

Alberta

Culture: Value in our Lives ~ Value in our Economy

Culture is everywhere. It is the books we read, the movies we watch, the arts & heritage events we attend and so much more. It is easy to see the value of culture in our own lives but did you know that culture is also economically significant? This visual representation shows the breakdown of the key areas of culture activities and their contribution to the Canadian economy.

*Product perspective

Education & Training - \$431.1M*

Learning activities support the development, understanding, and reception of culture for the entire creative chain. These activities include the training of culture creators (e.g. dance, theatre, film, and art schools), culture interpreters (e.g. criticism, theory), and culture consumers, at all ages and stages of development.

Audio-visual and Interactive Media - \$1.9B*

This domain is split into three core subdomains: **Film and Video**, **Broadcasting** and **Interactive Media**. Broadcasting includes those industries that disseminate radio, television and Internet-based programming. **Interactive Media** includes only the culture component of the interactive digital media industry, which includes electronic and video games (including console, mobile, and PC games), as well as other interactive digital edutainment products.

Written and Published Works - \$854.9M*

This domain includes written content in traditional print formats such as books and magazines, as well as formats such as Braille, and online and downloadable electronic publications, such as e-zines, audiobooks, online newspapers, and eBooks.

Sound Recording - \$43.3M*

This domain includes all activities related to the creation of recorded music, including composition, publishing, and distribution, including digital downloads and uploads.

Live Performance - \$254.5M*

This domain includes live performances of theatre, dance, opera, musical theatre, orchestras, music groups and artists, circuses, puppetry, and multidisciplinary events such as celebrations and festivals.

Governance, Funding and Professional Support - \$664.0M*

This domain tracks activities that finance, promote, regulate, or sustain all stages of the creative chain, with a particular emphasis on the supply of culture content. This support is provided by all levels of government, business, and the not-for-profit sector.

Heritage and Libraries - \$199.1M*

This domain consists of four core sub-domains: **Archives**, **Libraries**, **Cultural Heritage (museums and art galleries)**, and **Natural Heritage**. Heritage institutions collect, document, conserve and exhibit collections in order to explain human development, encourage further research and support creative experience.

Visual and Applied Arts - \$1.2B*

This domain includes four core sub-domains: **Original Visual Art**, **Art Reproductions**, **Photography**, and **Crafts**, and only the culture component of three ancillary sub-domains: **Advertising**, **Architecture** and **Design**.

