

Culture satellite account for 2017

29.04.2022

2.9%

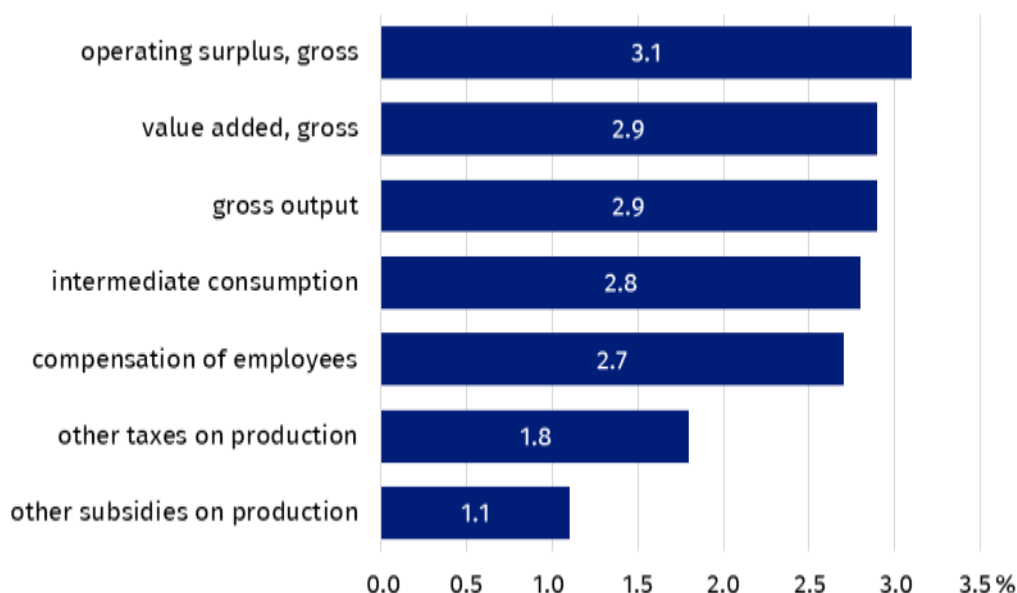
Share of the area of culture in generation of gross added value and gross output in 2017

The share of culture in the national economy amounted to almost 3%, which was mainly due to the activity of entities in the domain of *Advertising*, followed by *Audio-visual arts and multimedia*, and *Books and press*. These areas dominated most of the transactions that made up the culture satellite account in 2017.

Share of the area of culture in the national economy

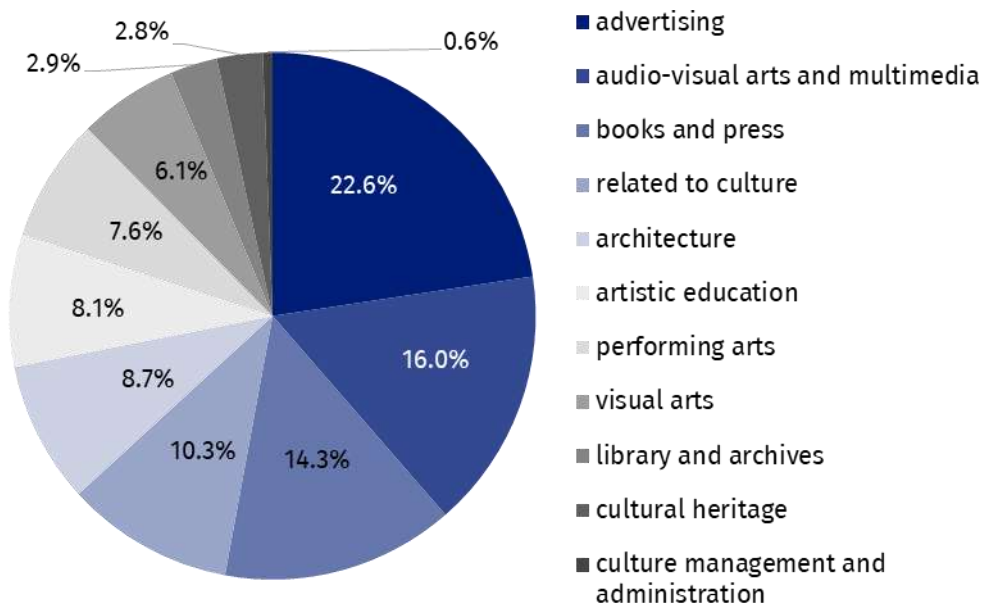
The culture satellite account makes it possible to estimate the contribution of the area of culture, understood as the activity of local government and state cultural institutions, non-governmental organisations operating in the field of culture, and entities belonging to the cultural and creative industries, to the national economy. The share of the area of culture in the national economy is best assessed by the gross added value of the area of culture in relation to the gross value added of the entire economy and the value of gross output of the area of culture to the gross output of the entire national economy – in 2017, both of these values amounted to 2.9%.

Chart 1. Share of the area of culture in selected transactions of the production account and the income generation account of the national economy in 2017



The entities belonging to the *Advertising* domain had the largest share (22.6% of the added value of the cultural area) in creating the added value of culture, whereas *Culture management and administration* (0.6%) had the least share.

Chart 2. Structure of gross value added in the area of culture by cultural domains in 2017

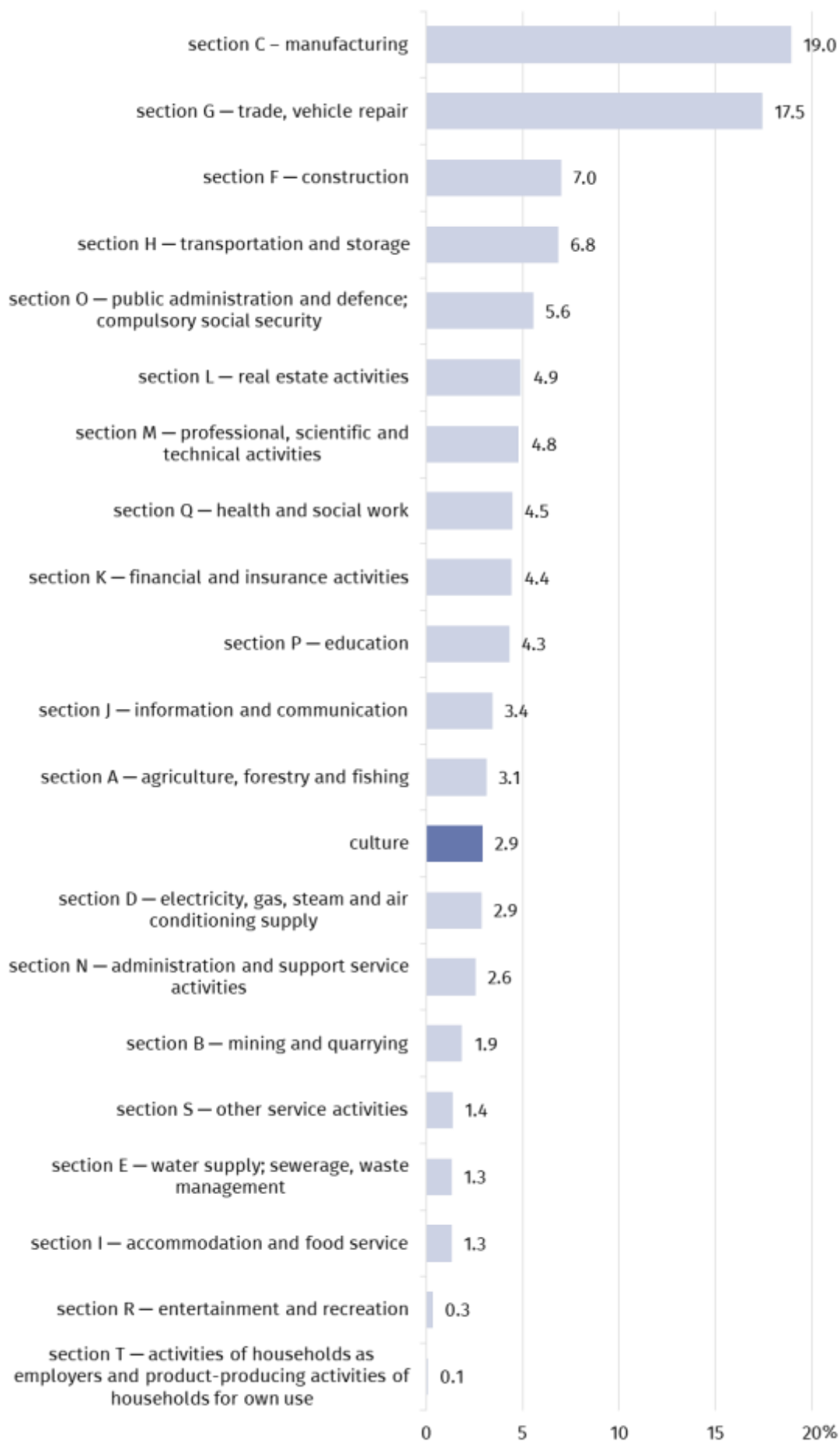


The entities included in *Advertising* domain had the largest share in generating gross value added in the area of culture.

The comparison of the area of culture with other sectors of the national economy, taking into account the Polish Classification of Activities (PKD) classification¹, shows the real role of the area of culture in the national economy, and therefore the contribution of the area of culture 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 was in 2017 only slightly lower (by 0.2 percentage points) than the value added generated by entities included in section A grouping entities from sector agriculture, forestry, hunting and fishery, and was 1.0 pp higher than the gross value added generated by entities classified in section B - mining and quarrying.

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 sections of national economy in 2017 (according to PKD 2007)



The contribution of the cultural area to the national economy, counted by the gross value added, was 2.9%.

Transactions in the culture satellite account

In 2017, the value of gross output of the cultural area amounted to PLN 114,969.6 million, with the highest value of gross output recorded in the *Advertising* domain. The following areas also had a significant share: *Audio-visual arts and multimedia* (16.0%) and *Books and press* (14.3%).

The total value of gross output generated by these three domains amounted to 59.0% of the total gross output in the field of culture. The smallest contribution to the gross output of the cultural area was made by entities belonging to *Culture management and administration* domain (0.6%).

The value of intermediate consumption was PLN 63,847.2 million, while the total gross value added for the entire area of culture was PLN 51,122.4 million. The *Advertising* domain (PLN 11,520.6 million) made the largest contribution to gross value added. The following areas also had a significant share: *Audio-visual arts and multimedia* (PLN 8,187.9 million) and *Books and press* (PLN 7,286.0 million). Domains such as *Libraries and archives* and *Cultural education* deserve attention, as in their case the gross value added was twice as high as the value of intermediate consumption. For comparison, in the case of *Advertising*, *Audio-visual arts and multimedia*, intermediate consumption was approximately 2/3 higher than the generated gross value added.

In 2017, compensation of employees amounted to PLN 20,639.8 million. In addition to domains: *Advertising*, *Audio-visual arts and multimedia* and *Books and press*, the following areas were also clearly visible in these costs: *Performing arts*, *Artistic education* and *Related to culture* (all above PLN 2,500 million).

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 30,128.5 million. The highest result was achieved by entities in the *Advertising* domain (PLN 8,415.8 million). The highest subsidies related to production were received by entities from the domain *Related to culture* (36.0% of all subsidies related to production). But the highest production-related taxes were observed in *Audio-visual arts and multimedia* domain (42.4% of all production-related taxes).

In the analysed year, gross capital formation² in the area of culture, measuring the increase in property, reached the value of PLN 2,989.0 million. The highest value was related to the field of *Architecture* (PLN 1,394.5 million), and only smaller – to *Performing arts* (PLN 1,385.2 million).

In 2017, final consumption expenditure amounted to PLN 48,193.7 million, of which 72.3% related to households. In their case, the highest value of consumption was recorded in *Audio-visual arts and multimedia* domain (PLN 16,644.9 million). In the final consumption expenditure of general government sector (25.7% of total final consumption expenditure), the highest value of consumption was observed in *Performing arts* domain (PLN 7 140.9 million), and the smallest – in *Visual arts* (PLN 80.5 million). On the other hand, the final consumption expenditure by non-profit institutions related to the area of culture amounted to PLN 972 million, most of which concerned *Performing arts* domain (PLN 298.3 million) and the least *Audio-visual arts and multimedia* (PLN 2.0 million).

59% of the total global output in culture was generated by three domains: *Advertising*, *Audio-visual arts and multimedia*, and *Books and press*.

More than 70% of final consumption expenditure was attributable to households, where the highest values were recorded in *Audio-visual arts and multimedia* domain.

² Data on final consumption expenditure, gross accumulation 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 2017

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	114,969.6	63,847.2	51,122.4	20,639.8	626.1	272.0	30,128.5
Cultural heritage	2,792.0	1,370.2	1,421.8	1,041.3	36.9	0.6	344.2
Library and archives	2,205.0	710.7	1,494.4	1,291.6	18.5	0.1	184.5
Books and press	14,326.4	7,040.4	7,286.0	2,806.7	52.4	24.8	4,451.6
Visual arts	5,417.2	2,282.7	3,134.6	531.2	9.9	7.7	2,601.2
Performing arts	7,620.1	3,742.0	3,878.1	2,713.1	104.2	26.8	1,087.6
Audio-visual arts and multimedia	22,667.0	14,479.1	8,187.9	2,799.8	265.6	34.7	5,157.3
Architecture	7,798.5	3,335.8	4,462.7	919.9	16.3	1.5	3,528.0
Advertising	30,864.5	19,343.9	11,520.6	3,055.1	58.2	8.5	8,415.8
Artistic education	6,261.3	2,100.2	4,161.1	2,544.7	39.5	54.3	1,631.2
Related to culture	14,311.7	9,039.0	5,272.7	2,631.8	24.2	97.9	2,714.7
Culture management and administration	705.8	403.4	302.5	304.6	0.6	15.1	12.4

Table 1. Main transactions in culture satellite account according to cultural domains in 2017 (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	34,821.6	971.6	12,400.5	2,989.0	18,370.9	24,430.2
Cultural heritage	749.8	194.2	170.0	0.5	207.7	373.2
Library and archives	-	32.5	891.4	0.2	-	-
Books and press	8,318.2	19.0	956.8	113.0	2,392.1	5,918.7
Visual arts	3,126.0	40.0	80.5	2.8	37.8	68.3
Performing arts	4,238.7	298.3	7,140.9	1,385.2	720.3	234.4
Audio-visual arts and multimedia	16,644.9	2.0	349.0	69.1	10,287.1	8,951.5
Architecture	-	-	189.4	1,394.5	81.0	152.8
Advertising	-	-	-	16.3	4,623.2	8,589.9
Artistic education	879.8	191.9	2,402.0	-1.9	-	-
Related to culture	864.2	2.5	-	0.6	21.7	141.5
Culture management and administration	-	191.0	220.6	8.7	-	-

In 2017, there was a positive balance in foreign trade in cultural and creative goods and services in the amount of PLN 6,059.2 million, which was mainly due to the commercial activity of entities from *Advertising* domain (balance: PLN 3,966.6 million). *Audio-visual arts and multimedia* as well as *Performing arts* recorded a negative balance (PLN -1,335.6 million and PLN 485.9 million, respectively). The level of exports was mainly related to *Audio-visual arts and multimedia* domain (36.6%), *Advertising* (35.2%) and *Books and press* (24.2%). In the case of import, these areas also dominated, responsible for 56.0%, 25.2% and 13.0% of the total import in the area of culture, respectively.

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".







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Related information

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

[Cultural and creative industries in 2014–2016](#)

[Cultural and creative industries in 2020](#)

[Culture in 2020](#)

Terms used in 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](#)