CIERA™ 2025e | Creative Industries Economic Results Assessment™

Gross Domestic Product ($ Million)

Book Publishing	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$31	$30	$26	$25	$23	$21	$15	$26	$28	$31	$25	$27	$25	$25	$25	$25
Indirect Multiplier	$12	$13	$13	$12	$13	$10	$8	$14	$14	$15	$13	$14	$13	$13	$13	$13
Induced Multiplier	$10	$10	$10	$9	$10	$8	$6	$10	$10	$11	$9	$10	$9	$9	$9	$9
TOTAL	**$53**	**$53**	**$49**	**$46**	**$46**	**$40**	**$30**	**$51**	**$52**	**$58**	**$47**	**$51**	**$47**	**$46**	**$47**	**$46**

Interactive Digital Media	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$422	$457	$454	$482	$527	$569	$346	$535	$592	$874	$963	$1,189	$1,423	$1,530	$1,614	$1,625
Indirect Multiplier	$114	$119	$114	$123	$131	$146	$79	$128	$141	$210	$244	$293	$350	$376	$397	$400
Induced Multiplier	$183	$193	$182	$181	$202	$216	$128	$212	$243	$336	$351	$553	$660	$708	$747	$752
TOTAL	**$719**	**$768**	**$750**	**$786**	**$860**	**$931**	**$553**	**$876**	**$977**	**$1,420**	**$1,558**	**$2,035**	**$2,434**	**$2,614**	**$2,758**	**$2,777**

Magazine Publishing	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$165	$141	$115	$106	$103	$96	$85	$92	$96	$75	$60	$64	$60	$59	$60	$52
Indirect Multiplier	$64	$60	$56	$51	$56	$48	$47	$49	$48	$36	$31	$33	$31	$30	$30	$27
Induced Multiplier	$51	$48	$44	$40	$43	$39	$36	$36	$36	$27	$22	$24	$23	$22	$22	$20
TOTAL	**$280**	**$249**	**$215**	**$198**	**$202**	**$183**	**$168**	**$176**	**$180**	**$139**	**$113**	**$122**	**$114**	**$112**	**$113**	**$98**

Motion Picture	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$576	$653	$711	$780	$824	$859	$988	$1,070	$1,161	$1,258	$1,004	$1,351	$1,296	$728	$1,296	$1,130
Indirect Multiplier	$130	$139	$150	$156	$159	$245	$351	$404	$407	$509	$445	$526	$506	$285	$508	$443
Induced Multiplier	$165	$200	$233	$255	$413	$573	$805	$862	$922	$1,058	$868	$1,199	$1,153	$649	$1,156	$1,007
TOTAL	**$871**	**$992**	**$1,095**	**$1,192**	**$1,395**	**$1,677**	**$2,143**	**$2,336**	**$2,490**	**$2,825**	**$2,317**	**$3,076**	**$2,955**	**$1,663**	**$2,960**	**$2,580**

Music + Sound Recording	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$117	$108	$98	$99	$115	$129	$155	$174	$193	$200	$154	$193	$244	$269	$290	$294
Indirect Multiplier	$39	$37	$36	$37	$38	$45	$55	$60	$65	$72	$54	$72	$89	$99	$107	$108
Induced Multiplier	$43	$42	$37	$36	$43	$51	$57	$62	$72	$74	$60	$72	$90	$99	$107	$108
TOTAL	**$199**	**$188**	**$172**	**$171**	**$196**	**$225**	**$266**	**$296**	**$329**	**$346**	**$268**	**$337**	**$423**	**$467**	**$504**	**$510**

Multi-Creative Industry Services	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$439	$434	$425	$428	$445	$470	$482	$521	$561	$591	$479	$536	$630	$668	$682	$727
Indirect Multiplier	$172	$170	$158	$159	$161	$182	$187	$194	$212	$218	$182	$200	$233	$247	$251	$268
Induced Multiplier	$183	$179	$175	$181	$189	$207	$211	$220	$245	$255	$209	$231	$268	$282	$286	$305
TOTAL	**$794**	**$783**	**$758**	**$769**	**$796**	**$859**	**$880**	**$935**	**$1,018**	**$1,065**	**$870**	**$967**	**$1,130**	**$1,197**	**$1,220**	**$1,300**

Output ($ Million)

Book Publishing	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$57	$58	$54	$52	$49	$44	$33	$56	$56	$64	$53	$56	$52	$51	$51	$51
Indirect Multiplier	$23	$23	$24	$22	$23	$19	$15	$26	$26	$29	$25	$26	$24	$24	$24	$24
Induced Multiplier	$15	$16	$16	$15	$15	$13	$10	$16	$16	$17	$14	$16	$15	$14	$14	$14
TOTAL	**$94**	**$97**	**$94**	**$88**	**$88**	**$76**	**$58**	**$98**	**$98**	**$110**	**$92**	**$97**	**$91**	**$89**	**$90**	**$90**

Interactive Digital Media	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$726	$768	$758	$808	$885	$943	$573	$887	$983	$1,412	$1,596	$1,939	$2,314	$2,483	$2,619	$2,637
Indirect Multiplier	$191	$198	$191	$207	$222	$245	$134	$219	$243	$361	$416	$499	$596	$640	$676	$680
Induced Multiplier	$283	$298	$280	$280	$314	$335	$198	$330	$379	$517	$534	$853	$1,018	$1,092	$1,152	$1,160
TOTAL	**$1,200**	**$1,264**	**$1,229**	**$1,295**	**$1,420**	**$1,523**	**$905**	**$1,436**	**$1,605**	**$2,291**	**$2,546**	**$3,290**	**$3,928**	**$4,215**	**$4,447**	**$4,478**

Magazine Publishing	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$300	$271	$236	$221	$218	$203	$186	$196	$197	$153	$127	$134	$125	$123	$124	$108
Indirect Multiplier	$119	$110	$105	$94	$103	$88	$87	$91	$92	$70	$60	$62	$58	$57	$58	$50
Induced Multiplier	$79	$74	$68	$63	$67	$60	$56	$56	$56	$42	$34	$37	$35	$34	$35	$30
TOTAL	**$498**	**$455**	**$409**	**$377**	**$389**	**$352**	**$328**	**$343**	**$344**	**$265**	**$220**	**$233**	**$219**	**$214**	**$216**	**$189**

Motion Picture	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$1,104	$1,295	$1,423	$1,618	$1,875	$2,173	$2,764	$3,489	$3,480	$3,702	$2,975	$3,831	$3,680	$2,071	$3,686	$3,213
Indirect Multiplier	$251	$249	$265	$281	$267	$511	$745	$880	$884	$1,118	$936	$1,130	$1,086	$611	$1,088	$949
Induced Multiplier	$256	$310	$359	$394	$640	$886	$1,246	$1,339	$1,437	$1,628	$1,321	$1,851	$1,779	$1,000	$1,781	$1,552
TOTAL	**$1,610**	**$1,854**	**$2,047**	**$2,294**	**$2,782**	**$3,570**	**$4,755**	**$5,708**	**$5,800**	**$6,448**	**$5,232**	**$6,813**	**$6,545**	**$3,682**	**$6,555**	**$5,714**

Music + Sound Recording	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$245	$226	$216	$228	$257	$284	$336	$368	$396	$419	$327	$402	$505	$560	$605	$607
Indirect Multiplier	$70	$66	$65	$67	$69	$83	$103	$112	$119	$133	$99	$136	$167	$185	$200	$200
Induced Multiplier	$66	$65	$57	$55	$67	$79	$88	$96	$112	$114	$91	$111	$138	$153	$165	$166
TOTAL	**$381**	**$357**	**$338**	**$350**	**$393**	**$446**	**$527**	**$576**	**$627**	**$666**	**$517**	**$649**	**$810**	**$899**	**$970**	**$973**

Multi-Creative Industry Services	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$912	$872	$850	$882	$919	$964	$998	$1,021	$1,116	$1,169	$968	$1,072	$1,256	$1,334	$1,362	$1,448
Indirect Multiplier	$322	$311	$292	$293	$295	$339	$349	$361	$397	$412	$349	$383	$444	$470	$478	$508
Induced Multiplier	$283	$277	$269	$280	$294	$321	$327	$342	$382	$393	$318	$356	$414	$436	$442	$470
TOTAL	**$1,517**	**$1,460**	**$1,412**	**$1,455**	**$1,508**	**$1,624**	**$1,674**	**$1,723**	**$1,895**	**$1,974**	**$1,635**	**$1,811**	**$2,114**	**$2,241**	**$2,281**	**$2,427**

Jobs

Book Publishing	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	340	332	355	392	350	306	235	311	334	379	306	338	321	315	317	319
Indirect Multiplier	165	167	165	151	151	115	89	152	146	168	136	142	133	130	131	132
Induced Multiplier	102	101	99	88	88	73	55	88	84	96	68	75	70	69	69	70
TOTAL	**607**	**600**	**620**	**630**	**589**	**495**	**379**	**551**	**564**	**643**	**510**	**555**	**524**	**514**	**517**	**521**

Interactive Digital Media	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	7,240	7,219	6,788	7,004	7,237	7,167	5,259	7,023	7,592	10,151	9,411	12,484	13,318	13,982	14,163	13,436
Indirect Multiplier	1,576	1,595	1,507	1,567	1,617	1,712	948	1,580	1,732	2,691	2,825	3,312	3,961	4,251	4,488	4,258
Induced Multiplier	1,950	1,928	1,781	1,673	1,810	1,868	1,090	1,805	1,999	2,827	2,596	4,102	4,897	5,255	5,544	5,260
TOTAL	**10,767**	**10,743**	**10,076**	**10,244**	**10,664**	**10,748**	**7,298**	**10,408**	**11,323**	**15,670**	**14,831**	**19,899**	**22,177**	**23,488**	**24,195**	**22,954**

Magazine Publishing	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	1,800	1,566	1,550	1,678	1,549	1,413	1,325	1,097	1,177	912	736	813	773	757	763	692
Indirect Multiplier	871	786	722	644	666	532	503	531	510	405	327	340	319	312	315	286
Induced Multiplier	542	476	434	375	388	337	308	308	293	230	163	181	169	166	167	152
TOTAL	**3,213**	**2,828**	**2,707**	**2,697**	**2,604**	**2,282**	**2,137**	**1,936**	**1,980**	**1,547**	**1,226**	**1,334**	**1,262**	**1,235**	**1,245**	**1,130**

Motion Picture	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	11,165	12,406	13,094	14,123	14,845	15,827	19,731	22,950	23,049	24,664	19,122	26,047	25,022	14,078	25,064	21,847
Indirect Multiplier	2,034	1,951	1,933	1,906	1,843	3,559	4,740	5,822	5,718	7,455	5,886	6,697	6,434	3,622	6,448	5,621
Induced Multiplier	1,761	2,006	2,289	2,357	3,699	4,950	6,862	7,325	7,584	8,904	6,420	8,911	8,561	4,815	8,571	7,471
TOTAL	**14,960**	**16,363**	**17,316**	**18,387**	**20,386**	**24,336**	**31,332**	**36,097**	**36,350**	**41,023**	**31,428**	**41,655**	**40,017**	**22,515**	**40,083**	**34,939**

Music + Sound Recording	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	3,097	3,115	2,882	3,227	3,507	3,854	4,610	4,560	4,910	5,182	3,567	3,823	4,342	4,948	5,024	5,784
Indirect Multiplier	628	583	545	523	515	706	888	914	991	1,110	760	930	1,168	1,295	1,398	1,610
Induced Multiplier	458	422	365	330	389	443	483	525	592	622	442	533	664	736	795	915
TOTAL	**4,183**	**4,120**	**3,792**	**4,080**	**4,411**	**5,003**	**5,981**	**6,000**	**6,492**	**6,914**	**4,769**	**5,286**	**6,174**	**6,980**	**7,217**	**8,309**

Multi-Creative Industry Services	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	9,185	8,772	8,647	8,951	9,008	8,911	9,258	9,191	9,804	10,172	7,640	8,630	9,803	10,430	10,397	10,821
Indirect Multiplier	2,255	2,105	1,889	1,868	1,805	2,058	2,212	2,234	2,414	2,600	1,944	2,063	2,435	2,601	2,669	2,778
Induced Multiplier	1,947	1,793	1,715	1,671	1,695	1,794	1,803	1,867	2,015	2,146	1,546	1,714	1,991	2,099	2,128	2,215
TOTAL	**13,388**	**12,669**	**12,250**	**12,489**	**12,508**	**12,762**	**13,273**	**13,293**	**14,233**	**14,918**	**11,130**	**12,408**	**14,229**	**15,129**	**15,194**	**15,813**

All Industries Total Impacts

Gross Domestic Product	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	$1,750	$1,823	$1,829	$1,920	$2,038	$2,144	$2,070	$2,419	$2,631	$3,031	$2,686	$3,360	$3,678	$3,278	$3,967	$3,853
Indirect Multiplier	$532	$537	$528	$540	$557	$675	$726	$849	$888	$1,061	$968	$1,139	$1,223	$1,050	$1,306	$1,258
Induced Multiplier	$634	$673	$682	$703	$899	$1,095	$1,243	$1,402	$1,529	$1,761	$1,519	$2,088	$2,203	$1,770	$2,328	$2,202
TOTAL GDP ($MM)	**$2,916**	**$3,033**	**$3,039**	**$3,162**	**$3,494**	**$3,915**	**$4,040**	**$4,670**	**$5,047**	**$5,853**	**$5,173**	**$6,587**	**$7,104**	**$6,099**	**$7,601**	**$7,313**

Output	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	3,343	$3,489	$3,537	$3,808	$4,204	$4,611	$4,890	$6,016	$6,228	$6,919	$6,046	$7,434	$7,933	$6,622	$8,448	$8,065
Indirect Multiplier	$976	$957	$942	$964	$979	$1,285	$1,434	$1,689	$1,761	$2,124	$1,884	$2,235	$2,376	$1,988	$2,523	$2,411
Induced Multiplier	$982	$1,040	$1,049	$1,087	$1,397	$1,695	$1,925	$2,180	$2,381	$2,711	$2,312	$3,224	$3,398	$2,730	$3,589	$3,393
TOTAL OUTPUT ($MM)	**$5,301**	**$5,487**	**$5,528**	**$5,860**	**$6,580**	**$7,591**	**$8,248**	**$9,885**	**$10,370**	**$11,754**	**10,242**	**12,893**	**$13,707**	**$11,340**	**$14,560**	**13,869**

Jobs	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
Direct	32,827	33,410	33,316	35,375	36,496	37,478	40,417	45,132	46,865	51,460	40,782	52,135	53,580	44,510	55,728	52,901
Indirect Multiplier	7,530	7,188	6,762	6,659	6,597	8,683	9,382	11,233	11,511	14,430	11,878	13,484	14,449	12,211	15,450	14,684
Induced Multiplier	6,760	6,726	6,683	6,494	8,069	9,464	10,601	11,918	12,566	14,824	11,235	15,516	16,353	13,139	17,274	16,082
TOTAL JOBS	**47,117**	**47,323**	**46,760**	**48,527**	**51,162**	**55,626**	**60,400**	**68,283**	**70,942**	**80,714**	**63,894**	**81,135**	**84,383**	**69,860**	**88,452**	**83,667**

All Industries "De-Linked"*

Total Impacts	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025e
TOTAL GDP ($MM)	**$2,871**	**$2,983**	**$2,989**	**$3,115**	**$3,441**	**$3,879**	**$4,001**	**$4,625**	**$5,000**	**$5,791**	**$5,123**	**$6,524**	**$7,035**	**$6,037**	**$7,526**	**$7,241**
TOTAL OUTPUT ($MM)	**$5,219**	**$5,399**	**$5,440**	**$5,776**	**$6,489**	**$7,523**	**$8,172**	**$9,799**	**$10,279**	**$11,633**	**$10,147**	**$12,773**	**$13,577**	**$11,223**	**$14,418**	**$13,734**
TOTAL JOBS	**46,429**	**46,600**	**46,067**	**47,916**	**50,508**	**55,139**	**59,868**	**67,660**	**70,324**	**79,904**	**63,297**	**80,444**	**83,640**	**69,216**	**87,649**	**82,907**

NOTE: Year-over-Year (YoY) changes should be interpreted with extreme caution. Statistics Canada emphasizes that methodological changes to the Provincial and Territorial Culture Indicators (PTCI) are responsible for structural breaks in Interactive and Digital Media (IDM-videogames only) for 2015/16 and Books for 2016/17 (https://www150.statcan.gc.ca/n1/daily-quotidien/230626/dq230626a-eng.htm)

*These totals are "de-linked" to exclude double counting that would otherwise occur when summing total impacts between different industries. As such, individual industry totals listed above do not sum to de-linked totals. De-linked totals for 2025e are derived using reduction factors for 2024.