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CREATIVE BRIEFING

INTERNATIONAL STORIES ABOUT THE UK
CREATIVE INDUSTRIES

Hello <<First Name>>

You may have seen headlines recently about the government's new Sector Deal for the Creative Industries, which includes a £150 million funding package to accelerate growth in the sector.

The full 70 page report is well worth downloading. There's more detail on the deal itself, along with some heartening success stories and a useful overview of the challenges and opportunities faced by the sector. You can [find it here](#) (along with our summary if you're short of time).

Also worth a look:

- Exports of creative services and goods from the UK could be 24% higher than official estimates, a [new analysis](#) shows.
- #PromoteUK is a new group aimed at positioning Britain as the global hub and centre of excellence for advertising. They're inviting people to [get involved](#).

Creative highlight:

Indie games studio [Ninja Theory triumphed at the British Academy Games Awards](#), picking up five gongs for Hellblade: Senua's Sacrifice. The Cambridge-based developers worked with neuroscientists to create the game, which follows the quest of an 8th century Pict warrior suffering from psychosis.

Now booking:

Ahead of the Createch conference in June, we've teamed up with Tech Week London to record a free [lunchtime webinar](#) on the emerging Createch sector.

Carlos Grande

Editor

www.thecreativeindustries.co.uk



For a complete overview of the UK's creative industries, visit www.thecreativeindustries.co.uk, the website of the Creative Industries Council (CIC). The CIC is a joint forum for industry leaders and government, and focuses on removing barriers to growth of creative enterprises.



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