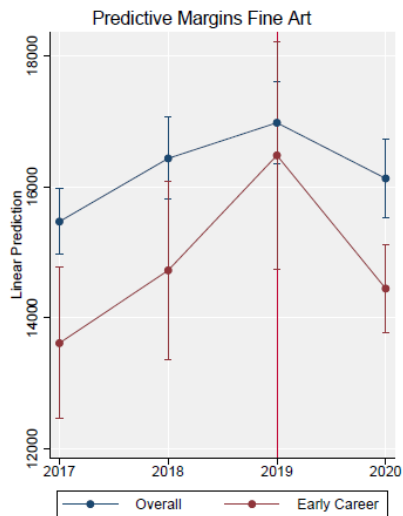
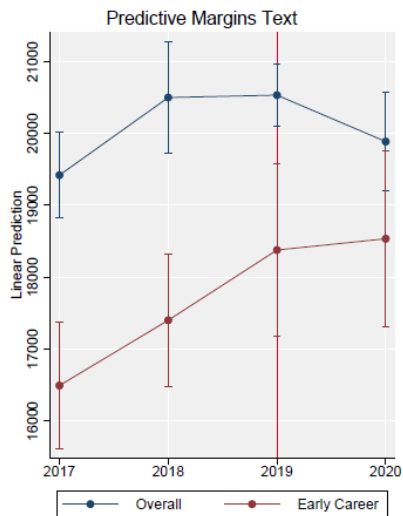
Preliminary Findings: Gender dimension



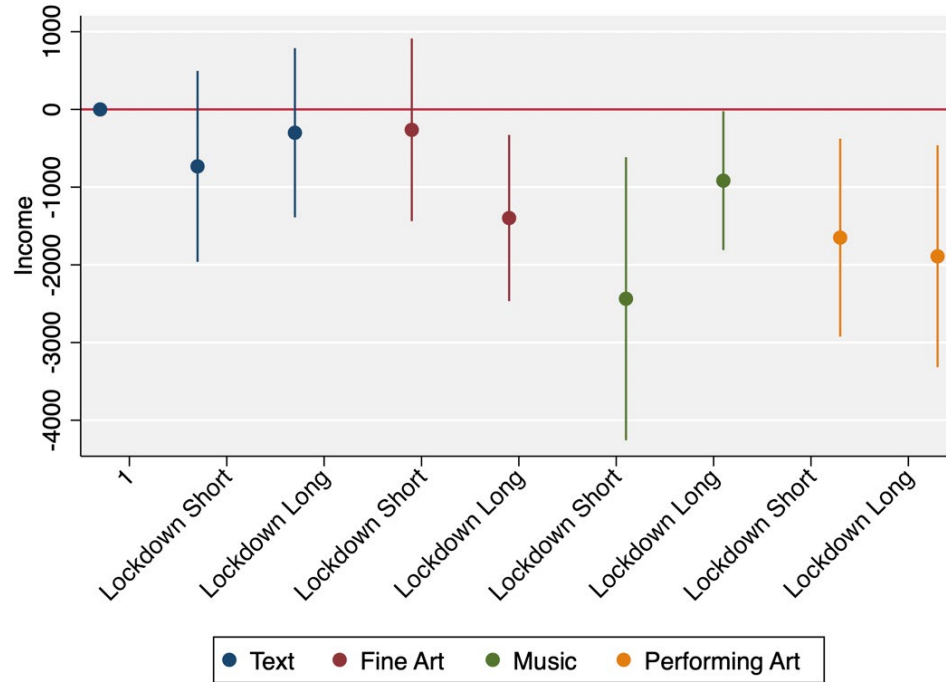
Preliminary Findings: Urban vs Rural Regions



Preliminary Findings: Career Stages

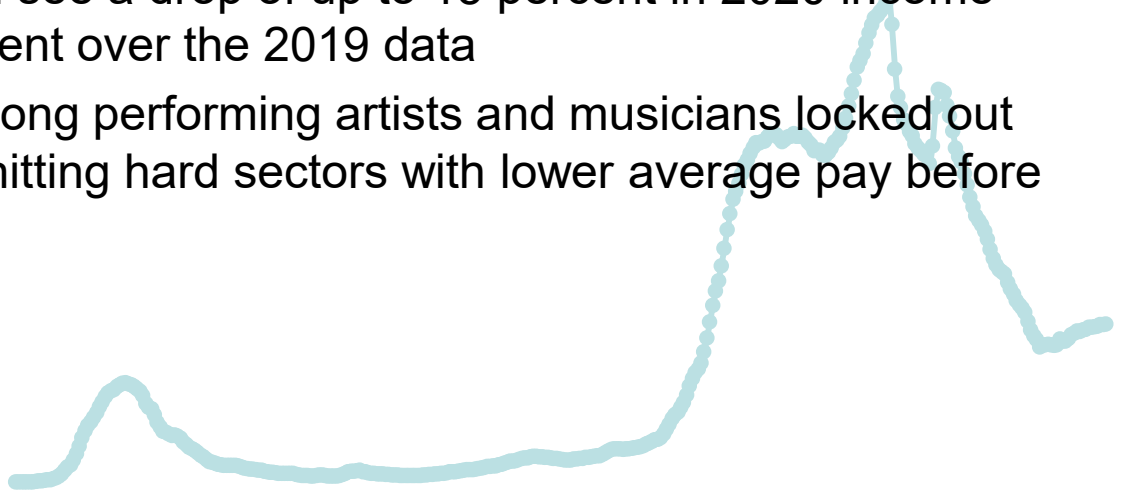


Preliminary Findings: Lockdown Measures



Tentative Conclusions

- Creators across the board see a drop of up to 15 percent in 2020 income from artistic self-employment over the 2019 data
 - Impact most visible among performing artists and musicians locked out from their live stages, hitting hard sectors with lower average pay before the crisis



Tentative Conclusions

- On average, women seem slightly less vulnerable and mixed evidence for different career stages, but again pre-crisis income gaps prevail
 - The pandemic might be a catalyst for digital change and literacy in some sectors, but this will require more research
- How much public support measures and funding will ultimately help correct for 2020 income losses, and
- how forthcoming public interventions (lockdown, theatre closures etc.) will impact in 2021 is unclear at this point in time

Thank you.

- Explore more intellectual property issues affecting the creative industries online at https://www.wipo.int/edocs/infogdocs/creative_industries/en/
- Reach out to us chief.economist@wipo.int

