

Creative industries are considered as a new opportunity and a tool of economical and social growth in developed countries, because they represent a “new“ source of wealth and prosperity. Creative economy is not based any more on traditional manufacturing industry and that is why are these now in the interest forefront of experts and executives. In the frame of the city and region development are creative industries seen as a new competitive advantage and they play role in innovative process and competitiveness of firms, towns or regions. Research section of my thesis is focused on old industrial regions, exactly on comparative analysis of Ústecký and Moravian-Silesian region. Emphasis is put on a spatial organization of creative industries and on their further characteristics, reviewed by different indicators. Concerning the town Ústí nad Labem, my thesis is focused on advertising industry, which has been considered as a new dynamic industry since 1989.