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Statistics for Arts, Cultural Industries and Creative Industries

2019

DATA SYNTHESIS



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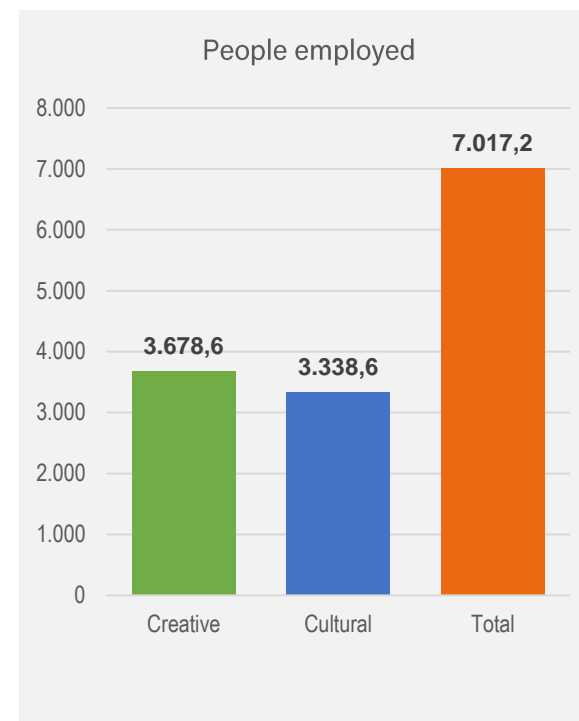
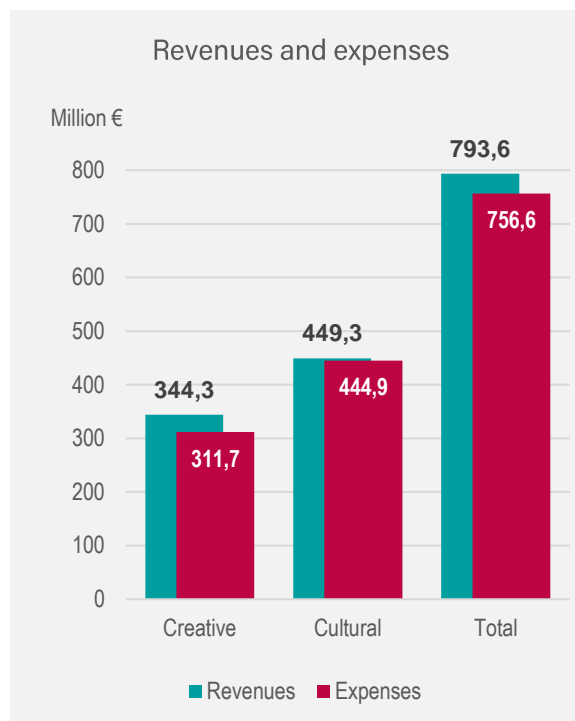
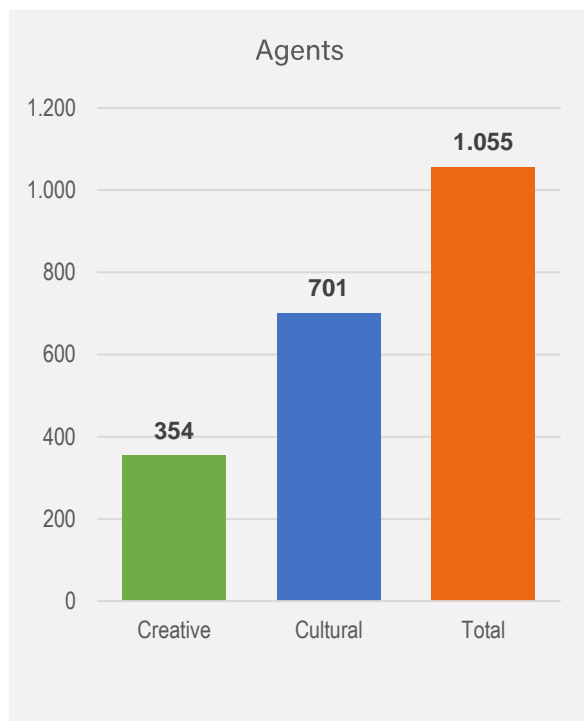
DEPARTAMENTO DE CULTURA
Y POLÍTICA LINGÜÍSTICA

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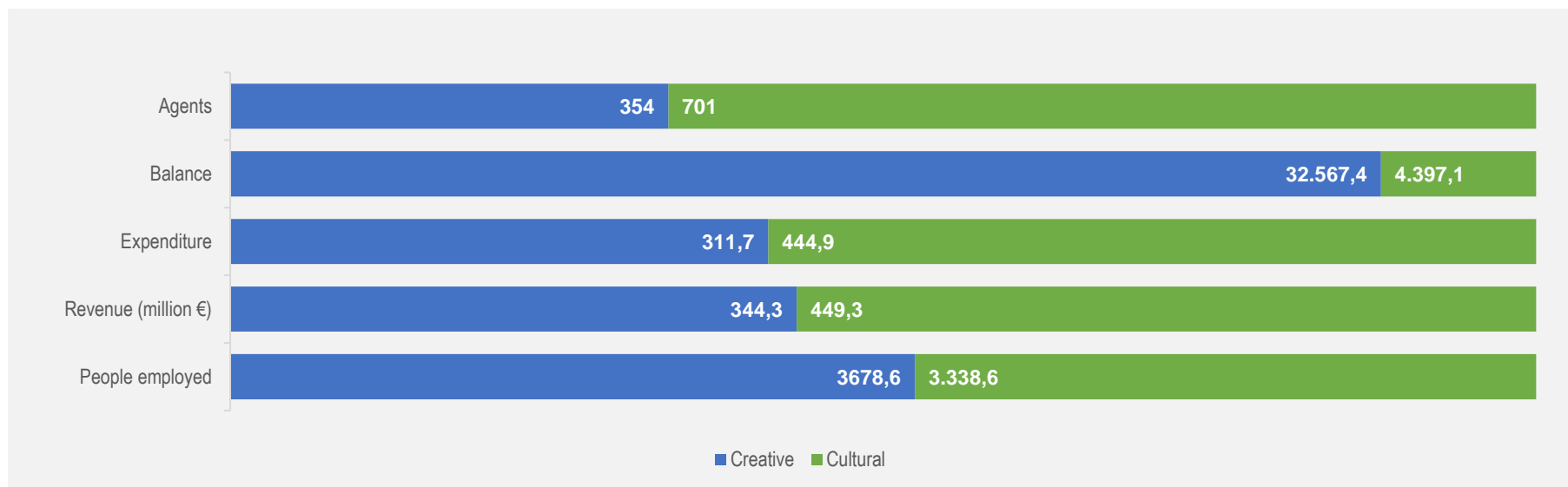
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1. Overall vision



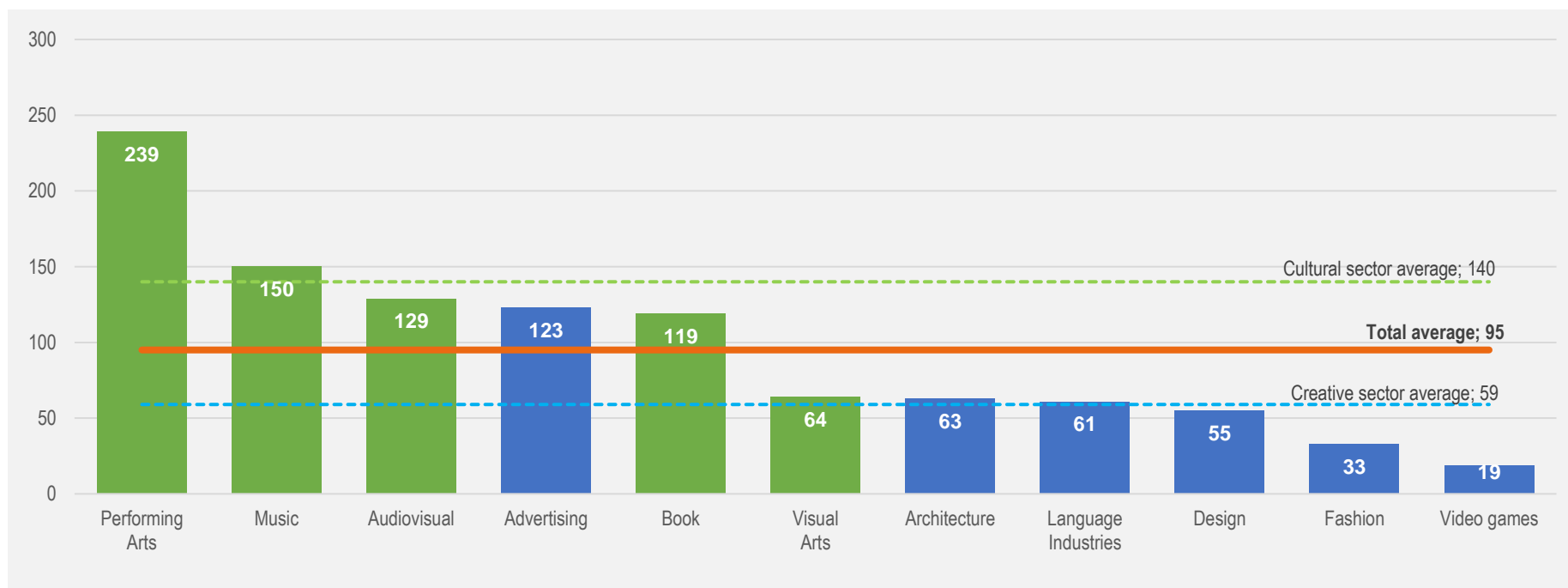
The main data referring to Statistics for Arts, Cultural Industries and Creative Industries show an outlook with **1,055 agents**, amassing a volume of revenue of **793 million euros** and employing **7,017.2 people**.



- ▶ **66.4 % of the agents** of the statistic belong to the **cultural sectors**; they generate **56.6 % of the total revenue** and provide **47.6 % of the employment** in the Autonomous Community of the Basque Country.
- ▶ **Creative industries** agents represent **33.6 %**; they amass **43.4 %** of the total **revenue** and employ **52.0 % of working people**.
- ▶ As for the ratio of people employed per company, the average reaches a ratio of 6.7 people per company. In the **creative sectors, 10.4 people work in each company**, and in the cultural sector, the figure is 4.8. Language industries lead the way with 17.8 people employed per company, followed by video games at 14.5 and advertising with 10.5.

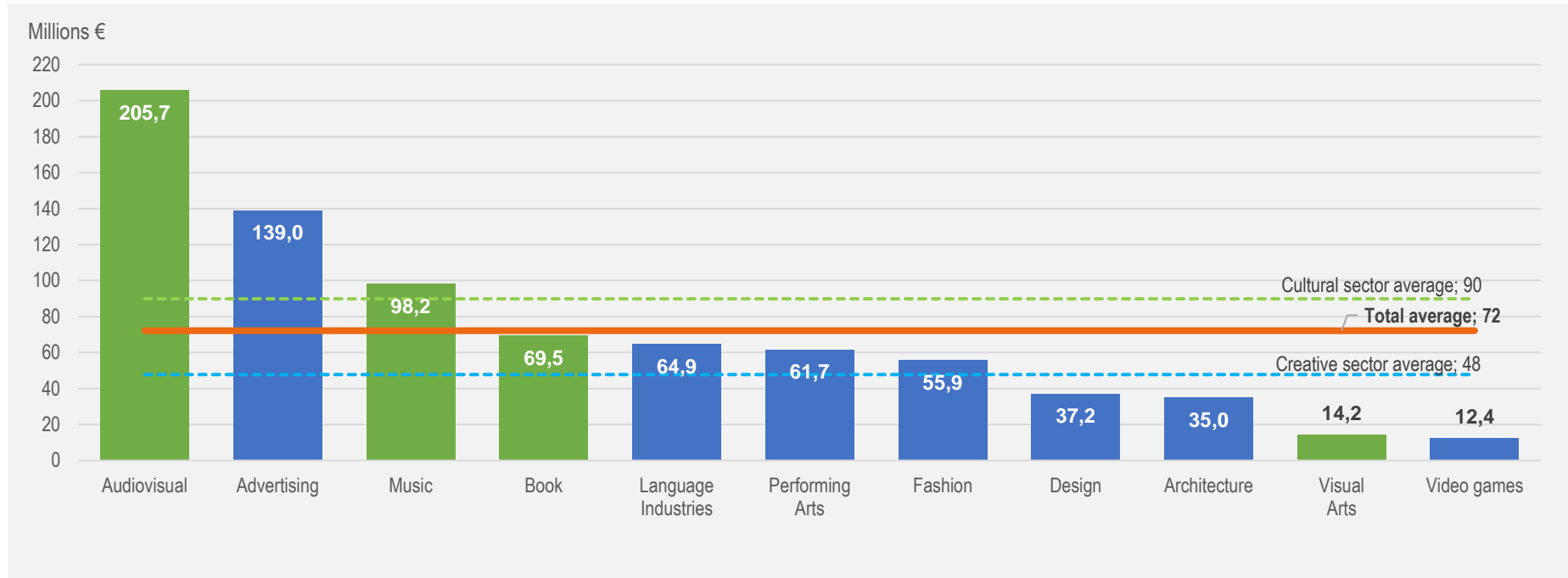
2. Analysis by sector

Agents



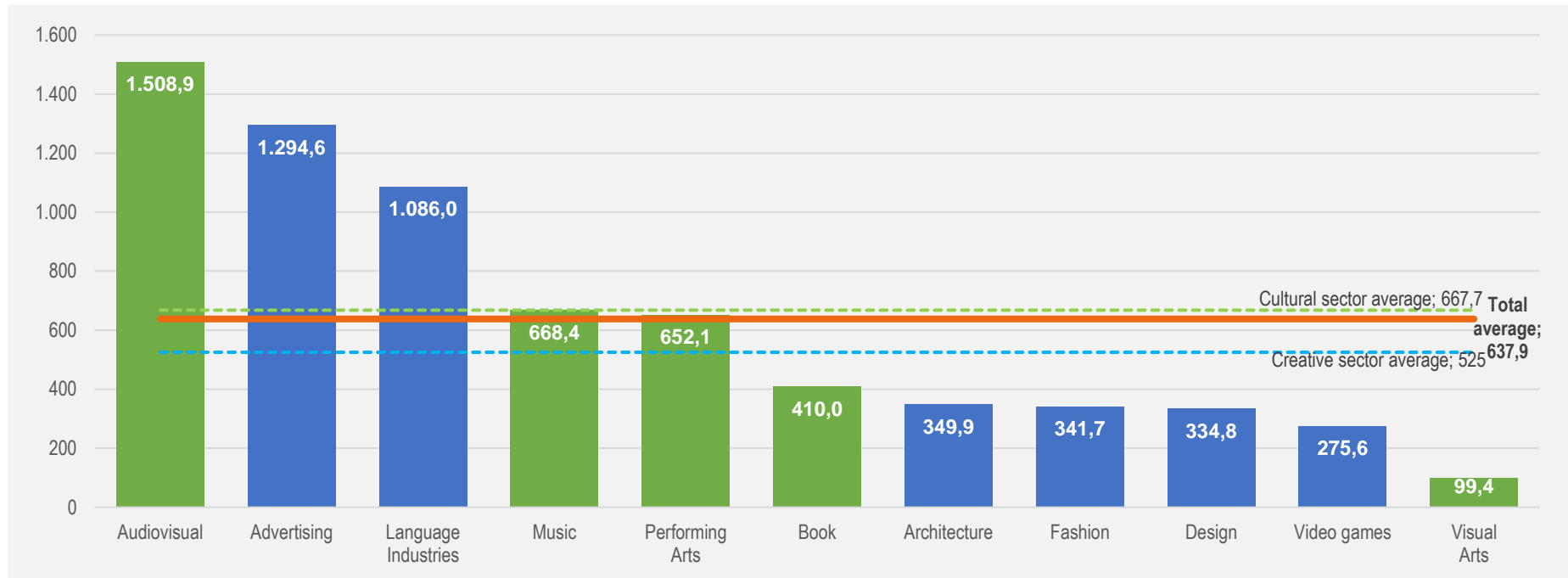
Analysing the data by sectors, we can observe that the performing arts sector is that with the greatest volume of agents, followed by music, audiovisuals, advertising and books. With the exception of advertising, cultural sectors have more agents than creative sectors. Fashion and video games are the smallest sectors.

Revenue

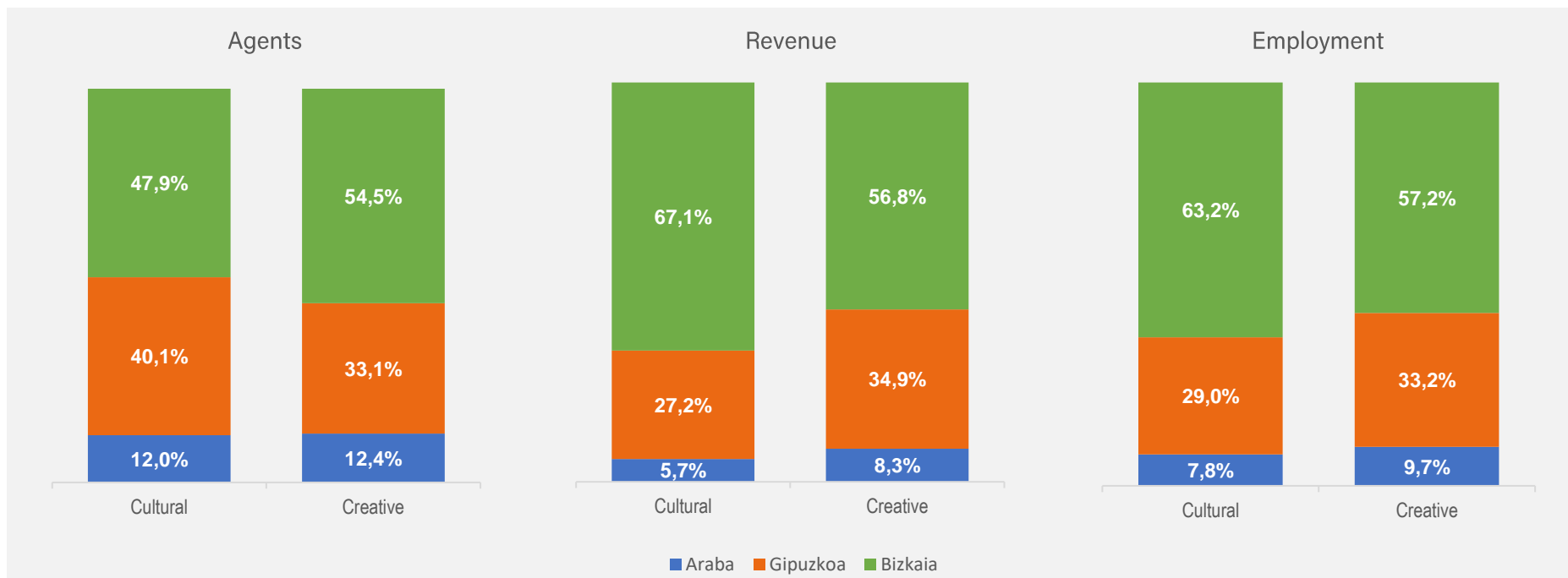


With regard to revenue, audiovisuals (it is worth noting the influence of public television) and advertising volumes stand out, both well above their sector average. The sectors with the smallest business volume are the visual arts in the case of cultural industries and video games in the case of creative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

Employment



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

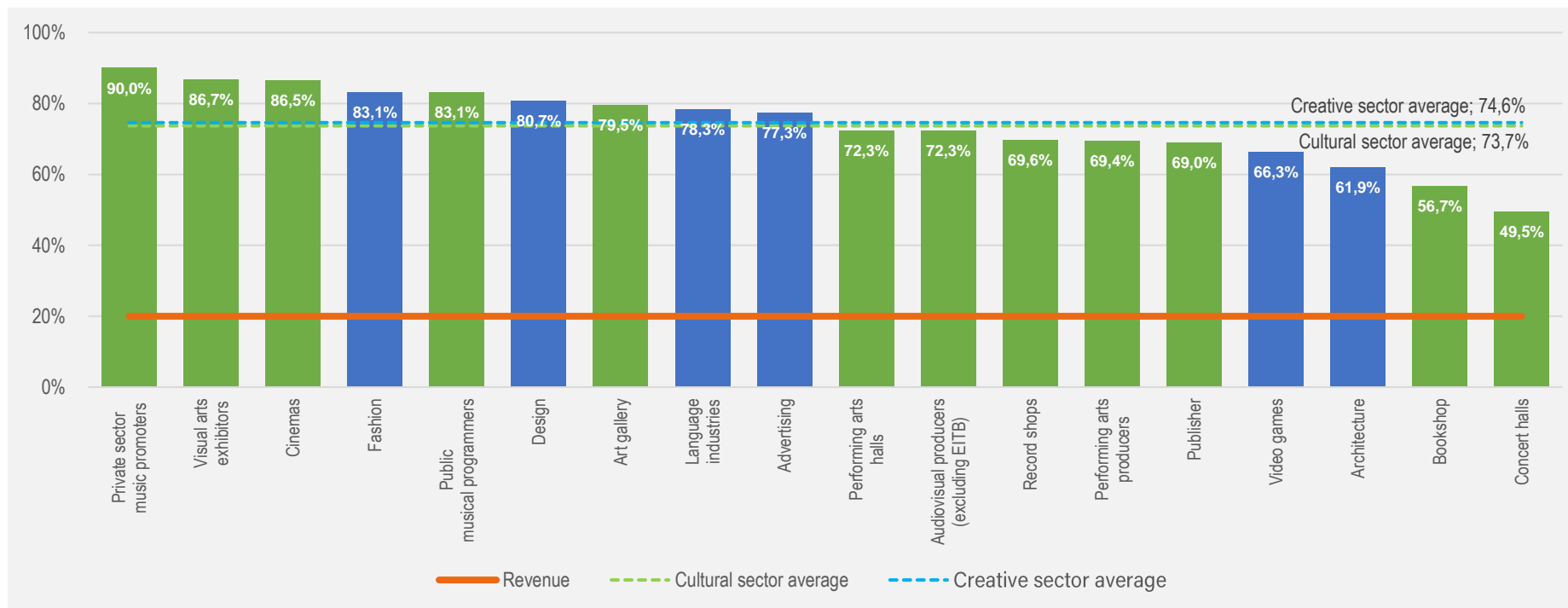


In data by territory, Bizkaia stands out ahead of the rest, both in volume of agents, revenue and employment.

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



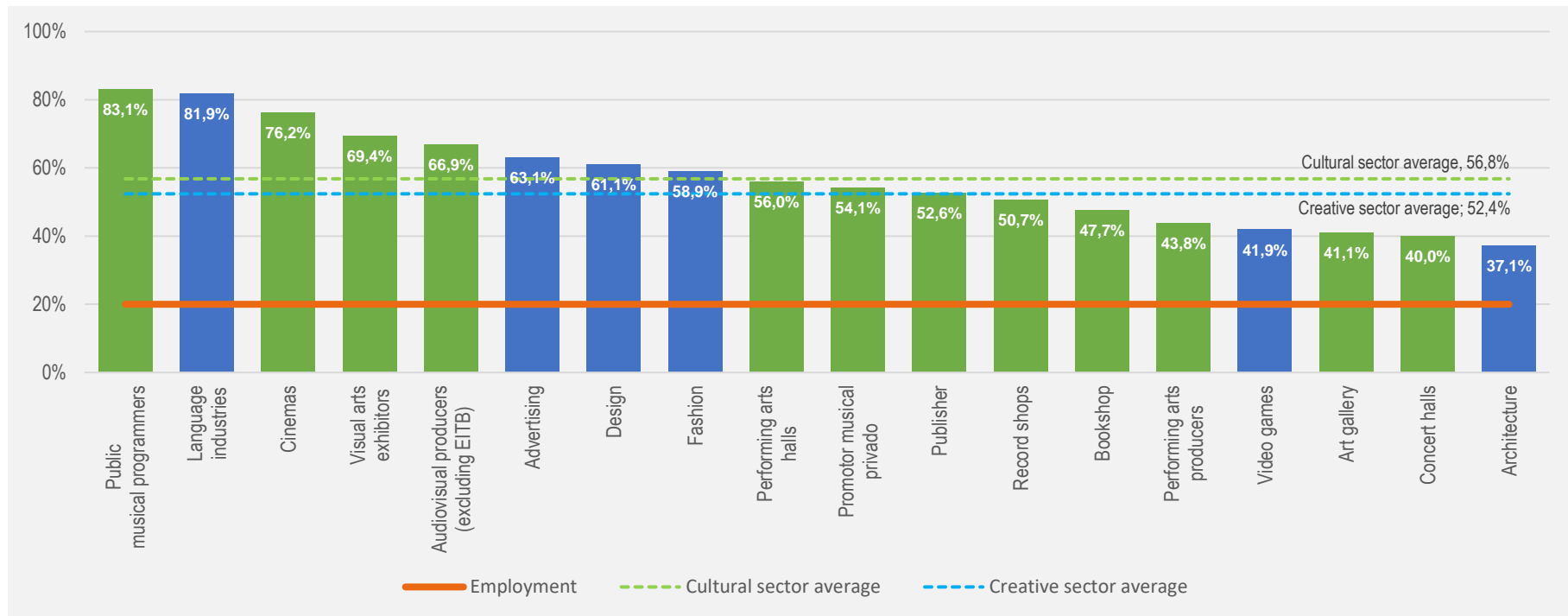
* Excluding record labels due to a matter of data protection

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

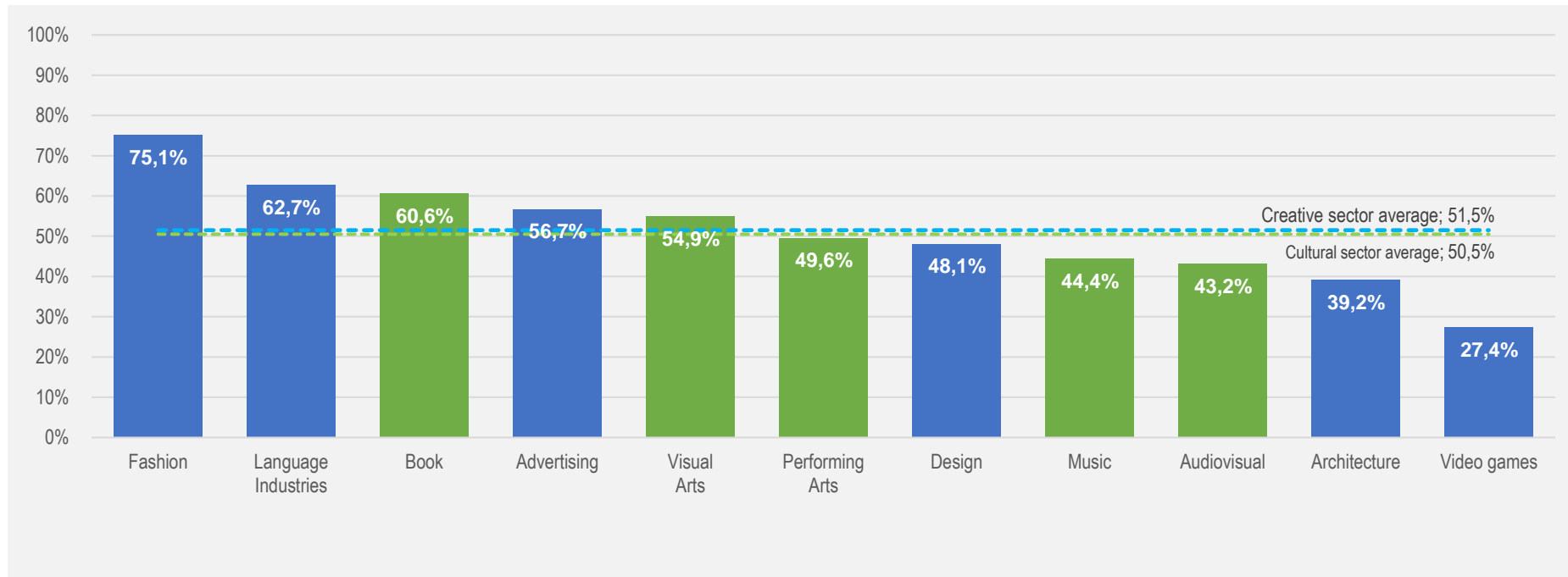
agents amasses the greater share of revenue. In six cases it can even exceed 80% of the sector's business volume.

Lo mismo pasa en el caso del empleo, pero con una asimetría menos marcada. Sólo en el caso de los programadores públicos de música y las industrias de la lengua superan el 80 % del empleo.

80/20 empleo



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. The fashion, language industries, books and advertising employ a greater number of women on their payrolls. In architecture and, above all, in videogames, their presence is lower.