



Aalto University
School of Economics

Creative industries and innovation: case Finland

Focus on music industry

October 1, 2012

Oulu

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Content

1. Background
2. Creative industries: focus on music industry
3. Looking at innovation from various perspectives
4. Mapping innovation opportunities in the music industry
5. The role of universities

1. Background

- *Entrepreneurship in the music industry* –project, Sibelius Academy, the late 1990s
 - Course of entrepreneurship for students together with Helsinki School of Economics (Entrepreneurship)
 - Including business plan competition
 - Mapping the Finnish music industry with a consultancy company
- Preparation of the cultural industries programme for the national centre of expertise programme, the late 1990s
- Master thesis on the misuse of the market position of the copyright association *Teosto* from the point of view of competition law
 - The analytical perspective focusing on composers
- Doctoral dissertation and research on innovation studies (Finnish innovation policy, user-driven innovation)

2. Creative industries

- Clear increase of a policy interest in creative industries in the 1990s in different European countries
 - The first mapping document of creative industries, 1998, the British government
 - *“those industries which have their origin **in individual creativity, skill and talent and which have a potential for wealth and job** creation through **the generation and exploitation of intellectual property**”*
 - *“advertising, architecture, the art and antiques market, crafts, design, designer fashion, film and video, interactive leisure software, music, the performing arts, publishing, software and computer services, television and radio”*

2. Music industry

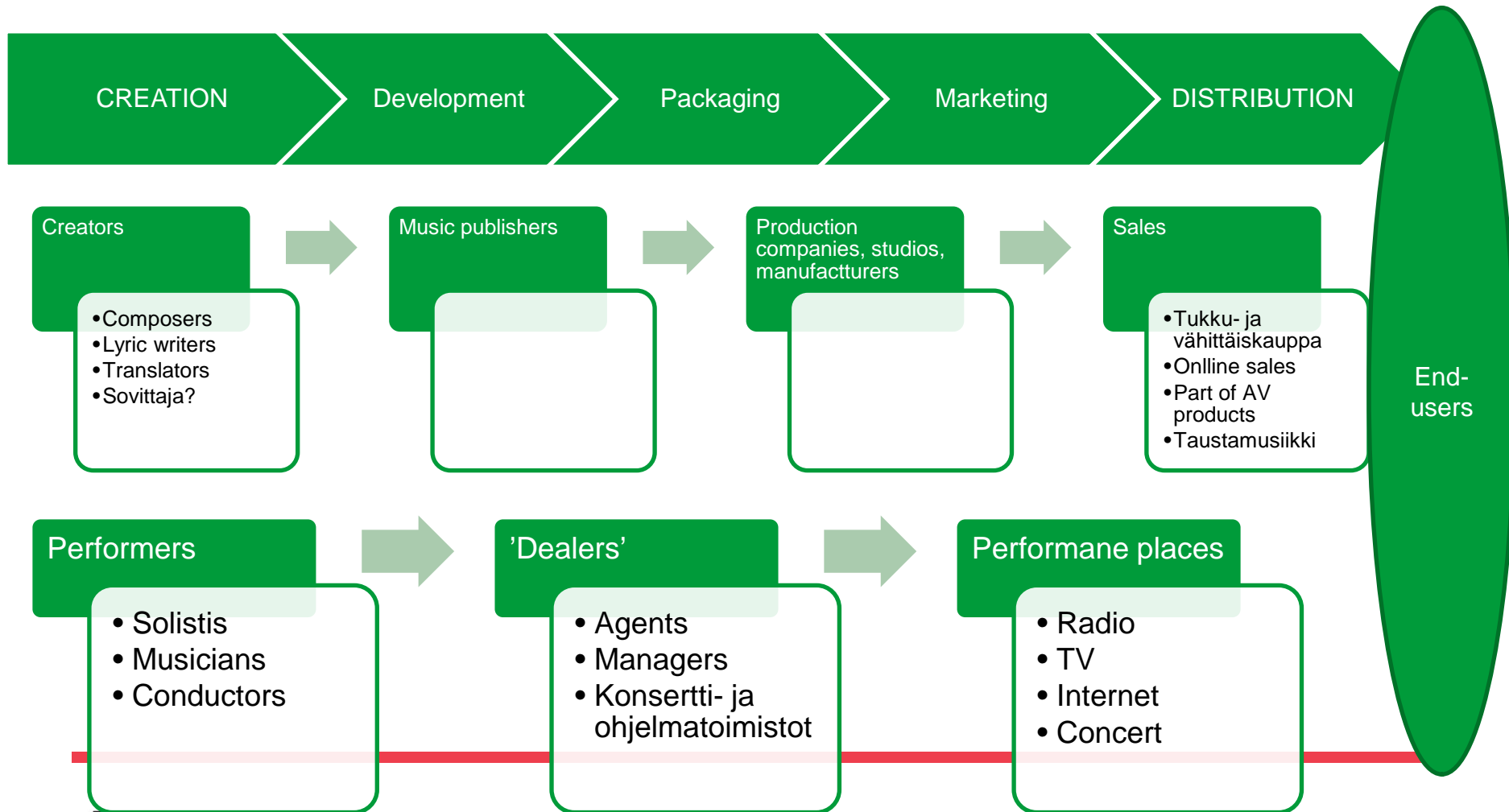
- **Core activities:**

- Production, distribution and retailing of sound recordings
- Administration of copyright in composition and recordings
- Live performance (the role of classical)
- Management, representation and promotion
- Songwriting and composition

- **Related activities:**

- Music press
- Digital media
- Retailing and distribution of digital music via Internet
- Music for computer games
- Art and creative studios
- Production, distribution and retailing of printed music
- Production, retailing and distribution of musical instruments
- Jingle production
- Photography
- Education and training

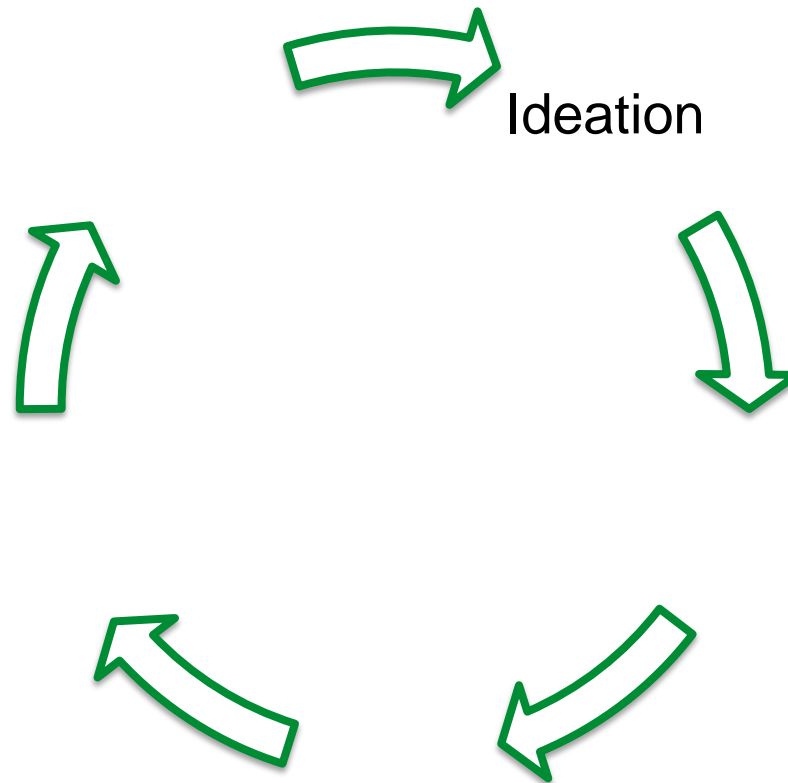
2. Music industry: value-chain of core activities



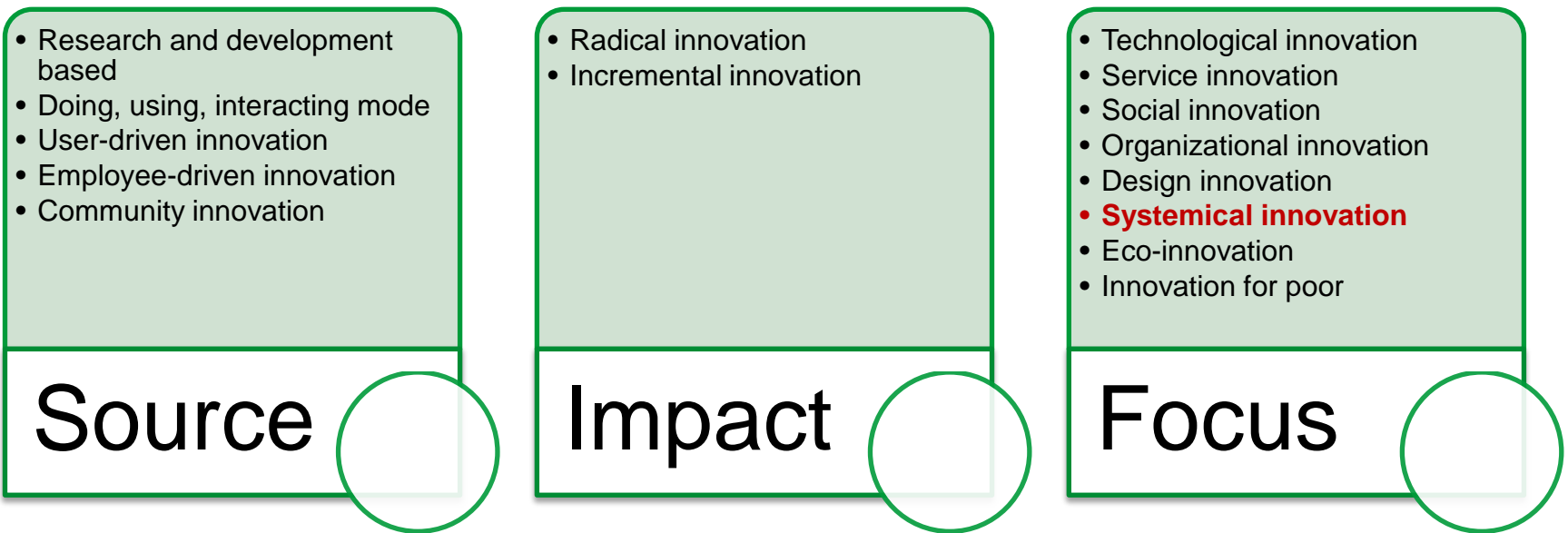
3. Innovation: what is an innovation?

- Idea – invention – innovation
- Characterized by exploitation
- Evaluation criteria of innovation
 - Something which is going to be protected by IPRs
 - Patents
 - Trademarks
 - Mallisuoja
 - Copyright
 - Something which is novel in a specific context
 - *“an intentional and proactive process that involves the generation and practical adoption and spread of new and creative ideas, which aim to produce a qualitative change in a specific context”*

3. Innovation: innovation life cycle



3. Various typologies of innovation



4. Innovation: innovation ecosystems

Levels



Local/regional

National

Global

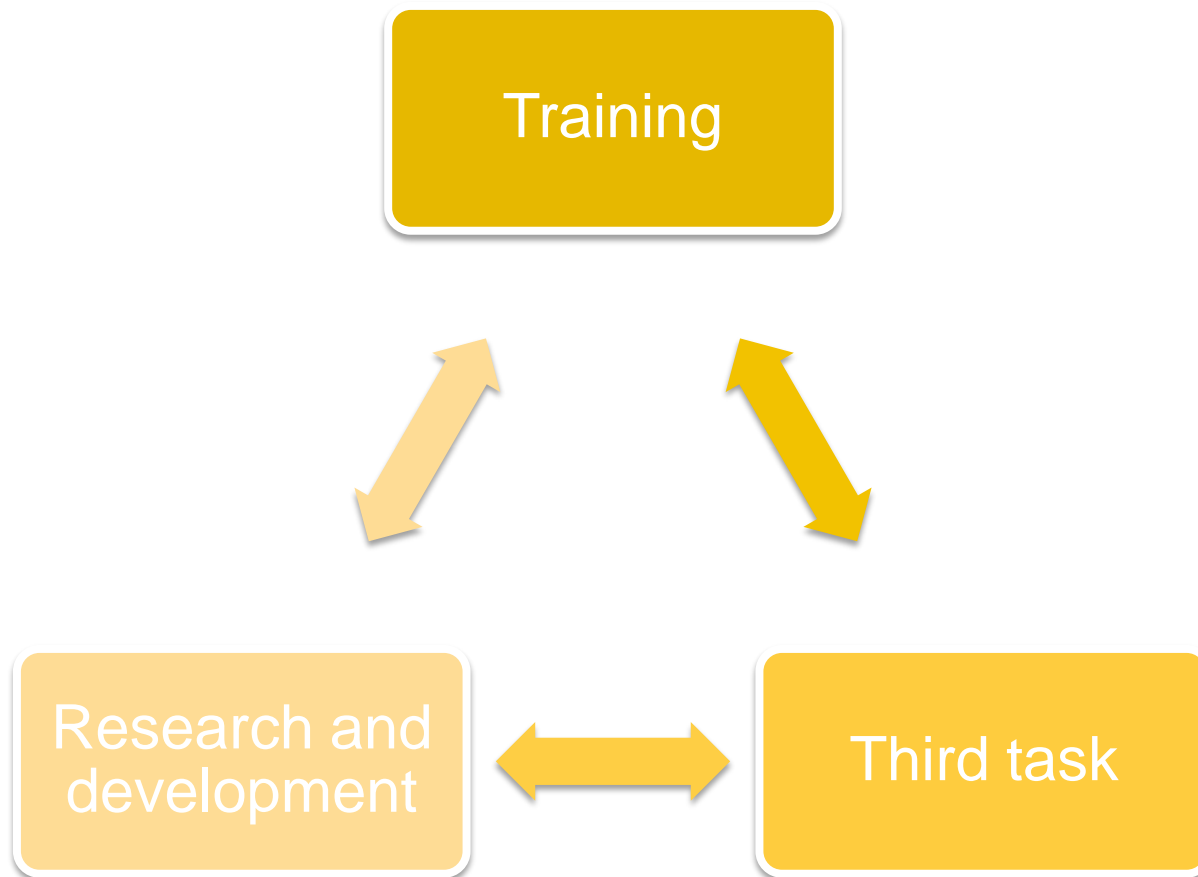
Actors



Educational and research institutions

5. Mapping innovation opportunities in the music industry

6. The role and profile of universities to enhance innovations – building the profile



Thank you!