

Fostering growth in the creative economy



Client Name: **Creative Economy Agency
(Public Organization)**

Industry: **Government Administration**

Challenge

Established in 2018 in Thailand, the Creative Economy Agency (CEA), a government institution, is dedicated to developing creativity and innovation in local communities, the public, and educational institutions. This mission involves supporting entrepreneurs, facilitating creative knowledge transfer across various sectors and organizations, and gathering data to craft well-informed strategies. However, to advise and support in the best way possible - and to navigate an industry as complex as the creative sector effectively – CEA needed a data tool that would offer reliable insights into global markets and emerging trends.



Solution

That’s where Statista stepped in. Using the platform’s wide range of global data, the Consumer Insights reports, and Statista’s Market Insights reports, CEA gained a holistic understanding of relevant market dynamics, allowing them to identify and jump on emerging trends.

Take the global media streaming market, for example: By leveraging Statista’s data on streaming trends, internet penetration rates, and consumer spending behaviors, CEA quickly recognized the shift towards digital content consumption. This insight guided CEA’s strategy in supporting digital content creators and streaming platforms.



Business impact

For CEA, Statista’s platform has been crucial in gaining a profound understanding of the creative economy - and successfully crafting an informed strategy to enhance and cultivate the content industry.

The partnership with Statista not only resulted in improved work outputs but also streamlined CEA’s operations: The user-friendly interface, compelling data visualizations, and extensive data availability made CEA’s work as efficient and resource friendly as possible.



„Statista’s immediate, data-driven insights empower us to craft well-informed strategies, making it a critical tool supporting our mission to drive innovation and growth in the creative economy.“

Creative Information Center, CEA