

KEY INTERNATIONAL INVESTORS

# WHO'S INVESTING NOW? CREATIVE & DIGITAL INDUSTRIES 200 KEY & EMERGING COMPANIES

PRE-PUBLICATION OFFER



## REPORT OVERVIEW AND RATIONALE

### ACCESS THE WORLD'S MOST ACTIVE INVESTORS IN THE CREATIVE & DIGITAL INDUSTRIES

While the recession continues to weaken opportunities for economic growth and job creation, the **creative and digital industries** are increasingly emerging as key sectors in shaping the world economy. According to the United Nations Conference on Trade and Development (UNCTAD), the global market for traded goods and services of the creative industries has enjoyed an unprecedented dynamism in recent years. The value of world exports of creative industry goods and services reached \$592 billion in 2008, up from \$267 billion in 2002 and during the same period, shares in global markets grew at an annual rate of 14 per cent<sup>1</sup>. Since 2008 this growth trend has continued, particularly for many of the creative sectors undergoing digital transformation. Industry estimates for those sectors, including new and interactive media, electronic games and content services, have shown double digit growth. Spurred on by the internet, the proliferation of mobile devices and a growing confidence in digital advertising, these industries are now poised to offer hugely expanded opportunities for cross-border investment and job creation.

**Who's Investing Now? Creative & Digital Industries 2012** – the latest Key International Investors report from research-led FDI consultancy Oxford Intelligence – looks closely at those creative industries that are open to digital mass production and distribution via the internet, including audiovisuals, electronic games, new and interactive media, publishing and printed media, as well as content delivery and services. The report provides in-depth profiles of 200 international investors from around the world, and unveils those companies that are emerging as leaders of the next generation of global investors. Such companies are cementing their future and are poised to generate significant new employment opportunities in the countries in which they invest. For instance, in the UK alone, employment in the creative sector has grown at double the rate of the economy as a whole in recent years.<sup>2</sup>

### REPORT BENEFITS

It provides:

- an insight into and analysis of global cross-border investment trends in the creative and digital sectors
- a unique reference source, enabling an overview of international investment trends and key investors
- 200 investor profiles, presented in a consistent manner, which provide the reader with an overview of the company and the extent of its internationalisation
- a database of over 500 key decision-making contacts within the profiled companies
- in-depth, objective and reliable research with data collected only from official sources and selected expert private sector sources, providing a completely independent assessment
- corporate connections - over the last 15 years, Oxford Intelligence has identified and profiled the future international investment plans of well over 5,500 international companies.

### FORMAT AND COST

The report will be accessible to subscribers online via a dedicated password-protected website. It will also be made available in PDF format, together with an accompanying database of companies and contacts in Excel / CSV format.

**SPECIAL PRE-PUBLICATION OFFER: If ordered before 30<sup>th</sup> November 2012**

**£3,800 / €4,850 / \$5,950. This represents a 15% saving on the published price.**

<sup>1</sup> United Nations 2010, "The Creative Economy Report 2010"

<sup>2</sup> Department for Culture, Media and Sport, UK

## RESEARCH SCOPE, METHODOLOGY AND STRUCTURE

### Sectors

The report will include 200 company profiles in the following sectors and subsectors. The final mix will be driven by Oxford Intelligence research and analysis of most active investors.

Sectors	Sub-sectors	*Estimated Number of Profiles
Audiovisuals	Film, music, radio, television, other broadcasting	50
Electronic games	Electronic and video games	35
Interactive Markets	Marketplace software / content, services	20
New and interactive media	Search engines, social networking, mobile platforms, software / content	50
Publishing and printed media	Books /e-books, educational resources, press and other publications	25
Content services	Content delivery, hosting, other services	15
Other	Conglomerates that cannot be classified under <b>one</b> main sector, other	5
<b>TOTAL</b>		<b>200</b>

\* Data collated to date provides the following indicative mix

### Methodology

- Companies sourced from Oxford Intelligence proprietary databases and other private databases
- Primary research from Oxford Intelligence's forward-looking corporate investor database
- Field and desk research undertaken by experienced market researchers and analysts
- Analysis and profiling is undertaken in-house by the Oxford Intelligence research team with local regional support using expert partners

### Report Structure

- Executive Summary** (in PDF format downloadable from the login area of oxint.com). This includes an analysis of investment trends in the creative and digital industries, expenditure and key growth
- 200 Key Company in depth profiles**(all profiles presented online AND downloadable in PDF format).
- Rankings of the companies** by: number of recorded deals, sector, annual revenue in US dollars and number of employees (downloadable in Excel format)
- List of all contacts** (downloadable in Excel format) Name, Job Title, organisation, address, telephone and e mail addresses.

### Profile Content

To view a sample profile of **Rovio Entertainment Ltd**, the innovative Finnish developer of software for games and mobile platforms, visit: [www.oxint.com/creative\\_2012/](http://www.oxint.com/creative_2012/)

### Executive Investment Contacts

A minimum of two contacts per company – more if available

- at global HQ
- at European/EMEA or North American HQ or other HQ (if applicable)

### Addresses

- Global HQ plus European/EMEA or North American HQ or other HQ (if applicable)
- Telephone/Fax numbers (where available); website addresses

### Overview

- Description:** of the company and its key activities, stock exchange listings
- Structure:** main business units/divisions. Description of international presence and strategy
- Headcount:** data on total headcount and distribution by division and or geography
- Financials:** latest revenues/profit breakdown by division and/or geography, and where available, latest two years' full results for revenues and pre-tax profits.
- Major corporate developments:** financing rounds, key acquisitions, divestments, major joint ventures
- Major FDI activity:** establishment of directly-owned subsidiaries through organic growth, investment and expansion of existing foreign operations. Announcements on future international investments.

## About Oxford Intelligence

[Oxford Intelligence](#) is a recognised leader in the provision of research-based consulting and quality business information to international businesses and government agencies. It delivers solutions to facilitate overseas business development and to meet foreign direct investment (FDI) and trade promotion needs.



Established in 1996 and headquartered in the UK, Oxford Intelligence operates throughout the world from locations that include: Rotterdam, Boston, Moscow, Beijing and Mumbai. Oxford Intelligence manages a network of 100+ business analysts in addition to a field consultancy network in key markets. Business units provide:

- Lead Generation
- Investment Intelligence & Tracking
- Location Skills Auditing
- Research
- Outsourced Marketing & Strategic Planning
- Sales and strategy training
- Consultancy

Quality research and original data are our trademark in a business where smart intelligence makes the difference. Oxford Intelligence has access to 35,000 data sources in a range of languages and over 55,000 company records. We also draw on our proprietary databanks of future and confirmed international investors and projects, developed since 1996. Oxford Intelligence's research division has conducted over 20 major sector studies, published 32,000 news items, has over 8,000 hours of CEO interviewing time on international strategies and produces 160 industry sector briefings per annum.

Oxford Intelligence reports provide essential insights into the globalisation of business by sectors and locations. Reports enable clients to investigate and understand future market trends and to promote their services and locations to targeted international businesses. Our focus is on Foreign Direct Investment Strategies; International Location Benchmarking; and Key Investors. Recent titles include:

- The Future of Renewable Technologies
- The MedTech Report
- International Shared Service and Contact Centres
- The Software Report
- Alternative Transport Technologies
- Who's Investing Now?
- Who's Investing Now in R&D?
- Who's Investing Now from India?
- Key Chinese Investors