



The Future of Creative Industries: How Art, Technology and Business Shape the New Economy

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Abstract

The article explores the trends in the development of creative industries in the context of digitalization and globalization. Special attention is given to the interrelation of art, technology, and business, which together form a new economic model based on intellectual property, innovation, and cultural capital. Examples from global practice are analyzed, emphasizing the role of creative industries as a driver of growth, cultural diplomacy, and social transformation.

Keywords: Creative Industries, Digital Economy, Cultural Diplomacy, Innovation, Art, Technology, International Cooperation.

THE CONCEPT AND IMPORTANCE OF CREATIVE INDUSTRIES

Creative industries combine a wide range of fields: art, design, music, cinema, architecture, fashion, digital content, video games, and show business. In the modern world, they become not only a source of cultural value but also an essential part of the global economy.

According to UNCTAD (2023), the contribution of creative industries to the global GDP exceeds 6.1%, and the number of people employed in this sector reaches 50 million.

The Integration of Art and Technology

At the turn of the 21st century, there has been a process of integrating creativity and technology. Virtual reality (VR), augmented reality (AR), artificial intelligence (AI), blockchain, and metaverses have radically changed the ways of creating and consuming art.

- Music is integrated with AI: algorithms generate new compositions and personalize playlists.
- Art and NFTs have created a new market for digital collections, valued at more than \$20 billion in 2022.
- Theatre and shows use VR and holograms to engage global audiences.

Thus, creative industries are becoming a field for the implementation of the latest technologies and a platform for commercial innovation.

Economic Potential

Creative industries stimulate regional economic growth,

especially in the fields of tourism and cultural product exports. For example:

- **South Korea**, through *K-pop* and its film industry (*Parasite*, *Squid Game*), has increased revenues from cultural exports more than tenfold over two decades.
- **London's West End** theatre scene brings the United Kingdom around £1.4 billion annually.
- The **video game industry** in Japan and the United States generates tens of billions of dollars and influences the formation of new cultural codes.

CREATIVE INDUSTRIES AND CULTURAL DIPLOMACY

Culture and art have traditionally served as instruments of "soft power." In the modern world, show programs, film festivals, fashion weeks, and art biennales have become platforms for diplomacy and for shaping the image of countries. Cultural products are exported not only as commercial goods but also as elements of strategic identity.

SUSTAINABLE DEVELOPMENT AND INCLUSION

The modern economy requires the introduction of ESG practices and attention to social responsibility. In the creative industries, this is reflected in the use of eco-friendly materials, the creation of events accessible to various social groups, and the promotion of gender equality and cultural diversity.

Challenges and Prospects

Despite growth, the sector faces several problems:

- instability of copyright and regulation in the digital environment;

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- threats from piracy and cybercrime;
- social inequality and unequal access to technology;
- challenges of pandemics and restrictions on mass events.

However, with the right strategy, creative industries become an instrument of long-term sustainable development.

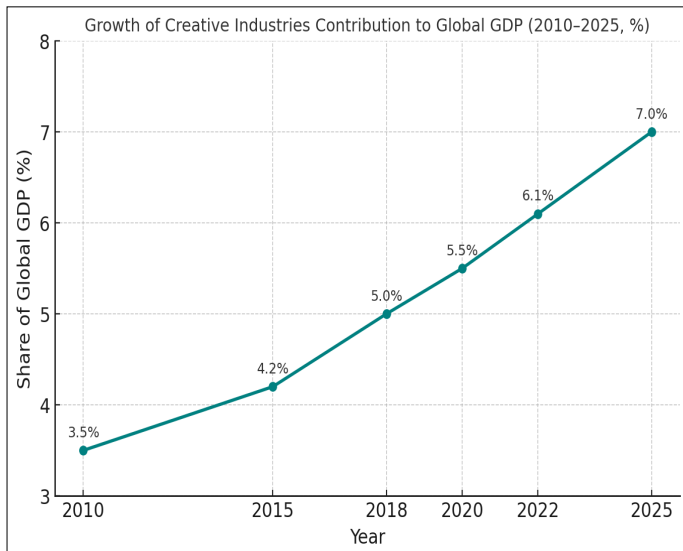


Figure 1. Growth of Creative Industries Contribution to Global GDP (2010–2025, %)

- 2010 — 3,5 %
- 2015 — 4,2 %

- 2018 — 5,0 %
- 2020 — 5,5 %
- 2022 — 6,1 %
- 2025 — 7,0 %

(according to UNCTAD, UNESCO, PwC)

CONCLUSION

Creative industries are becoming one of the key factors in the development of the global economy and culture. Their role lies not only in creating economic value, but also in shaping the cultural image of countries, strengthening international relations, and promoting the values of sustainable development.

The future belongs to those regions and companies that will be able to combine creativity, technology, and business into a single strategy. It is they who will shape global trends, defining new standards of quality of life and cultural interaction.

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