

Culture satellite account for 2019

23.04.2024

2.8%

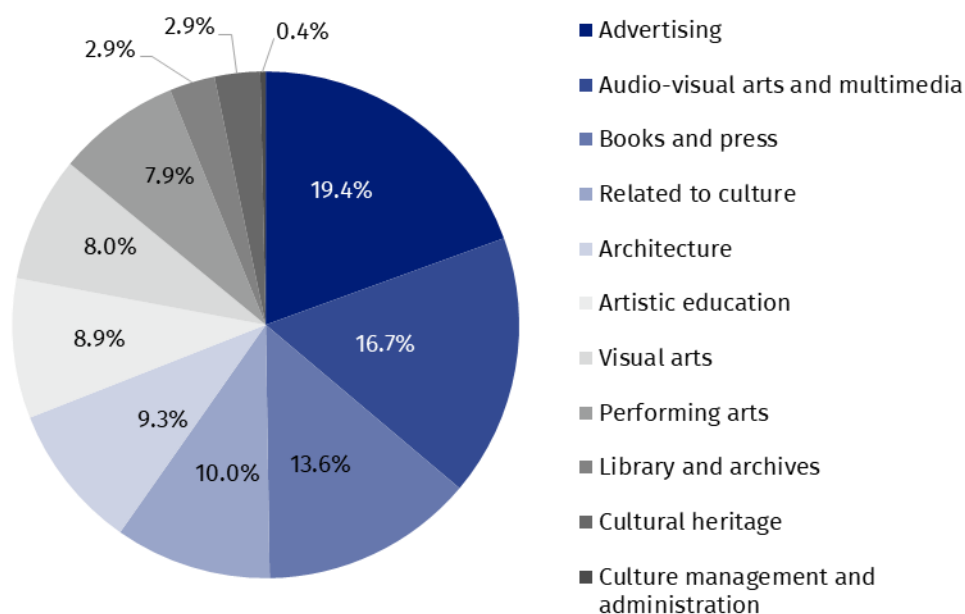
The share of the culture area in generating the gross value added in 2019

The share of culture in the national economy in 2019 did not change compared to 2018 and accounted for 2.8%. Three domains dominated most of the transactions that made up the cultural satellite account: **Advertising**, **Audio-visual arts and multimedia** as well as **Books and Press**.

The share of the culture area in the national economy

The culture satellite account makes it possible to estimate the contribution of the area of culture, understood as the activity of local government and state cultural institutions, non-governmental organisations operating in the field of culture, and entities belonging to the cultural and creative industries, to the national economy. The share of the culture area in the national economy is best assessed by the gross value added of the area of culture in relation to the gross value added of the entire economy. In 2019 that value amounted to 2.8%, as in 2018. The largest share in the creation of the gross value added in the cultural area had entities belonging to the *Advertising* domain (19.4% of the gross value added in the area of culture). *Audio-visual arts and multimedia* (16.7%) as well as *Books and press* (13.6%) had also a significant share. The smallest share in the generation of gross value added was observed for the *Culture management and administration* domain (0.4%).

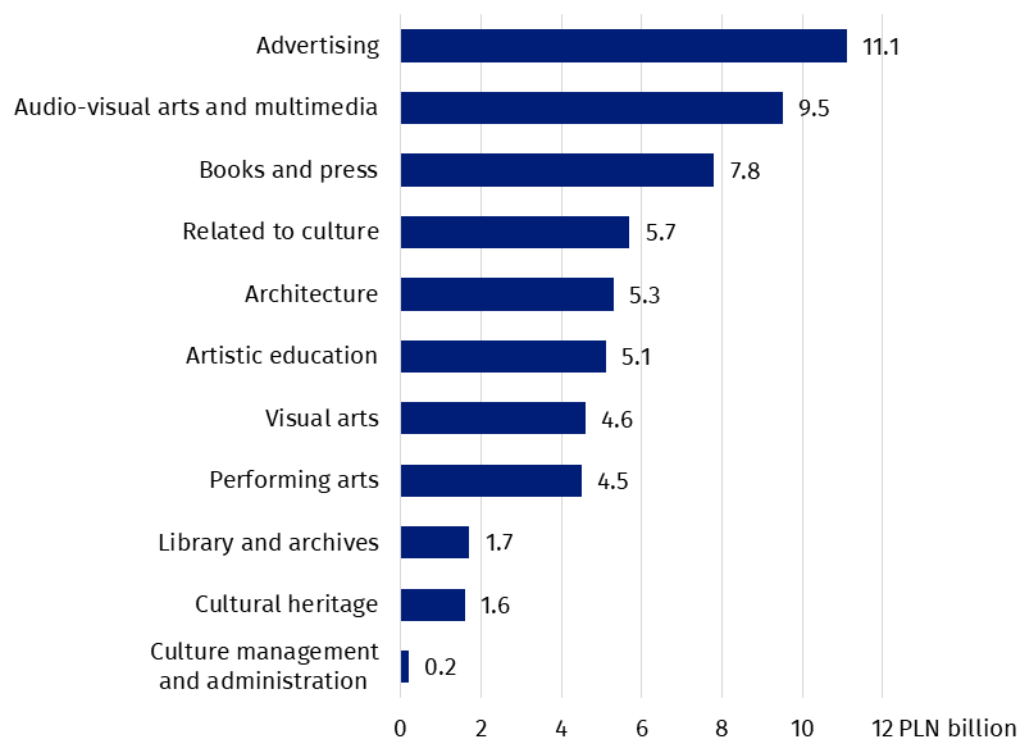
Chart 1. The structure of gross value added of culture by cultural fields in 2019



The entities included in *Advertising* domain had the largest share in generating gross value added in the area of culture (19.4%)

Compared to 2018, the structure of the gross value added of culture by cultural domains has not changed significantly. The share of *Advertising* domain decreased slightly (by 1.5 p.p.), while the share of *Visual arts* (by 1.4 p.p.) and *Architecture* (by 0.8 p.p.) increased.

Chart 2. Gross value added in the area of culture by cultural domains in 2019

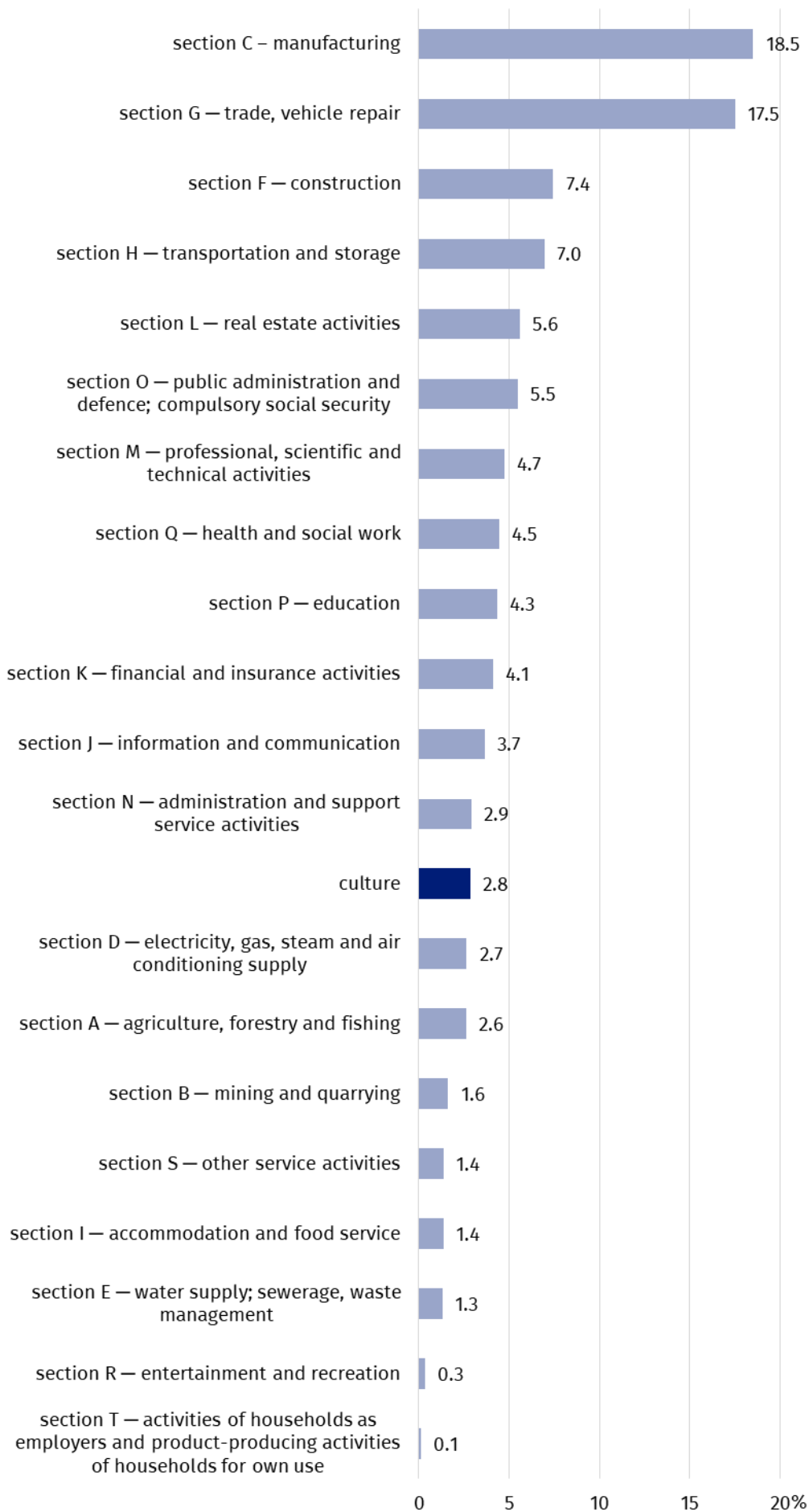


The largest increase in gross value added was recorded in the *Visual arts* domain (by 30.8%). *Architecture* also recorded a significant increase (by 18.6%). Gross output also increased in these domains (by 20.9% and 8.9%, respectively). High increase in value added was also observed for entities in the field of *Artistic education* (by 16.0%), with a similar increase in gross output (by 15.1%).

The comparison of the area of culture with other sectors of the national economy, taking into account the Polish Classification of Activities (PKD),¹ shows the real role of the area of culture in the national economy and, therefore, its contribution to the creation of Poland's Gross Domestic Product (GDP). Gross value added generated by entities operating within the PKD classes included in the area of culture in 2019 was slightly higher than the gross value added generated by entities included in section D – *electricity, gas, steam and air conditioning supply* (by 0.1 p p.), and also higher than for the entities belonging to section A – *agriculture, forestry and fishing* (by 0.2 p. p.) and section B – *mining and quarrying* (by 1.2 p. p.).

¹ In order to present the data according to PKD sections, it was necessary to exclude from some sections of the national economy individual classes that were included in the calculations for the area of culture. The area of culture includes the following classes: 18.11; 18.12; 18.20; 32.20; 47.61; 47.62; 47.63; 58.11; 58.13; 58.14; 58.21; 59.11; 59.12; 59.13; 59.14; 59.20; 60.10; 60.20; 63.91; 71.11; 73.11; 74.10; 74.20; 74.30; 77.22; 90.01; 90.02; 90.03; 90.04; 91.01; 91.02; 91.03 and for data concerning the general government sector also some part of classes: 84.11; 84.12; 84.25, 94.12 and in the field of artistic education some part of classes: 85.10; 85.20; 85.31; 85.32; 85.41; 85.42; 85.52; 85.59; 85.60.

Chart 3. Share of the culture area in generating gross value added as compared to other sections of national economy in 2019 (according to PKD 2007)



The contribution of the cultural area to the national economy, counted by the gross value added, was 2.8%

Transactions in the culture satellite account

The value of the gross output of the culture area increased by 4.7% (i.e. PLN 5,862.8 million) compared to 2018 and amounted to PLN 130,710.5 million. The highest value of gross output was recorded in the *Advertising* domain (PLN 34,429.3 million, i.e. 26.3% of the gross output for the entire area of culture). The following domains had also a significant share: *Audio-visual arts and multimedia* (19.3%), *Books and press* (11.9%) and *Related to culture* (11.5%). The total share of the gross output generated by these four domains amounted to 69.0% of the total gross output in the area of culture. The smallest contribution to the gross output of the area of culture was made by entities from the *Culture management and administration* domain (0.4%). The largest increase in the value of gross output was recorded once again in the *Visual arts* domain (increased by 20.9% as compared to 2018). The structure of the share of individual cultural domains in gross output did not change significantly compared to 2018.

The value of intermediate consumption, measuring the value of goods and services used as inputs in the production process, increased in comparison to 2018 by 2.1% (i.e. by PLN 1,533.1 million) to PLN 73,471.9 million. Total gross value added for the entire area of culture amounted to PLN 57,238.6 million (8.2% more than in 2018). Domains such as *Libraries and archives* and *Artistic education* deserve attention, as in their case the gross value added was almost twice as high as the value of intermediate consumption. By comparison, in case of *Advertising* the gross value added was lower than the intermediate consumption by half (52.3%), while in *Audio-visual arts and multimedia* and *Related to culture* domains – by nearly 40%.

In 2019 compensation of employees amounted to PLN 24,051.2 million (an increase by 1,836.4 million in comparison to 2018, i.e. by 8.3%). In the structure of compensation of employees the largest share was recorded by entities in the *Advertising* domain (14.4%). The share of the following domains was also significant: *Books and press* (13.7%), *Related to culture* (13.3%), as well as *Performing arts* and *Audio-visual arts and multimedia* (13.1% each). On the other hand, the smallest share in the structure of compensation of employees was recorded by entities from the *Culture management and administration* domain (1.0%).

Gross operating surplus, constituting the difference between gross value added and compensation of employees and other taxes related to production diminished by other subsidies related to production, amounted to PLN 32,715.1 million (7.3%, i.e. PLN 2,230.0 million more than in 2018). The highest result was related to the *Advertising* domain (PLN 7,596.6 million). The lowest gross operating surplus values were observed for *Libraries and archives* domain (PLN 212.0 million). The highest increase in the gross operating surplus compared to 2018 was noticed in the *Visual arts* domain (by 36.0%). The largest decrease was in *Culture management and administration* domain (by 9.0%).

Entities in the *Artistic education* domain received the most subsidies on production (56.1%, PLN 175.0 million). As in 2018, the highest other taxes on production were recorded for entities in the *Audio-visual arts and multimedia* domain (48.9% of all taxes on production, i.e. PLN 383.6 million), although compared to 2018 this domain had a smaller share in them (in 2018 – 60.0%).

In the analysed year, gross capital formation² in the area of culture³, reached PLN 5,629.8 million (PLN 965.2 million less than in 2018). The highest value, as in 2018, was recorded in the *Architecture* domain (PLN 3,221.0 million).

In the area of culture 69.0% of the total gross output was generated by four domains: *Advertising*, *Audio-visual arts and multimedia*, *Books and press* and *Related to culture*

Intermediate consumption was higher than gross value added generated in case of entities operating in the following domains: *Advertising*, *Audio-visual arts and multimedia*, and *Related to culture*

The *Visual arts* domain recorded the highest increase (by 36.0%) in the gross operating surplus, compared to 2018

Gross capital formation in 2019 amounted to PLN 5,629.8 million (14.6% less than in 2018)

² Gross capital formation measures the increase in national capital in given period, including, in terms of value, gross fixed capital formation, changes in inventories and acquisitions less disposals of valuables.

³ Data on final consumption expenditure, gross capital formation and foreign trade in Culture satellite account are calculated on the basis of data by balance groups presented in the supply and use tables.

Table 1. Main transactions in culture satellite account according to cultural domains in 2019

Specification	Gross output	Intermediate consumption	Value added, gross	Compensation of employees	Other taxes on production	Other subsidies on production	Operating surplus, gross
	in PLN million						
Total	130,710.5	73,471.9	57,238.6	24,051.2	784.2	311.9	32,715.1
Cultural heritage	3,533.5	1,880.2	1,653.2	1,279.5	33.1	0.4	341.0
Library and archives	2,542.1	863.8	1,678.3	1,451.4	15.0	0.1	212.0
Books and press	15,563.1	7,776.8	7,786.3	3,299.4	51.4	22.6	4,458.1
Visual arts	7,793.2	3,191.6	4,601.7	697.4	21.6	2.0	3,884.6
Performing arts	8,787.9	4,249.4	4,538.6	3,142.3	96.0	2.9	1,303.2
Audio-visual arts and multi-media	25,179.9	15,626.0	9,553.8	3,140.1	383.6	10.9	6,041.0
Architecture	9,232.8	3,925.9	5,306.9	1,061.7	24.5	5.7	4,226.4
Advertising	34,429.3	23,309.5	11,119.8	3,467.2	76.1	20.1	7,596.6
Artistic education	8,077.9	3,011.2	5,066.8	3,076.8	35.3	175.0	2,129.7
Related to culture	15,005.6	9,306.0	5,699.5	3,203.2	45.5	61.1	2,511.9
Culture management and administration	565.0	331.3	233.7	232.1	2.1	11.1	10.6

Table 1. Main transactions in culture satellite account according to cultural domains in 2019 (cont.)

Specification	Final consumption expenditure			Gross capital formation	Imports of goods and services	Exports of goods and services
	by households	by non-profit institutions	by general government			
in PLN million						
Total	37,714.2	1,289.5	15,123.7	5,629.8	19,954.4	25,906.1
Cultural heritage	724.9	331.4	158.6	-1.7	244.2	408.0
Library and archives	-	117.1	805.6	-0.5	-	-
Books and press	5,753.7	26.9	1,240.3	263.1	2,642.5	6,640.3
Visual arts	4,103.3	59.9	106.1	6.2	58.7	29.9
Performing arts	3,218.6	393.8	8,050.3	1,529.5	778.7	253.5
Audio-visual arts and multimedia	22,509.1	3.7	1,765.6	589.8	9,941.9	7,621.8
Architecture	-	-	248.1	3,221.0	129.4	231.3
Advertising	-	-	-	0.7	6,110.9	10,580.6
Artistic education	877.8	204.5	2,670.8	-0.2	-	-
Related to culture	526.7	4.6	-	21.1	48.1	140.7
Culture management and administration	-	147.6	78.2	0.8	-	-

Final consumption expenditure⁴ for the area of culture amounted to PLN 54,127.3 million. *Audio-visual arts and multimedia* domain was responsible for almost half of it (PLN 24,278.4 million). High final consumption expenditure was recorded also in the case of *Performing arts* (PLN 11,662.7 million). The consumption related to households accounted for 69.7% of total final consumption expenditure. In this case, the highest value of consumption was recorded in *Audio-visual arts and multimedia* domain (PLN 22,509.1 million, i.e. PLN 248.3 million more than in 2018). In the general government sector (27.9% of total consumption, PLN 1,929.0 million more than in 2018), the highest value of final consumption was recorded in *Performing arts* domain (PLN 8,050.3 million, i.e. PLN 245.0 million more than in 2018). In the sector of non-profit institutions serving households, which are related to culture, final consumption expenditure amounted to PLN 1,289.5 million (PLN 65.7 million less than in 2018). The highest value of final consumption expenditure was recorded in *Performing arts* domain (PLN 393.8 million).

In 2019, there was a positive balance in foreign trade in cultural and creative goods and services in the amount of PLN 5,951.6 million (by PLN 852.0 million more than in 2018). The positive balance of foreign trade was mainly due to the commercial activity of entities from the *Advertising* domain (the balance of PLN 4,469.7 million, PLN 129.2 million less than in 2018) and *Books and press* (the balance of PLN 3,997.8 million, PLN 591.0 million more than in 2018). The *Audio-visual arts and multimedia*, *Performing arts* and *Visual arts* domains recorded once again a negative balance (minus PLN 2,320.1 million, minus PLN 525.2 million and minus PLN 28.8 million, respectively). The largest share in exports of goods and services was observed in the *Advertising* domain (40.8%, 3.7% more than in 2018). A large share in exports was also recorded in the *Audio-visual arts and multimedia* (29.4%, 8.0% less than in 2018), and *Books and press* domains (25.6%, 11.4% more than in 2018). In the case of imports, the same fields dominated: *Audio-visual arts and multimedia* (49.8% of total cultural imports), *Advertising* (30.6%) and *Books and press* (13.2%). The value of imports in the following domains: *Audio-visual arts and multimedia* amounted to PLN 9,941.9 million, *Advertising* – PLN 6,110.9 million, and *Books and press* – PLN 2,642.5 million. It is worth noting the percentage increase in exports compared to 2018 in the area of *Architecture* (by 25.7%) and *Cultural heritage* and *Books and press* (11.4% each) – in this domains imports also increased (by 25.4% and 3.5%, respectively). The value of exports in the field of *Visual arts* decreased by half (52.5%).

The positive balance (PLN 5,951.6 million) in foreign trade in cultural goods and services is mainly related to the *Advertising* and *Books and press* domains.

In the case of quoting data from the Statistics Poland, please provide information: "Statistics Poland data source", and in the case of publishing calculations made on data published by the Statistics Poland, please provide information: "Own study based on Statistics Poland data".

⁴ Expenditure incurred by resident institutional units (including households sector, general government sector and non-profit institutions servicing households sector) on goods and services used to meet the direct, individual and collective needs of members of society.

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Related information

[Report on methodological work. Culture Satellite Account](#) (PL version only)

[Cultural satellite account for 2018](#)

[Cultural and creative industries 2017–2021](#)

[Cultural and creative industries in 2022](#)

[Culture and national heritage in 2022](#)

Terms used in the official statistics

[Gross capital formation](#)

[Exports of goods and services](#)

[Imports of goods and services](#)

[Compensation of employees](#)

[Operating surplus, gross](#)

[Gross output](#)

[Gross Domestic Product \(GDP\)](#)

[Final consumption expenditure](#)

[Value added, gross](#)

[Intermediate consumption](#)