

ChIMERA

Innovative cultural and creative clusters in MED area

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

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INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

STATE OF THE ART ANALYSIS

PROMÁLAGA

*M^a del Carmen García Peña
Laura Robles Lozano
Enrique Vega*

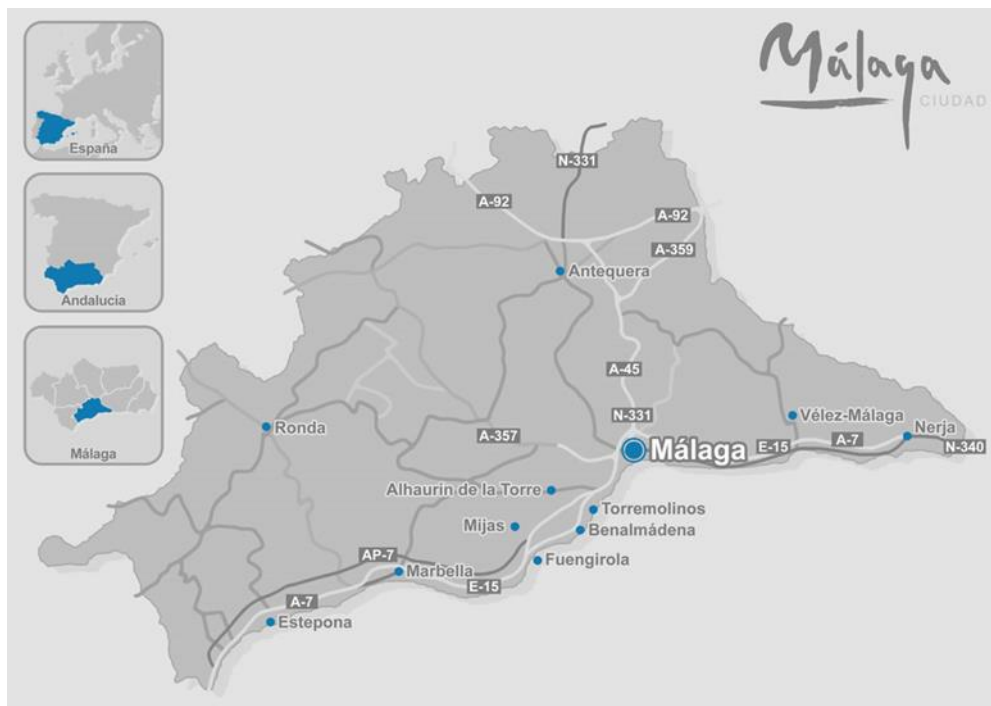
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The territorial reference that has been used in this analysis is that of the province of Malaga, classified as NUTS ES617, as it provides the highest level of segregation allowing the collection of enough official statistical data to analyse the state of the cultural and creative industry. However, information is also included for Andalusia, with NUTS ES61.

1. REGION PRESENTATION

1.1 Territorial framework



Data Source: malagareservation.com

Malaga is one of the eight Spanish provinces making up the autonomous community of Andalusia. It is located in the south of the Iberian Peninsula, on the Mediterranean coast, between the provinces of Granada, to the east, and Cadiz to the west. To the north it borders with the provinces of Cordoba and Seville. Its capital is the city of Malaga. As it is common in most of Spain, the province has taken its name from its capital, the city of Malaga.

It covers an area of 7,308 km² spread over 103 municipalities, 9 counties and 11 judicial zones. Its population is close to 1,630,000 inhabitants, being the second province in Andalusia and the sixth in Spain in population size.

The terrain is markedly mountainous, with maximum altitudes around the 2000 m. The Penibetic mountain range runs parallel to the coast line forming a barrier between the coast and inland, composed of a set of coastal mountains that often surpass 1000 m of altitude. The landscapes are diverse: beaches, cliffs, river mouths, coves and dunes. The coastline reveals a slightly trimmed profile. The main river is the Guadalhorce, which crosses the province from north to south, collecting the water of almost half the region, and which in summer has many dry sections due to the excessive use of

water. In the western part, the Guadiaro River and its tributary the Genal, stand out thanks to high rainfall

The warm mild Mediterranean climate prevails over long, hot, dry summers and short, mild winters. The geographical location and type of terrain give rise to variations from one area to another. In general, in eastern coastal areas a subtropical Mediterranean climate predominates and to the north, the continental Mediterranean climate with colder winters.

Average annual temperatures range from 12.5 ° C to 19 ° C.

Malaga capital city is the fifth Spanish city in terms of number of inhabitants. Its municipality covers an area of 398.25 square kilometres with a population of around 568,000 inhabitants, although the metropolitan area is nearer one million. It is situated between the sea and the Natural Park of the Montes de Malaga, giving rise to its year round mild climate and a wealth of natural beauty.

1.2 Demographic data

The province of Malaga has almost 1.630.000 inhabitants, with more than one million concentrated in the metropolitan area that surrounds the capital. Over the last decades its population growth has been much higher than the Spanish average, thanks to its touristic attraction.

There is a large difference in population density between the provincial population (223 inhabitants / km²) and the capital (1,434 inhabitants / km²), although this situation is repeated throughout the country. Malaga is well above the average in Andalusia (96 inhabitants / km²) and Spain (92 inhabitants / km²) in population density, and there is a great difference between the population concentration of the coastal strip and the inland municipalities.

Almost 40% of the foreign population that lives in Andalusia (620,006 inhabitants) does so in the province of Malaga (239,810 inhabitants), with the majority of residents being from the European Union. British settlers dominate, followed by the Germans. With regards to the Autonomous communities in Andalusia, the province of Malaga has a concentration of more than 50% of foreign citizens from countries such as the United Kingdom, Germany, Italy, Finland or Argentina, among others, and 46% of all European citizens residing in Andalusia.

Its aging rates are below the national average, although somewhat above the Andalusian average. However, it has a relatively young population average.

1.3 Economic framework

The economy of the province of Malaga leads out of all the provinces in Andalusia and it is, therefore, the most dynamic within the southern peninsular. Tourism and construction have been to a large extent, the engines of the provincial economy, although the province also has an important industry makeup, noticeably in the sector of new technologies. Historically, agriculture, fishing and commerce have also been powerful sectors, but have been losing importance in the face of tourism and the service economy. Today, the commitment to organic farming and subtropical products are giving a new impetus to the agricultural sector.

The provincial trade balance has been positive since 2010, with exports from the province reaching 1.310 million euros in 2016, making it the province with the most growth in Andalusia and the most dynamic in Spain. The most exported products are olive oil, fresh fruits and electrical appliances and equipment, and the main destinations are France, the United States and Italy.

Its GDP places it as the 7th largest province in Spain, with GDP per capita at 16,384 € in 2016, somewhat below the Spanish average (22,323 €).

2. LEGAL FRAMEWORK

2.1 Description of the legal framework on CCI

The Constitution predetermines the distribution of power between the State and the Autonomous Communities in various precepts. On one hand, it enables the Autonomous Communities to assume full power over (art. 148): 15a- Museums, libraries and music academies which are of interest to the Autonomous Community; 16a- monumental heritage of interest to the Autonomous Community; 17a- and the promotion of culture, whilst at the same time maintaining the exclusive competence of the State over "The defence of cultural, artistic and monumental Spanish heritage against the exportation and the plundering of Museums, libraries and archives of state ownership, without prejudice to their management by the Autonomous Communities "(article 149.1.28). Municipalities and the Provincial Councils have very little influence.

SPAIN

Historical heritage and museums

Law 16/1985, 25th June for Spanish Historical Heritage, and two Royal Decrees that develop it. In addition, there are four other Royal Decrees to expressly regulate museums.

Law 36/1994 23 December on the incorporation into Spanish law of EEC Council Directive/93/7, 15th March, on the return of cultural objects unlawfully removed from the territory of a Member State member of the European Union

Law 10/2015, 26th May, for the Safeguarding of Intangible Cultural Heritage.

Books, archives and libraries

Royal Decree 582/1989, 19th May, approving the Regulation of State Public Libraries and of the Spanish Library System

Royal Decree 1401/2007, 29th October, which regulates the composition, operation and power of the High Commission for the Grading of Administrative Documents

Royal Decree 1164/2002, 8th November, which regulates the preservation of documentary heritage with historical value, control of the disposal of other documents of the General State Administration and its public bodies and the preservation of administrative support documents other than the original

Royal Decree 1708/2011 18th November, setting up the Spanish Archives System and regulating the Archives System of the General State Administration and its Public Bodies and its access regime

Law 21/2005 17th November for the return of documents to the Catalan Government seized during the Civil War and guarded in the Spanish Civil War General Archive and the creation of a Documentary Centre for Historical Memory

Royal Decree 697/2007, 1st of June, thus creating the Documentary Centre for Historical Memory

Memory Royal Decree 2134/2008, 26th December, regulating the procedure to be followed for the return to individuals, of documents seized during the Civil War

Law 10/2007, 22nd June, for reading, books and libraries

Royal Decree 1573/2007 30th November, which approves the Regulation of the Council for the Library Cooperation

Royal Decree 1572/2007 30th November, which regulates the coordination bodies for the libraries of the General State Administration and its public bodies

Law 23/2011, 29th July, legal deposit

Royal Decree 635/2015 10th July, which regulates the legal storage of publications online

Performing Arts and Music

Royal Decree 1245/2002 29th November, which approves the Regulation of the Organisation and Working of the National Spanish Orchestra

Royal Decree 497/2010, 30th April, regulating the participation and advisory bodies of the National Institute for Performing Arts and Music

Cinema and audio visual communication

Law 55/2007, 28th December, for Cinema, and two Royal Decrees to develop it

Law 7/2010, 31st March, General measures for Audio Visual Communication

Property Law

Royal Legislative Decree 1/1996 12th April, approving the consolidated text for Intellectual Property Law, regulating, clarifying and harmonising the current legal provisions on the subject

ANDALUSIA

- Law 14/2007 26th November on the Historical Heritage of Andalusia
- Draft Andalusian Law to stimulate cultural activity (Law on patronage) (in writing)
- Order 9th May, 1994, approving the Regional Planning Program for Historic Centres

MALAGA

- Law 27/2013, 27th December, on the rationalisation and sustainability of Local Administration, reducing local cultural competences to: Protection and management of historical heritage; Promotion of culture and cultural equipment; and public libraries, for municipalities with more than 50,000 inhabitants.
- Innovative 10 year cultural plan: special tax conditions for companies investing in culture, granted by the Spanish State to the City of Malaga

Finally, it should be mentioned that at a state level there are fiscal incentives for patronage, the law on state budgets (which includes a special section in this regard), and a law made in 2002 financially incentivise non-profit entities and patronage. In addition to patronage, Law 27/2014, 27th November on Corporate Income Tax (which came into force on 1st January, 2015) increased the incentives for this tax that drives cultural industry.

2.2 Regional innovation strategies for smart specialisation (RIS3)

At the end of 2015 Andalusia established its strategy for intelligent specialisation, a vision based on four axes that are later developed into 8 priorities:

- A GLOBALLY OPEN AND INTERNALLY COHESIVE ANDALUCIA
- AN ADVANCED AND MORE INNOVATIVE ANDALUSIA
- A MORE SOCIAL AND PEOPLE-CENTRED ANDALUCIA

• A SUSTAINABLE AND EFFICIENT ANDALUCIA IN THE USE OF ITS RESOURCES

The fourth priority mentions the "Empowerment of Andalusia as a tourist, cultural and leisure destination", with cultural and creative industries being part of the so-called emerging sectors. The RIS3 recognises the great tourist and cultural resources of Andalusia and encourages the enhancement of its historical heritage and the new sectors that enhance it and provide value, especially through the application of new technologies and digitisation. It also refers to the international recognition of Andalusian creativity and the continuous emergence of world-class creators and performers.

On the other hand, RIS3 refers to the dimensions of regional development where "Education, talent and creative environments are accepted. The knowledge is considered a productive factor ". The RIS3 states that creativity must be incorporated as a nuclear value in Andalusia 's educational system so that our young people can respond to the changing and demanding world that awaits them.

2.3 Other strategic documents

The plans for cultural industries 2015 and 2016, promoted by the Ministry of Education, Culture and Sport are prominent in SPAIN.

In ANDALUCIA you can find a whole set of strategic documents for the development of culture and creativity, such as:

- Pact for Culture in Andalusia 2014-2020
- Program of Action, Investment and Financing 2016 from the Andalusian Institute of Historical Heritage
- Program of Action, Investment and Financing 2016 for the Andalusian Agency of Cultural Institutions
- III General Plan of Cultural Property
- Various library plans, promotion of reading, museums,

In the province of MALAGA there is a Strategic Plan for Provincial Development that includes culture as one of the strategies to promote development (www.fundacionmadeca.es) and in the city of MALAGA

(www.ciedes.es) a strategic plan was put into action in 1992 that has placed culture and knowledge as key to local development (the result of this commitment is the international positioning that has been achieved and the important network of museums on an international scale that Malaga now has).

3. STRATEGIC CHALLENGES FOR CCI SECTOR

3.1 Regional initiatives




The Junta de Andalucía, through the Ministry of Culture, has the well-known "Agenda Tu Cultura", which includes the main events of each of the provinces of Andalusia.

This culture diary, which is updated monthly, allows for inquiries by categories

- Literary activity
- Agenda for children
- Audio visual
- Spaces for visitors

- Performances
- Exhibitions
- Training


 diputación de **málaga**

TEMAS TRANSPARENCIA LA DIPUTACIÓN Q 18°

CULTURA Y EDUCACIÓN


INICIO / CULTURA Y EDUCACIÓN / AGENDA

Noticias
Galerías
Agenda
Planes y programas
Documentos
Vídeos
Audios
Enlaces


AGENDA

50 Resultados

| ABRIL 2017 | | | | | | |
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| | | | | 1 | 2 | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |



'Diario de un poeta recién casado hace 100 años' Jornadas dedicadas a Juan Ramón Jiménez. Felipe Benítez Reyes
 4 ABRIL
 Ciclo de conferencias en conmemoración de la publicación en 1917 de esta obra de Juan Ramón Jiménez que supuso un cambio de rumbo en la poesía española, coordinado por José Andújar y Antonio Lafarque.
 Diario de un poeta recién casado es un libro fundamental en la trayectoria poética del Premio Nobel Juan Ramón Jiménez cuya aparición significó una...



Enrique Vila-Matas conversa con Garriga Vela: "Mac y su contratiempo"
 4 ABRIL
 Los escritores Enrique Vila-Matas y José Antonio Garriga Vela participan en un encuentro organizado por Aula de Cultura Sur y la Obra Social La Caixa, donde intercambiarán opiniones sobre la última novela de Vila-Matas 'Mac y su contratiempo'. SINOPSIS (escrita por el autor): Mac es alguien que se dedica a leer y modificar todo cuanto...

At the province-wide level, the Provincial Council has a culture area that monthly gathers an extensive agenda on its website of all the activities organised not only by this body, but also by municipalities and other public bodies of the province.

Being a tourist province there is a multitude of cultural events organised throughout the year in all municipalities, not only coastal, but also inland.

Malaga capital city has a cultural area within the Town Hall, which also has a programme that brings together not only the cultural events of the Town Hall itself and its public entities, but also part of those organised by other institutions and groups in the city.



The city has a series of international events that have also become a tourist attraction, such as the Fair, Holy Week, the Spanish Film Festival, Picasso ´s October, The International Jazz Festival, Theatre Festival, etc.

As an example, a table has been set up listing by month some of the most outstanding events in Malaga ´s cultural and creative sector over the year, taking the culture area of the City of Malaga as a source:

| Events | Date |
|--|----------|
| Theatre Festival Contemporary Music Cycle | January |
| Cycle of Chamber Concerts Cycle of Great Interpreters Carnival | February |
| Women´s race Cycle of Flamenco | March |
| Holy Week Malaga´s Film Festival | April |
| Book Fair Noche en Blanco (Sleepless night) Cycle Organ Music | May |
| The night of the Bonfires of San Juan | June |
| The Feast day of Virgen del Carmen | July |

| | |
|---|-----------|
| "Malagueñas" Competition | |
| The Fair | August |
| The start of the Philharmonic Orchestra season. Larios Málaga Fashion Week | September |
| Picasso's October Malaga's Urban Race | October |
| The International Jazz Festival Fantastic Horror Film Week | November |
| The Grand Verdiales Fiesta | December |

Source: Generated from Malaga City Council Cultural Agenda

It is worth mentioning that for several years, creativity has been a priority in Malaga within the cultural sector regarding public and private actors. The highlighted activities are:

Asociación de Jóvenes Empresarios de Málaga (AJE): Malaga's Congress of Creative Industry (13th December 2012):
<http://www.ajemalaga.org/boletin/congreso-de-la-industria-creativa-malague%C3%B1a-13-de-diciembre>

La Térmica (Provincial Council): Creative Trademarks Workshop (4th February 2016)

<http://www.latermicamalaga.com/creative-branding-workshop-taller-sobre-marcas-creativas/>

Malaga City Council: IV Forum of Creative Cities and Territories of Spain (6-8 October 2016)

<http://www.espanacreativa.es/programa1.html>

4. THE CREATIVE SYSTEM IN THE REGION

In 2014, the cultural and creative sector in Spain represented 3.5% of GDP and around 3% of the country's general employment (511,800). It is estimated that 3.5% of companies belong to this sector (107,922), concentrated mainly in the Community of Madrid (22.4%), Catalonia (20.2%), Andalusia (12.7%) and the Community of Valencia (9.1%).

Andalusia is fourth in Spain in terms of the quality and innovation of cultural proposals, (out of the 19 communities and autonomous cities). If analysed by

city, Malaga is the fifth in quality and innovation for proposals, and within the 20 most important Spanish cities for its cultural commitment. In fact, in Andalusia, of the 10 most valued cultural spaces, six are in Malaga (CAC, Film Festival, Picasso Museum, Pompidou Centre, Customs Museum and the Collection at the Russian Museum). In terms of national ranking, the 'Térmica', a cultural centre belonging to the Provincial Council, is listed in addition to these spaces.

The budget that is spent for culture in Spain in recent years has fallen, while in Andalusia it has been rising, with an increase from 2016 to 2017 of 4.4%.

4.1 Private sector

In Andalusia there are more than 25,800 companies working in the cultural and creative sector, categorised in different groups, such as the Association of cultural managers in Andalusia (<http://gecaandalucia.org/>), the Network for creative industries ([www. Reddeindustriascreativas.com](http://www.Reddeindustriascreativas.com)) or TIC clusters, (Information and Communication Technologies), audio visual, confection and design, etc. There is also a private sector of foundations, institutions and all kinds of entities whose mission is the cultural empowerment of the region.

The companies that stand out for its special dynamism in the Province of Malaga are:

- Cámara de Comercio
- Ateneo de Málaga
- Fundación Málaga
- Fundación Unicaja
- Fundación Caixa
- Fundación Cajamar
- Asociación al Servicio de la Investigación y la Tecnología (ASIT)
- Real Academia de Bellas Artes de San Telmo
- La Casa Amarilla
- Procinema
- Diario SUR Málaga

4.2 Public sector

Without any pretensions to being exhaustive, we have also gathered the main drivers in Andalusia and Malaga, as the institutions belonging to the Andalusian Government, work themselves in the province of Malaga:

ANDALUSIA

Consejería de Cultura de la Junta de Andalucía

<http://www.juntadeandalucia.es/cultura/>

Comunidad profesional Andalucía Tu cultura

<http://www.juntadeandalucia.es/cultura/redportales/comunidadprofesional/>

Escuela pública de formación cultural de Andalucía

<http://www.juntadeandalucia.es/cultura/redportales/formacion-cultural/>

Agenda Andalucía Cultura

<https://www.juntadeandalucia.es/cultura/agendaandaluciatucultura/M%C3%81LAGA>

Agencia andaluza de instituciones culturales. Fondos Europeos para la cultura Andalucía.

<http://www.juntadeandalucia.es/cultura/fondoseuropeos/>

<https://www.juntadeandalucia.es/cultura/aaicc/>

Clúster digital y audiovisual de Andalucía

<http://www.abcguiionistas.com/noticias/guion/cluster-andaluz-se-incorpora-a-la-directiva-de-la-alianza-europea-para-las-industrias-creativas.html>

Fondo reembolsable de apoyo a las industrias culturales andaluzas

<https://www.juntadeandalucia.es/cultura/aaicc/fondo-reembolsable-de-apoyo-las-industrias-culturales>

Fundación audiovisual de Andalucía

<http://www.fundacionava.org>

Centro Andaluz de Fotografía

<http://www.centroandaluzdela fotografia.es/>

Centro de creación contemporánea de Andalucía (C3A)

www.c3a.es

Agencia IDEA Junta de Andalucía

www.agenciaidea.es

Centro Andaluz de las Letras

www.juntadeandalucia.es/cultura/calettras/

MALAGA

Área de Cultura de la Diputación Provincial

www.malaga.es/cultura/

La térmica: centro de creación y producción cultural contemporánea de la Diputación Provincial

www.latermicamalaga.com

Área de cultura del Ayuntamiento de Málaga

www.cultura.malaga.eu

Málaga Film Office

<http://www.malagafilmoffice.com/>

Festival de cine e iniciativas audiovisuales, S.A.

<http://gobiernoabierto.malaga.eu/es/organigrama-municipal/index.html?idUnidad=202&codOrganigrama=ORG#.WOKPQqLYU2w>

Centro de Arte Contemporáneo de Málaga

www.cacmalaga.eu

Agencia pública para la gestión de la casa natal de Picasso y otros equipamientos museísticos y culturales de Málaga

<http://gobiernoabierto.malaga.eu/es/organigrama-municipal/index.html?idUnidad=194&codOrganigrama=ORG#.WOKO86LYU2w>

Promálaga: incubadora empresas culturales y creativas, La Virreina y Polo Digital

www.promalaga.es

4.3 Professionals involved

Without any pretensions to being exhaustive, we have gathered some of the most active professionals and companies in Malaga, which are part of the Chimera Regional Group:

- Fidesol - Technological Innovation Support Centre

- Ericrom Digital
- Garajedeideas - MLG Office
- Euromedia - Film Production Services
- Ingenia
- Galería de Arte "GACMA"
- Galería de Arte "GACMA"
- Grupo QZ creative images and ideas
- Minichaplin - Audio visual school for children
- Cocom Media
- Septimopixel - Producer
- Photoshopdigital
- A bonfire of souls - Videogames development
- 3D Málaga
- InSilico
- La Creaduría, S.C.
- Grupo creaciones
- Helize
- Doctor Watson

4.4 The cultural and creative synergy

In Malaga there are multiple interactions between the four different innovation groups (companies, administration, academy and civil society), for both projects and proposals that arise within both the public and private sector.

In 2010, Malaga presented a bid to become The European Cultural Capital for 2016 , for which a creative and cooperation / coordination process was developed between the public and private sectors, the bid was unsuccessful, but gave a greater impetus to the Cultural strategy of Malaga.

In the aforementioned provincial and metropolitan strategic planning processes there are foresight groups, study groups and project groups on culture and creativity. Specifically, in Malaga, there are the Prospective Groups: "Málaga Creativa" (Creative Malaga), "Málaga Capital Internacional de la Cultura" (Malaga as the International Capital of Culture) and "Málaga Educadora" (Malaga Mentor), formed by public and private professionals.

The City of Malaga is promoting the creation of a Cluster of Museums and a Cluster of Video Games, within the bid for Smartcity. There are already Clusters for Tourism, Smartcity, Aeronautical and Marine-Maritime, where the cultural element is also integrated as a cross-over.

5. EDUCATION AND RESEARCH

5.1 Educational curricula offered

Many of the groups already mentioned in the previous section offer a wide range of options in terms of culture and creativity, however, within the educational system, Malaga has the University (where several faculties offer degrees and master's degrees) and the School of Fine Arts of San Telmo, which is the headquarters of the Public School for Cultural Education in Andalusia.

| Intitution | Course | Educational Establishment |
|--|--------------------------|--------------------------------|
| Universidad de Málaga | Degree in Fine Arts | Facultad de Bellas Artes |
| Description A Degree in Fine Arts prepares the student in art, professional design and in new technologies, both in a practical and theoretical way. This degree encourages the ability to work as a team, as well as the study of different artistic and cultural trends, experimentation, critical reflection and creative attitudes. | | |
| Professional opportunities Work with in the fields of Visual and Visual Arts (Plastic and Visual Artist); Design (Designer); Manager and Cultural Advisor; Teacher in the fields of Artistic Education both regulated and unregulated at intermediate and higher levels; Professionals in other fields related to the Fine Arts. | | |
| Universidad de Málaga | Degree in History of Art | Facultad de Filosofía y Letras |
| Description The student is taught the artistic manifestations of mankind throughout the ages. The fundamental keystone of study is artistic work and everything that surrounds it in its historic past. In addition, the student is trained to face professional activities in the field of teaching, scientific research and conservation, management and dissemination of artistic heritage. | | |
| Professional opportunities Protection and management of historical-artistic and cultural heritage in the institutional and business sphere, conservation, exhibition and market for works of art; dissemination of artistic heritage; research and teaching; and access to public function in Secondary Education and in University Education. | | |
| Production, documentation and dissemination of the contents of the History of Art: work specialising in publishing, media, new audio visual technologies and electronic support. | | |

| | | |
|---|---|--|
| Universidad de Málaga | Degree in Audio Visual Communication | Facultad de Ciencias de la Comunicación |
| Description The student is trained to create, produce and make fiction and non-fiction productions for different media, such as film, radio, television, internet and other associated media. | | |
| Professional opportunities Students can be steered towards audio visual production, designing and producing scripts for cinema, television or video games, directing institutional and industrial videos, fiction programs or documentaries. They can also become professionals in artistic and documentary photography, the manager of a company or an audio visual project or a professional in visual postproduction and sound setting. In addition to preparing for the world of film and television, we work with new multimedia technologies by designing and producing interactive materials and environments. | | |
| Universidad de Málaga | Degree in Industrial Design and Product Development | Escuela de Ingenierías Industriales |
| Description It enables the design of all kinds of products that combine technological and industrial benefits with aesthetics, culture, functionality, the environment and quality. They have an understanding of electricity, mechanics, electronics, etc., to be able to create a good design project. They carry out analysis to uncover technical problems and, with the knowledge acquired and using calculation, diagnosis, measurement, etc., can facilitate the solution or solutions for them both individually and working as a team. | | |
| Professional opportunities Public and Private Administration Technician, or technical consultancy or commercialisation of applications geared to the design of products that combine technology with aesthetics and functionality, as well as the realisation of measurements, appraisals, studies, technical reports and plans; the management of all kinds of industries or operations, as well as teaching in high school, vocational training and university. | | |
| Universidad de Málaga | Degree in Electronic Systems Engineering | E.T.S. de Ingeniería de Telecomunicación |
| Description Its objective is the technological training and preparation to gain professional work in development and applications of Information and Communication Technologies (ICT). The training is essentially practical, with special emphasis on electronic systems and microprocessor based applications. | | |
| Professional opportunities ICT specific fields related to electronic technology, such as microcontroller systems, electronic instrumentation, biomedical applications and the development of electronic systems, design, development and production | | |

| | | |
|--|--|--|
| of electronic measurement, control and communication systems, telecommunication engineering projects, including digital design, intelligent home automation, automotive electronics, instrumentation, environmental intelligence, bioengineering and freelance professional practice. | | |
| Universidad de Málaga | Degree in Telecommunication Systems Engineering | E.T.S. de Ingeniería de Telecomunicación |
| Description Its objective is the technological training and preparation for professional practice in the development and applications of Information and Communication Technologies (ICT), with special emphasis on telecommunication systems and radio or cable transmission techniques. | | |
| Professional opportunities ICT-specific fields such as mobile communications, optical communications, telecommunication networks, the Internet, satellite communications and digital television. Also work linked to the development and integration of telecommunication systems, production and quality control, management of telecommunication companies and freelance working within the profession, telephone and cable companies, telecommunication equipment manufacturers and other Public and Private organisations. | | |
| Universidad de Málaga | Degree in Sound and Images Engineering | E.T.S. de Ingeniería de Telecomunicación |
| Description Its objective is the technological training and preparation to be able to work in the development and applications of Information and Communication Technologies (ICT), with special emphasis on systems for the generation, processing and recording of audio signals and video. | | |
| Professional opportunities ICT-specific fields closest to sound, image and multimedia systems, such as sound and image recording and reproduction systems, digital processing and editing systems, media, audio visual production centres, setting up acoustics for enclosures, applications of underwater acoustics and manufacture of equipment and systems, among others. | | |
| Universidad de Málaga | Degree in Communication Technologies Engineering | E.T.S. de Ingeniería de Telecomunicación |
| Description Its objective is the technological and scientific training and preparation to work in the development and application of Information and Communication Technologies (ICT), from the services and applications themselves known to the users, to the systems and circuits that support them. | | |
| Professional opportunities | | |

| | | |
|---|---------------------------------|--|
| <p>ICT specific fields such as mobile communications, optical communications, telecommunication networks, the Internet, satellite communications, digital television, electronic systems design, automation and electronic instrumentation, among others. Some of the typical areas of work will be: telephone and cable companies, electronics and telecommunication equipment manufacturers, consultants and other public and private organisations.</p> | | |
| Universidad de Málaga | Degree in Telematic Engineering | E.T.S. de Ingeniería de Telecomunicación |
| <p>Description Its objective is the technological training and preparation for professional practice in the development and applications of Information and Communication Technologies (ICT), with special emphasis on an integrated vision of telecommunication systems, networks and services.</p> | | |
| <p>Professional opportunities Mobile communications, large telecommunication networks, multimedia applications, data services, real-time systems, Internet, web services, local area networks, home automation and ad hoc networks, protocol development, services and applications, the integration of systems and services, the management and planning of telecommunication networks in operators, production centres, residential environments, buildings, etc.</p> | | |
| Universidad de Málaga | Degree in Computer Engineering | E.T.S. de Ingeniería Informática |
| <p>Description Design and control large computer facilities, as well as each of its components or parts, and know in detail aspects related to physical network devices, media and transmission protocols.</p> | | |
| <p>Professional opportunities Designer for hardware systems and communication networks, embedded systems, director of computer science, technical consultant, researcher or teacher for upper school levels and university courses.</p> | | |
| Universidad de Málaga | Degree in Software Engineering | E.T.S. de Ingeniería Informática |
| <p>Description Students are trained to participate in any of the activities involved in the development of software and its applications, as well as tasks related to Software Project Management.</p> | | |
| <p>Professional opportunities Software analyst, project manager, IT director, systems and applications designer for Internet, networks, mobile and other fields of application of IT, computer auditor, technical consultant, researcher or teacher for upper school and university courses, employees in computer centres, software companies, financial institutions, IT consultants, Public Administration, etc.</p> | | |
| Universidad de Málaga | Degree in Computer Engineering | E.T.S. de Ingeniería Informática |
| <p>Description</p> | | |

| | | |
|---|--|--------------------------------------|
| Students are trained in Computing, Information Systems and Information Technology. | | |
| Professional opportunities Information systems analyst, web application designer, IT director, information technology company consultant, researcher or teacher for upper school and university courses. | | |
| Universidad de Málaga | Master in Interdisciplinary Artistic Production | Facultad de Bellas Artes |
| Description It is the only course taught in Spain of an interdisciplinary nature, offering theoretical and practical training for interdisciplinary artistic production (art, science, technology, thought and society). | | |
| Professional opportunities Visual productions in the world of information and communication both within and outside the realm of humanities and the world of culture. | | |
| Universidad de Málaga | Master in Audio Visual Creation and Performing Arts | Facultad Ciencias de la Comunicación |
| Description It provides both theoretical and practical knowledge about the new formats, trends and essential means for the creation and design of audio visual works and the performing arts. The different resources for counting and spreading audio visual narratives and for constructing artistic discourses related to audio visual and Performing Arts are also addressed. | | |
| Professional opportunities The scope of Audio visual Communication and the show linked to the innovation of network narrations together with new forms of creation, diffusion and uptake of audio visual and other performing arts. | | |
| Universidad de Málaga | Master in Strategic Management and Innovation in Communication | Facultad Ciencias de la Comunicación |
| Description It aims to show how digital communication technology is applied in companies, public administrations, social movements, social organisations, etc. Likewise, they introduce subjects for learning and deeper understanding of personal digital branding and crowd funding. | | |
| Professional opportunities Communication management has a wide range of potential jobs as any company, association, institution or social entity must have an expert who develops plans and carries out off-line and on-line communication | | |
| Universidad de Málaga | Master in Policies and Practices on Education Innovation | Facultad de Ciencias de la Educación |
| Description | | |

| | | |
|---|--|-------------------------------------|
| <p>It has been set up and organised to train specialists prepared to go in depth into the understanding of educational phenomena and with the capacity (research and practice) to promote, develop and analyse educational innovations. The programme is designed to help people involved in educational processes to develop experiences that transform teaching and learning practices.</p> | | |
| <p>Professional opportunities It provides knowledge and research and professional skills within the teaching process, centres management, the organisation and direction of training and design activities, the development and evaluation of educational innovation processes.</p> | | |
| Universidad de Málaga | Master in Industrial Engineering | Escuela de Ingenierías Industriales |
| <p>Description As a profession it has a long tradition and great social and work recognition allowing Industrial Engineers to take on positions of responsibility in companies and administrations, both nationally and abroad, in fields ranging from energy to robotics, through to the automotive sector, electronics, construction or organisation.</p> | | |
| <p>Professional opportunities It gives graduates the possibility to be employed in practically all the productive sectors, with occupations ranging from R + D + i, to management or mining.</p> | | |
| Universidad de Málaga | Master in Computer Engineering | E.T.S. Ingeniería Informática |
| <p>Description It trains highly qualified professionals for aspects of general management and management of technological companies and computer projects, as well as technological aspects of the different fields applied in Computer Engineering.</p> | | |
| <p>Professional opportunities It is one of the sectors with the highest employability in Andalusia. It is evident, therefore, the suitability and need of professionals with degrees in Computer Engineering, whose competences put them ahead when accessing the labour market.</p> | | |
| Universidad de Málaga | Master in Software Engineering and Artificial Intelligence | E.T.S. Ingeniería Informática |
| <p>Description It provides advanced training in the fields of Software Engineering and Artificial Intelligence, two of the most important areas within Information Technology worldwide.</p> | | |
| <p>Professional opportunities In the fields of Software Engineering and Artificial Intelligence in the academic world and in industry.</p> | | |

| | | |
|---|--|--|
| Universidad de Málaga | Master in Communication Engineering | E.T.S. de Ingeniería de Telecomunicación |
| Description Professionals are trained in the field of Information and Communication Technologies (ICT). | | |
| Professional opportunities Technical and managerial positions in companies and organisations in the field of Information and Communication Technologies (ICT). | | |
| Universidad de Málaga | Master in Communication Technologies | E.T.S. de Ingeniería de Telecomunicación |
| Description It provides basic training in the methodology used in research in the field of Telecommunication Engineering, placing special emphasis on the selection of the subject area, its socio-economic impact and the problems with its financing. | | |
| Professional opportunities Telematics networks and services sector, in areas similar to that of Telecommunication Engineers specialised in Telematics. | | |
| Escuela Pública de Formación Cultural de Andalucía | Course on Documentary Filmmaking | Sede Granada |
| Description This course is divided into two large blocks (Non-fiction Cinema and First Person Cinema). It aims to become a space to test and to uncover the inner voice of the student when approaching reality in a creative way, without technical limits working with everyday devices: mobiles, household cameras, etc. | | |
| Escuela Pública de Formación Cultural de Andalucía | Course on Design, management and production of music festivals | Sede Granada |
| Description To train students as musical event organisers with the necessary knowledge to conduct and direct this type of event, their structure, production and execution, as well as in the analysis of results and impact. | | |
| Escuela Pública de Formación Cultural de Andalucía | Course on Marketing and Cultural Management Communication | Sede Málaga |
| Description Geared to Cultural Management in order to learn how to develop a cultural project and to know how to explain and sell this product and create its own image, together with making a Communication and Marketing Plan, through to the professional use of communication tools on and off line. | | |

5.2 Research centres, laboratories and research institutes

There is no information concerning the results of the research and the work related to the cultural and creative industries. So that, the available data of the University of Malaga (UMA) is included:

UNIVERSITY RESEARCH

| | University of Malaga research projects | UMA research contracts within public and private entities | Amount received (Thousands of €) | Number of Spanish patents |
|-----------|--|---|----------------------------------|---------------------------|
| 2010/2011 | 486 | 92 | 5.629.676 | 26 |
| 2011/2012 | 500 | 62 | 7.841.148 | 11 |
| 2012/2013 | 464 | 67 | 9.174.006 | 13 |
| 2013/2014 | 445 | 80 | 8.333.982 | 56 |
| 2014/2015 | 534 | 57 | 8.661.118 | 13 |
| 2015/2016 | | 51 | | |

6. MAIN CULTURAL AND CREATIVE INDUSTRIES

Delimitación del sector cultural.

| Funciones | | | |
|--|--|---|--|
| Dimensiones | Creación y producción | Fabricación | Difusión/distribución/comercialización |
| Patrimonio cultural | <ul style="list-style-type: none"> Restauración de obras de arte y conservación de lugares y edificios históricos Actividades de museos | | |
| Material impreso y literatura | <ul style="list-style-type: none"> Creación literaria y edición | <ul style="list-style-type: none"> Artes gráficas | <ul style="list-style-type: none"> Comercio de libros, periódicos y revistas |
| Archivos y bibliotecas | <ul style="list-style-type: none"> Actividades de archivos y bibliotecas | | |
| Música y artes escénicas | <ul style="list-style-type: none"> Creación artística e interpretación de música y artes escénicas | | <ul style="list-style-type: none"> Gestión de salas de espectáculos |
| Artesanía y artes visuales y plásticas | <ul style="list-style-type: none"> Artesanía, escultura y pintura Fotografía | | <ul style="list-style-type: none"> Comercio de material fotográfico, galerías de arte comerciales y anticuarios |
| Medios de comunicación y audiovisual | <ul style="list-style-type: none"> Edición de soportes de sonido grabado Producción cinematográfica y de video Actividades de radio y TV Agencias de noticias y profesionales del cine, radio y televisión | <ul style="list-style-type: none"> Reproducción de soportes grabados | <ul style="list-style-type: none"> Distribución y exhibición de películas Comercio y alquiler de imagen y sonido |
| Arquitectura, publicidad y diseño | <ul style="list-style-type: none"> Arquitectura Publicidad Diseño no industrial | | |

Given that the concept of cultural and creative industry is broad and there is no single definition and calculation formula, the findings of the Andalusian Culture Satellite Account whose base is UNESCO and the European Union, have been used as the basis for analysing the sector in Andalusia and in the province of Malaga. It sets out seven cultural dimensions: Cultural Heritage, Printed Material and Literature, Archives and Libraries, Music and Performing

Arts, Crafts and Visual and Plastic Arts, Media and Audio visual, and Architecture, Advertising and Design. It also takes into account several phases of the cultural creation cycle, such as creation and production, manufacturing, and dissemination / distribution / marketing.

6.1 Identification of 3 main sectors or subsectors

In Andalusia, 78.5% of the companies in the cultural and creative sector do not have employees and are found within Architecture, Books and Press and Visual Arts. In terms of the number of companies, the sectors mentioned are the most important, but, given the employment generated, the order would be: Books and press, Architecture, Visual Arts and Audio visual.

In the case of the province of Malaga, if one looks at the number of existing institutions and cultural infrastructures, the most important sectors compared to the rest of Andalusia are those linked to libraries, museums and theatrical spaces.

If you analyse the number of companies in 2015, Malaga is the second most important province after Seville in Andalusia, highlighting the sectors: Books and press, Architecture and Visual Arts; although within Andalusia, Malaga has the largest number of companies in the Performing Arts and Advertising sectors.

The employment that is generated in the cultural sector of the province of Malaga stands out in the following areas:

- Advertising agencies with 2,098 positions
- Architectural activity with 2,074 positions
- Graphic arts and related services with 927 positions

Those which are ahead other provinces from Andalusia are:

- Publishing of books, newspapers and other publishing activities
- Specialised design activities
- Performing arts
- Video and discs rental

Regarding the priorities of the Chimera Project (audio visual, design and digitalization), it could be said that the first two are considered important sectors in Andalusia and in the province of Malaga, as they are mostly in line with the following dimensions: audio visual and multimedia, architecture and visual arts.

Tabla 4. Empresas culturales por actividad cultural y provincia.

| Actividad cultural | Almería | Cádiz | Córdoba | Granada | Huelva | Jaén | Málaga | Sevilla | Resto España | Total |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Patrimonio cultural, archivos y bibliotecas | 1 | 14 | 10 | 13 | 2 | 5 | 18 | 25 | 3 | 91 |
| Actividades de museos | 1 | 5 | 4 | 6 | 1 | 3 | 10 | 14 | - | 44 |
| Gestión de lugares y edificios históricos | - | 7 | 1 | 4 | 1 | 1 | 5 | 9 | - | 28 |
| Actividades de bibliotecas | - | - | 3 | 3 | - | 1 | 3 | 1 | 1 | 12 |
| Actividades archivos | - | 2 | 2 | - | - | - | - | 1 | 2 | 7 |
| Libros y prensa | 369 | 686 | 515 | 868 | 216 | 320 | 1.253 | 1.403 | 103 | 5.733 |
| Artes gráficas y servicios relacionados con las mismas | 121 | 271 | 194 | 273 | 68 | 142 | 350 | 492 | 15 | 1.926 |
| Comercio al por menor de libros en establecimientos especializados | 45 | 101 | 64 | 84 | 39 | 54 | 156 | 177 | 18 | 738 |
| Comercio al por menor de periódicos y artículos de papelería en establecimientos especializados | 73 | 144 | 112 | 130 | 50 | 62 | 209 | 262 | 13 | 1.055 |
| Edición de libros, periódicos y otras actividades editoriales | 61 | 71 | 69 | 107 | 26 | 31 | 210 | 244 | 47 | 866 |
| Actividades de las agencias de noticias | 3 | 1 | - | 2 | - | - | 2 | - | 4 | 12 |
| Actividades de traducción e interpretación | 66 | 98 | 76 | 272 | 33 | 31 | 326 | 228 | 6 | 1.136 |
| Artes visuales | 213 | 413 | 353 | 432 | 155 | 209 | 786 | 852 | 15 | 3.428 |
| Actividades de diseño especializado | 20 | 34 | 23 | 51 | 3 | 7 | 119 | 99 | 3 | 359 |
| Actividades de fotografía | 110 | 184 | 182 | 168 | 93 | 134 | 287 | 289 | 5 | 1.452 |
| Creación artística y literaria | 83 | 195 | 148 | 213 | 59 | 68 | 380 | 464 | 7 | 1.617 |
| Artesanía | 36 | 298 | 505 | 93 | 58 | 113 | 133 | 197 | 15 | 1.448 |
| Fabricación de artículos de marroquinería, viaje y de guarnicionería y talabartería | 2 | 204 | 15 | 10 | 17 | 6 | 11 | 33 | 3 | 301 |
| Fabricación de otros productos de madera; artículos de corcho, cestería y espartería | 15 | 53 | 46 | 36 | 29 | 48 | 58 | 77 | 4 | 366 |
| Fabricación de artículos cerámicos de uso doméstico y ornamental | 10 | 8 | 63 | 14 | 3 | 47 | 6 | 20 | - | 171 |
| Fabricación de artículos de joyería y artículos similares | 6 | 27 | 375 | 13 | 5 | 11 | 48 | 58 | 7 | 550 |
| Fabricación de instrumentos musicales | 3 | 6 | 6 | 20 | 4 | 1 | 10 | 9 | 1 | 60 |
| Artes escénicas | 60 | 144 | 101 | 171 | 58 | 56 | 393 | 375 | 15 | 1.373 |
| Artes escénicas | 41 | 100 | 72 | 100 | 43 | 41 | 278 | 228 | 5 | 908 |
| Actividades auxiliares a las artes escénicas | 11 | 21 | 15 | 33 | 7 | 5 | 56 | 85 | 3 | 236 |
| Gestión de salas de espectáculos | 8 | 23 | 14 | 38 | 8 | 10 | 59 | 62 | 7 | 229 |
| Audiovisual y Multimedia | 86 | 164 | 87 | 157 | 62 | 56 | 328 | 427 | 40 | 1.407 |
| Reproducción de soportes grabados | 1 | 8 | 2 | 6 | - | - | 6 | 9 | 5 | 37 |
| Comercio al por menor de grabaciones de música y vídeo en establecimientos especializados | 2 | 1 | - | 3 | 1 | 1 | 4 | 5 | 1 | 18 |
| Edición de videojuegos | 1 | 1 | - | 1 | - | - | 2 | 5 | 1 | 11 |
| Actividades cinematográficas, de vídeo y de programas de televisión | 37 | 57 | 46 | 64 | 30 | 19 | 140 | 251 | 23 | 667 |
| Actividades de grabación de sonido y edición musical | 7 | 22 | 10 | 27 | 5 | 7 | 33 | 45 | - | 156 |
| Actividades de radiodifusión | 21 | 8 | 11 | 18 | 7 | 14 | 38 | 28 | 6 | 151 |
| Actividades de programación y emisión de televisión | 5 | 23 | 8 | 12 | 11 | 4 | 30 | 38 | 3 | 134 |
| Alquiler de cintas de vídeo y discos | 12 | 44 | 10 | 26 | 8 | 11 | 75 | 46 | 1 | 233 |
| Arquitectura | 734 | 904 | 665 | 1.251 | 479 | 609 | 1.799 | 2.759 | 46 | 9.246 |
| Servicios técnicos de arquitectura | 734 | 904 | 665 | 1.251 | 479 | 609 | 1.799 | 2.759 | 46 | 9.246 |
| Publicidad | 163 | 264 | 168 | 247 | 71 | 85 | 918 | 646 | 78 | 2.640 |
| Agencias de publicidad | 163 | 264 | 168 | 247 | 71 | 85 | 918 | 646 | 78 | 2.640 |
| Educación cultural | 8 | 10 | 13 | 20 | 2 | 10 | 25 | 25 | 3 | 116 |
| Educación cultural | 8 | 10 | 13 | 20 | 2 | 10 | 25 | 25 | 3 | 116 |
| Total | 1.670 | 2.897 | 2.417 | 3.252 | 1.103 | 1.463 | 5.653 | 6.709 | 318 | 25.482 |

Tabla 10. Empleo de empresas culturales por actividad cultural y provincia.

| Actividad cultural | Almería | Cádiz | Córdoba | Granada | Huelva | Jaén | Málaga | Sevilla | Resto España | Total |
|---|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|---------------|
| Patrimonio cultural, archivos y bibliotecas | 2 | 92 | 94 | 81 | 31 | 15 | 169 | 143 | 13 | 640 |
| Actividades de museos | 2 | 28 | 15 | 54 | 27 | 13 | 141 | 89 | - | 369 |
| Gestión de lugares y edificios históricos | - | 22 | 1 | 18 | 4 | 1 | 20 | 48 | - | 114 |
| Actividades de bibliotecas | - | - | 74 | 9 | - | 1 | 8 | 1 | 7 | 100 |
| Actividades archivos | - | 42 | 4 | - | - | - | - | 5 | 6 | 57 |
| Libros y prensa | 874 | 1.512 | 1.033 | 1.663 | 344 | 727 | 2.659 | 3.343 | 803 | 12.958 |
| Artes gráficas y servicios relacionados con las mismas | 416 | 685 | 498 | 602 | 138 | 433 | 927 | 1.595 | 69 | 5.363 |
| Comercio al por menor de libros en establecimientos especializados | 114 | 192 | 112 | 136 | 54 | 79 | 289 | 356 | 175 | 1.507 |
| Comercio al por menor de periódicos y artículos de papelería en establecimientos especializados | 114 | 216 | 134 | 148 | 63 | 68 | 287 | 376 | 95 | 1.501 |
| Edición de libros, periódicos y otras actividades editoriales | 134 | 302 | 213 | 286 | 52 | 116 | 755 | 746 | 363 | 2.967 |
| Actividades de las agencias de noticias | 23 | 1 | - | 48 | - | - | 2 | - | 82 | 156 |
| Actividades de traducción e interpretación | 73 | 116 | 76 | 443 | 37 | 31 | 399 | 270 | 19 | 1.464 |
| Artes visuales | 249 | 511 | 457 | 485 | 177 | 239 | 1.027 | 1.090 | 30 | 4.265 |
| Actividades de diseño especializado | 24 | 45 | 40 | 60 | 3 | 9 | 244 | 223 | 9 | 657 |
| Actividades de fotografía | 136 | 251 | 255 | 200 | 109 | 156 | 357 | 360 | 14 | 1.838 |
| Creación artística y literaria | 89 | 215 | 162 | 225 | 65 | 74 | 426 | 507 | 7 | 1.770 |
| Artesanía | 59 | 2.006 | 1.451 | 209 | 103 | 307 | 219 | 500 | 39 | 4.893 |
| Fabricación de artículos de marroquinería, viaje y de guarnicionería y talabartería | 2 | 1.821 | 38 | 83 | 22 | 90 | 23 | 93 | 12 | 2.184 |
| Fabricación de otros productos de madera; artículos de corcho, cestería y espartería | 33 | 130 | 71 | 47 | 64 | 105 | 97 | 183 | 8 | 738 |
| Fabricación de artículos cerámicos de uso doméstico y ornamental | 14 | 16 | 179 | 25 | 3 | 94 | 13 | 98 | - | 442 |
| Fabricación de artículos de joyería y artículos similares | 6 | 33 | 1.156 | 28 | 5 | 17 | 75 | 108 | 18 | 1.446 |
| Fabricación de instrumentos musicales | 4 | 6 | 7 | 26 | 9 | 1 | 11 | 18 | 1 | 83 |
| Artes escénicas | 92 | 223 | 274 | 438 | 76 | 75 | 882 | 992 | 27 | 3.079 |
| Artes escénicas | 64 | 138 | 228 | 297 | 54 | 48 | 622 | 535 | 14 | 2.000 |
| Actividades auxiliares a las artes escénicas | 15 | 33 | 31 | 62 | 14 | 12 | 85 | 133 | 4 | 389 |
| Gestión de salas de espectáculos | 13 | 52 | 15 | 79 | 8 | 15 | 175 | 324 | 9 | 690 |
| Audiovisual y Multimedia | 318 | 492 | 195 | 462 | 262 | 203 | 967 | 2.910 | 732 | 6.541 |
| Reproducción de soportes grabados | 1 | 39 | 3 | 21 | - | - | 12 | 17 | 8 | 101 |
| Comercio al por menor de grabaciones de música y vídeo en establecimientos especializados | 2 | 1 | - | 3 | 2 | 1 | 19 | 17 | 1 | 46 |
| Edición de videojuegos | 3 | 3 | - | 7 | - | - | 4 | 132 | 2 | 151 |
| Actividades cinematográficas, de vídeo y de programas de televisión | 80 | 138 | 81 | 276 | 97 | 102 | 433 | 823 | 489 | 2.519 |
| Actividades de grabación de sonido y edición musical | 8 | 24 | 10 | 34 | 32 | 8 | 37 | 55 | - | 208 |
| Actividades de radiodifusión | 44 | 40 | 27 | 41 | 22 | 56 | 130 | 403 | 211 | 974 |
| Actividades de programación y emisión de televisión | 167 | 172 | 58 | 49 | 100 | 23 | 222 | 1.396 | 19 | 2.206 |
| Alquiler de cintas de vídeo y discos | 13 | 75 | 16 | 31 | 9 | 13 | 110 | 67 | 2 | 336 |
| Arquitectura | 817 | 1.013 | 737 | 1.427 | 565 | 790 | 2.074 | 3.162 | 84 | 10.669 |
| Servicios técnicos de arquitectura | 817 | 1.013 | 737 | 1.427 | 565 | 790 | 2.074 | 3.162 | 84 | 10.669 |
| Publicidad | 358 | 413 | 290 | 364 | 168 | 132 | 2.098 | 1.476 | 1.486 | 6.785 |
| Agencias de publicidad | 358 | 413 | 290 | 364 | 168 | 132 | 2.098 | 1.476 | 1.486 | 6.785 |
| Educación cultural | 19 | 159 | 130 | 56 | 3 | 36 | 88 | 112 | 123 | 726 |
| Educación cultural | 19 | 159 | 130 | 56 | 3 | 36 | 88 | 112 | 123 | 726 |
| Total | 2.788 | 6.421 | 4.661 | 5.185 | 1.729 | 2.524 | 10.183 | 13.728 | 3.337 | 50.556 |

Fuente: Consejería de Cultura

6.2 Identification of 3 regional best practices

Best Practice

1

| | |
|--------------------|--|
| Name | "La Térmica Creators" |
| Profile | <p>La Térmica, a cultural space in Málaga, promotes this open programme to international and national creators, related to any artistic discipline.</p> <p>This is a support programme to the contemporary creation which seeks to boost the creators' artistic and professional development that requires either spaces for their own projects or financial, technical and training support.</p> |
| Description | <p>The creators who are in residence will provide a final report of their projects to La Térmica Selection Committee.</p> <p>1. Residence</p> <p>La Térmica offers different residence spaces and support in order to develop their creative process. It consists of:</p> <ul style="list-style-type: none"> ▪ Accommodation, working spaces and single rooms. ▪ Financial support: 2,400 euros per creator for production costs. ▪ The artists have to pay travelling expenses, documentation and valid health and accident insurance during their stay. ▪ Maintenance costs will be on La Térmica. <p>Artists will have to show the progress of their work to the public, and establish a direct contact through the Studios' opening that will take place in different dates throughout their residency.</p> <p>2. Facilities</p> <p>La Térmica creation center will make available to the creators, different spaces for the artistic innovation, as well as shared zones for working and training.</p> <p>These spaces consist on:</p> <ul style="list-style-type: none"> ▪ Individual workshops. ▪ Single room/shared room options availability if they are a group, maximum 2 people (double room). |

-
- Access and use of the common facilities, collective working spaces, meeting rooms, training rooms, office, toilet facilities and resting areas.
 - Working room and shared technical equipment.
 - Access to the rest of La Térmica facilities.

The concession and nature of the working spaces may vary depending on the project that will be carried out.

The creators must display their work to the public and establish a direct contact with them in the opening up of the studies, which will take place on specific dates during their period of residence.

3. Workshops of Creation

These are annual workshops, conceived to attract creators' artistic projects from all over the world to La Térmica facilities in Malaga.

These include some fundamental phases:

- These workshops have been conceived to showcase the projects that the creators in residence will develop during the 120 days residing at the facilities and create expressly for their exhibition in every edition.
- All the artistic disciplines will be part of it.

La Térmica will be in charge of the coordination and will be responsible for the conception, development and creation of the image of the Workshops.

4. Artists input:

- The artist will arrange both coming to La Térmica and returning home
- The artist must develop the project by which was selected during the period of the residency.
- The artists selected commit themselves to cooperate with La Térmica in terms of communication involving the projects and the programme.

Context impact The grant aims to empower the creative and professional development of the artists, not only national but international as well, related to any artistic discipline, taking into account prior training and earlier career.

| | |
|----------------------------------|---|
| Links Resources | Telephone number +34 952 06 91 00 E-mail contacto@latermicamalaga.com Web page http://www.latermicamalaga.com/ Facebook https://www.facebook.com/latermicamalaga Twitter @latermicamlg Youtube https://www.youtube.com/user/latermicamalaga Instagram latermica |
|----------------------------------|---|

| | |
|------------------|---|
| Key words | Culture, creativity, artists, support, development. |
|------------------|---|

Best Practice 2

| | |
|--------------------|---|
| Name | PROMALAGA Municipal Network of Incubators/Hubs |
| Profile | <p>The Municipal Network of Incubators or Hubs (RMI) is a tool used in the City of Malaga that, through Promalaga, helps in the creation and consolidation of companies, provides support to entrepreneurs and contributes to job creation. The RMI has ten technological creative-cultural, co-working and district centres that allow entrepreneurs to come together within the same sector of activity.</p> |
| Description | <p>A) General services</p> <ul style="list-style-type: none"> • All spaces have the necessary infrastructure for business start ups • Use of communal spaces • Preventive and corrective maintenance of facilities in the Hub Network • Cleaning of communal areas • Internet access (depending on the hub) <p>B) Consulting services</p> <ul style="list-style-type: none"> • Business information and advice • Organisation of seminars aimed at all entrepreneurs who wish to start their business activity. • Letter of services from the Business Creation Unit of Promalaga <p>C) Optional services according to the availability of each hub</p> |

- Use of boardrooms, training rooms and office
- Parking
- Phone
- Printing and Scanning

Context impact The Municipal hub network program has had a direct impact on the promotion of entrepreneurship within the geographic framework of Malaga City, generating synergy between productive sectors, fuelling the learning and development of the organisations that are part of it.

Links to Resources

Telephone number
 +34 952 060 770

E-mail
info@promalaga.es

Web page
<http://www.promalaga.es/>

Facebook
<https://www.facebook.com/promalaga>

Twitter
 @promalaga

Youtube
<https://www.youtube.com/user/cmepromalaga/featured>

Key words Creative-cultural, coworking, entrepreneur, creation, consolidation.

Best Practice 3

| | |
|--------------------|---|
| Name | Lunar Project |
| Profile | Policy implemented by Andalusia´s local government through the CADE (Support Centre for Entrepreneurship) Support to entrepreneurship linked to cultural and creative industries, through the transfer of spaces and services. |
| Description | It offers multiple services (advice and training from experts for the preparation of individualised business plans, help in the search for business opportunities and ways of financing, advice on corporate start-up procedures, business accommodation, contact networks, etc.) It is aimed at helping entrepreneurs in this sector to turn their ideas into real business projects and also to support existing companies in the search for new lines of business that contribute to their development and consolidation. |

Context impact During 2016, 'The Lunar Project' has contributed to the creation of 104 creative-cultural companies, of which 34 have been assigned. 144 new jobs have been generated in Andalusia, of which 51% are women. In addition, 1,033 business assessments have been carried out, resulting in 186 business plans.

Links to Resources Muelle Cánovas del Castillo without number
Edificio Instituto de Estudios Portuarios
29001-Málaga

Telephone number: 671538426

E-Mail: proyectolunarmalaga@andaluciaemprende.es

Key words Entrepreneurship, creation, creativity.

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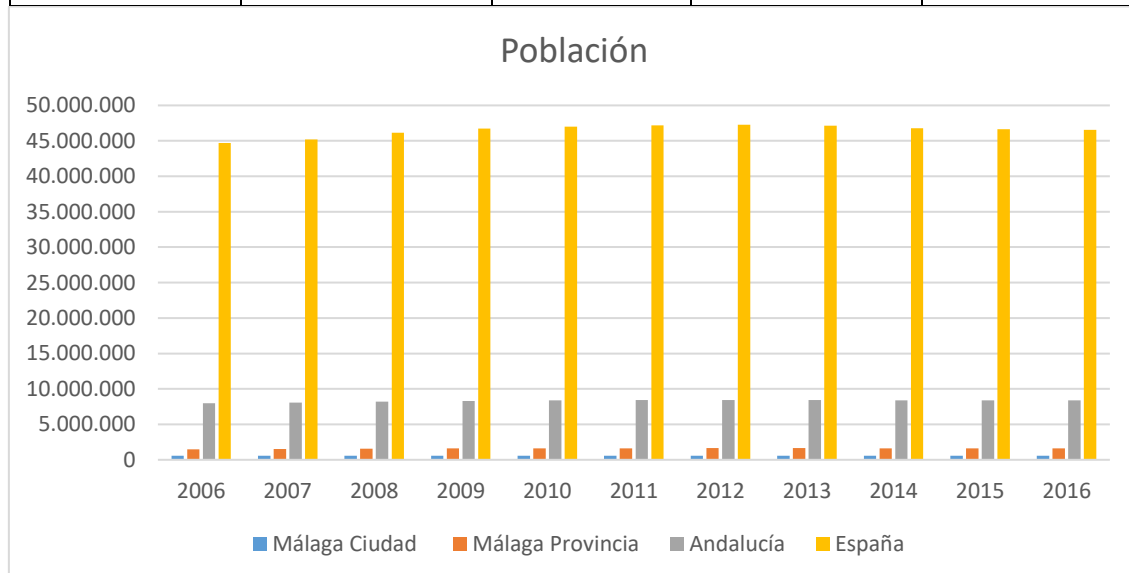
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8. ANNEXES

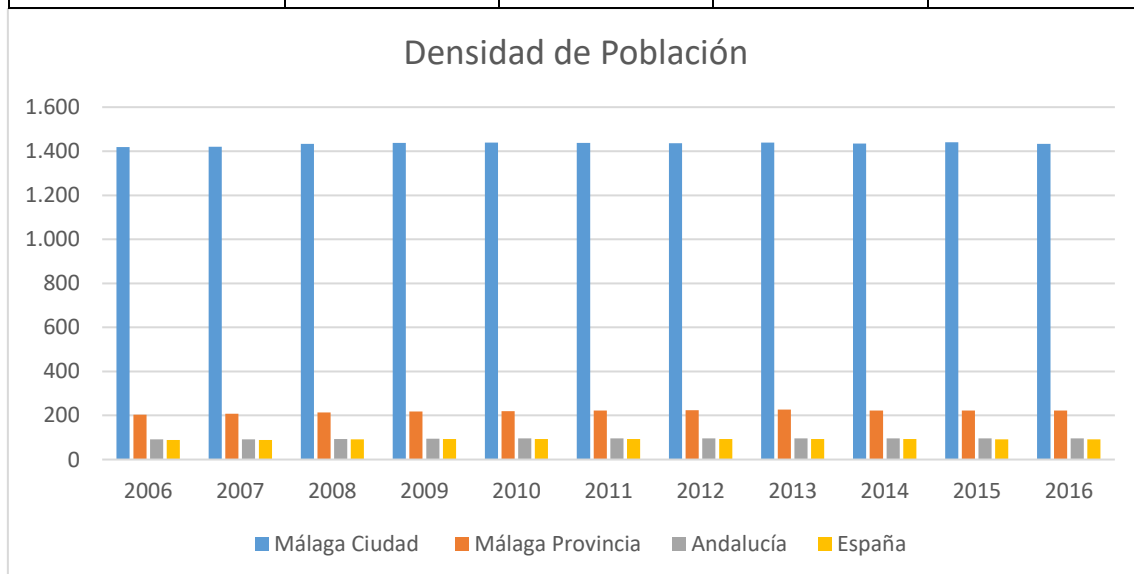
REGIONAL PRESENTATION

| Population (Number of inhabitants) | Malaga city | Province of Malaga | Andalusia | Spain |
|--|-------------|-----------------------|-----------|------------|
| 2006 | 573.909 | 1.491.287 | 7.975.672 | 44.708.964 |
| 2007 | 574.353 | 1.517.523 | 8.059.461 | 45.200.737 |
| 2008 | 576.725 | 1.563.261 | 8.202.220 | 46.157.822 |
| 2009 | 577.884 | 1.593.068 | 8.302.923 | 46.745.807 |
| 2010 | 577.095 | 1.609.557 | 8.370.975 | 47.021.031 |
| 2011 | 576.938 | 1.625.827 | 8.424.102 | 47.190.493 |
| 2012 | 575.322 | 1.641.098 | 8.449.985 | 47.265.321 |
| 2013 | 575.127 | 1.652.999 | 8.440.300 | 47.129.783 |
| 2014 | 572.267 | 1.621.968 | 8.402.305 | 46.771.341 |
| 2015 | 572.947 | 1.628.973 | 8.399.043 | 46.624.382 |
| 2016 | 571.069 | 1.629.298 | 8.388.107 | 46.557.008 |



Data Source: Municipal Register of Inhabitants, Instituto Nacional de Estadística

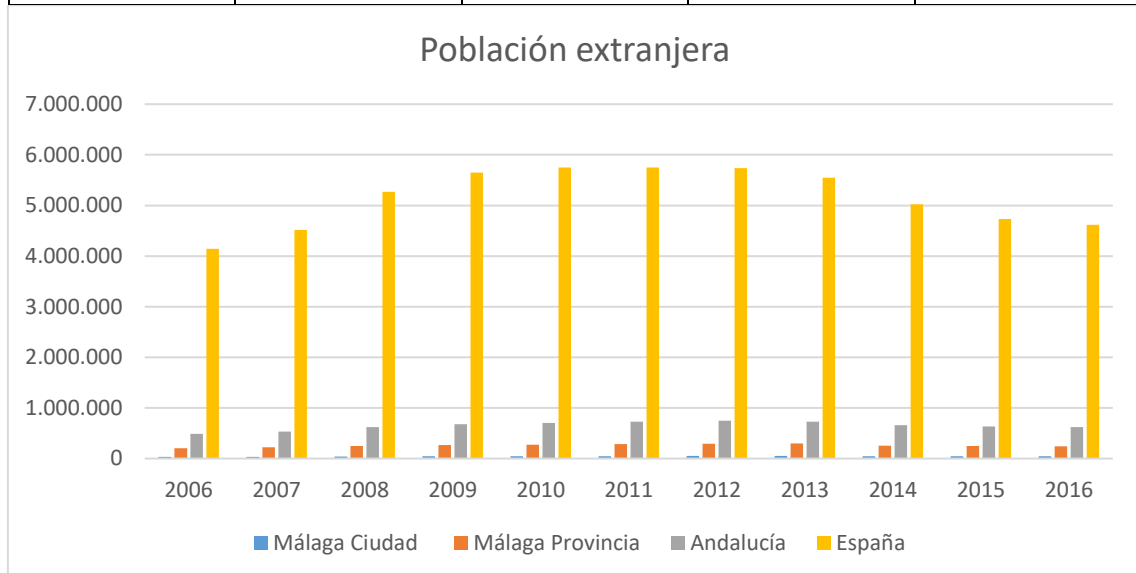
| Population density (Number of inhabitants/total surface (km ²)) | Malaga city | Province of Malaga | Andalusia | Spain |
|---|-------------|--------------------|-----------|-------|
| 2006 | 1.419 | 204 | 91 | 88 |
| 2007 | 1.420 | 208 | 92 | 89 |
| 2008 | 1.434 | 214 | 94 | 91 |
| 2009 | 1.438 | 218 | 95 | 92 |
| 2010 | 1.439 | 220 | 96 | 93 |
| 2011 | 1.438 | 222 | 96 | 93 |
| 2012 | 1.436 | 225 | 96 | 93 |
| 2013 | 1.439 | 226 | 96 | 93 |
| 2014 | 1.435 | 222 | 96 | 92 |
| 2015 | 1.440 | 223 | 96 | 92 |
| 2016 | 1.434 | 223 | 96 | 92 |



Data Source: Municipal Register of Inhabitants, Instituto Nacional de Estadística

| Immigrant population (Number of inhabitants) | Malaga city | Province of Malaga | Andalusia | Spain |
|--|-------------|--------------------|-----------|-------|
| | | | | |

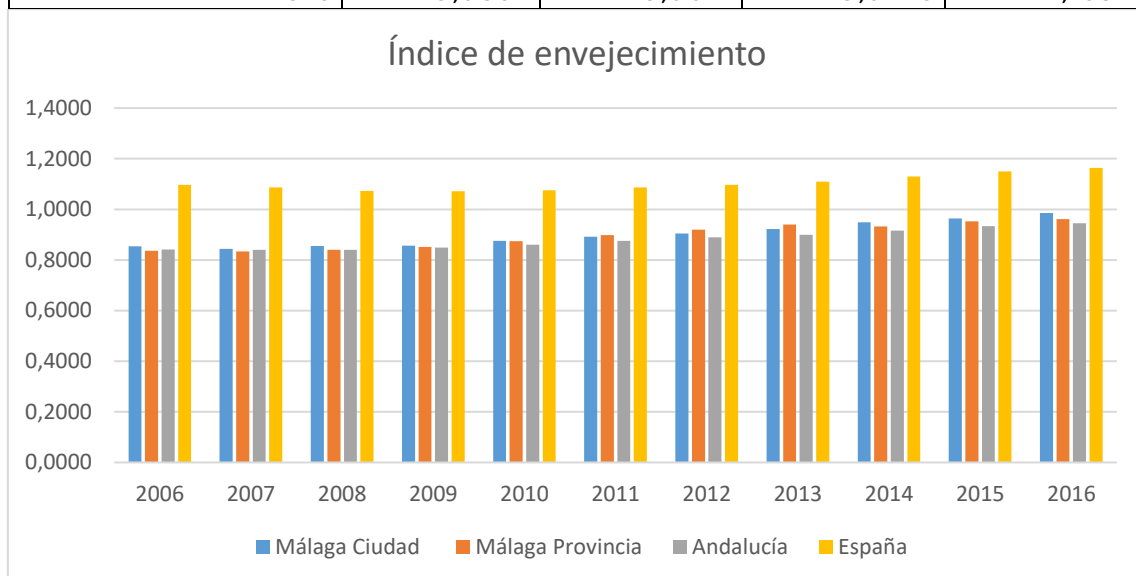
| | | | | |
|-------------|---------------|----------------|----------------|------------------|
| 2006 | 30.723 | 203.977 | 488.928 | 4.144.166 |
| 2007 | 34.481 | 219.955 | 531.827 | 4.519.554 |
| 2008 | 40.495 | 250.432 | 623.279 | 5.268.762 |
| 2009 | 43.253 | 267.824 | 675.180 | 5.648.671 |
| 2010 | 45.394 | 275.027 | 704.056 | 5.747.734 |
| 2011 | 47.925 | 283.498 | 730.155 | 5.751.487 |
| 2012 | 48.966 | 292.257 | 747.110 | 5.736.258 |
| 2013 | 50.394 | 296.337 | 729.725 | 5.546.238 |
| 2014 | 46.030 | 253.408 | 661.520 | 5.023.487 |
| 2015 | 44.465 | 247.903 | 636.205 | 4.729.644 |
| 2016 | 44.368 | 239.810 | 620.006 | 4.618.581 |



Data Source: Municipal Register of Inhabitants, Instituto Nacional de Estadística

| Aging index (Population>64 years/population<16 years) | Malaga city | Province of Malaga | Andalusia | Spain |
|--|--------------------|-------------------------------|------------------|--------------|
| 2006 | 0,8542 | 0,8357 | 0,8414 | 1,0966 |
| 2007 | 0,8438 | 0,8334 | 0,8401 | 1,0872 |
| 2008 | 0,8552 | 0,8400 | 0,8399 | 1,0730 |
| 2009 | 0,8567 | 0,8515 | 0,8483 | 1,0711 |
| 2010 | 0,8754 | 0,8746 | 0,8598 | 1,0759 |
| 2011 | 0,8923 | 0,8986 | 0,8759 | 1,0868 |

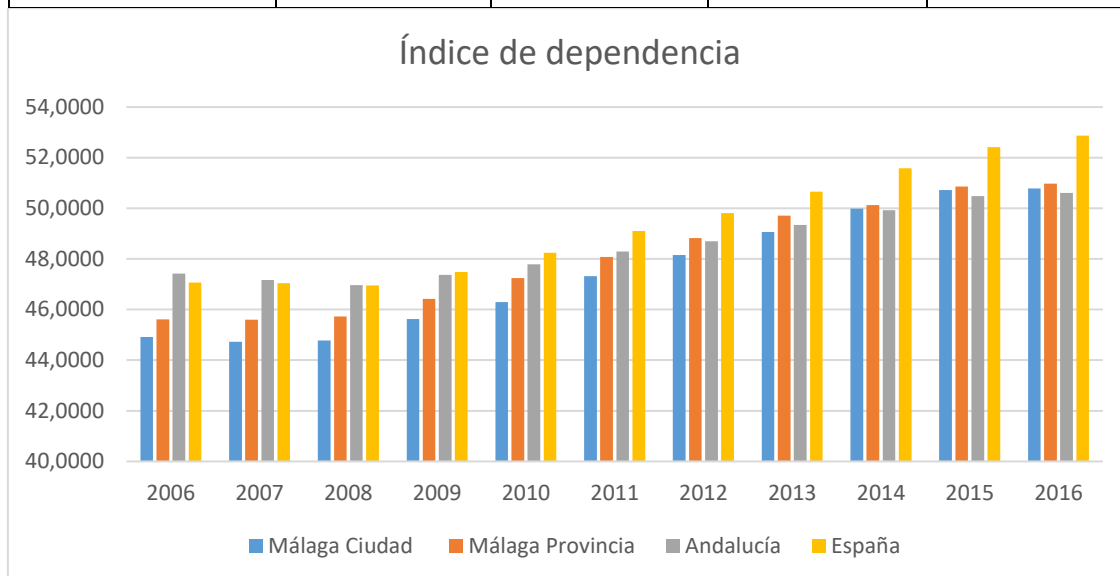
| | | | | |
|-------------|--------|--------|--------|--------|
| 2012 | 0,9044 | 0,9203 | 0,8892 | 1,0972 |
| 2013 | 0,9218 | 0,9396 | 0,8996 | 1,1098 |
| 2014 | 0,9485 | 0,9328 | 0,9154 | 1,1296 |
| 2015 | 0,9646 | 0,9520 | 0,9340 | 1,1493 |
| 2016 | 0,9854 | 0,9617 | 0,9448 | 1,1632 |



Data Source: Municipal Register of Inhabitants, Instituto Nacional de Estadística

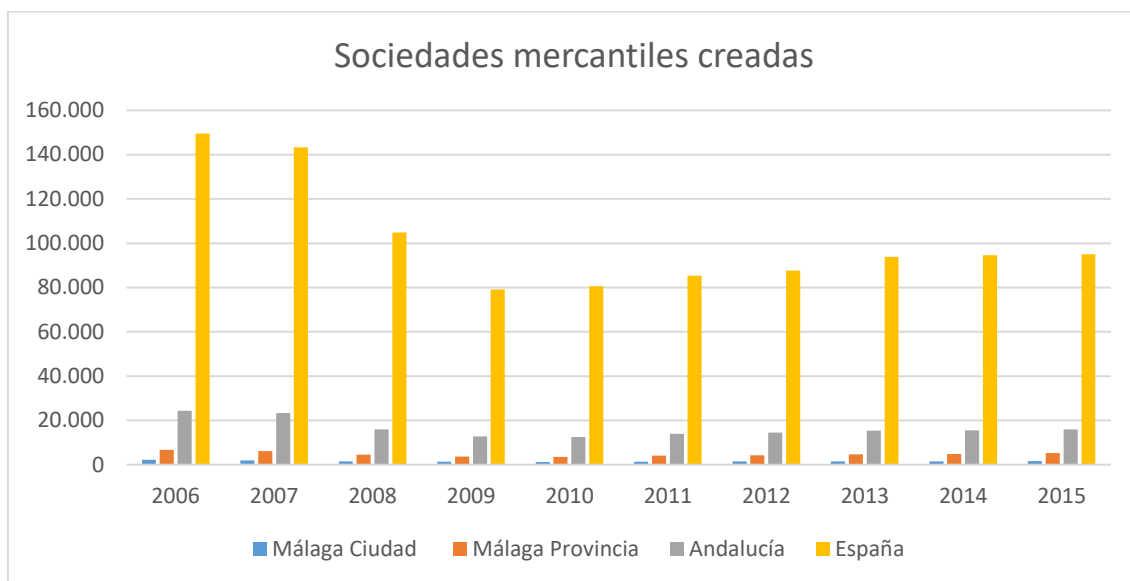
| Rate of dependency (Population <16 years+ Population >64 years)/ Population 16-64 years) | Malaga city | Province of Malaga | Andalusia | Spain |
|--|-------------|--------------------|-----------|---------|
| 2006 | 44,9213 | 45,6179 | 47,4218 | 47,0719 |
| 2007 | 44,7270 | 45,5994 | 47,1663 | 47,0364 |
| 2008 | 44,7740 | 45,7229 | 46,9599 | 46,9483 |
| 2009 | 45,6210 | 46,4245 | 47,3641 | 47,4773 |
| 2010 | 46,3003 | 47,2446 | 47,7866 | 48,2469 |
| 2011 | 47,3233 | 48,0761 | 48,2966 | 49,1007 |
| 2012 | 48,1525 | 48,8273 | 48,7025 | 49,8151 |
| 2013 | 49,0596 | 49,7158 | 49,3467 | 50,6560 |
| 2014 | 49,9825 | 50,1234 | 49,9296 | 51,5847 |

| | | | | |
|-------------|----------------|----------------|----------------|----------------|
| 2015 | 50,7190 | 50,8572 | 50,4822 | 52,4169 |
| 2016 | 50,7792 | 50,9803 | 50,6043 | 52,8659 |



Data Source: Municipal Register of Inhabitants, Instituto Nacional de Estadística

| Mercantile companies created (Number of societies) | Malaga city | Province of Malaga | Andalusia | Spain |
|---|--------------------|---------------------------|------------------|--------------|
| 2006 | 2.205 | 6.663 | 24.355 | 149.471 |
| 2007 | 1.908 | 6.175 | 23.343 | 143.304 |
| 2008 | 1.518 | 4.556 | 15.973 | 104.912 |
| 2009 | 1.298 | 3.714 | 12.843 | 79.069 |
| 2010 | 1.253 | 3.585 | 12.537 | 80.540 |
| 2011 | 1.408 | 4.113 | 14.003 | 85.315 |
| 2012 | 1.447 | 4.201 | 14.456 | 87.675 |
| 2013 | 1.542 | 4.671 | 15.373 | 93.860 |
| 2014 | 1.471 | 4.775 | 15.579 | 94.586 |
| 2015 | 1.580 | 5.191 | 15.913 | 94.998 |

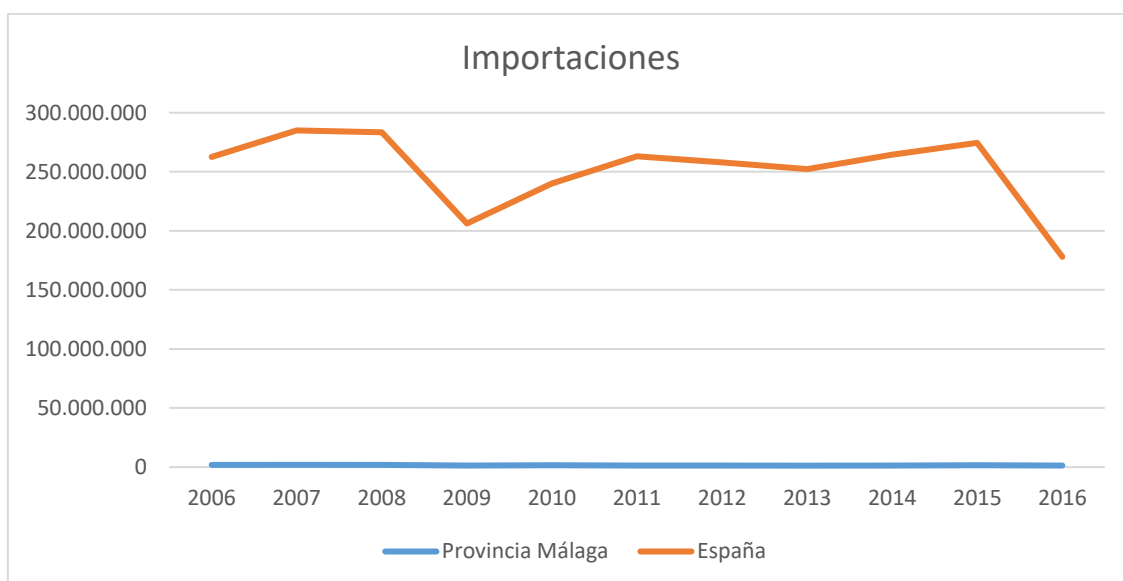
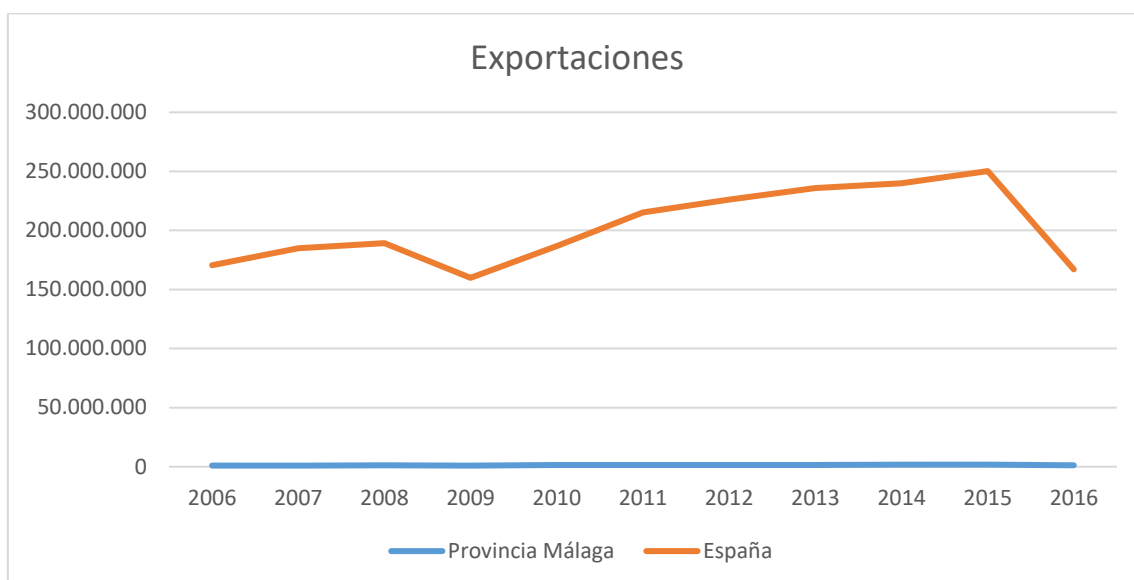


Data Source: Municipal Register of Inhabitants, Instituto Nacional de Estadística

| | EXPORTS (X) | | | IMPORTS (M) | | | TOTAL Malaga (X-M) |
|-------|--------------------------|------------|-------------|--------------------------|------------|-------------|--------------------------|
| | Province of Malaga | Andalusia | Spain | Province of Malaga | Andalusia | Spain | |
| 2006 | 970.138 | 15.771.582 | 170.438.627 | 1.823.005 | 22.018.255 | 262.687.189 | 2.793.142 |
| 2007 | 980.752 | 15.965.998 | 185.023.218 | 1.924.543 | 24.007.009 | 285.038.313 | 2.905.295 |
| 2008 | 1.068.630 | 16.832.878 | 189.227.851 | 1.772.626 | 27.371.278 | 283.387.764 | 2.841.256 |
| 2009 | 1.035.871 | 14.477.561 | 159.889.550 | 1.266.840 | 18.073.077 | 206.116.175 | 2.302.711 |
| 2010 | 1.348.787 | 18.772.152 | 186.780.071 | 1.492.219 | 23.266.990 | 240.055.850 | 2.841.005 |
| 2011 | 1.493.342 | 22.961.436 | 215.230.371 | 1.440.077 | 29.375.998 | 263.140.741 | 2.933.419 |
| 2012 | 1.391.958 | 25.239.832 | 226.114.594 | 1.274.281 | 31.536.796 | 257.945.631 | 2.666.239 |
| 2013 | 1.382.299 | 26.124.575 | 235.814.031 | 1.227.387 | 30.625.796 | 252.346.425 | 2.609.686 |
| 2014 | 1.626.072 | 26.512.248 | 240.034.872 | 1.451.674 | 30.827.327 | 264.506.726 | 3.077.746 |
| 2015 | 1.762.324 | 24.967.223 | 250.241.332 | 1.713.940 | 26.524.143 | 274.415.211 | 3.476.264 |
| 2016* | 1.310.535 | 16.945.078 | 167.053.602 | 1.262.184 | 15.728.117 | 178.049.899 | 2.572.719 |

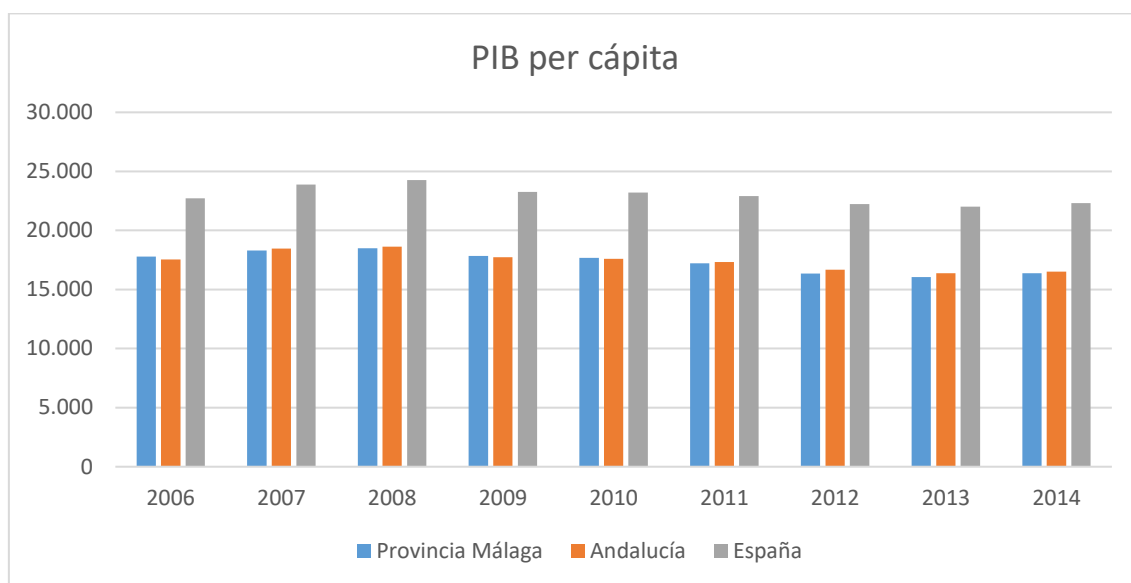
**Data August 2016*

Data Source: Multiterritorial Information System of Andalusia (SIMA), IECA



Data Source: Multiterritorial Information System of Andalusia (SIMA), IECA

| GDP per capita | Province of Malaga | Andalusia | Spain |
|----------------|--------------------|-----------|--------|
| 2006 | 17.777 | 17.550 | 22.722 |
| 2007 | 18.302 | 18.459 | 23.893 |
| 2008 | 18.498 | 18.625 | 24.274 |
| 2009 | 17.843 | 17.747 | 23.271 |
| 2010 | 17.670 | 17.599 | 23.214 |
| 2011 | 17.211 | 17.318 | 22.903 |
| 2012 | 16.344 | 16.666 | 22.233 |
| 2013 | 16.067 | 16.379 | 22.013 |
| 2014 | 16.384 | 16.522 | 22.323 |



Data Source: Ministry of Economy and Competitiveness from Spain

THE CREATIVE SYSTEM IN THE REGION

Plan for the promotion of cultural and creative industries 2016, Directorate General for Policy and Cultural and Book Industry for the Ministry of Education, Culture and Sport.

| | | | | |
|--|------------------------|---------------------------|---------------------------|---------------------------|
| CONTRIBUCIÓN AL PIB | | | 3,5 % | |
| EMPLEO CULTURAL 2014 | | 511 800 personas | 3 % empleo global | + 5,6 % (2013) |
| EMPRESAS ICC 2014 | | 107 922 | 3,5 % total empresas | |
| TAMAÑO DE LAS EMPRESAS CULTURALES | 61,3 % sin asalariados | 31,8 % de 1 a 5 empleados | 6,2 % de 6 a 49 empleados | 0,7 % más de 50 empleados |
| CONCENTRACIÓN EN COMUNIDADES AUTÓNOMAS | Madrid 22,4 % | Cataluña 20,2 % | Andalucía 12,7 % | C. Valenciana 9,4 % |

| COMERCIO EXTERIOR DE BIENES CULTURALES | | |
|--|----------------------|--|
| EXPORTACIONES 2014 | 688,6 M euros | Destinos: UE (51,3 %) Iberoamérica (25,9 %) |
| IMPORTACIONES 2014 | 813,8 M euros | Procedencia: UE (75,3 %) |

| IMPACTO SOBRE OTROS SECTORES: TURISMO | | |
|--|------------------------|-----------------------|
| 2014 | ESPAÑOLES | EXTRANJEROS |
| VIAJES REALIZADOS POR MOTIVOS CULTURALES | 12,1 M (14,7 %) | 7,1 M (12,6 %) |
| REALIZAN ACTIVIDADES CULTURALES EN VIAJES | 60,7 % | 56 % |

DATOS SOBRE CONSUMO CULTURAL

| GASTO EN HOGARES 2014 | | | 2,4 % del gasto en bienes y servicios se destina a cultura | 11 963,2 M euros |
|--|--------------------------------|--|--|--|
| Libro y publicaciones periódicas 13,9 % | Servicios culturales 35,2 % | Equipos audiovisuales e Internet 44,3 % | Gasto medio por hogar 653,6 euros | Gasto medio por persona 260,1 euros |

PARTICIPACIÓN EN ACTIVIDADES CULTURALES MÁS FRECUENTES 2014

| | | | | |
|---------------------------------------|---------------------------------|--|--|--------------------------------|
| Eseuchar música 87,2 % (+2,8 %) | Leer 62,2 % (+3,5 %) | Ir al cine 54 % (+4,9 %) | Los españoles consumen más cultura que hace 4 años | |
| Teatro 23,3 % (+4,2 %) | Ballet o danza 7 % (+1 %) | Música actual 24,5 % (-1,4 %) Música clásica 8,6 % (+1 %) | Museos, exposiciones, galerías 39,4 % (+1,5 %) | Monumentos 41,4 % (+2 %) |

TECNOLOGÍA Y CULTURA

| VIDEOJUEGOS | N.º JUGADORES: 14 M | CONSUMO 996 M EUROS +6,8 % (2013) | Cuarto mercado de Europa |
|-------------|------------------------|---|--------------------------|
|-------------|------------------------|---|--------------------------|

TECNOLOGÍA COMO INSTRUMENTO DE DIFUSIÓN DE LA CULTURA

| | | | | |
|---------------------------------------|-------------------------------------|---|--------------------------------------|---|
| Compra entradas por internet 9,1 % | Visitas virtuales a museos 6,7 % | Ver espectáculos musicales y artes escénicas 5,3 % | Lectura en soporte digital 17,7 % | Escucha de música: móvil: 30,3 % PC: 29,4 % internet: 22,7 % |
|---------------------------------------|-------------------------------------|---|--------------------------------------|---|

Data sources used in the previous form:

The satellite account on culture

Annual Cultural Statistics for Spain in 2015

Surveys of cultural habits and practices, 2014-2015

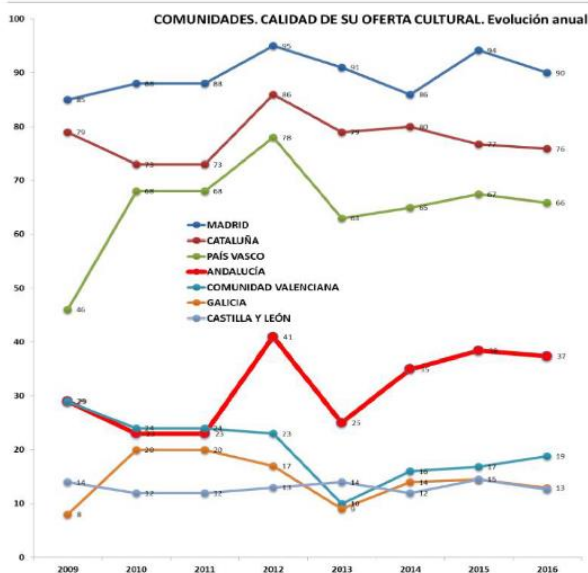
White Book on the Spanish development of Videogames 2015

Data Source: Fundación Contemporánea

COMUNIDADES: CALIDAD

RANKING COMUNIDADES 2016. CALIDAD

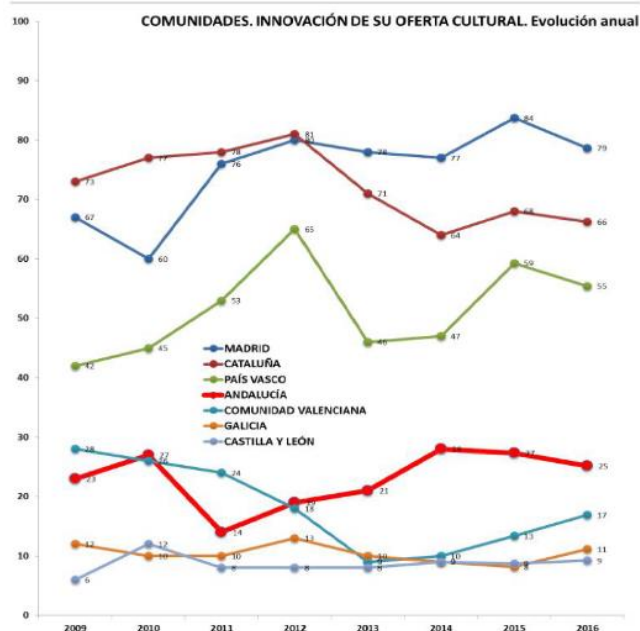
| | | |
|----|----------------------|-------|
| 1 | Madrid | 90,0% |
| 2 | Cataluña | 75,9% |
| 3 | País Vasco | 65,9% |
| 4 | Andalucía | 37,4% |
| 5 | Comunidad Valenciana | 18,8% |
| 6 | Galicia | 12,9% |
| 7 | Castilla y León | 12,6% |
| 8 | Navarra | 8,5% |
| 9 | Cantabria | 6,5% |
| 10 | Asturias | 5,9% |
| 11 | Aragón | 4,7% |
| 12 | Murcia | 4,1% |
| 13 | Canarias | 3,5% |
| 14 | Castilla-La Mancha | 3,2% |
| | Extremadura | 3,2% |
| 16 | Baleares | 2,6% |
| 17 | La Rioja | 2,1% |
| 18 | Ceuta | 0,6% |
| 19 | Melilla | 0,0% |



COMUNIDADES: INNOVACIÓN

RANKING COMUNIDADES 2016. INNOVACIÓN

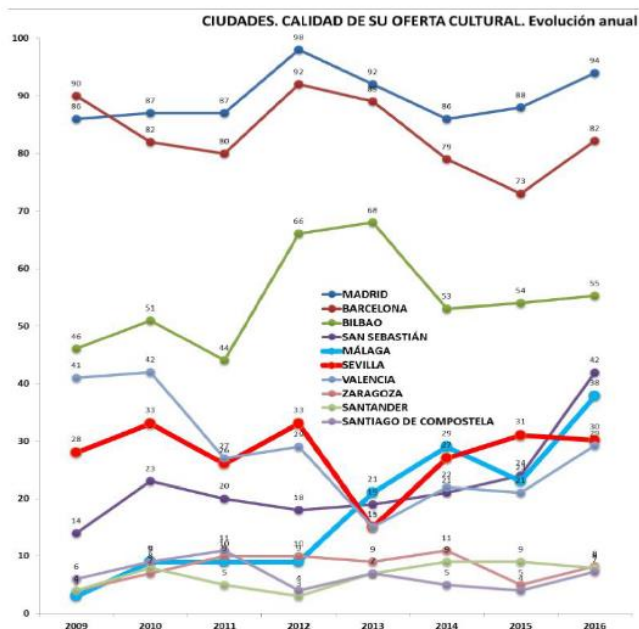
| | | |
|----|----------------------|-------|
| 1 | Madrid | 78,7% |
| 2 | Cataluña | 66,2% |
| 3 | País Vasco | 55,4% |
| 4 | Andalucía | 25,2% |
| 5 | Comunidad Valenciana | 16,9% |
| 6 | Galicia | 11,1% |
| 7 | Castilla y León | 9,2% |
| 8 | Navarra | 6,7% |
| 9 | Asturias | 5,7% |
| 10 | Cantabria | 5,1% |
| 11 | Aragón | 4,5% |
| 12 | Murcia | 3,8% |
| 13 | Baleares | 3,2% |
| | Castilla-La Mancha | 3,2% |
| 15 | Canarias | 2,5% |
| 16 | Extremadura | 1,9% |
| 17 | La Rioja | 1,3% |
| 18 | Melilla | 0,6% |
| 19 | Ceuta | 0,3% |



CIUDADES: CALIDAD

RANKING CIUDADES 2016. CALIDAD

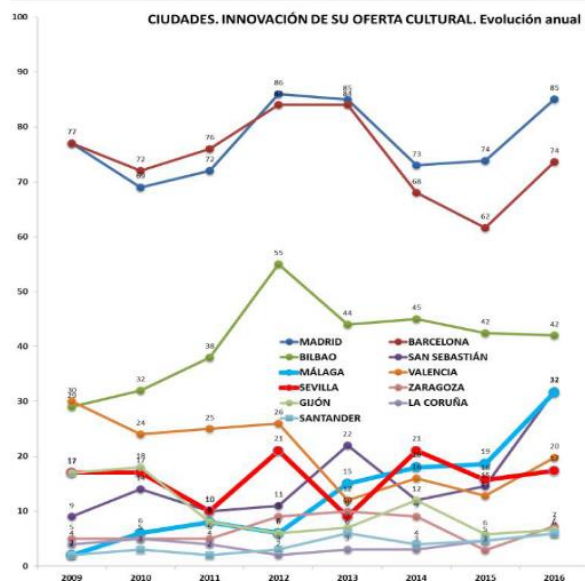
| | | |
|----|------------------------|-------|
| 1 | Madrid | 94,0% |
| 2 | Barcelona | 82,2% |
| 3 | Bilbao | 55,2% |
| 4 | San Sebastián | 41,9% |
| 5 | Málaga | 37,8% |
| 6 | Sevilla | 30,2% |
| 7 | Valencia | 29,2% |
| 8 | Zaragoza | 8,3% |
| 9 | Santander | 7,9% |
| 10 | Santiago de Compostela | 7,3% |
| 11 | Gijón | 7,0% |
| | Valladolid | 7,0% |
| 13 | Gerona | 6,7% |
| 14 | La Coruña | 6,3% |
| 15 | Murcia | 4,4% |
| 16 | Oviedo | 4,1% |
| | Pamplona | 4,1% |
| | Vitoria | 4,1% |
| 19 | León | 3,8% |
| 20 | Granada | 3,5% |



CIUDADES: INNOVACIÓN

RANKING CIUDADES 2016. INNOVACIÓN

| | | |
|----|------------------------|-------|
| 1 | Madrid | 85,1% |
| 2 | Barcelona | 73,6% |
| 3 | Bilbao | 42,0% |
| 4 | San Sebastián | 31,9% |
| 5 | Málaga | 31,6% |
| 6 | Valencia | 19,8% |
| 7 | Sevilla | 17,4% |
| 8 | Zaragoza | 7,3% |
| 9 | Gijón | 6,6% |
| 10 | La Coruña | 5,9% |
| | Santander | 5,9% |
| 12 | Santiago de Compostela | 5,2% |
| | Gerona | 5,2% |
| 14 | Murcia | 4,5% |
| 15 | Valladolid | 3,5% |
| | Pamplona | 3,5% |
| | León | 3,5% |
| 18 | Palma | 2,8% |
| | Córdoba | 2,8% |
| | Vitoria | 2,8% |





FUNDACIÓN CONTEMPORÁNEA

RANKING ANDALUCÍA 2016

| | | |
|--|---------|-----|
| 1 La Bienal de Flamenco | Sevilla | 39% |
| 2 CAC. Centro de Arte Contemporáneo de Málaga | Málaga | 35% |
| 3 Festival de Málaga. Cine en Español | Málaga | 26% |
| Museo Picasso Málaga | Málaga | 26% |
| 5 CAAC. Centro Andaluz de Arte Contemporáneo | Sevilla | 22% |
| Centre Pompidou Málaga | Málaga | 22% |
| Palacio de la Aduana. Museo de Málaga | Málaga | 22% |
| 8 C3A. Centro de Creación Contemporánea de Andalucía | Córdoba | 17% |
| Colección del Museo Ruso | Málaga | 17% |
| Festival Internacional de Música y Danza de Granada | Granada | 17% |



FUNDACIÓN CONTEMPORÁNEA

EVOLUCIÓN PRESUPUESTARIA

| | 2017/16 | 2016/15 |
|-----------------|---------|---------|
| Media nacional | 2,10% | 3,47% |
| Media Andalucía | 4,13% | 3,33% |



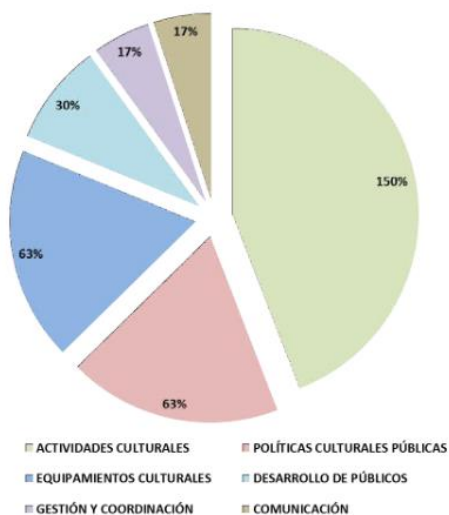
FUNDACIÓN CONTEMPORÁNEA

COMPARATIVA RANKINGS 2016

| RANKING ANDALUCÍA | ANDALUCÍA EN RANKING NACIONAL |
|---|---|
| 1 La Bienal de Flamenco. Sevilla | 1 Museo Picasso Málaga |
| 2 CAC. Málaga | 2 CAC. Málaga |
| 3 Festival de Málaga. Cine en Español | 2 Centre Pompidou Málaga |
| 3 Museo Picasso Málaga | 2 La Térmica Málaga |
| 5 CAAC. Sevilla | 5 Palacio de la Aduana. Museo de Málaga |
| 5 Centre Pompidou Málaga | 6 CAAC. Sevilla |
| 5 Palacio de la Aduana. Museo de Málaga | 6 Teatro Central. Sevilla |
| 8 C3A. Córdoba | 8 Festival Internacional de Granada |
| 8 Colección del Museo Ruso. Málaga | |
| 8 Festival Internacional de Granada | |
| FUERA DEL RANKING PUBLICADO | |
| | 9 Festival de Málaga. Cine en Español |
| | 10 Festival de Cine Europeo de Sevilla |
| | 11 La Bienal de Flamenco. Sevilla |
| | 12 C3A. Córdoba |

¿QUÉ FALTA A LA CULTURA EN ANDALUCÍA?

ANDALUCÍA



ESPAÑA

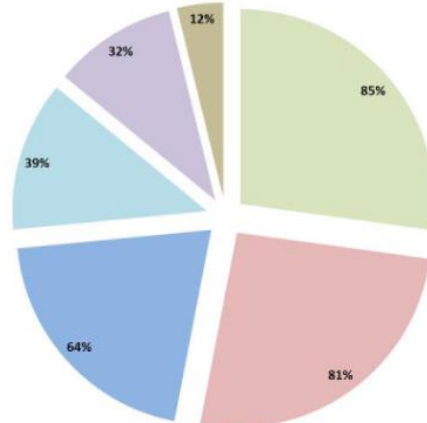


Tabla 2. Empresas culturales por dimensión cultural y número de asalariados.

| Dimensión cultural | Sin asalariados | De 1 asalariado | De 2 a 5 asalariados | De 6 a 10 asalariados | De 11 a 20 asalariados | De 21 a 40 asalariados | De 41 a 100 asalariados | Más de 100 asalariados | Total |
|---|-----------------|-----------------|----------------------|-----------------------|------------------------|------------------------|-------------------------|------------------------|--------|
| Patrimonio cultural, archivos y bibliotecas | 15 | 20 | 34 | 8 | 6 | 5 | 2 | 1 | 91 |
| Libros y prensa | 3.782 | 757 | 874 | 148 | 88 | 58 | 23 | 3 | 5.733 |
| Artes visuales | 3.029 | 206 | 166 | 15 | 7 | 2 | 3 | - | 3.428 |
| Artesanía | 806 | 196 | 273 | 89 | 44 | 25 | 14 | 1 | 1.448 |
| Artes escénicas | 1.062 | 102 | 134 | 34 | 17 | 17 | 6 | 1 | 1.373 |
| Audiovisual y multimedia | 883 | 140 | 220 | 60 | 62 | 24 | 11 | 7 | 1.407 |
| Arquitectura | 8.519 | 372 | 298 | 40 | 11 | 4 | 2 | - | 9.246 |
| Publicidad | 1.893 | 254 | 333 | 81 | 42 | 23 | 8 | 6 | 2.640 |
| Educación cultural | 27 | 25 | 40 | 9 | 11 | 1 | 1 | 2 | 116 |
| Total | 20.016 | 2.072 | 2.372 | 484 | 288 | 159 | 70 | 21 | 25.482 |

Fuente: Consejería de Cultura

Tabla 1. Empresas culturales por dimensión cultural y provincia.

| Dimensión cultural | Almería | Cádiz | Córdoba | Granada | Huelva | Jaén | Málaga | Sevilla | Resto de España | Total |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------|---------------|
| Patrimonio cultural, archivos y bibliotecas | 1 | 14 | 10 | 13 | 2 | 5 | 18 | 25 | 3 | 91 |
| Libros y prensa | 369 | 686 | 515 | 868 | 216 | 320 | 1.253 | 1.403 | 103 | 5.733 |
| Artes visuales | 213 | 413 | 353 | 432 | 155 | 209 | 786 | 852 | 15 | 3.428 |
| Artesanía | 36 | 298 | 505 | 93 | 58 | 113 | 133 | 197 | 15 | 1.448 |
| Artes escénicas | 60 | 144 | 101 | 171 | 58 | 56 | 393 | 375 | 15 | 1.373 |
| Audiovisual y multimedia | 86 | 164 | 87 | 157 | 62 | 56 | 328 | 427 | 40 | 1.407 |
| Arquitectura | 734 | 904 | 665 | 1.251 | 479 | 609 | 1.799 | 2.759 | 46 | 9.246 |
| Publicidad | 163 | 264 | 168 | 247 | 71 | 85 | 918 | 646 | 78 | 2.640 |
| Educación cultural | 8 | 10 | 13 | 20 | 2 | 10 | 25 | 25 | 3 | 116 |
| Total | 1.670 | 2.897 | 2.417 | 3.252 | 1.103 | 1.463 | 5.653 | 6.709 | 318 | 25.482 |

Fuente: Consejería de Cultura

Tabla 7. Empleo de empresas culturales por dimensión cultural y provincia.

| Dimensión cultural | Almería | Cádiz | Córdoba | Granada | Huelva | Jaén | Málaga | Sevilla | Resto de España | Total |
|---|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|-----------------|---------------|
| Patrimonio cultural, archivos y bibliotecas | 2 | 92 | 94 | 81 | 31 | 15 | 169 | 143 | 13 | 640 |
| Libros y prensa | 874 | 1.512 | 1.033 | 1.663 | 344 | 727 | 2.659 | 3.343 | 803 | 12.958 |
| Artes visuales | 249 | 511 | 457 | 485 | 177 | 239 | 1.027 | 1.090 | 30 | 4.265 |
| Artesanía | 59 | 2.006 | 1.451 | 209 | 103 | 307 | 219 | 500 | 39 | 4.893 |
| Artes escénicas | 92 | 223 | 274 | 438 | 76 | 75 | 882 | 992 | 27 | 3.079 |
| Audiovisual y multimedia | 318 | 492 | 195 | 462 | 262 | 203 | 967 | 2.910 | 732 | 6.541 |
| Arquitectura | 817 | 1.013 | 737 | 1.427 | 565 | 790 | 2.074 | 3.162 | 84 | 10.669 |
| Publicidad | 358 | 413 | 290 | 364 | 168 | 132 | 2.098 | 1.476 | 1.486 | 6.785 |
| Educación cultural | 19 | 159 | 130 | 56 | 3 | 36 | 88 | 112 | 123 | 726 |
| Total | 2.788 | 6.421 | 4.661 | 5.185 | 1.729 | 2.524 | 10.183 | 13.728 | 3.337 | 50.556 |

Fuente: Consejería de Cultura

Tabla 9. Resumen número de instituciones e infraestructuras culturales de Andalucía por tipología y provincia.

Resumen

| | Almería | Cádiz | Córdoba | Granada | Huelva | Jaén | Málaga | Sevilla | Andalucía |
|--|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
| Archivos (Sistema Andaluz de Archivos) | 118 | 66 | 96 | 186 | 95 | 113 | 116 | 162 | 952 |
| Bibliotecas públicas (Red de bibliotecas públicas de Andalucía) | 97 | 76 | 95 | 114 | 82 | 105 | 153 | 131 | 853 |
| Centros de documentación (Red centros documentación y bibliotecas especializadas de Andalucía) | 14 | 34 | 37 | 42 | 15 | 15 | 26 | 72 | 255 |
| Museos* (Registro Andaluz de Museos) | 7 | 18 | 44 | 21 | 7 | 14 | 30 | 18 | 159 |
| Conjuntos (RECA) | 1 | 1 | 1 | 1 | - | 1 | 1 | 2 | 8 |
| Enclaves (RECA) | 4 | 5 | 2 | 5 | 2 | - | 3 | 3 | 24 |
| Teatros | 16 | 18 | 20 | 22 | 19 | 19 | 19 | 34 | 167 |
| Auditorios | 4 | 4 | 3 | 4 | 1 | 3 | 7 | 11 | 37 |
| Cines | 8 | 10 | 12 | 11 | 9 | 6 | 13 | 19 | 88 |
| Total | 269 | 232 | 310 | 406 | 230 | 276 | 368 | 452 | 2.543 |

Fuente: Consejería de Cultura.

*No están incluidos los conjuntos culturales integrados en la Red de Espacios Culturales de Andalucía.

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