

Statistics for Arts, Cultural Industries and Creative Industries 2021

Data synthesis

December 2023

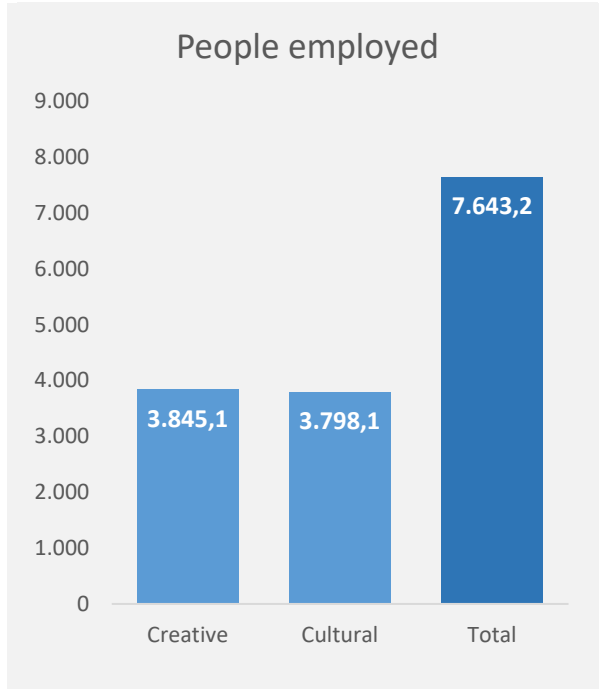
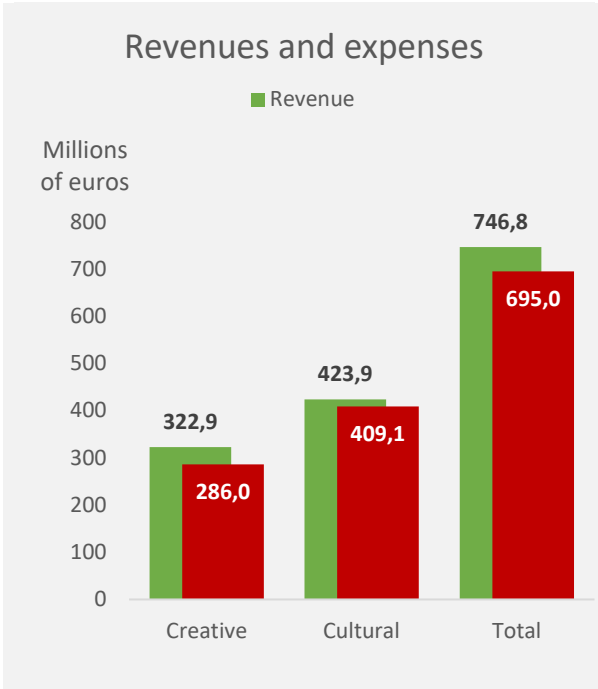
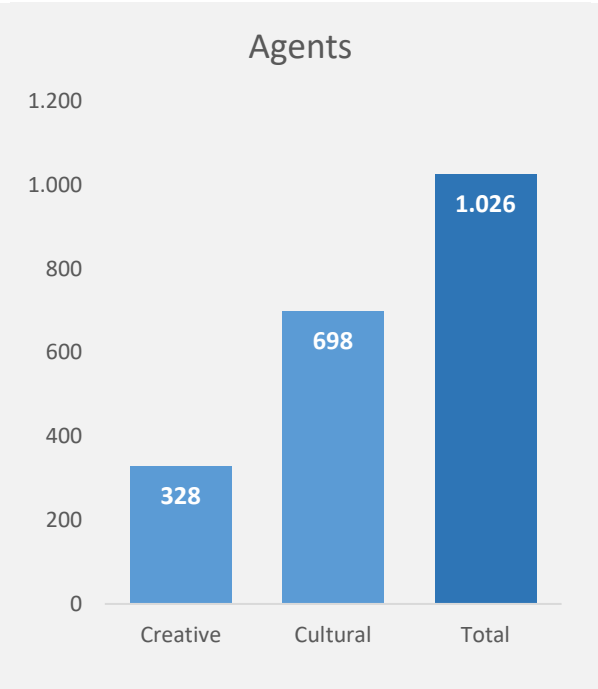


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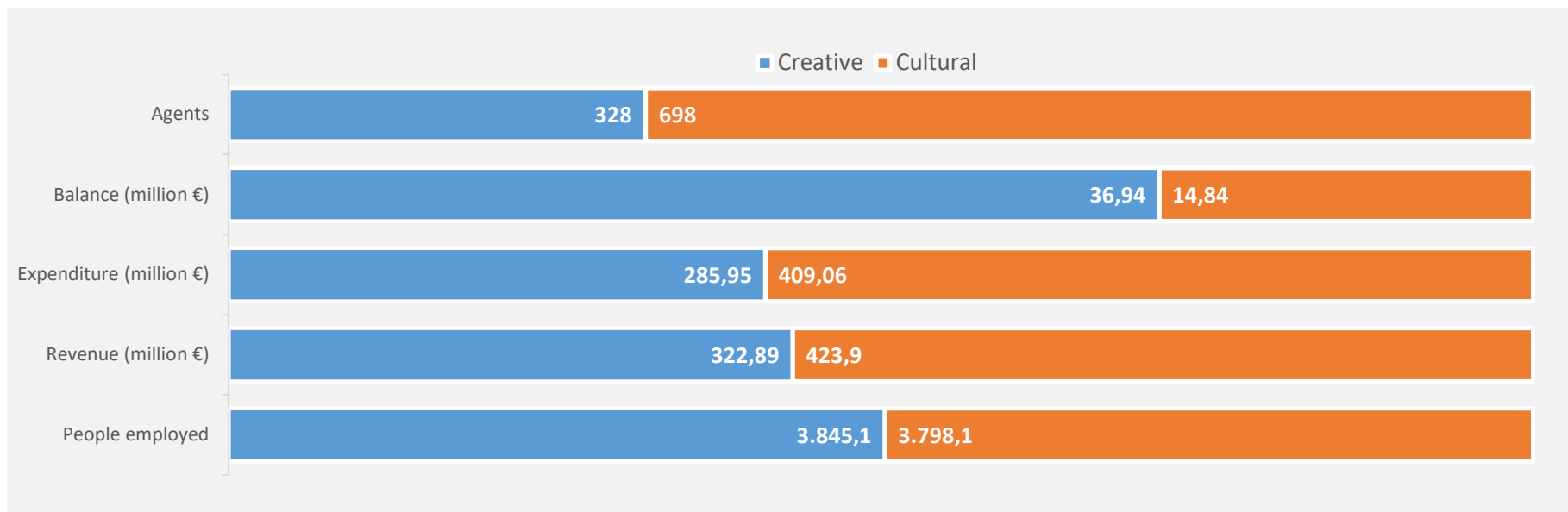
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1. Overview



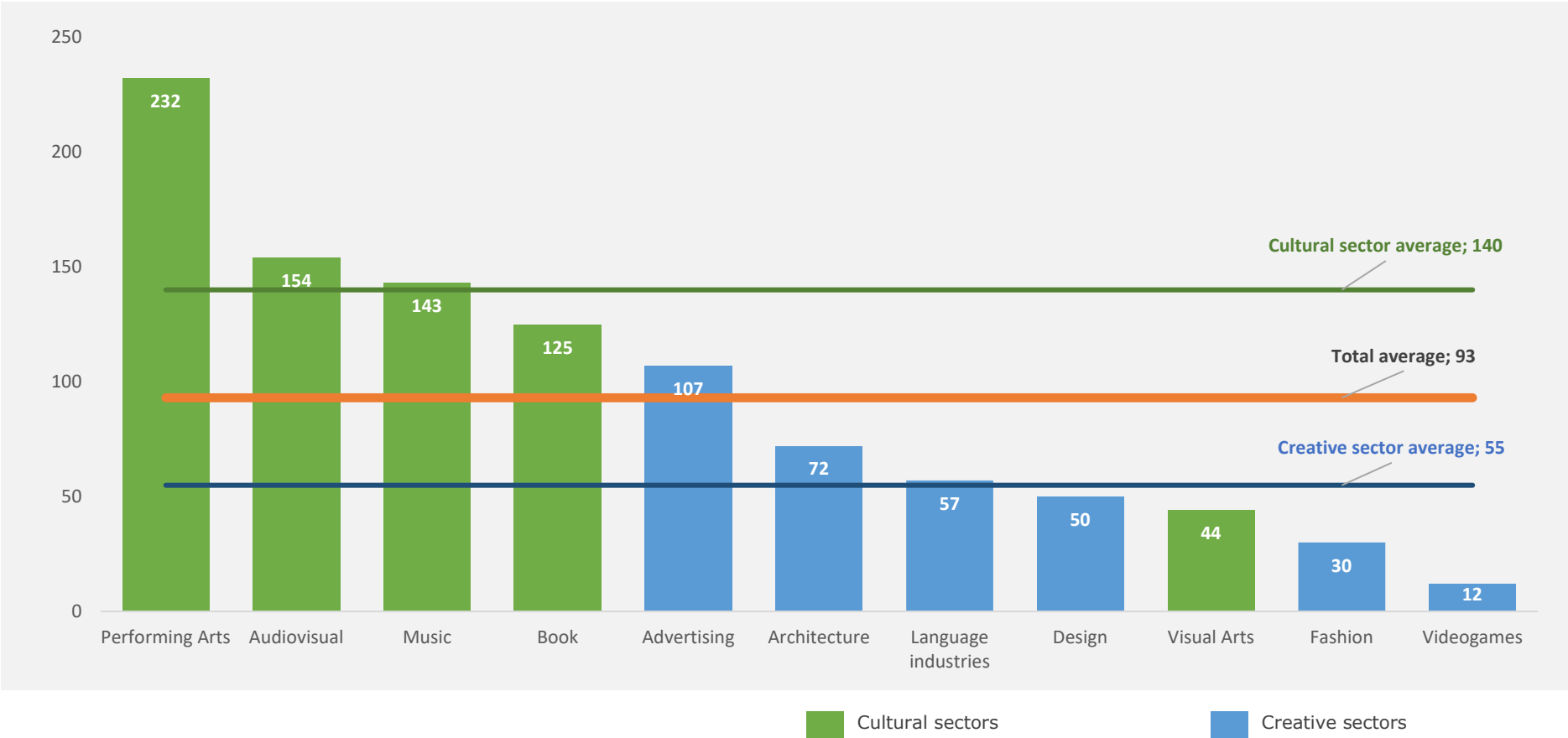
The main data referring to Statistics for Arts, Cultural Industries and Creative Industries show an overall outlook with **1,026 agents** in 2021, amassing a volume of revenue of **747 million euros** and employing **7,643 people**.



- **68% of the agents** of the statistic belong to the **cultural sectors**; they generate **56.8%** of the total **revenue** and **employ 49.7%** of the total number of people.
- **Creative industries** agents represent **32%**; they amass **43.2 %** of the total **revenue** and employ **50.3% of working people**.
- The **economic balance** of the sector overall is **positive**, the total balance in the creative sector (36.9 million euros) being more than double than that of the cultural sector (14.8 million).
- The **ratio of people employed per company** reaches an average ratio of **7.4 people per company**. In the **creative sectors**, 11.7 people work in each company; 5.4 in the **cultural** sector.

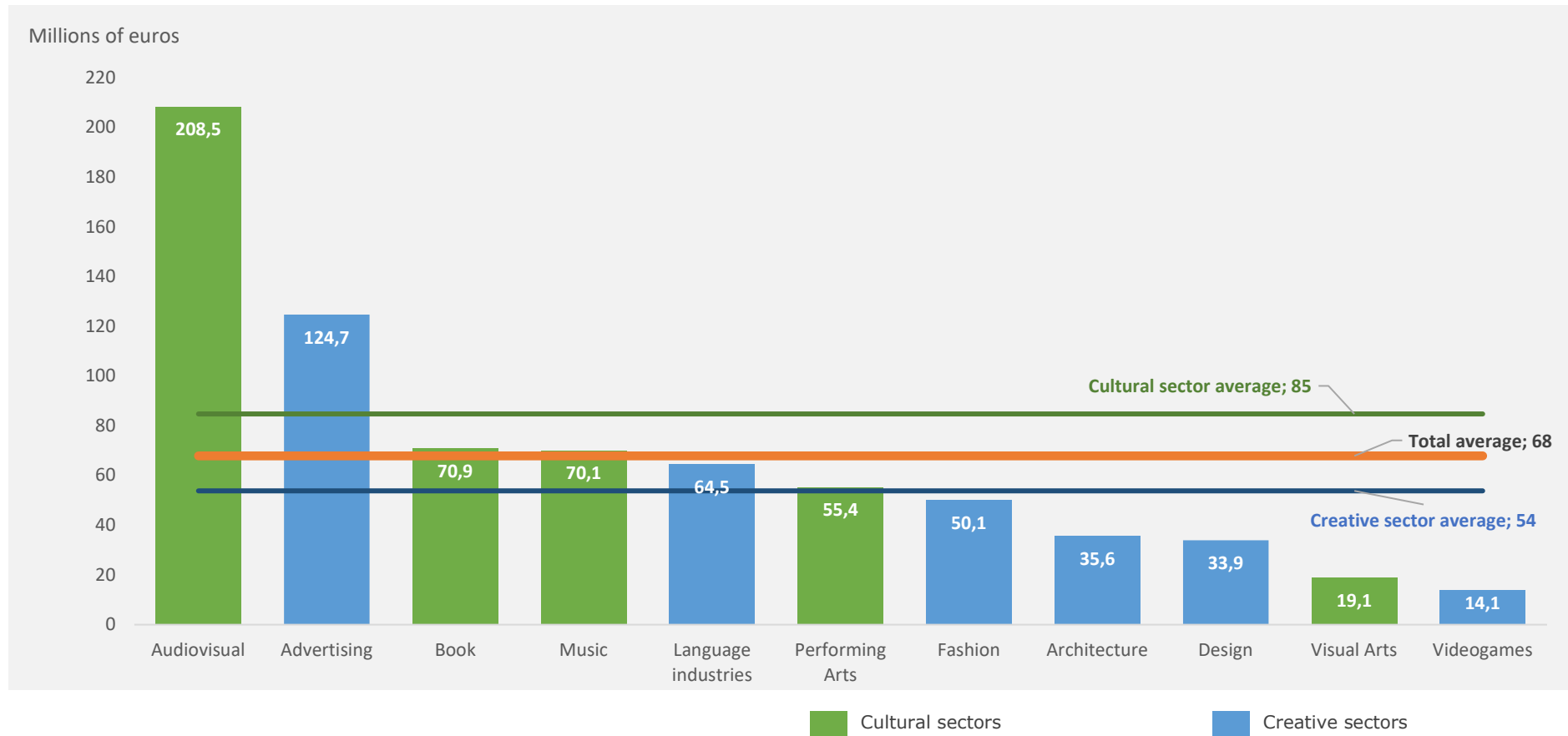
2. Analysis by sector

Agents



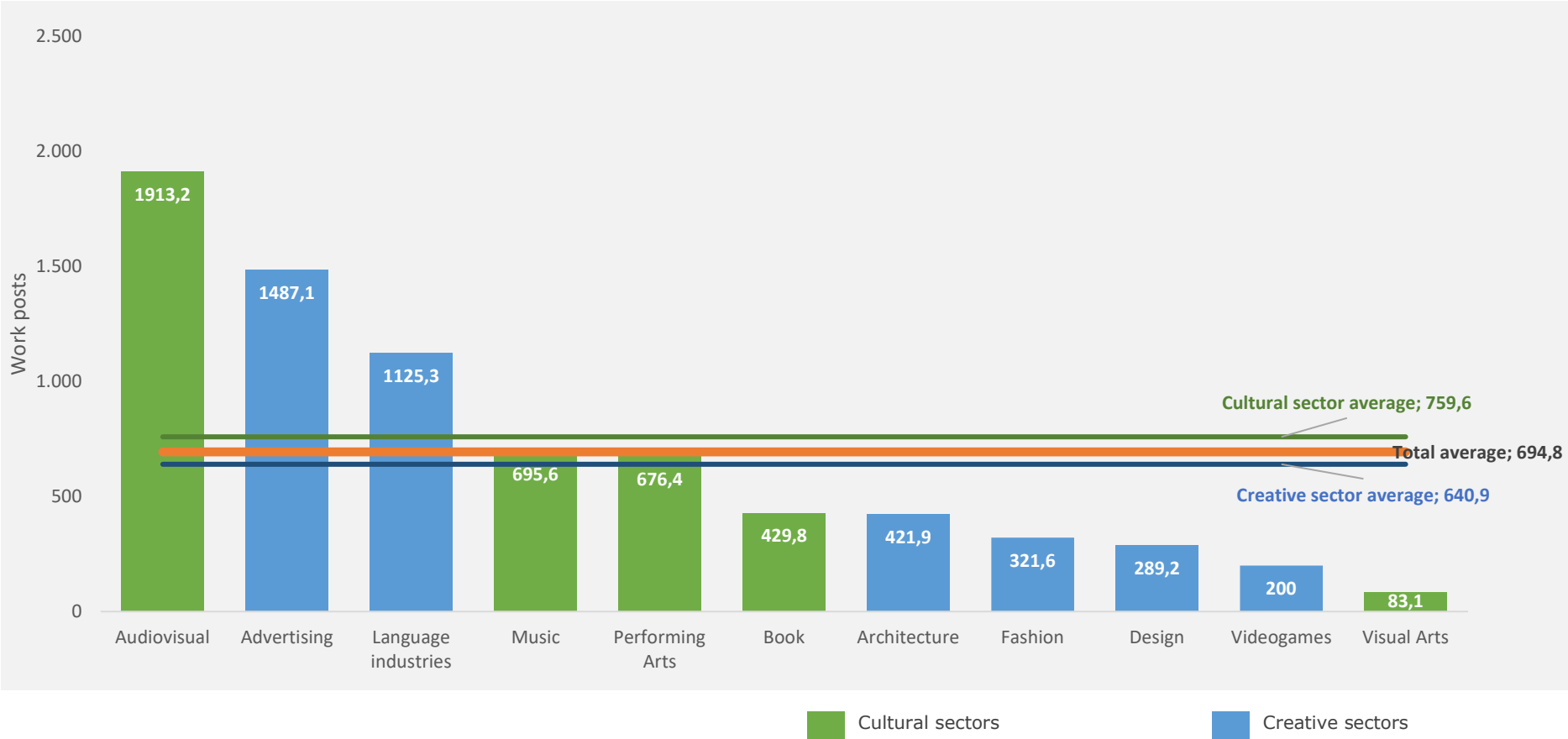
Analysing the data by sectors, we can observe that the performing arts sector is that with the greatest volume of agents, followed by audiovisuals, music, books and advertising. The cultural sectors, with the exception of visual arts, occupy the top places in the ranking according to number of agents. Fashion and video games are the smallest sectors in volume of agents.

Revenue

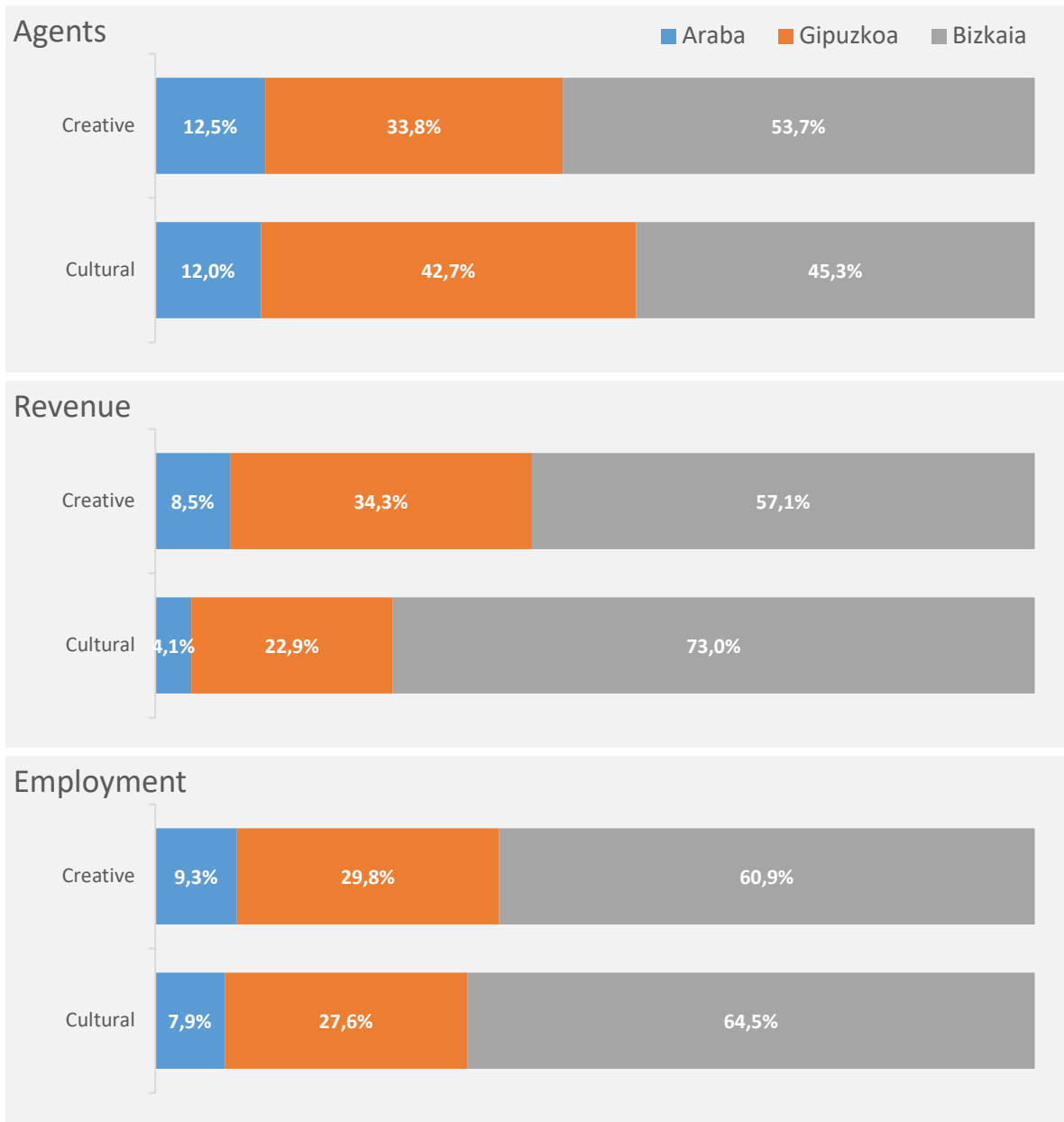


With regard to revenue, audiovisuals (it is worth noting the influence of public television) and advertising volumes stand out, both well above their sector average. The sectors with the smallest business volume are the visual arts in the case of cultural industries and video games in the case of creative industries.

Employment



In employment, audiovisuals, advertising and the language industries stand out, well above average. Visual arts occupy the lowest place in the employment ranking of the cultural and creative sectors.



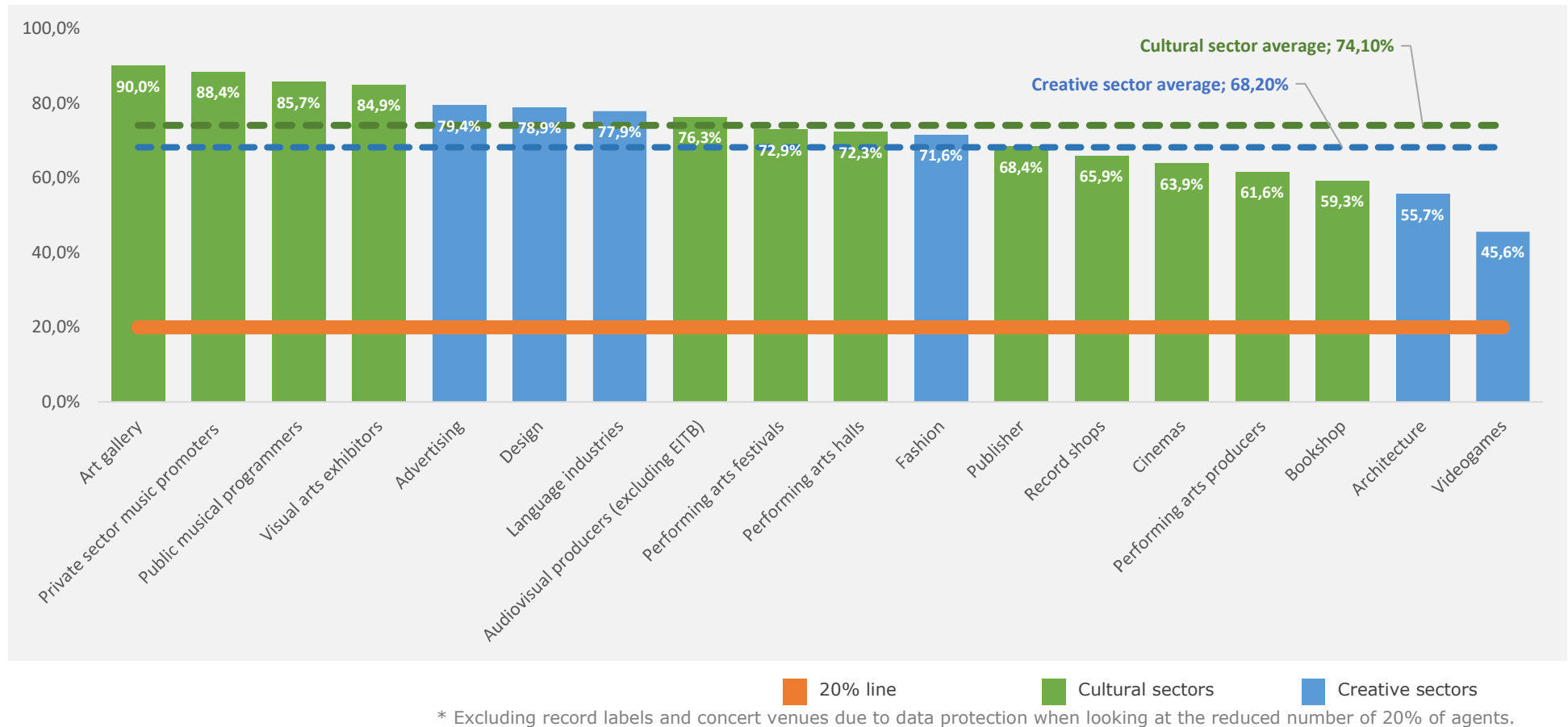
In data by territory, Bizkaia stands out ahead of the rest, in volume of agents as well as revenue and employment.

If we analyse the data according to cultural and creative field, we can see small differences. Cultural industries' agents are shared out more equally between Bizkaia and Gipuzkoa than those of the creative industries, although revenue and employment are proportionally lower in Gipuzkoa, with Bizkaia out in front.

Creative industries have greater proportion in their territorial distribution of agents, revenue and employment they generate.

3. Interdisciplinary readings

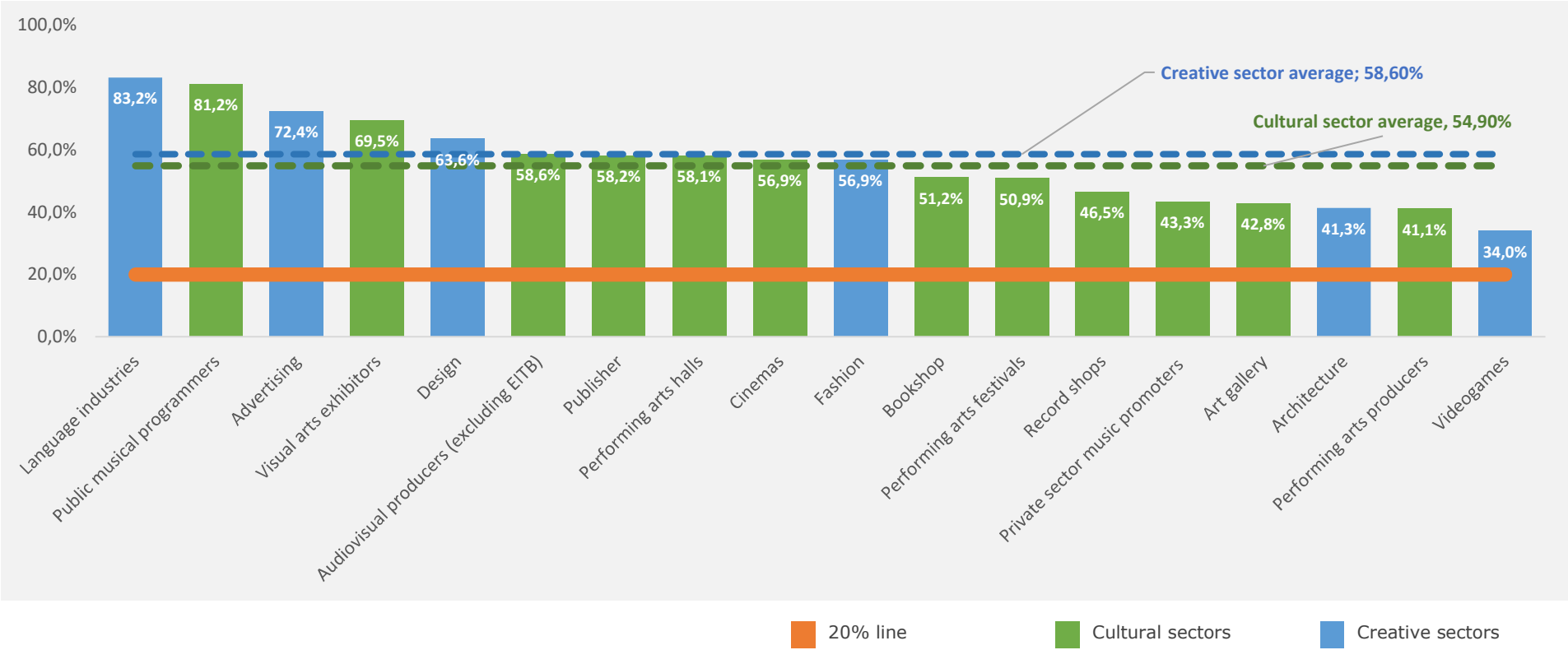
80/20 revenues



Analysing the data according to the 80-20 rule or Pareto principle (which aims to seek out the differences by applying a cut between 20% of the agents of each sector with greater revenue and the remaining 80%), it can be seen that in all sectors a low volume of agents amasses the greater share of revenue. In four cases, they even exceed 80% of the sector's business volume: art galleries, private music promoters, public music programmers and visual arts exhibitors.

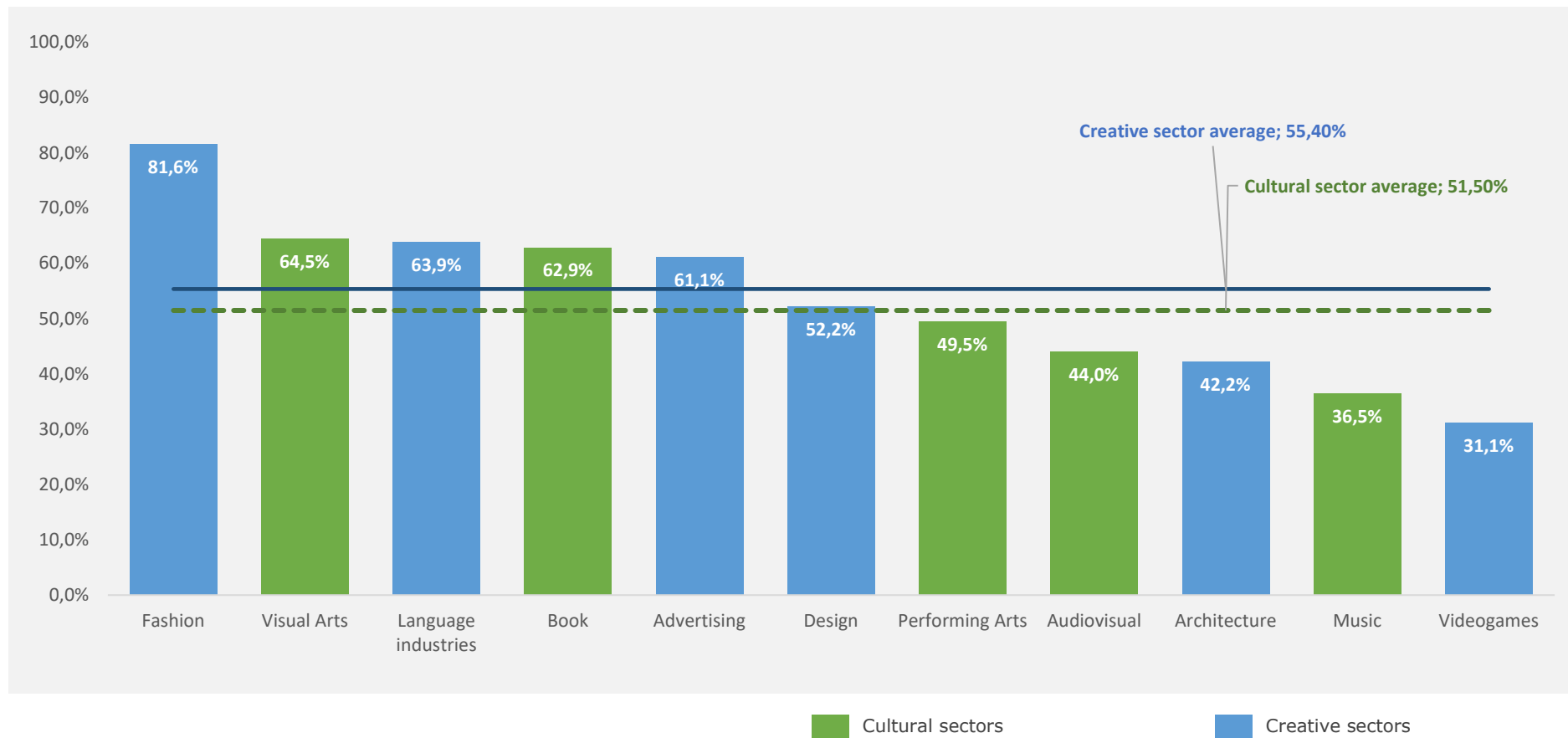
There is also an evident concentration in the case of employment, albeit with a less pronounced asymmetry. Only in the case of public music programmers and language industries is 80% of employment exceeded by 20% of agents.

80/20 employment



* Excluding record labels and concert venues due to data protection when looking at the reduced number of 20% of agents.

Percentage of women



If we further analyse employment and consider it from the perspective of gender, we can see the more feminised and the more masculinised sectors. In particular, fashion employs a large number of women. Also, visual arts, language industries, books and advertising employ a greater number of women on their payrolls. In music and, above all, in videogames, their presence is lower.