

TECHNOLOGICAL DRIVERS OF CREATIVE INDUSTRIES DEVELOPMENT IN THE DIGITAL ECONOMY

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In today's era of digital transformation, creative industries are increasingly influencing the formation of the knowledge economy, combining creativity with digital production and distribution technologies. According to UNCTAD Creative Economy Outlook 2024, in 2022, global exports of creative services reached \$1,4 trillion, and goods - \$713 billion, exceeding \$2,1 trillion in total [1]. This rapid growth is driven by digitalization, with creative services accounting for 19% of total global service exports, demonstrating their integration into global digital value chains [1]. These statistics emphasize that technological factors not only support the development of creative sectors, but also become the main drivers of their growth in the digital economy. Digital platforms, access to high-speed internet, and the use of modern digital tools, including automation and elements of artificial intelligence, are changing the ways in which creative products are created, promoted, and monetized.

In this context, there is a need for tools that allow for a comprehensive assessment of the technological environment in which creative industries develop. One such indicator is the Network Readiness Index (NRI), which reflects the level of digital and network readiness of countries by assessing access to technology, digital skills of the population, institutional capacity, and the socio-economic impact of digitalization [2]. The Technology and People components of the index, which characterize the level of development of digital infrastructure, access to modern technological solutions, and the ability of human capital to effectively use digital tools in the processes of creating and commercializing creative products, are of particular analytical value for the study of creative industries.

Table 1 shows Ukraine's position in the Network Readiness Index 2025 for the key dimensions of Technology and People. The Technology indicators show that Ukraine's technological readiness is uneven. Relatively high scores for the Access subcomponent (68,81 points; 63rd place) reflect the established basic level of access to digital infrastructure, which creates the conditions for digital production and distribution of creative content. At the same time, lower scores for the Content (31,13 points; 49th place) and Future technologies (34,61 points; 63rd place) indicate limited integration of advanced digital solutions and future technologies into the national

creative ecosystem, which hinders the scaling of creative businesses and reduces their competitiveness in global markets.

Table 1. Ukraine's global position in the Network Readiness Index 2025 by individual dimensions (Technology, People)

Pillar	Score	Rank
Technology		
Access	68,81	63
Content	31,13	49
Future technologies	34,61	63
People		
Individuals	68,72	12
Businesses	23,07	93
Governments	48,20	39

Source: Compiled by the author based on [2].

The People measurement shows that there's a lot of human potential, but also some systemic institutional imbalances. Ukraine's high ranking in the Individuals indicator (68,72 points; 12th place) confirms the high level of digital skills among the population, which is a key resource for the development of creative industries. On the other hand, low scores in the Businesses component (23,07 points; 93rd place) indicate that the business environment is not sufficiently prepared to effectively use digital technologies in creative processes, while the Governments indicator (48,20 points; 39th place) confirms the need to strengthen state support and develop a comprehensive policy to stimulate digital and creative development.

Table 2 shows the comparative values of the Network Readiness Index and its key components for Ukraine, the average indicators for countries with above-average income levels, and the European region, which allows for an assessment of the relative technological prerequisites for the development of creative industries.

Table 2. Ukraine scores compared to averages of its income group and Europe by Network Readiness Index pillars

Dimension	Ukraine	Upper-middle-income countries	Europe
NRI	54,30	47,32	61,14
Technology	44,85	39,95	53,04
People	46,66	40,75	50,07

Source: Compiled by the author based on [2].

A comparative analysis shows that Ukraine's overall Network Readiness Index score (54,30) exceeds the average for countries with above-average income (47,32), indicating relatively better conditions for digital readiness within its group. At the same time, the gap between Ukraine and the European average (61,14) demonstrates the existence of structural constraints in the development of the digital environment. Ukraine's position creates potential for the development of creative industries at the regional level, but at the same time limits their full integration into the high-tech segments of the European creative market.

An analysis of the Technology and People components confirms the asymmetric nature of the technological drivers of creative industry development in Ukraine. On the one hand, Ukraine's indicators for both measures are higher than the average values for the corresponding income group, which creates the basic conditions for digital production and distribution of creative products. On the other hand, the lag behind European values in these components indicates an insufficient level of technological modernization and limited use of digital opportunities in the business environment, which reduces the competitiveness of Ukrainian creative industries in the global digital economy.

Thus, the results of the study confirm that the development of creative industries in the digital economy directly depends on the level of technological readiness of the country, in particular the state of digital infrastructure, human capital, and the ability of institutions and businesses to effectively use digital technologies. An analysis of the Network Readiness Index indicators showed that Ukraine has established basic digital readiness potential that exceeds the average values for countries with above-average income levels, but at the same time lags significantly behind European countries. This asymmetry creates opportunities for the development of creative industries at the national and regional levels, but limits their scaling and integration into high-tech segments of the global digital economy.

The results obtained allow us to formulate a number of practical recommendations for strengthening the technological drivers of creative industries development. First, priority should be given to the development of digital infrastructure and the introduction of future technologies, which will create conditions for expanding digital production of creative content and increasing its added value. Second, it is advisable to strengthen cooperation between creative businesses, the technology sector, and educational institutions in order to improve digital skills and stimulate the implementation of innovative solutions in creative processes. Third, an important condition for the sustainable development of creative industries is the formation of a consistent state policy aimed at supporting digital creative enterprises, developing digital platforms, and integrating the creative sector into national digital transformation strategies.

Overall, strengthening the technological component of creative industries development can have a multiplier effect on the knowledge economy, increase the competitiveness of the creative sector, and promote its more active integration into global digital value chains.

References

1. UNCTAD (2024). Creative Economy Outlook 2024. URL: <https://unctad.org/publication/creative-economy-outlook-2024> (accessed February 07, 2026).
2. Network Readiness Index (2025). Ukraine. URL: <https://networkreadinessindex.org/country/ukraine/> (accessed February 07, 2026).