

CREATIVE INDUSTRIES

MEDIA CONTENT PRODUCTION AND POST-PRODUCTION

Turnover



+73.1%

Employment



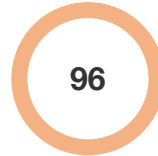
+3.8%

Salary



+0.3%

Productivity



+66.9%

In 2022, despite showing considerable growth, most of the key indicators of media content production and post-production value chain, were unable to return to the pre-pandemic levels, as the recovery began from record-low numbers.

Meanwhile, the **aggregated sector of information and communication**, which had already recovered and surpassed pre-2020 levels in 2021, recorded remarkably high growth in 2022.

Turnover



+66.3%

Employment



+29.3%

Salary



+45.8%

Productivity



+31.9%

ARTISAN

TURNOVER

All surveyed artisan companies reported **turnover below GEL 100,000** in the first half of 2022 and in the second half of 2022 as well.

In both - first half of 2022 and second half of 2022, majority of companies (around 90%) in the artisan value chain reported increase in turnover in 2022, compared to 2021.

H1



H2



EMPLOYMENT AND SALARY

- In 2022, the number of employed personnel in surveyed artisan companies varied from 1 to 10.
- About half of the surveyed respondents are sole entrepreneurs with no additional employees.
- Most companies (86.4% in the first half of 2022 and 70% in the second half) indicated no change in the number of employees.



CHALLENGES

- European and American companies refrain from starting projects in Georgia due to the Russia-Ukraine war;
- Lost attractiveness for countries such as India and the UAE due to unfavorable conditions;
- The war also halted private sector initiatives and the country's ability to undertake large-scale projects has diminished;
- High cost of transportation and unavailability of raw materials in artisan VC;

OPPORTUNITIES

- The trend of increased content consumption which started during the stay-at-home period continues;
- Significant steps to promote the Georgian film industry with the support of Enterprise Georgia and the USAID Economic Security Program.
- Increasing awareness of the artisans about how to introduce their products to the international community due to participation in international exhibitions and meetings;
- First steps towards exporting artisans and crafts products, mainly using online trading platform;

