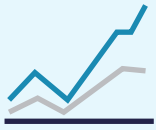


The Value of Innovation and Creativity

America's innovators and creators fuel the U.S. economy.

They Create More Jobs

Creative and innovative industries support **58 million** American jobs. That's nearly **40%** of the U.S. workforce.



Creative and innovative industries add jobs

7%

faster than other industries.

The U.S. biopharmaceutical industry supports **4.8 million** jobs.



The tech industry employs **6.7 million** people.



The U.S. film and TV industry supports nearly **2 million** jobs.



U.S. print and digital publishing companies employ nearly **720,000** people.



Copyright-intensive industries employ more than **5.5 million** workers.



They Drive Exports

Innovative and creative industries account for more than half of all U.S. exports, exporting **\$842 billion** in merchandise and another **\$80 billion** in services.



American biopharmaceutical exports hit **\$52 billion** in 2016.

Tech company exports reached **\$309 billion** in 2016.

The U.S. film industry exported **\$16 billion** more than it imported in 2014.

U.S. book exports hit **\$1.3 billion** in 2014.

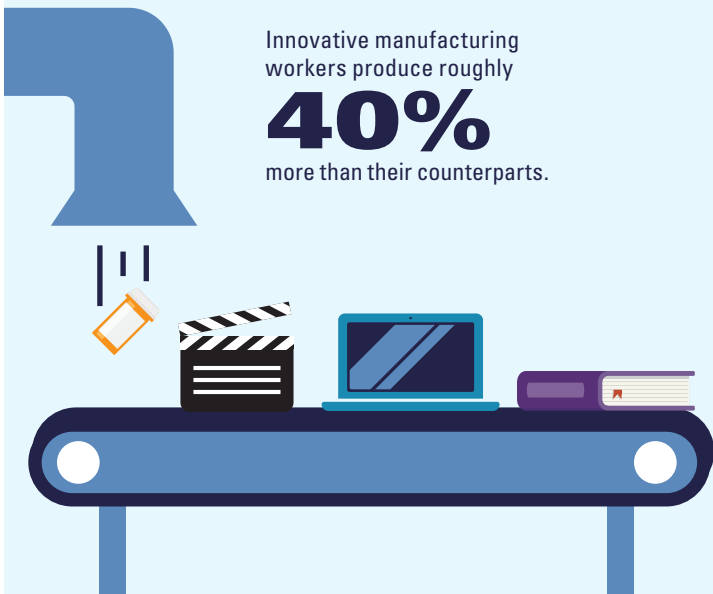
The U.S. music industry distributes more than **40 million** recordings across the world.

They Stimulate Economic Growth

Innovative manufacturing workers produce roughly

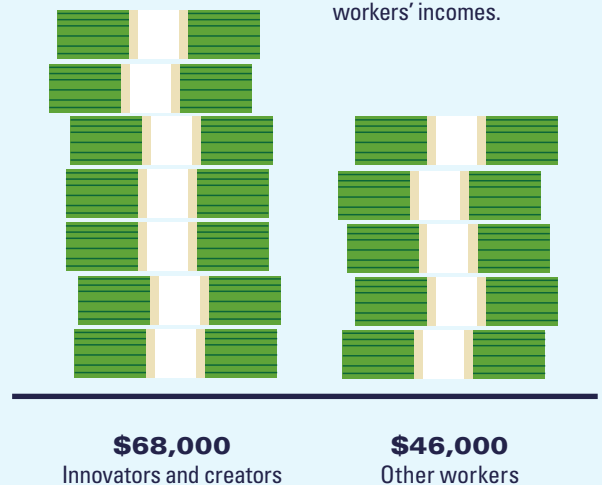
40%

more than their counterparts.



They Earn Higher Wages

Innovative and creative workers' incomes are **46%** higher than other workers' incomes.



\$68,000

Innovators and creators

\$46,000

Other workers