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The role of the prosumer in affecting the value of cultural and creative industries – empirical evidence from Incubator of Culture

Abstract

The development of the cultural and creative industries is being transformed under the influence of changing trends in technology. In the era of processing digital information it is possible to combine competences, interact with other participants, and establish relationships with professional creative workers to create value. Today, the Internet and the development of IT allows many consumers to become prosumer. This means that the prosumer encompasses the two roles - producer and consumer at the same time. The aim of this paper is to determine who among the artists associated in the Incubator of Culture can be considered a prosumer and determine the role of the prosumer in creating value of cultural and creative industries’ products. Based on theoretical assumptions, six respondents from creative workers operating in the Incubator of Culture recognized as prosumers were interviewed. The obtained results present that prosumers contribute significantly to the growth of value creation in cultural and creative industries products on the local market, increasing the supply and consumption.

Key words: cultural and creative industries, relationship approach, value creation, prosumer.