

Culture Satellite Account for 2020¹

27.02.2025

2.9%

Contribution of the area of culture to the creation of gross value added in 2020

Gross value added created by the area of culture amounted to PLN 60 billion. Three domains dominated in the majority of transactions that make up the culture satellite account: *Advertising, Audio-visual arts and multimedia* and *Books and Press*.

In connection with the announcement of the state of epidemic threat in Poland, from March 12, 2020, the possibility of conducting business activities has been limited, among others by cultural entities, that had to close their facilities suddenly. The introduced temporary restrictions resulted in changes in the functioning of entities operating in the area of culture. At that time, some units did not undertake any activities related to the preparation and sharing of cultural offer, and some tried to reach the public by making their offer available on the Internet. Restrictions on the activities of cultural entities in individual months had different scope and forms, depending on the current epidemic situation in the country. Some entities received financial support. This had an impact on the transactions calculated as part of the culture satellite account.

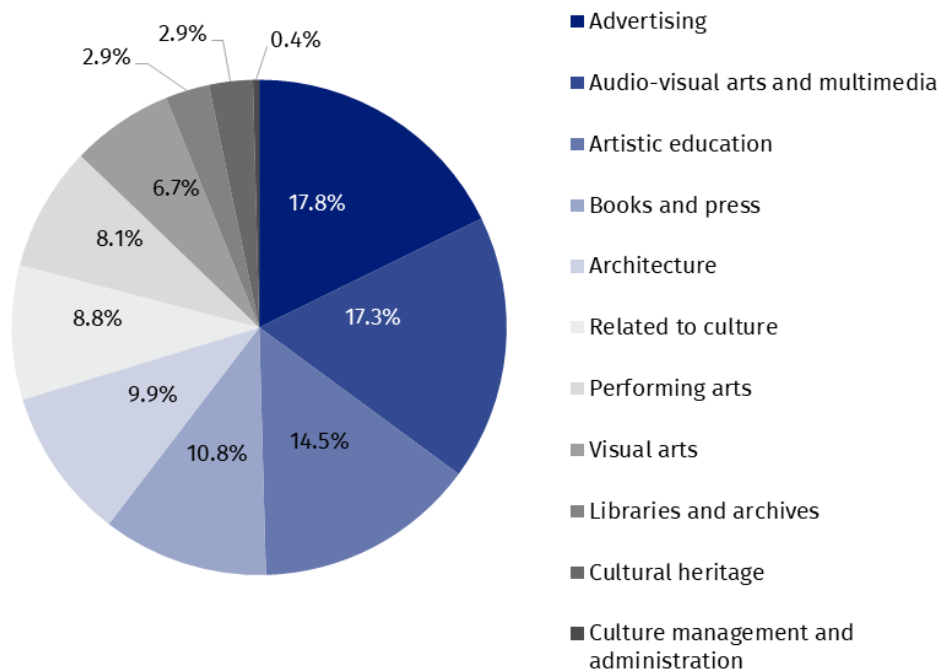
The share of the area of culture in the national economy

The culture satellite account allows to estimate the contribution of the area of culture, understood as the activities of local and state cultural institutions, non-governmental organisations operating in the area of culture and entities classified as cultural and creative industries, to the national economy. The share of the area of culture in the national economy is best determined by the gross value added of the area of culture in relation to the gross value added of the entire economy. This share in 2020 increased compared to previous years (by 0.1 percentage points) and amounted to 2.9%. The gross value added generated by the area of culture reached almost PLN 60 billion in 2020.

The largest share in the creation of gross value added in the area of culture in 2020 had entities belonging to *Advertising* domain (17.8%). *Audio-visual arts and multimedia* (17.3%), *Artistic education* (14.5%), *Books and press* (10.8%) had also a significant share. The share of *Advertising* domain in the creation of gross value added has been steadily decreasing – in 2018 amounted to 20.9%, in the following year it was already 1.5 p.p. lower (19.4%), and in 2020 it decreased by 1.6 p.p. (17.8%). Compared to 2019, the share of entities from the *Book and Press* domain in the creation of gross value added also decreased (by 2.8 p.p.). The largest increase was observed in the domain of *Artistic education* (by 5.6 p.p. compared to 2019). The share of *Cultural heritage* (2.9%), *Libraries and archives* (2.9%) and *Culture management and administration* (0.4%) did not change.

¹ Based on data from before the introduction of the benchmarking revision in national accounts carried out in 2024 and covering the years 1995–2022.

Chart 1. Gross value added of the area of culture by cultural domains in 2020

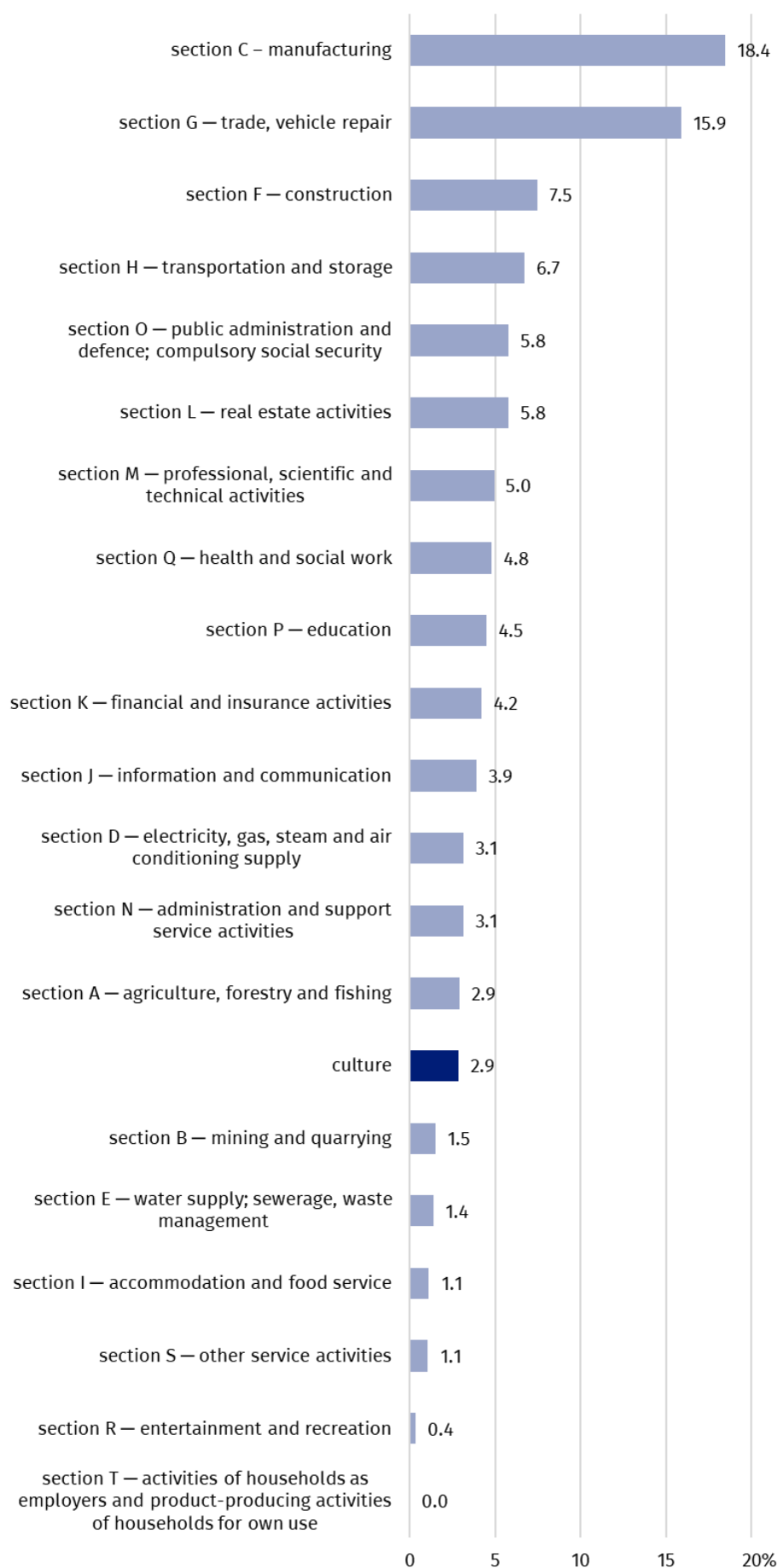


The largest share in the creation of gross value added in the area of culture was held by entities belonging to the *Advertising* domain (17.8%)

Comparison of the area of culture with other sectors of the national economy, taking into account the Polish Classification of Activities (PKD)², 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 the Gross Domestic Product (GDP) of Poland. The share of gross value added generated by entities operating within the PKD classes classified as belonging to the area of culture in 2020 was higher than the share of value added generated by entities from section B - *mining and quarrying* (by 1.4 p.p.) and similar to the share of entities included in section A - *agriculture, forestry, hunting and fishing* (2.9%), and slightly lower than entities from section D - *production and supply of electricity, gas, steam and hot water* (3.1%) and section N - *administration and support activities* (3.1%).

² In order to present data according to PKD section, it was necessary to exclude from some sections of the national economy individual classes of PKD, which were included in the calculations for the area of culture. The area of culture includes the following classes of PKD: 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 domain of *Artistic education* of some part of classes: 85.10; 85.20; 85.31; 85.32; 85.41; 85.42; 85.52; 85.59; 85.60.

Chart 2. The share of the area of culture in the creation of gross value added as compared to other sections of national economy in 2020 (according to PKD 2007)



Transactions in the culture satellite account

In the area of culture, the value of gross output in 2020 decreased by 1.5% (i.e. by PLN 2,016.0 million) compared to 2019 and amounted to PLN 128,694.5 million. The highest value of gross output was recorded in the *Advertising* domain (PLN 30,637.6 million, i.e. 23.8% of the gross output for the entire area of culture). Domains *Audio-visual arts and multimedia* (19.7%), *Related to culture* (11.4%) and *Books and press* (10.3%) also accounted for a significant share. The total share of gross output generated by these four domains amounted to 65.2% of 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 *Culture management and administration* (0.4%) domain. The largest increase in the gross output compared to 2019 was recorded in the *Artistic education* domain (by 61.1%). The share of most cultural domains in gross output did not change significantly compared to 2019, with the exception of *Artistic education* (an increase of 3.9 p.p.) and *Advertising* domain (a decrease of 2.5 p.p.) and *Books and press* (a decrease of 1.6 p.p.).

The value of intermediate consumption, measuring the value of goods and services consumed as inputs in the production process, compared to 2019 decreased by 5.3% (i.e. by PLN 3,870.9 million) to PLN 69,600.9 million. Total gross value added for the entire area of culture reached PLN 59,093.6 million (3.2% more than in 2019). In the case of cultural domains such as *Libraries and archives* and *Artistic education*, the gross value added was about twice as high as the value of intermediate consumption. On the other hand *Advertising* and *Related to culture* domains were characterised by almost twice as much intermediate consumption as their gross value added generated (i.e. by 92.0% and 83.2%, respectively).

In 2020, the compensation of employees in the area of culture amounted to PLN 26,080.1 million (an increase of PLN 2,028.9 million compared to 2019, i.e. by 8.4%). In the structure of compensation of employees, the largest share was observed for entities from *Artistic education* domain (17.0%). The share of the following domains was also important in this respect: *Advertising* (14.7%), *Audio-visual arts and multimedia* (12.8%), *Performing arts and Related to culture* (12.3% each) and *Books and press* (11.2%). On the other hand, the smallest share in the structure of compensation of employees had entities from *Culture management and administration* domain (0.9%).

The gross operating surplus, which is the difference between gross value added and compensation of employees and other taxes related to production less other subsidies related to production, amounted to PLN 38,115.5 million (16.5%, i.e. PLN 5,400.4 million more than in 2019). The highest result was achieved by entities in the *Advertising* domain (PLN 7,282.4 million). The lowest gross operating surplus values were observed for *Related to culture* domain (PLN 11.1 million). The highest increase in gross operating surplus compared to 2019 was recorded in the *Artistic education* domain (by 239.5%). The largest decrease was recorded in the *Books and press* domain (by 15.3%).

In 2020, the value of subsidies on production in the area of culture increased significantly compared to 2019 (by PLN 5,633.4 million, i.e. by 1806.2%), which was related to the period of the COVID-19 pandemic. The largest number of subsidies (52.8%) was received by entities in *Artistic education* domain (a total of PLN 3,140.6 million). As in 2019, the highest other taxes related to production were recorded for entities in *Audio-visual arts and multimedia* domain (50.3% of all other taxes related to production, i.e. PLN 424.1 million), and compared to 2019, this domain had a larger share in them (in 2019 – 48.9%).

In the area of culture, 65.2% of total gross output was generated by four domains: *Advertising*, *Audio-visual arts and multimedia*, *Books and press*, and *Related to culture*

Intermediate consumption of entities operating within the domains of *Advertising* and *Audio-visual arts and multimedia* constituted 50.7% of the value of intermediate consumption of the area of culture

In *Artistic education* domain the gross operating surplus increased more than threefold compared to 2019

In the year under review, gross capital formation³ in the area of culture⁴ reached PLN 5,013.1 million (PLN 616.6 million less than in 2019). The highest value, as in 2019, was recorded in the *Architecture* domain (PLN 2,655.8 million).

Gross capital formation in 2020 amounted to PLN 5,013.1 million (11.0% less than in 2019)

Table 1. Main transactions in the culture satellite account according to cultural domains in 2020

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	128,694.5	69,600.9	59,093.6	26,080.1	843.2	5,945.3	38,115.5
Cultural heritage	3,294.3	1,602.1	1,692.2	1,334.9	31.8	24.3	349.8
Libraries and archives	2,522.9	829.3	1,693.6	1,499.5	15.9	16.2	194.3
Books and press	13,203.3	6,802.0	6,401.3	2,926.8	58.3	361.6	3,777.7
Visual arts	7,097.7	3,147.3	3,950.4	827.5	14.9	486.9	3,594.9
Performing arts	8,017.6	3,220.2	4,797.4	3,215.3	81.3	169.6	1,670.5
Audio-visual arts and multimedia	25,411.2	15,172.1	10,239.0	3,345.0	424.1	243.0	6,713.0
Architecture	10,323.8	4,484.7	5,839.1	1,196.0	26.3	370.8	4,987.7
Advertising	30,637.6	20,144.2	10,493.5	3,845.9	97.3	732.2	7,282.4
Artistic education	13,013.9	4,454.1	8,559.7	4,423.3	46.3	3,140.6	7,230.7
Related to culture	14,687.3	9,501.7	5,185.6	3,220.6	45.0	383.6	2,303.6
Culture management and administration	485.0	243.3	241.7	245.2	2.1	16.6	11.1

³ Gross capital formation measures the increase of national capital in given period that includes gross fixed capital formation, changes in inventories and acquisition less disposals of valuables.

⁴ 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 the culture satellite account according to cultural domains in 2020 (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	33,065.0	1,330.4	15,951.9	5,013.1	21,044.9	26,480.7
Cultural heritage	592.2	366.2	682.3	-1.8	278.5	453.5
Libraries and archives	-	142.4	3,372.4	-0.5	-	-
Books and press	6,059.4	44.4	1,613.9	25.9	2,994.2	6,771.6
Visual arts	3,081.0	56.3	69.2	1.2	71.8	31.3
Performing arts	1,077.9	327.9	4,970.4	1,616.9	600.7	277.1
Audio-visual arts and multimedia	20,937.1	6.1	2,020.8	684.5	9,847.2	8,600.0
Architecture	-	-	315.0	2,655.8	127.1	208.8
Advertising	-	-	-	-4.3	7,082.6	9,991.0
Artistic education	797.0	289.8	2,822.2	1.3	-	-
Related to culture	520.5	7.7	-	33.4	42.9	147.4
Culture management and administration	-	89.5	85.7	0.7	-	-

Final consumption expenditure⁵ for the area of culture amounted to PLN 50,347.2 million (PLN 3,780.1 less than in 2019). *Audio-visual arts and multimedia* domain was responsible for almost half of it (PLN 22,963.9 million). High final consumption expenditure was also recorded in the case of *Books and press* (PLN 7,717.7 million). The consumption related to households accounted for 65.7% of total final consumption in the area of culture. The highest value of this consumption was recorded in *Audio-visual arts and multimedia* domain (PLN 20,937.0 million, i.e. PLN 1,572.1 million less than in 2019). In the general government sector (31.7% of total consumption, 828.2 million more than in 2019), the highest value of final consumption was recorded in *Performing arts* (PLN 4,970.4 million). A significant share was also recorded for the following domains: *Libraries and archives* (PLN 3,372.4 million) and *Artistic education* (PLN 2,822.2 million). In the sector of non-profit institutions serving households, which are related to culture, final consumption expenditure amounted to PLN 1,330.4 million (PLN 40.9 million more than in 2019). The highest value of final consumption was recorded in *Cultural heritage* domain (PLN 366.2 million).

In 2020, a positive balance was recorded in foreign trade in cultural and creative goods and services of PLN 5,435.8 million (PLN 515.9 million less than in 2019). The positive foreign trade balance was mainly influenced by *Books and press* domain (balance of PLN 3,777.5 million) and *Advertising* (balance of PLN 2,908.5 million). In the domains of *Audio-visual arts and multimedia*, *Performing arts* and *Visual arts*, the balance was again negative (minus PLN 1,247.2 million, minus PLN 323.7 million and minus PLN 40.5 million, respectively). The largest share in exports of cultural and creative goods and services was observed in the *Advertising* domain (37.7%). *Audio-visual arts and multimedia* (32.5%) and *Books and press* (25.6%) also had a large share in exports. In the case of imports, the same domains dominated: *Audio-visual arts and multimedia* (46.8% of all imports of the area of culture), *Advertising* (33.7%) and *Books and press* (14.2%). The value of imports in the following domains: *Audio-visual arts and multimedia* amounted to PLN 9,847.2 million, *Advertising* – PLN 7,082.6 million, and *Books and press* – PLN 2,994.2 million. Compared to 2019, the highest percentage increase in imports was recorded in *Visual arts* domain (by 22.3%), and the highest percentage increase in exports – in *Audio-visual arts and multimedia* domain (by 12.8%).

The positive balance (PLN 5,435.8 million) in foreign trade in cultural goods and services is mainly related to *Advertising* and *Books and press* domains







Information on the used data sources and the methodological solutions can be found in the *Report on methodological work. Culture Satellite Account* (hyperlink available on the last page).

In the case of quoting data from the Statistics Poland, please include the 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".

⁵ Expenditure incurred by resident institutional units (including household 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.

Prepared by:
Statistical Office in Kraków
Director Agnieszka Szlubowska
Phone: (+48 12) 420 40 50

Issued by:
Press Office
Mobile: (+48) 695 255 032
Phone: (+48 22) 608 38 04, (+48 22) 449 41 45,
(+48 22) 608 30 09
e-mail: obslugaprasowa@stat.gov.pl

-  stat.gov.pl/en/
-  [@StatPoland](https://twitter.com/StatPoland)
-  [@GlownyUrzadStatystyczny](https://www.facebook.com/GlownyUrzadStatystyczny)
-  [gus_stat](https://www.instagram.com/gus_stat)
-  [glownyurządstatystycznygus](https://www.youtube.com/glownyurządstatystycznygus)
-  [glownyurządstatystyczny](https://www.linkedin.com/company/glownyurządstatystyczny)

Related information

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

[Culture satellite account for 2019](#)

[Cultural and creative industries in 2017-2021](#)

[Cultural and creative industries in 2022](#)

[Culture and national heritage in 2023](#)

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](#)