

Cultural and creative industries in 2018

30.03.2020

 **7.7%**

Increase in the number of enterprises belonging to the cultural and creative industries in 2018 compared to 2017

In 2018 117.2 thousand enterprises belonging to the cultural and creative industries carried out the activity. The overwhelming majority of entities (98.9%) were microenterprises, comprising 70.5% of those working in the area of cultural and creative industries. Gross monthly salary per employee amounted to PLN 6,029 and was higher by PLN 1,213 in comparison with all non-financial enterprises. The foreign trade in cultural and creative goods and services was characterised by a positive turnover balance.

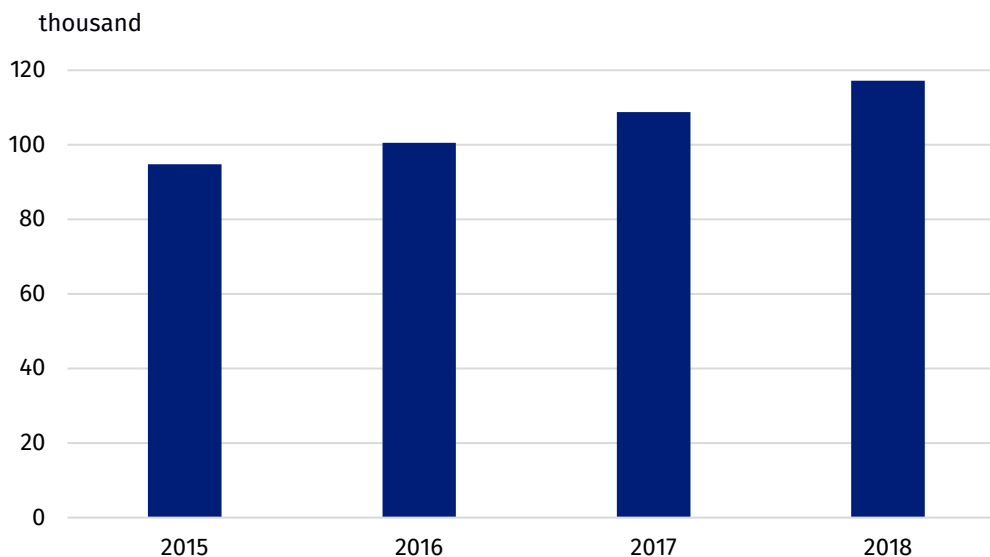
The number and types of enterprises belonging to the cultural and creative industries

In recent years, the number of enterprises which activities are classified as cultural and creative industries has been growing systematically. In 2018, it reached the level of 117.2 thousands entities operating in various fields of broadly understood culture. The most-represented domains of culture in 2018 were: *Advertising* (28.9 thousand entities), *Books and the press* (27.0 thousand) and *Architecture* (18.8 thousand).

Unlike in previous years, the domain of *Advertising* was first in terms of the number of operating enterprises (previously *Books and Press*) and compared to 2017 it recorded the largest increase in the number of operating entities (by 17.7%) among all domains of culture.

The largest number of enterprises belonging to the cultural and creative industries operated in the domains of *Advertising* (24.7%), *Books and the press* (23.1%) and *Architecture* (16.0%)

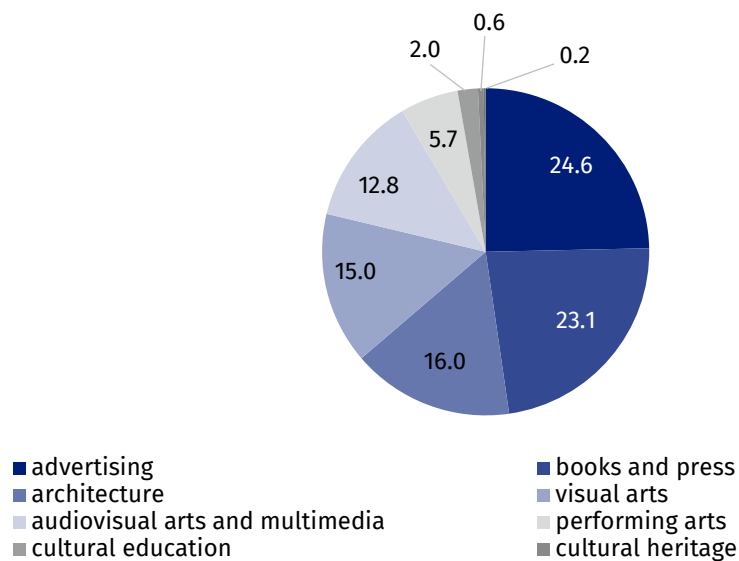
Chart 1. Number of enterprises belonging to the cultural and creative industries



The majority of entities were organised in the form of microenterprises (98.9% of all entities classified as cultural and creative industries). In total, in 2018 there were 116.0 thousand of them, which accounted for 5.6% of all non-financial microenterprises. In the remaining enterprise size classes, the share of cultural and creative industries in the group of non-financial enterprises was as follows: small – 1.9%, medium – 1.3%, large – 1.2%.

The most of the entities included in the cultural and creative industries are microenterprises. They accounted for 5.6% of all non-financial microenterprises

Chart 2. The structure of entities belonging to the cultural and creative industries by domains of culture in 2018



Employed persons, average employment and salaries

As of December 31, 2018, 241.5 thousand employees worked in enterprises belonging to the cultural and creative industries (12.5 thousand people more than in 2017), which accounted for 2.4% of the total number of employees in non-financial enterprises. 70.5% of employed persons were employed in microenterprises, 13.4% – in large enterprises, 8.1% – in small enterprises and 8.0% – in medium enterprises. The situation is slightly different if the analysis considers the average paid employment. Most jobs – 36.2 thousands were created by microenterprises, what shows (with 170.2 thousands persons working in this size class of enterprises) that the majority of people there worked part-time or occasionally.

Enterprises belonging to the cultural and creative industries, irrespective of the size class, were characterised by the higher gross monthly salary per employee than in all non-financial enterprises. This trend has been observed for several years. In 2018, the gross monthly salary per employee in all non-financial enterprises amounted to PLN 4,816, while in the cultural and creative industries PLN 6,029, which was close to the monthly gross salary received by one employee in a non-financial enterprise dealing in professional, scientific and technical activities.

Table 1. Employed persons, average paid employment, gross wages and salaries in the cultural and creative industries in 2018

SPECIFICATION	Number of persons employed ^a	Average paid employment	Gross wages and salaries in thousands PLN	Monthly gross wages and salaries per 1 paid employee in PLN
TOTAL	241,542	102,022	7,381,212	6,029
Microenterprises	170,240	36,233	1,552,370	3,570
Small enterprises	19,592	17,624	1,277,094	6,039
Medium enterprises	19,435	17,913	1,718,320	7,994
Large enterprises	32,275	30,252	2,833,428	7,805

a As of December, 31

In microenterprises classified as cultural and creative industries, the monthly gross salary per employee was PLN 3,570 compared to PLN 3,093 in all non-financial microenterprises. Similar differences were seen in the remaining size classes of enterprises: small entities – PLN 6,039 versus PLN 4,283; medium – PLN 7,994 versus PLN 5,024, large enterprises – PLN 7,805 versus PLN 5,705. The share of gross wages and salaries in total costs in the case of enterprises belonging to the cultural and creative industries amounted to 9.9% (8.8% for non-financial enterprises).

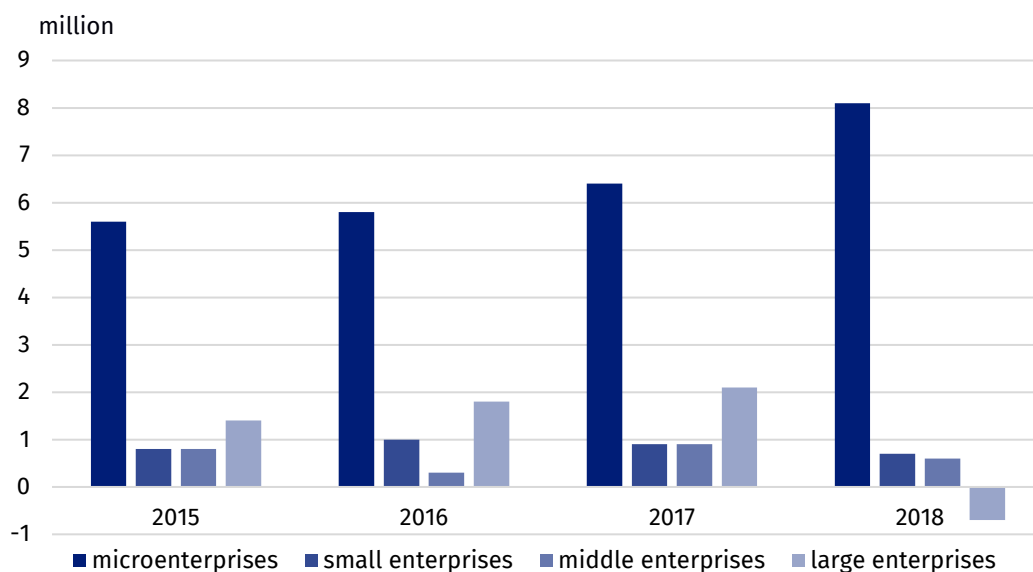
Financial results

In 2018, entities classified to the cultural and creative industries generated revenues of PLN 83.3 billion, with total costs of PLN 74.6 billion. Therefore, as in previous years, the surplus of total revenues over total costs was recorded. The cost level indicator (ratio of total costs to total revenues) for all enterprises belonging to the cultural and creative industries amounted to 89.6% (2.9 percentage points more than in 2017), which compared to the indicator of 92.7 % for all non-financial enterprises allows to conclude that cultural and creative activities were less costly. Total costs per 1 entity belonging to the cultural and creative industries amounted to PLN 636.7 thousand (compared to PLN 2,136.6 thousand for all non-financial enterprises), while revenues – PLN 711.0 thousand PLN (compared to PLN 2,304.7 thousand).

The share of both total revenues and total costs generated by enterprises belonging to the cultural and creative industries in total revenues and total costs achieved by all non-financial enterprises was less than 2.0% (1.7% and 1.6%, respectively).

The surplus of total revenues over total costs for entities belonging to the cultural and creative industries amounted to PLN 8.7 billion

Chart 3. The surplus of total revenues over total costs in enterprises belonging to the cultural and creative industries by enterprise size class



In 2018, enterprises from the cultural and creative industries generated value added of PLN 24.6 billion, which represented 2.1% of the value added generated by all non-financial enterprises in the year under review. Calculated per enterprise, the total value added of cultural and creative industries was almost three times lower compared to the value added for all non-financial enterprises.

Foreign trade in cultural and creative goods and services

In 2018, cultural and creative goods worth PLN 15,156.5 million were sold abroad, 1.9% less than in 2017. However, an increase in the import of cultural and creative goods was observed – in 2018, cultural and creative goods worth PLN 10,615.1 million were imported to Poland (an increase of PLN 547.3 million compared to 2017). The balance of trade in cultural and creative goods in 2018 was positive and amounted to PLN 4,541.4 million (PLN 5,374.1 million in 2017).

In 2018, as in previous years, a positive balance of foreign trade in cultural and creative goods was recorded in the amount of PLN 4,541.4 million

This amount confirms the growing positive trend observed in recent years in trade in cultural and creative goods.

Considering the domains of culture, the highest values of both the export and import of cultural and creative goods were recorded in two areas: *Audiovisual and multimedia* (e.g. cinematographic film, magnetic discs and tapes, discs for laser reading systems, optical discs and DVDs) and *Books and the press* (including newspapers, books, maps, brochures). Advertising came third (including commercial ads, pictures, drawings and photographs, not elsewhere classified). It was in the *Advertising* category that the largest surplus of exports over imports was observed (the value of export was more than five times higher than the value of import). High surplus values were also recorded in the domains of *Books and the Press* (284%) and *Visual Arts* (236%). Negative trade balance was recorded in the domains of: *Audiovisual and multimedia arts* (PLN -140.0 million), *Performing arts* (PLN -94.0 million), *Cultural heritage* (PLN -36.5 million) and *Arts and crafts* (PLN -0.1 million).

In the structure of Poland's foreign trade, trade in cultural and creative goods was not a significant item; it accounted for 1.6% of exports and 1.1% of total imports of goods. As for the directions of trade in cultural and creative goods, the largest recipients of Polish goods of this type were EU countries (93.8% of exports). However, Poland imported the most cultural and creative goods from EU countries (42.0% of total imports), but also from developing countries (32.6%).

Table 2. Foreign trade in cultural and creative goods and services by domains of culture in 2018

Cultural domains	Cultural and creative goods		Cultural and creative services	
	export	import	export	import
in million PLN				
TOTAL	15,156.5	10,615.1	10,961.4	10,160.1
Cultural heritage	12.5	49.0	363.1	149.5
Books and the Press	6,011.0	2,115.9	107.3	492.9
Visual arts	202.4	85.9	-	-
Architecture	2.4	1.3	186.3	157.4
Performing arts	137.6	231.6	139.1	499.0
Audiovisual and multimedia arts	7,810.3	7,950.3	681.9	3,325.7
Advertising	979.4	180.2	9,483.7	5,535.5
Arts and crafts	0.8	0.9	-	-

In 2018, cultural and creative services worth PLN 10,961.4 million were sold abroad, and cultural and creative services worth PLN 10,160.1 million were purchased. Compared to 2017, foreign trade in cultural and creative services increased more than in case of cultural and creative goods trade: the value of both exported and imported services increased by 15.5%. A positive service trade balance of PLN 801.3 million was recorded. The largest share in the export of cultural and creative services was recorded in domain *Advertising* (86.5%) and much

further *Audiovisual arts and multimedia* (6.2%). The import structure was more balanced with first domain: *Advertising* (54.5%), followed by *Audiovisual and Multimedia Arts* (32.7%).

Cultural and creative services had only a slightly greater significance in Poland's foreign trade balance compared to trade in goods – they accounted for 4.4% and 6.4% of exports and imports of all services, respectively. Services included in the cultural and creative categories were mainly exported to EU countries (69.5%); most of this type of services imported to Poland came from there (80.2%).

Prepared by:
Statistical Office in Kraków
Director Agnieszka Szlubowska
Office: tel. (+48 22) 420 40 50

Issued by:
**The Spokesperson for the President
of Statistics Poland**
Karolina Banaszek
Mobile: (+48) 695 255 011

Press Office

Office: tel. (+48 22) 608 34 91, 608 38 04

e-mail: obslugaprasowa@stat.gov.pl



www.stat.gov.pl/en/



[@StatPoland](https://twitter.com/StatPoland)



[@GlownyUrzadStatystyczny](https://www.facebook.com/GlownyUrzadStatystyczny)

Related information

[Cultural and creative industries 2014-2016](#)

[Cultural and creative industries in 2017](#)

[Culture in 2018](#)

Terms used in official statistics

[Exports of goods and services](#)

[Imports of goods and services](#)

[Total costs](#)

[Average monthly gross wages and salaries](#)

[Average paid employment](#)

[Total revenues](#)

[Balance foreign trade commodity turnover](#)

[Balance of services](#)

[Cost level indicator](#)

[Gross earnings](#)