

# Unlocking Europe's creative potential for growth and innovation

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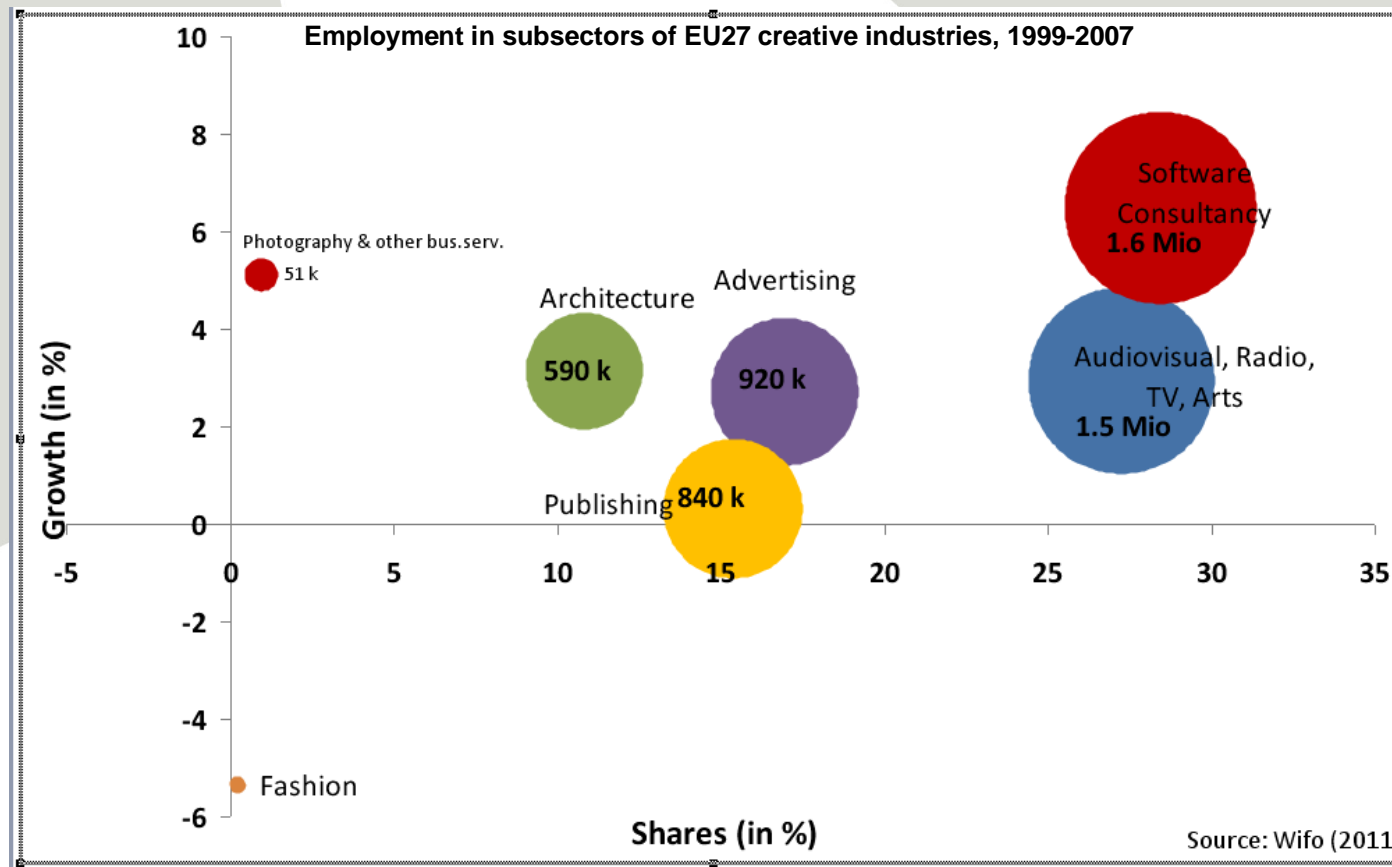


**European Commission**  
Enterprise and Industry

2020 Vision – Advertising's role in driving innovation and growth

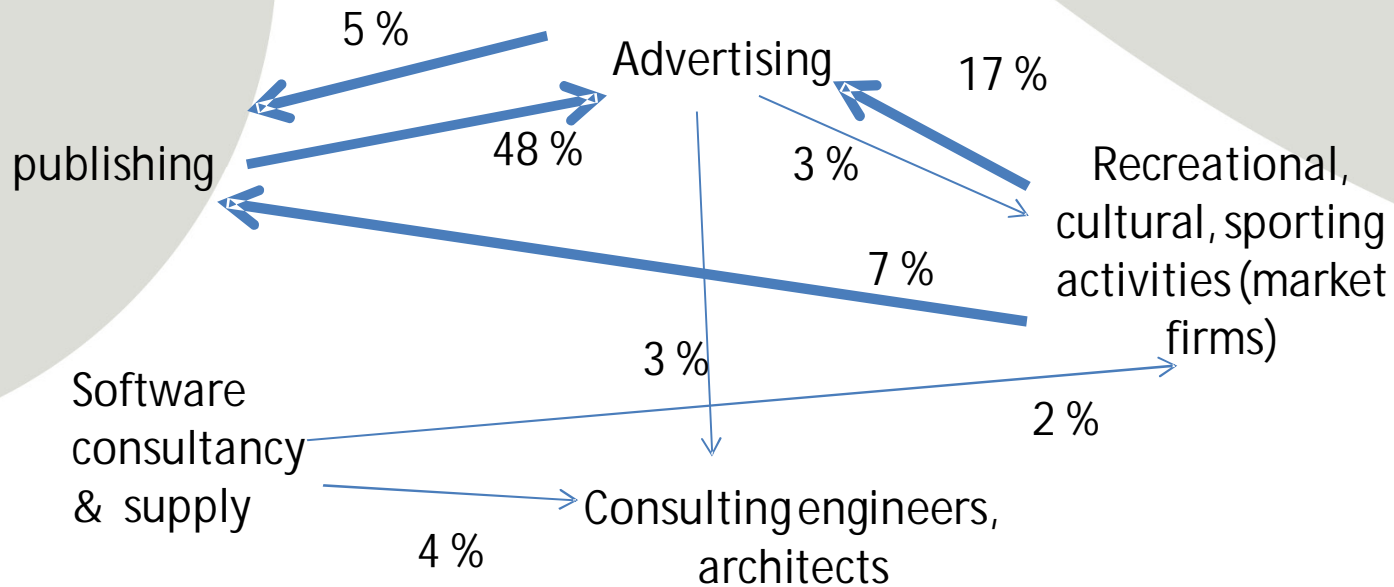
European Parliament, 19 October 2011

# Advertising as part of creative industries

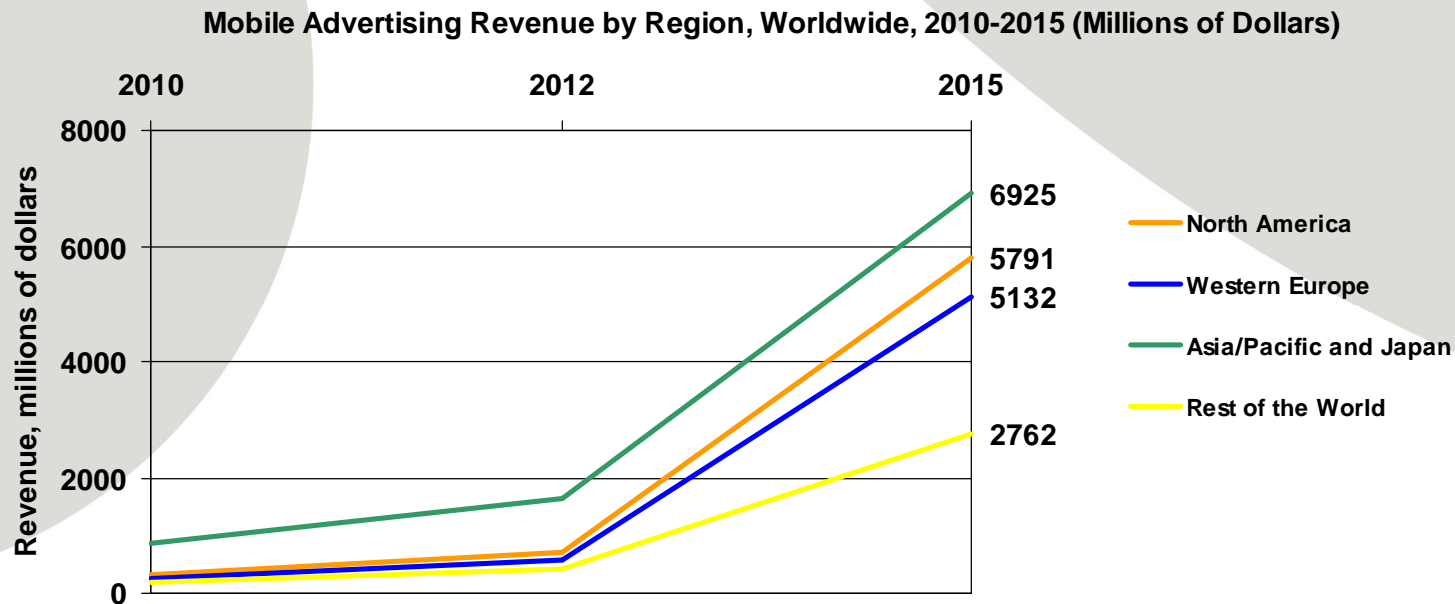


# Advertising is transforming other industries...

Supply chain linkages between creative industries



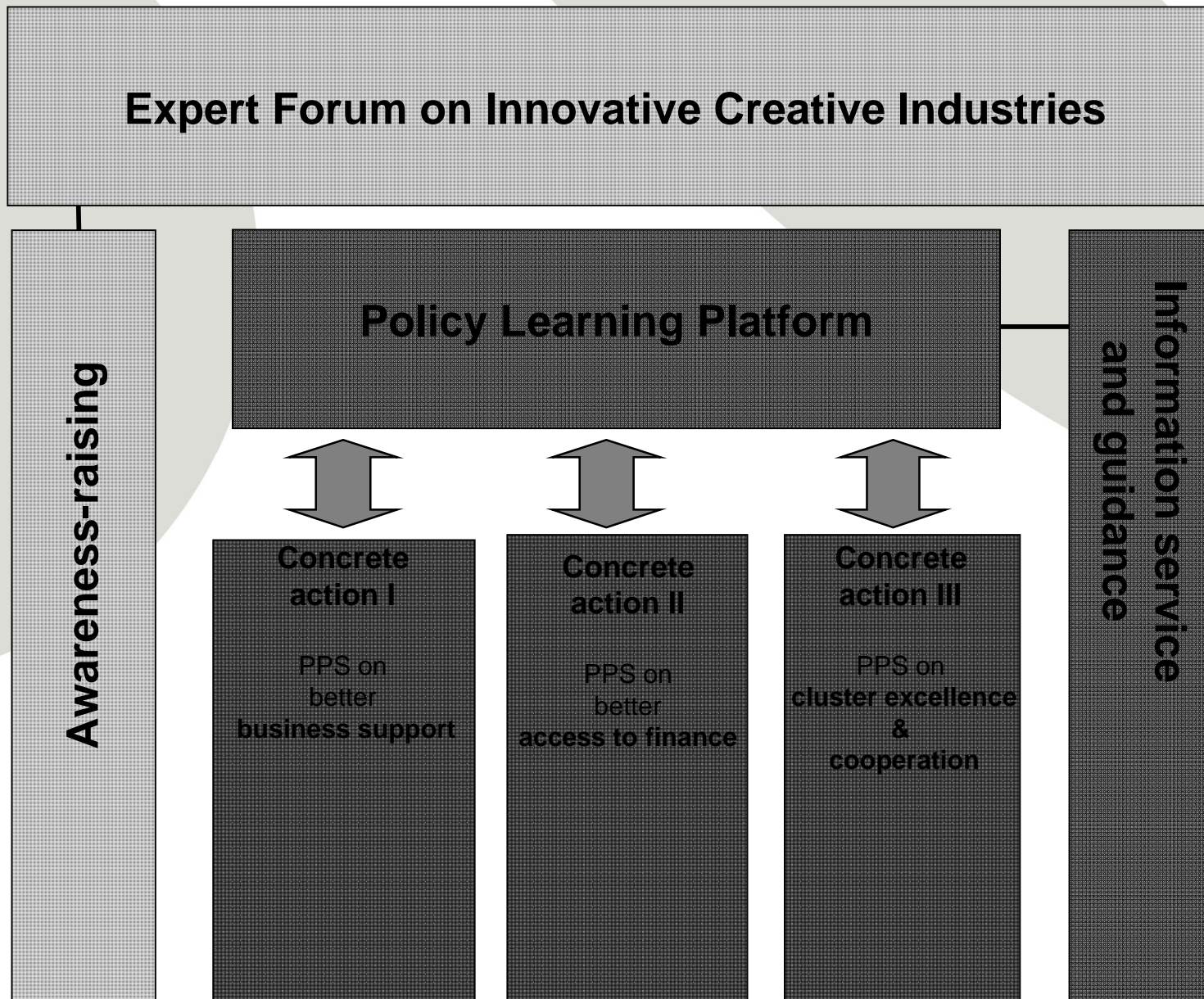
# ...but other industries also transform advertising



**Total worldwide mobile ad revenue is expected to grow from \$3.3bn to \$20.6 bn between 2010 and 2015\***

\*Source: Gartner (June 2011)

# European Creative Industries Alliance



**Support for Industrial Innovation Unit,  
Industrial Innovation and Mobility Industries Directorate  
European Commission, Enterprise and Industry Directorate-General**

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**<http://www.proinno-europe.eu>  
<http://www.europe-innova.eu>**

European Cluster Observatory  
<http://www.clusterobservatory.eu>

Creative industries – Selected studies and reports:  
[http://www.europe-innova.eu/web/guest/home/-/journal\\_content/56/10136/251911](http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/251911)

Expert Panel on Service Innovation in the EU (2011) final report  
<http://www.europe-innova.eu/web/guest/innovation-in-services/expert-panel/publications>