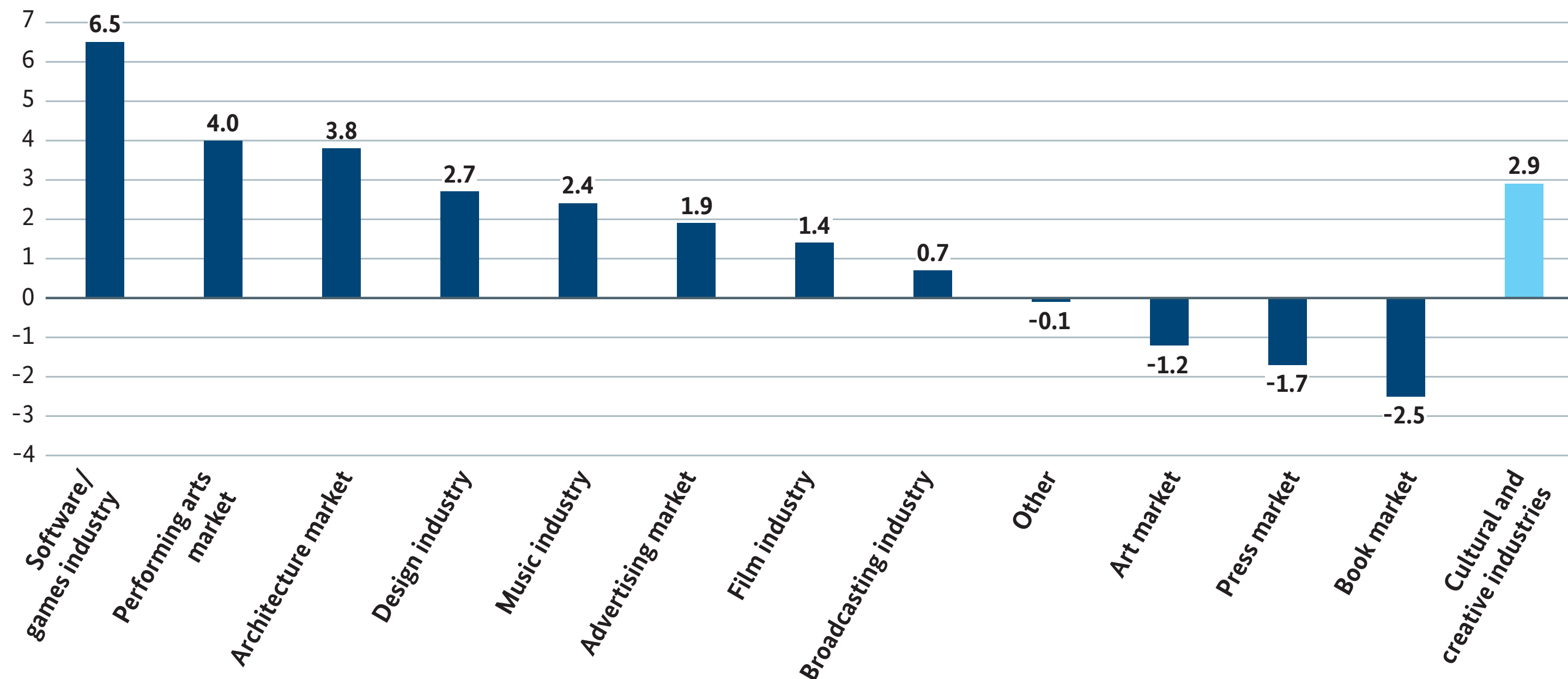


Development of core workers (self-employed persons and employees subject to social security contributions) in the various submarkets of the cultural and creative industries (average annual change in % 2013–2018*)



Aid to interpretation: The number of core workers in the advertising market grew by an average of 1.9% each year between 2013 and 2018.

Note: *Data for 2018 partly based on estimates (in relation to VAT statistics).