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香港的文化及創意產業

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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、藝術和創意內容的貨品和服務。本文提供香港文化及創意產業在 2017 年至 2019 年的統計數字。

The cultural and creative industries (CCI) are among the most dynamic economic sectors in Hong Kong, contributing to both 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 contents. This article provides the statistics of CCI in Hong Kong for 2017 to 2019.

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香港的文化及創意產業

The Cultural and Creative Industries in Hong Kong

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、藝術和創意內容的貨品和服務。

1.2 本文提供香港的文化及創意產業以及選定文化及創意貨品和服務貿易在 2017 年至 2019 年的統計數字。

2. 概念及定義

2.1 在國際間，文化及創意產業是在 1990 年代末出現的課題，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。

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適當調整。具體而言，香港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；

1. Introduction

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

1.2 This article provides the statistics of CCI and trade in selected cultural and creative goods and services in Hong Kong for 2017 to 2019.

2. Concept and definition

2.1 In the international community, the subject of CCI emerged in the late 1990s. 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 The coverage and classification of CCI in Hong Kong are drawn up with reference to international statistical guidelines promulgated by the United Nations, with appropriate adaptation to cater for the economic situation in Hong Kong. Specifically, CCI in Hong Kong 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;

- 建築；
- 廣告；及
- 娛樂服務

2.3 政府統計處於 2021 年就香港文化及創意產業的涵蓋範圍進行檢討，並參考國際慣例，將其中四個組成界別（包括藝術品、古董及工藝品；電影及錄像和音樂；出版；以及軟件、電腦遊戲及互動媒體）的涵蓋範圍自 2019 年統計年度開始擴闊；而 2017 年和 2018 年的有關數字亦已作出相應修訂。因此，2017 年及以後的統計數字不能與較早年份的數字作直接比較。有關該四個組成界別的涵蓋範圍的變化分別於第 4.3、4.10、4.14 及 4.17 段介紹。

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貨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 例如，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；錄像的批發零售和進出口貿易；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。

2.6 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經濟活動。例如，康樂及文化事務署轄下的公共圖書館和博物館，因屬於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。

- architecture;
- advertising; and
- amusement services

2.3 The Census and Statistics Department (C&SD) conducted a review of the coverage of CCI in Hong Kong in 2021. Making reference to international practices, the coverages of four component domains of CCI (including art, antiques and crafts; film, video and music; publishing; and software, computer games and interactive media) have been expanded from the reference year of 2019. Relevant figures of these component domains for 2017 and 2018 have also been revised accordingly. Thus, the figures from 2017 onwards are not strictly comparable with those of earlier years. The changes in coverages of these four component domains are presented in paragraphs 4.3, 4.10, 4.14 and 4.17 respectively.

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 processes of content creation, production and distribution of the cultural and creative goods and services concerned in the value chain.

2.5 For instance, the 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, retail, import and export trading of video recordings; renting of video discs; etc. Thus, each component domain of CCI comprises economic activities straddling different industries under HSIC.

2.6 Primarily, CCI cover mainly the private sector economic 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 as they are public services provided by the Government.

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、涉及的就業人數及有關的貨品和服務貿易來量度。

3.2 文化及創意產業增加價值的統計數字是根據政府統計處進行的「經濟活動按年統計調查」所搜集的數據而編製。

3.3 文化及創意產業就業人數的統計數字是根據政府統計處進行的「僱傭及職位空缺按季統計調查」所得數據編製而成。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 選定文化及創意貨品貿易包括古董及工藝品；視覺藝術及設計貨品；視聽及互動媒體貨品；表演藝術及節慶貨品；以及出版貨品（書籍及報刊）。文化及創意貨品的進口及出口統計數字是根據商品貿易統計所編製，涵蓋在香港與其貿易夥伴間經陸路、航空、水路運輸及郵寄的進出口商品。商品貿易統計是根據進出口報關單上的資料編製。

3.5 選定文化及創意服務貿易包括廣告、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）；研究及發展以及與創新活動相關的服務；和特許經營權及商標使用許可費以外的知識產權使用費。文化及創意服務的輸入及輸出的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. Measuring CCI and data sources

3.1 The economic contribution of CCI can be measured in terms of the value added generated, number of persons engaged and trade in relevant goods and services.

3.2 Value added statistics for CCI are compiled from data collected through the Annual Survey of Economic Activities conducted by C&SD.

3.3 Employment statistics for CCI are based on data on the number of persons engaged collected through C&SD's Quarterly Survey of Employment and Vacancies. Persons engaged include full-time and part-time salaried employees, as well as working directors, proprietors, partners and family workers without regular pay.

3.4 Trade in selected cultural and creative goods covers 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 compiled 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 selected cultural and creative services covers advertising, market research and public opinion polling 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, and services related to innovation activities; and charges for the use of intellectual property rights other than franchises and trademarks licensing fees. Statistics on imports and exports of cultural and creative services are mainly based on data collected from the Annual Survey of Imports and Exports of Services conducted by C&SD.

4. 文化及創意產業組成界別的統計數字

整體情況

4.1 在 2019 年，文化及創意產業的增加價值為 1,293 億元，較 2018 年下降 0.9%。在 2019 年，這產業對香港本地生產總值的貢獻為 4.7%。（表 1）

4.2 在 2019 年，文化及創意產業的就業人數為 237 150 人，較 2018 年上升 1.0%。在 2019 年，這產業對香港就業總人數的貢獻為 6.2%。（表 2）

藝術品、古董及工藝品

4.3 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）；以及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。根據 2021 年的檢討結果，這界別的涵蓋範圍已擴闊至包括珠寶首飾及貴金屬裝飾物、古董、藝術品及工藝品的進出口貿易；以及藝術拍賣活動。

4.4 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 2019 年，藝術品、古董及工藝品界別的增加價值為 187 億元，佔文化及創意產業總增加價值的 14.4%。這界別的就業人數為 31 940 人，佔文化及創意產業總就業人數的 13.5%。（表 1 及 2）

4.5 藝術品、古董及工藝品界別包括製造及分銷活動。縱使珠寶首飾在 2019 年的需求因訪港旅客人數下降而減少，藝術品、古董及工藝品的分銷活動仍佔這界別在該年約 95% 的增加價值。

4. Statistics of CCI component domains

Overall situation

4.1 In 2019, the value added of CCI was \$129.3 billion, representing a decrease of 0.9% from 2018. The contribution to GDP of Hong Kong was 4.7% in 2019. (Table 1)

4.2 In 2019, the employment in CCI was 237 150, representing an increase of 1.0% from 2018. The contribution to the total employment of Hong Kong was 6.2% in 2019. (Table 2)

Art, antiques and crafts

4.3 The domain of art, antiques and crafts covers mainly the manufacture of jewellery and related articles (including cutting and setting of precious stones; engraving on precious metals; goldsmithing and silversmithing); and the wholesale and retail of jewellery and precious metal accessories, antiques, and works of art and crafts. Based on the results of the review conducted in 2021, the coverage of this domain has been expanded to include import and export trading of jewellery and precious metal accessories, antiques, and works of art and crafts; and art auctioning activities.

4.4 Hong Kong is renowned for its craftsmanship in jewellery set with precious stones, with contemporary and innovative designs. In 2019, the value added of the art, antiques and crafts domain was \$18.7 billion, accounting for 14.4% of the total value added of CCI. The employment in this domain was 31 940, accounting for 13.5% of the total employment in CCI. (Tables 1 and 2)

4.5 The art, antique and crafts domain consists of manufacturing and distribution activities. Although the demand for jewellery decreased in 2019 due to the decline in the number of visitors to Hong Kong, distribution activities of art, antiques and crafts still accounted for about 95% of the value added of this domain in that year.

文化教育及圖書館、檔案保存和博物館服務

4.6 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、博物館及歷史遺址的經營及管理。

4.7 在 2019 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 15 億元，佔文化及創意產業總增加價值的 1.2%。這界別的就業人數為 12 660 人，佔文化及創意產業總就業人數的 5.3%。（表 1 及 2）

表演藝術

4.8 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。

4.9 表演藝術界別是文化及創意產業中最小的組成部分（按增加價值及就業人數計算）。在 2019 年，這界別的增加價值為 12 億元，佔文化及創意產業總增加價值的 1.0%。這界別的就業人數為 5 460 人，佔文化及創意產業總就業人數的 2.3%。（表 1 及 2）

電影及錄像和音樂

4.10 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。根據 2021 年的檢討結果，這界別的涵蓋範圍已擴闊至包括音樂及錄像影碟的進出口貿易。

Cultural education and library, archive and museum services

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

4.7 In 2019, the value added of the cultural education and library, archive and museum services domain was \$1.5 billion, accounting for 1.2% of the total value added of CCI. The employment in this domain was 12 660, accounting for 5.3% of the total employment in CCI. (Tables 1 and 2)

Performing arts

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

4.9 The performing arts domain is the smallest component of CCI (in terms of both value added and employment). In 2019, the value added of this domain was \$1.2 billion, accounting for 1.0% of the total value added of CCI. The employment in this domain was 5 460, accounting for 2.3% of the total employment in CCI. (Tables 1 and 2)

Film, video and music

4.10 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 and renting of music and video recordings. Based on the results of the review conducted in 2021, the coverage of this domain has been expanded to include import and export trading of music and video recordings.

4.11 在 2019 年，電影及錄像和音樂界別的增加價值為 30 億元，佔文化及創意產業總增加價值的 2.3%。這界別的就業人數為 15 410 人，佔文化及創意產業總就業人數的 6.5%。（表 1 及 2）

電視及電台

4.12 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。

4.13 在 2019 年，電視及電台界別的增加價值為 57 億元，佔文化及創意產業總增加價值的 4.4%。這界別的就業人數為 6 120 人，佔文化及創意產業總就業人數的 2.6%。（表 1 及 2）

出版

4.14 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。根據 2021 年的檢討結果，這界別的涵蓋範圍已擴闊至包括書籍、報紙及期刊的進出口貿易。

4.15 出版界別在近年的業務表現相對溫和，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。很多傳統的出版活動已經由印刷平台轉移至數碼化平台，以網絡及門戶網站託管活動代替。這類新興活動包括在軟件、電腦遊戲及互動媒體界別內。

4.16 在 2019 年，出版界別的增加價值為 143 億元，佔文化及創意產業總增加價值的 11.1%。這界別的就業人數為 36 460 人，佔文化及創意產業總就業人數的 15.4%。（表 1 及 2）

4.11 In 2019, the value added of the film, video and music domain was \$3.0 billion, accounting for 2.3% of the total value added of CCI. The employment in this domain was 15 410, accounting for 6.5% of the total employment in CCI. (Tables 1 and 2)

Television and radio

4.12 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.

4.13 In 2019, the value added of the television and radio domain was \$5.7 billion, accounting for 4.4% of the total value added of CCI. The employment in this domain was 6 120, accounting for 2.6% of the total employment in CCI. (Tables 1 and 2)

Publishing

4.14 The publishing domain covers printing, publishing, and wholesale and retail of books, newspapers and periodicals. It also covers news agency and other information service activities. Based on the results of the review conducted in 2021, the coverage of this domain has been expanded to include import and export trading of books, newspapers and periodicals.

4.15 The business performance of publishing domain has been rather moderate in recent years, partly due to keen competition, especially in the business of newspapers and magazines, and challenges arising from free newspapers and information portals. Many traditional publishing activities have migrated from printed platforms to digital platforms, contributing to web and portal hosting activities. The latter activities are covered under the software, computer games and interactive media domain.

4.16 In 2019, the value added of the publishing domain was \$14.3 billion, accounting for 11.1% of the total value added of CCI. The employment in this domain was 36 460, accounting for 15.4% of the total employment in CCI. (Tables 1 and 2)

軟件、電腦遊戲及互動媒體

4.17 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。根據 2021 年的檢討結果，這界別的涵蓋範圍已擴闊至包括軟件和電腦遊戲的進出口貿易。

4.18 作為文化及創意產業的最大組成部分（按增加價值及就業人數計算），軟件、電腦遊戲及互動媒體界別在香港的數碼經濟中亦擔當重要的角色。在 2019 年，軟件、電腦遊戲及互動媒體界別的增加價值為 564 億元，佔文化及創意產業總增加價值的 43.6%。這界別的就業人數為 64 310 人，佔文化及創意產業總就業人數的 27.1%。（表 1 及 2）

4.19 軟件、電腦遊戲及互動媒體界別在文化及創意產業中一直佔着重要的地位。這界別的主要組別為互聯網服務及軟件和電腦遊戲開發，此兩組別合共佔這界別在 2019 年約 86% 的增加價值。

設計

4.20 設計界別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。

4.21 香港正發展成為區內的設計中心，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 2019 年，設計界別的增加價值為 48 億元，佔文化及創意產業總增加價值的 3.7%。這界別的就業人數為 18 590 人，佔文化及創意產業總就業人數的 7.8%。（表 1 及 2）

Software, computer games and interactive media

4.17 The 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. Based on the results of the review conducted in 2021, the coverage of this domain has been expanded to include import and export trading of software and computer games.

4.18 As the largest component of CCI (in terms of both value added and employment), the software, computer games and interactive media domain also plays an important role in the digital economy of Hong Kong. In 2019, the value added of the software, computer games and interactive media domain was \$56.4 billion, accounting for 43.6% of the total value added of CCI. The employment in this domain was 64 310, accounting for 27.1% of the total employment in CCI. (Tables 1 and 2)

4.19 The software, computer games and interactive media domain has all along been a dominant component among all CCI domains. Key members of this domain are Internet services and development of software and computer games, which together accounted for around 86% of the value added of this domain in 2019.

Design

4.20 The design domain 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.

4.21 Hong Kong is developing into a regional design centre. Design is playing an important role as a source of innovative content and a key driver of enhancing economic value of products and business competitiveness. In 2019, the value added of the design domain was \$4.8 billion, accounting for 3.7% of the total value added of CCI. The employment in this domain was 18 590, accounting for 7.8% of the total employment in CCI. (Tables 1 and 2)

建築

4.22 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）。

4.23 近年來，香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。

4.24 在 2019 年，建築界別的增加價值為 115 億元，佔文化及創意產業總增加價值的 8.9%。這界別的就業人數為 16 480 人，佔文化及創意產業總就業人數的 6.9%。（表 1 及 2）

廣告

4.25 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。

4.26 在 2019 年，廣告界別的增加價值為 99 億元，佔文化及創意產業總增加價值的 7.7%。這界別的就業人數為 19 500 人，佔文化及創意產業總就業人數的 8.2%。（表 1 及 2）

娛樂服務

4.27 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 2019 年，娛樂服務界別的增加價值為 23 億元，佔文化及創意產業總增加價值的 1.7%。這界別的就業人數為 10 240 人，佔文化及創意產業總就業人數的 4.3%。（表 1 及 2）

Architecture

4.22 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).

4.23 Local demand for architectural services remains buoyant in recent years. Architectural firms in Hong Kong are also actively engaged in various residential and commercial development projects as well as large-scale urban development and infrastructure projects in the region, particularly in the mainland of China.

4.24 In 2019, the value added of the architecture domain was \$11.5 billion, accounting for 8.9% of the total value added of CCI. The employment in this domain was 16 480, accounting for 6.9% of the total employment in CCI. (Tables 1 and 2)

Advertising

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

4.26 In 2019, the value added of the advertising domain was \$9.9 billion, accounting for 7.7% of the total value added of CCI. The employment in this domain was 19 500, accounting for 8.2% of the total employment in CCI. (Tables 1 and 2)

Amusement services

4.27 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 2019, the value added of the amusement services domain was \$2.3 billion, accounting for 1.7% of the total value added of CCI. The employment in this domain was 10 240, accounting for 4.3% of the total employment in CCI. (Tables 1 and 2)

5. 2019 年選定文化及創意貨品和服務貿易

5.1 在 2019 年，選定文化及創意貨品的整體出口（包括港產品出口和轉口貨品）為 5,713 億元，較 2018 年減少 7.6%。有關貨品的整體出口佔香港貨品整體出口總額的 14.3%。視聽及互動媒體貨品為最大的組成部分，佔 2019 年選定文化及創意貨品整體出口總額的 68.8%。其次為視覺藝術及設計貨品（15.2%）；表演藝術及節慶貨品（12.5%）；古董及工藝品（1.9%）；和出版貨品（書籍及報刊）（1.6%）。（表 3）

5.2 在 2019 年，選定文化及創意貨品的進口為 5,915 億元，較 2018 年減少 11.6%。有關貨品進口佔香港貨品進口總額的 13.4%。視聽及互動媒體貨品為最大的組成部分，佔 2019 年選定文化及創意貨品進口總額的 61.1%。其次為視覺藝術及設計貨品（24.6%）；表演藝術及節慶貨品（10.9%）；古董及工藝品（2.2%）；和出版貨品（書籍及報刊）（1.2%）。（表 3）

5.3 在 2019 年，選定文化及創意服務的輸出總額達 264 億元，較 2018 年減少 2.0%。有關的服務輸出佔香港服務輸出總額的 3.3%。主要服務的組成部分包括電腦服務（佔選定文化及創意服務輸出總額的 28.9%）；廣告、市場研究及公眾意見調查服務（18.8%）；特許經營權及商標使用許可費以外的知識產權使用費（18.4%）；以及建築、工程、科學及其他技術服務（16.3%）。（表 4）

5.4 在 2019 年，選定文化及創意服務的輸入總額達 262 億元，較 2018 年下降 3.8%。有關的服務輸入佔香港服務輸入總額的 4.1%。特許經營權及商標使用許可費以外的知識產權使用費為最大的組成部分，佔選定文化及創意服務輸入總額的 41.0%。其次為

5. Trade in selected cultural and creative goods and services in 2019

5.1 In 2019, total exports (comprising domestic exports and re-exports) of selected cultural and creative goods amounted to \$571.3 billion, representing a decrease of 7.6% compared with 2018. They accounted for 14.3% of Hong Kong's total exports of goods. The largest component was audio-visual and interactive media goods, accounting for 68.8% of overall value of total exports of selected cultural and creative goods in 2019. This was followed by visual arts and design goods (15.2%); performing arts and celebration goods (12.5%); antiques and crafts goods (1.9%); and publishing goods (books and press) (1.6%). (Table 3)

5.2 In 2019, imports of selected cultural and creative goods amounted to \$591.5 billion, representing a decrease of 11.6% compared with 2018. They accounted for 13.4% of Hong Kong's total imports of goods. The largest component was audio-visual and interactive media goods, accounting for 61.1% of total imports of selected cultural and creative goods in 2019. This was followed by visual arts and design goods (24.6%); performing arts and celebration goods (10.9%); antiques and crafts goods (2.2%); and publishing goods (books and press) (1.2%). (Table 3)

5.3 In 2019, total exports of selected cultural and creative services amounted to \$26.4 billion, representing a decrease of 2.0% compared with 2018. They accounted for 3.3% of Hong Kong's total exports of services. Major service components included computer services (accounting for 28.9% of total exports of selected cultural and creative services); advertising, market research and public opinion polling services (18.8%); charges for the use of intellectual property rights other than franchises and trademarks licensing fees (18.4%); and architectural, engineering, scientific and other technical services (16.3%). (Table 4)

5.4 In 2019, total imports of selected cultural and creative services amounted to \$26.2 billion, representing a decrease of 3.8% compared with 2018. They accounted for 4.1% of Hong Kong's total imports of services. The largest component was charges for the use of intellectual property rights other than franchises and trademarks licensing fees, accounting for 41.0% of total imports of selected

電腦服務（19.3%）；廣告、市場研究及公眾意見調查服務（15.0%）；以及建築、工程、科學及其他技術服務（10.1%）。 （表 4）

cultural and creative services. This was followed by computer services (19.3%); advertising, market research and public opinion polling services (15.0%); and architectural, engineering, scientific and other technical services (10.1%). (Table 4)

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

	百萬元（另有註明除外） \$ million, unless otherwise specified		
	2017	2018	2019
藝術品、古董及工藝品 ⁽¹⁾	18,479	19,389	18,677
Art, antiques and crafts ⁽¹⁾			
文化教育及圖書館、檔案保存和博物館服務	1,479	1,580	1,499
Cultural education and library, archive and museum services			
表演藝術	1,382	1,415	1,230
Performing arts			
電影及錄像和音樂 ⁽¹⁾	3,930	3,347	3,025
Film, video and music ⁽¹⁾			
電視及電台	6,396	6,560	5,678
Television and radio			
出版 ⁽¹⁾	13,116	14,188	14,305
Publishing ⁽¹⁾			
軟件、電腦遊戲及互動媒體 ⁽¹⁾	51,468	55,135	56,418
Software, computer games and interactive media ⁽¹⁾			
設計	4,306	4,523	4,845
Design			
建築	10,799	11,675	11,470
Architecture			
廣告	9,138	9,777	9,940
Advertising			
娛樂服務	2,686	2,874	2,259
Amusement services			
文化及創意產業	123,180	130,463	129,347
Cultural and creative industries			
佔以基本價格計算的本地生產總值的百分比 ⁽²⁾	4.8%	4.8%	4.7%
% of Gross Domestic Product (GDP) at basic prices ⁽²⁾			

註釋： 由於四捨五入關係，個別數字加起來可能與總數不符。

(1) 自 2019 年統計年度開始，這些組成界別的涵蓋範圍已經擴闊；而 2017 年和 2018 年的有關數字亦已作出相應修訂。因此，文化及創意產業在 2017 年及以後的統計數字不能與較早年份的數字作直接比較。

(2) 百分比是根據 2021 年 5 月 14 日公布的本地生產總值的數字計算。

資料來源：政府統計處進行的「經濟活動按年統計調查」

Notes: Figures may not add up to total due to rounding.

(1) Since the reference year of 2019, the coverages of these component domains have been expanded. Relevant figures of these component domains for 2017 and 2018 have also been revised accordingly. Thus, the figures from 2017 onwards are not strictly comparable with those of earlier years.

(2) Calculation is based on GDP statistics released on 14 May 2021.

Source: Annual Survey of Economic Activities 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（進位至最接近的十位數） Number (rounded to the nearest ten)		
	2017	2018	2019
藝術品、古董及工藝品 ⁽¹⁾	32 930	32 700	31 940
Art, antiques and crafts ⁽¹⁾			
文化教育及圖書館、檔案保存和博物館服務	12 270	12 270	12 660
Cultural education and library, archive and museum services			
表演藝術	5 380	5 440	5 460
Performing arts			
電影及錄像和音樂 ⁽¹⁾	15 170	15 400	15 410
Film, video and music ⁽¹⁾			
電視及電台	6 430	6 230	6 120
Television and radio			
出版 ⁽¹⁾	38 770	37 750	36 460
Publishing ⁽¹⁾			
軟件、電腦遊戲及互動媒體 ⁽¹⁾	60 740	62 580	64 310
Software, computer games and interactive media ⁽¹⁾			
設計	16 700	17 590	18 590
Design			
建築	16 130	16 130	16 480
Architecture			
廣告	18 550	19 370	19 500
Advertising			
娛樂服務	8 330	9 260	10 240
Amusement services			
文化及創意產業	231 420	234 730	237 150
Cultural and creative industries			
佔總就業人數的百分比 ⁽²⁾	6.1%	6.1%	6.2%
% of total employment ⁽²⁾			

註釋：由於四捨五入關係，個別數字加起來可能與總數不符。

(1) 自 2019 年統計年度開始，這些組成界別的涵蓋範圍已經擴闊；而 2017 年和 2018 年的有關數字亦已作出相應修訂。因此，文化及創意產業在 2017 年及以後的統計數字不能與較早年份的數字作直接比較。

(2) 總就業人數是以《香港統計月刊》2020 年 8 月號刊載的就業綜合估計數字為依據。

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」

Notes: Figures may not add up to total due to rounding.

(1) Since the reference year of 2019, the coverages of these component domains have been expanded. Relevant figures of these component domains for 2017 and 2018 have also been revised accordingly. Thus, the figures from 2017 onwards are not strictly comparable with those of earlier years.

(2) Total employment is based on the Composite Employment Estimates released in the August 2020 issue of the *Hong Kong Monthly Digest of Statistics*.

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

表 3 選定文化及創意貨品的整體出口及進口
Table 3 Total exports and imports of selected cultural and creative goods

	百萬元（另有註明除外） \$ million, unless otherwise specified		
	2017	2018	2019
選定文化及創意貨品的整體出口			
Total exports of selected cultural and creative goods			
古董及工藝品	12,066	11,899	10,929
Antiques and crafts goods			
視覺藝術及設計貨品	58,427	72,470	86,571
Visual arts and design goods			
視聽及互動媒體貨品	379,791	441,617	393,146
Audio-visual and interactive media goods			
表演藝術及節慶貨品	60,560	82,221	71,364
Performing arts and celebration goods			
出版貨品（書籍及報刊）	9,918	9,799	9,327
Publishing goods (books and press)			
選定文化及創意貨品的整體出口總額	520,761	618,006	571,337
Overall value of total exports of selected cultural and creative goods			
佔貨品整體出口總額的百分比	13.4%	14.9%	14.3%
% of total exports of goods			
 選定文化及創意貨品的進口			
Imports of selected cultural and creative goods			
古董及工藝品	12,659	12,115	13,221
Antiques and crafts goods			
視覺藝術及設計貨品	122,954	130,305	145,307
Visual arts and design goods			
視聽及互動媒體貨品	358,932	434,645	361,375
Audio-visual and interactive media goods			
表演藝術及節慶貨品	59,586	83,753	64,366
Performing arts and celebration goods			
出版貨品（書籍及報刊）	7,505	7,996	7,271
Publishing goods (books and press)			
選定文化及創意貨品的進口總額	561,635	668,814	591,540
Total imports of selected cultural and creative goods			
佔貨品進口總額的百分比	12.9%	14.2%	13.4%
% of total imports of goods			

註釋：由於四捨五入關係，個別數字加起來可能與總數不符。

Note: Figures may not add up to total due to rounding.

資料來源：政府統計處商品貿易統計

Source: Merchandise trade statistics, Census and Statistics Department

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

	百萬元（另有註明除外） \$ million, unless otherwise specified		
	2017	2018	2019
選定文化及創意服務的輸出			
Exports of selected cultural and creative services			
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	5,253	5,341	4,951
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	4,262	4,571	4,304
電腦服務 Computer services	7,328	7,471	7,613
資訊服務 Information services	723	838	851
視聽及有關服務 Audio-visual and related services	620	570	480
其他個人、文化及康樂服務 Other personal, cultural and recreational services	1,938	2,141	2,183
研究及發展以及與創新活動相關的服務 Research and development, and services related to innovation activities	931	1,194	1,154
特許經營權及商標使用許可費以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks licensing fees	4,674	4,790	4,851
選定文化及創意服務的輸出總額	25,729	26,916	26,387
Total exports of selected cultural and creative services			
佔服務輸出總額的百分比 % of total exports of services	3.2%	3.0%	3.3%
選定文化及創意服務的輸入			
Imports of selected cultural and creative services			
廣告、市場研究及公眾意見調查服務 Advertising, market research and public opinion polling services	4,244	4,283	3,923
建築、工程、科學及其他技術服務 Architectural, engineering, scientific and other technical services	2,521	2,531	2,650
電腦服務 Computer services	5,081	5,143	5,056
資訊服務 Information services	1,108	1,215	1,215
視聽及有關服務 Audio-visual and related services	365	406	328
其他個人、文化及康樂服務 Other personal, cultural and recreational services	637	720	766
研究及發展以及與創新活動相關的服務 Research and development, and services related to innovation activities	1,610	2,253	1,496
特許經營權及商標使用許可費以外的知識產權使用費 Charges for the use of intellectual property rights other than franchises and trademarks licensing fees	10,559	10,638	10,724
選定文化及創意服務的輸入總額	26,125	27,189	26,158
Total imports of selected cultural and creative services			
佔服務輸入總額的百分比 % of total imports of services	4.3%	4.2%	4.1%

註釋：由於四捨五入關係，個別數字加起來可能與總數不符。

Note : Figures may not add up to total due to rounding.

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 conducted by the Census and Statistics Department