

| <b>CREATION</b>  | <b>PRODUCTION AND REPRODUCTION</b>   | <b>PROMOTION AND KNOWLEDGE</b>  | <b>DISSEMINATION AND CIRCULATION</b>   | <b>CONSUMPTION AND USAGE</b>   |
|--|--|---|--|--|
| <ul style="list-style-type: none"> <li>• Statistical data from SIC and SOC codes and other sources for those professionally involved (employed or otherwise) in cultural creation broken down, as necessary, by sub-sector.</li> <li>• Data, statistical and other relating to training, funding and investment in cultural creation.</li> <li>• Information on the existence of policy frameworks and strategies to encourage/facilitate cultural creation</li> </ul> | <ul style="list-style-type: none"> <li>• Statistical data on production turnover in the cultural sector</li> <li>• Statistical and qualitative data on availability of infrastructure for cultural production (facilities, infrastructure audits, etc.)</li> <li>• Statistical and other data on reproduction of original product</li> <li>• Information on the existence of policy settings and strategies to address infrastructure and other production support needs.</li> </ul> | <ul style="list-style-type: none"> <li>• Statistical and other data on marketing support, eg. marketing spend as % of total spend.</li> <li>• Statistical and qualitative data on research capacity and outputs.</li> <li>• Statistical and other data on 'export' capacity (national as well as international)</li> <li>• Information on the existence of policy settings and strategies to address marketing, research and promotional needs</li> </ul> | <ul style="list-style-type: none"> <li>• Statistical and other data on audience reach and diversity for produced cultural forms.</li> <li>• Statistical and other data on number of institutions and agencies for distribution of cultural product.</li> <li>• Statistical and other data on use of ICTs and Broadband as a means of dissemination.</li> <li>• Information on the existence of policy settings and strategies to address dissemination and circulation needs.</li> </ul> | <ul style="list-style-type: none"> <li>• Statistical and qualitative data on diversity of cultural forms consumed and modes of consumption and usage.</li> <li>• Statistical and other data on expenditures on cultural products per capita/family and by demographics.</li> <li>• Statistical and other data on proportions of domestic and international consumption of cultural product.</li> <li>• Information on the existence of policy settings and strategies to address consumption and usage issues</li> </ul> |

