GLOSSARY

Terminology	Definition
Creation	• The terms "creation" and "work" are used to broadly refer to the products of the creative sector.
Creative market growth	• Describes "activity which is undertaken specifically to meet the needs of existing and potential audiences and to help arts organisations [and individuals] to develop on-going relationships with audiences. It can include aspects of marketing, commissioning, programming, education, customer care and distribution".[1]
Creative markets	• The term "creative markets" in this context refers to and includes creative buyers, readers, consumers, participants, clients, viewers, audiences, etc., as broad markets for the creative and cultural industries.
Creative sector	• The term "creative sector" is used in this elearning course to refer to the creative and cultural industries, which include individuals and organisations in the visual arts, performing arts (theatre, performance, dance, music etc.), film, television, radio, craft, design, fashion, advertising, etc., and literary arts inclusive of creative blogs.
Product	• The term "product" may refer to a physical or tangible product (such as an artwork, script, CD, etc.), or an intangible, ephemeral product or service (such as a concert or theatre production).
Qualitative evidence	• This deals with facts and data and is in the form of numbers, percentages, statistics etc.[2]
Quantitative evidence	• This deals with opinions, thoughts, ideas and feelings.
Segmentation	• Refers to the process of defining and subdividing a large homogenous market into clearly identifiable segments, having similar needs, wants or demand characteristics.[3]
Target market	• Refers to a particular group at which a product is aimed.

1 Arts Council England
2 Partnerships for Learning. A guide to evaluating arts education projects. Arts Council England. Pg 22
3 Business Dictionary. www.businessdictionary.com/definition/market-segmentation.htm