

CREATIVE INDUSTRIES IMPACT TABLE

	Large Gatherings Are Essential	Close Human Interaction Is Essential	Hygiene Is Critical (or perception thereof)	Dependent on Travel (Business, Leisure)	Service or Product is Postponable/ Expendable	Total
CULTURAL & NATURAL HERITAGE (Revenue from Visitor Fees)	5.0	2.3	3.0	5.0	5.0	4.1
PERFORMANCE & CELEBRATION (Revenue from Audience Tickets)	5.0	5.0	5.0	3.8	5.0	4.8
VISUAL ARTS & ARTISAN PRODUCTS (Revenue from Sale of Products)	2.8	4.1	2.2	3.0	4.8	3.4
BOOKS & PRESS (Revenue from Circulation & Subscription Sales)	2.0	3.0	2.0	2.0	3.4	2.5
AUDIO-VISUAL BROADCAST & DIGITAL MEDIA (Revenue from Tickets, Advertising & IP Fees)	1.4	1.4	1.4	1.2	2.9	1.7
CREATIVE SERVICES (Revenue from Service Fees)	1.9	2.5	1.9	2.7	2.2	2.2
1.0 to 1.9 = Low Impact, Fast Recovery						
2.0 to 2.9 = Moderate Impact, Moderate Recovery						
3.0 to 3.9 = High Impact, Slow Recovery						
4.0 to 5.0 = Very High Impact, Very Slow Recovery						

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CULTURAL & NATURAL HERITAGE (Revenue from Visitor Fees)	5.0	2.3	3.0	5.0	5.0	4.1
<i>Museums & Galleries</i>	5	3	3	5	5	
<i>Anthropological, Archeological, Historical Places</i>	5	2	3	5	5	
<i>Cultural Landscapes</i>	5	2	3	5	5	
<i>Natural Landscapes</i>	5	2	3	5	5	
<i>Built Cultural/Religious Structures (Monuments)</i>	5	3	3	5	5	
<i>Moveable Exhibits</i>	5	2	3	5	5	
PERFORMANCE & CELEBRATION (Revenue from Audience Tickets)	5.0	5.0	5.0	3.8	5.0	4.8
<i>Music</i>	5	5	5	3	5	
<i>Theater</i>	5	5	5	3	5	
<i>Dance</i>	5	5	5	3	5	
<i>Festivals & Feasts</i>	5	5	5	5	5	
<i>Trade Fairs/Caravans</i>	5	5	5	5	5	
VISUAL ARTS & ARTISAN PRODUCTS (Revenue from Sale of Products)	2.8	4.1	2.2	3.0	4.8	3.4
<i>Painting</i>	3	5	2	3	5	
<i>Sculpture</i>	3	5	2	3	5	
<i>Graphic Design Originals & Merchandising</i>	2	2	2	2	4	
<i>Photography Originals & Merchandising</i>	2	2	2	2	4	
<i>Traditional & Creative Crafts</i>	3	5	3	5	5	
<i>Jewelry & Accessories</i>	3	5	2	3	5	
<i>Fashion & Fabrics</i>	3	5	2	3	5	
<i>Furniture</i>	3	5	2	3	5	
<i>Other PH Designed Products</i>	3	3	3	3	5	
BOOKS & PRESS (Revenue from Circulation & Subscription Sales)	2.0	3.0	2.0	2.0	3.4	2.5
<i>Books</i>	2	3	2	2	3	
<i>Comics/Illustration</i>	2	3	2	2	5	
<i>Periodicals (Newspapers & Magazines)</i>	2	3	2	2	3	
<i>Other Printed Materials</i>	2	3	2	2	3	
<i>Library (virtual & physical)</i>	2	3	2	2	3	
AUDIO-VISUAL BROADCAST & DIGITAL MEDIA (Revenue from Tickets, Advertising & IP Fees)	1.4	1.4	1.4	1.2	2.9	1.7
<i>Film & Video in Cinemas</i>	5	5	5	3	5	
<i>Film & Video Online Streaming</i>	1	1	1	1	3	
<i>TV Broadcast , Cable or Satellite</i>	1	1	1	1	1	
<i>TV Online Streaming</i>	1	1	1	1	3	
<i>Radio/Music Broadcast</i>	1	1	1	1	1	
<i>Radio/Music Steaming</i>	1	1	1	1	5	
<i>Digital Media - Social, Search, Web Browsing</i>	1	1	1	1	1	
<i>Digital Games - Console, Mobile, Web</i>	1	1	1	1	3	
<i>Digital - Other Creative Apps & Services</i>	1	1	1	1	4	
CREATIVE SERVICES (Revenue from Service Fees)	1.9	2.5	1.9	2.7	2.2	2.2
<i>Fashion Design</i>	2	3	2	3	3	
<i>Interior Design</i>	2	3	2	3	3	
<i>Architectural Design</i>	2	3	2	3	3	
<i>Jewelry & Accessories Design</i>	2	3	2	3	3	
<i>Advertising Services (Traditional Media)</i>	2	2	2	3	1	
<i>Games Development</i>	2	2	2	3	3	
<i>Graphic Design Services</i>	1	1	1	1	1	
<i>Animation Services</i>	2	2	2	3	2	
<i>Digital Marketing Services</i>	1	1	1	2	1	
<i>Film, TV, Advertising & Other Video Production Services</i>	3	4	3	3	2	
<i>Music, Voice, SFX and Other Audio Production Services</i>	2	3	2	3	2	
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