

Statistics on the Arts, Cultural Industries and Creative Industries 2023

Data Summary

April 2026

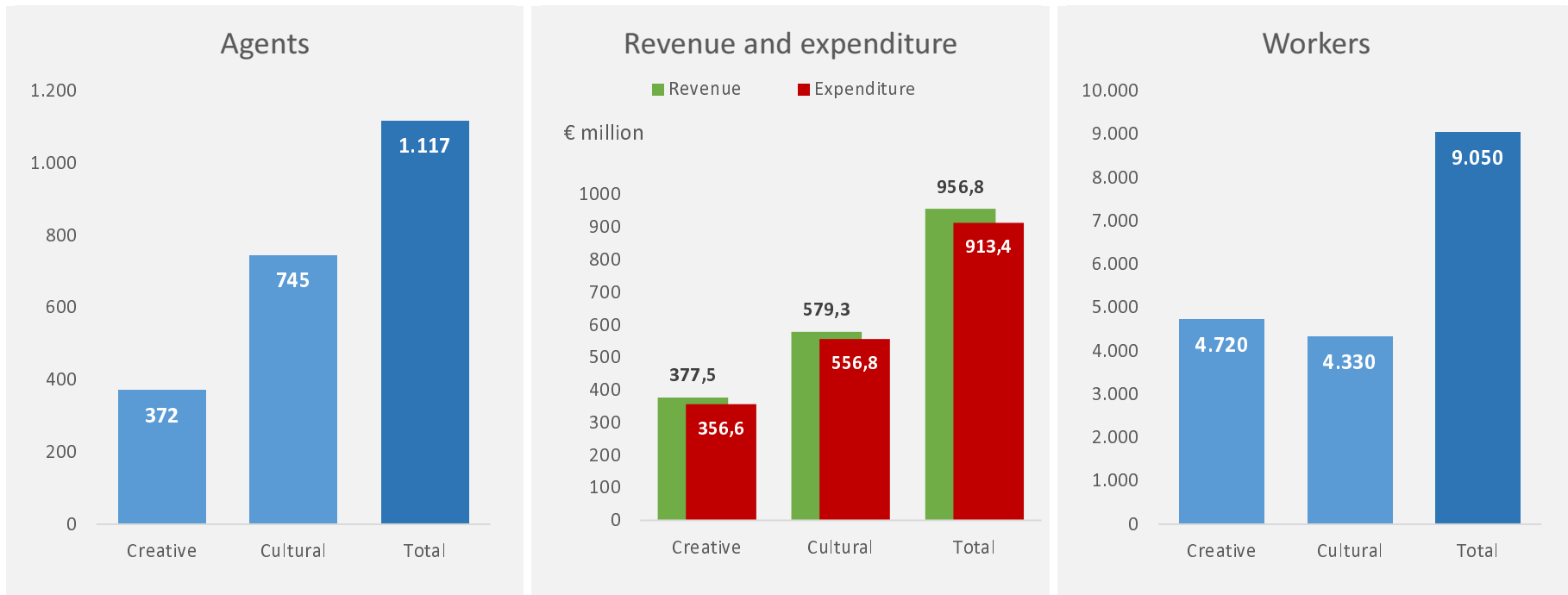


Kulturaren
Euskal Behatokia
Observatorio Vasco
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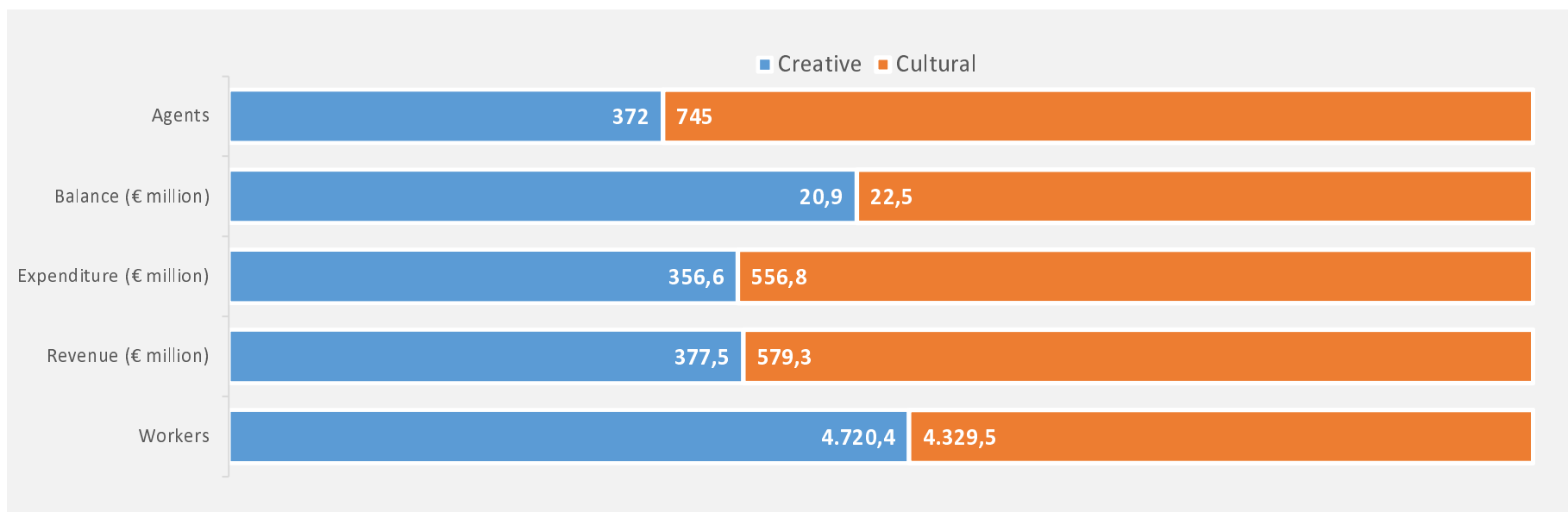
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1. Overview



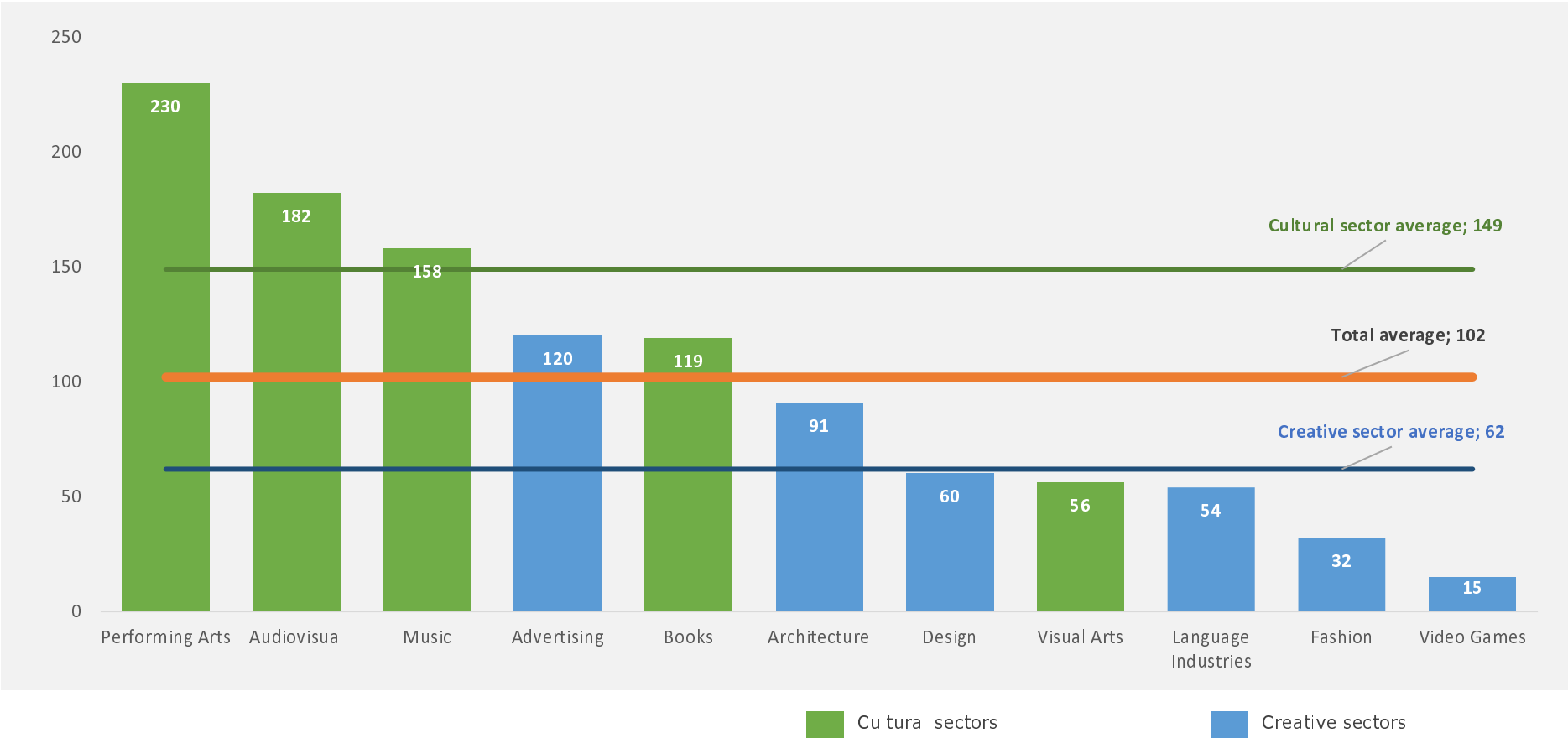
The key data from the Statistics on Arts, Cultural Industries and Creative Industries provide an overview of a sector comprising **1,117 agents** in 2023, generating total revenue of **€957 million** and employing **9,050 people**.



- **66.7% of the agents** in the statistics belong to the **cultural sectors**; they generate **60.5%** of total **revenue** and **employ 47.8%** of the total workforce.
- Agents in the **creative industries** account for **33.3%**; they generate **39.5%** of total **revenue** and employ **52.2% of the workforce**.
- The sector's overall **economic balance** is **positive**, with the total balance in the creative sector (€20.9 million) slightly lower than that of the cultural sector (€22.5 million).
- The **ratio of persons employed per company** reaches an average ratio of **8.1 persons per company**. In the **creative sectors** there are 12.7 employees per company; in the **cultural sectors** there are 5.8.

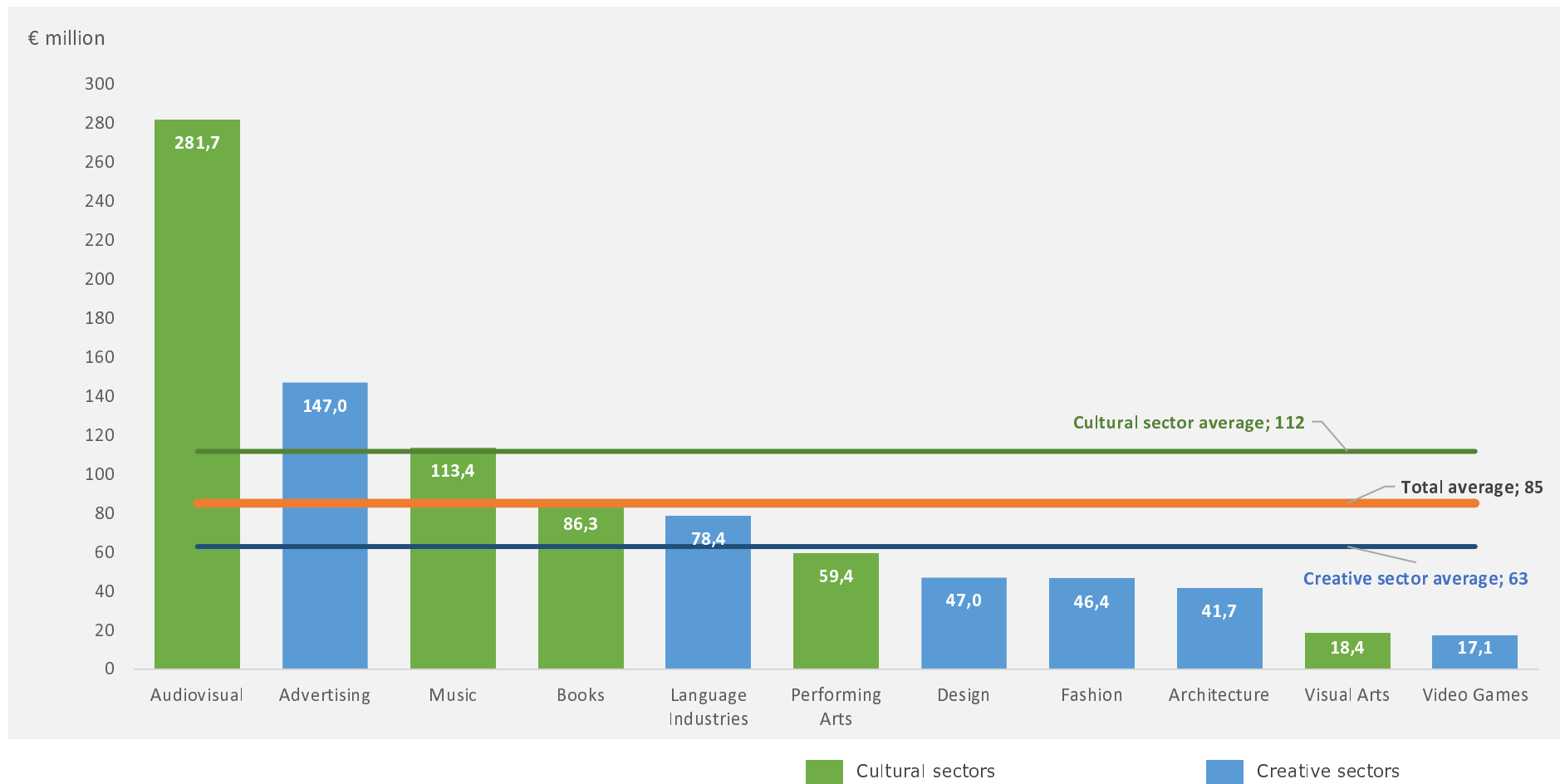
2. Analysis by sector

Agents



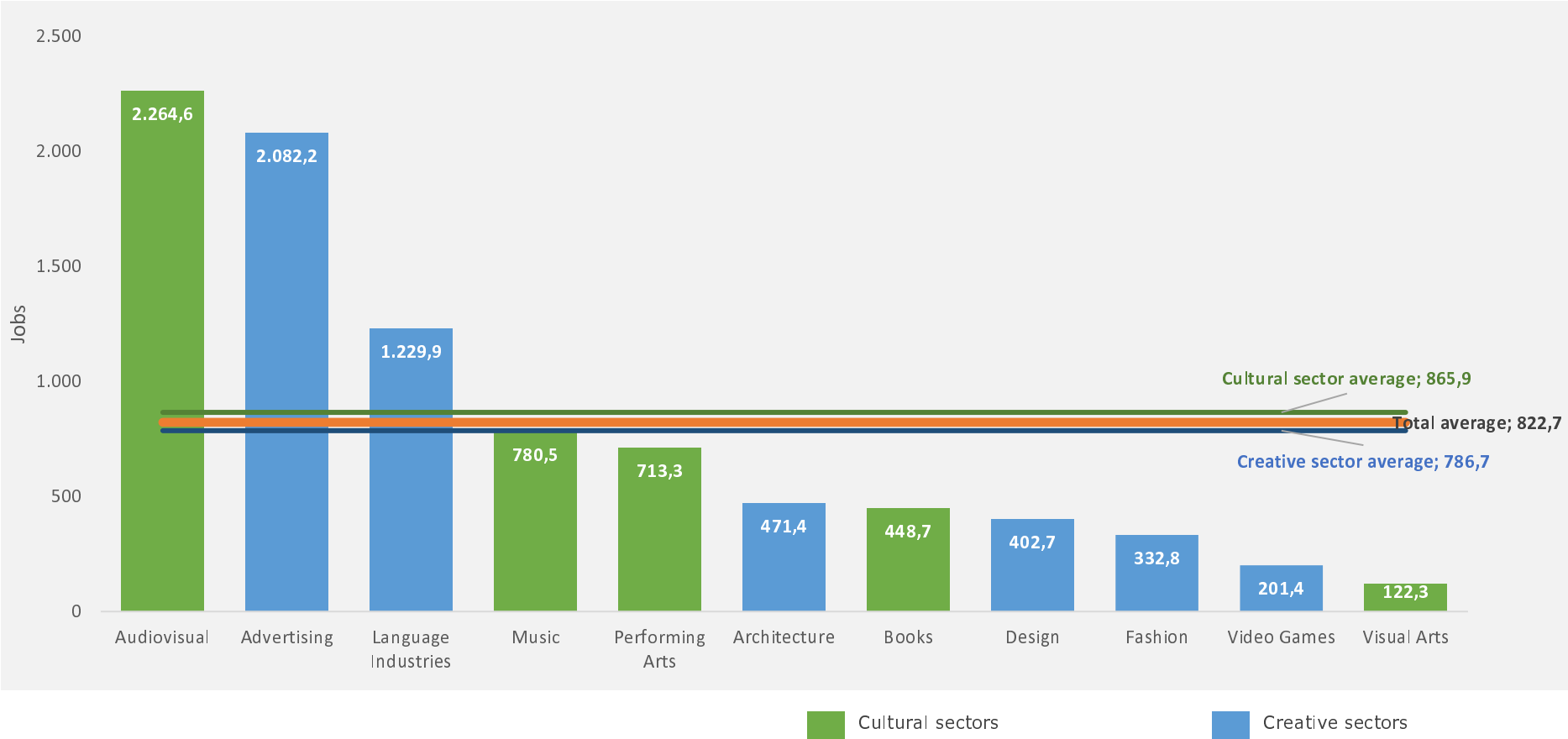
Analysing the data by sector reveals that the performing arts sector has the highest number of agents, followed by audiovisual, music, advertising, and books. The cultural sectors, except for the visual arts, dominate the top positions in the ranking by number of agents. Fashion and video games are the smallest sectors in terms of the number of agents.

Revenue

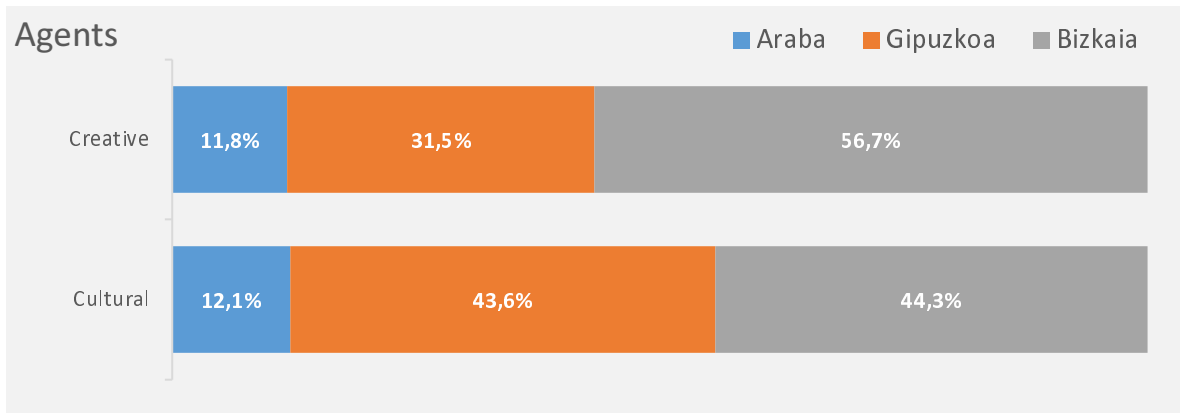


In terms of revenue, the volume of the audiovisual sector (bearing in mind the influence of public television) and advertising stands out, both well above the averages for their respective sectors. The sectors with the lowest turnover are the visual arts in the case of cultural industries, and video games in the case of creative industries.

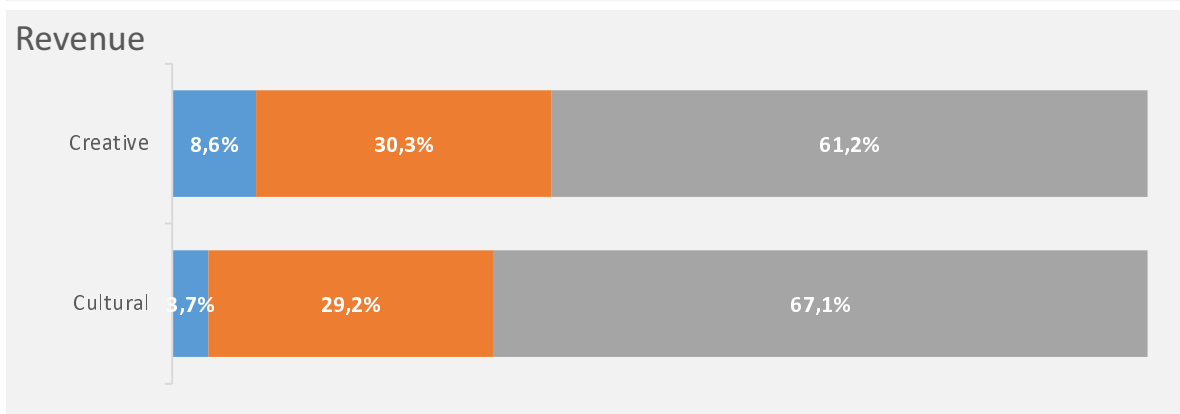
Employment



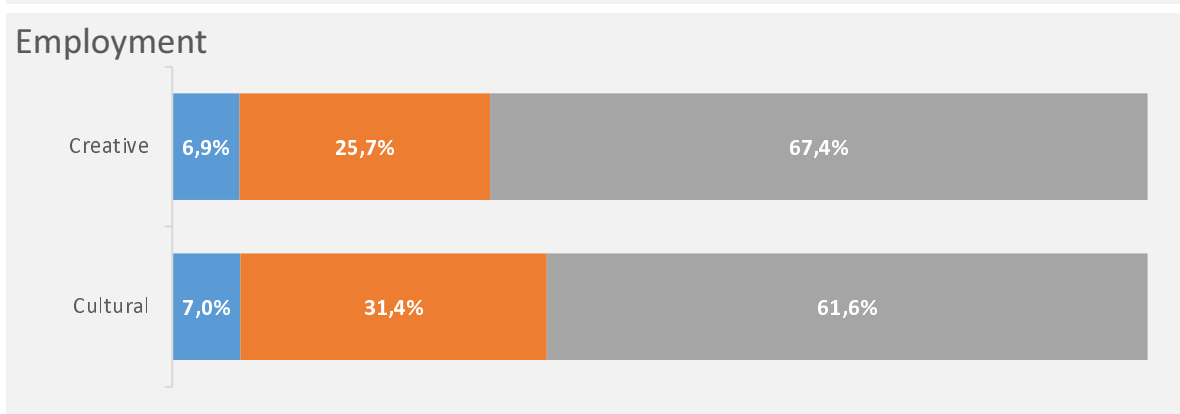
In terms of employment, the audiovisual, advertising, and language industries stand out, well above the averages. The visual arts rank lowest in the employment classification of the cultural and creative sectors.



In the regional data, Bizkaia stands out ahead of the rest in terms of both the number of agents and revenue and employment.



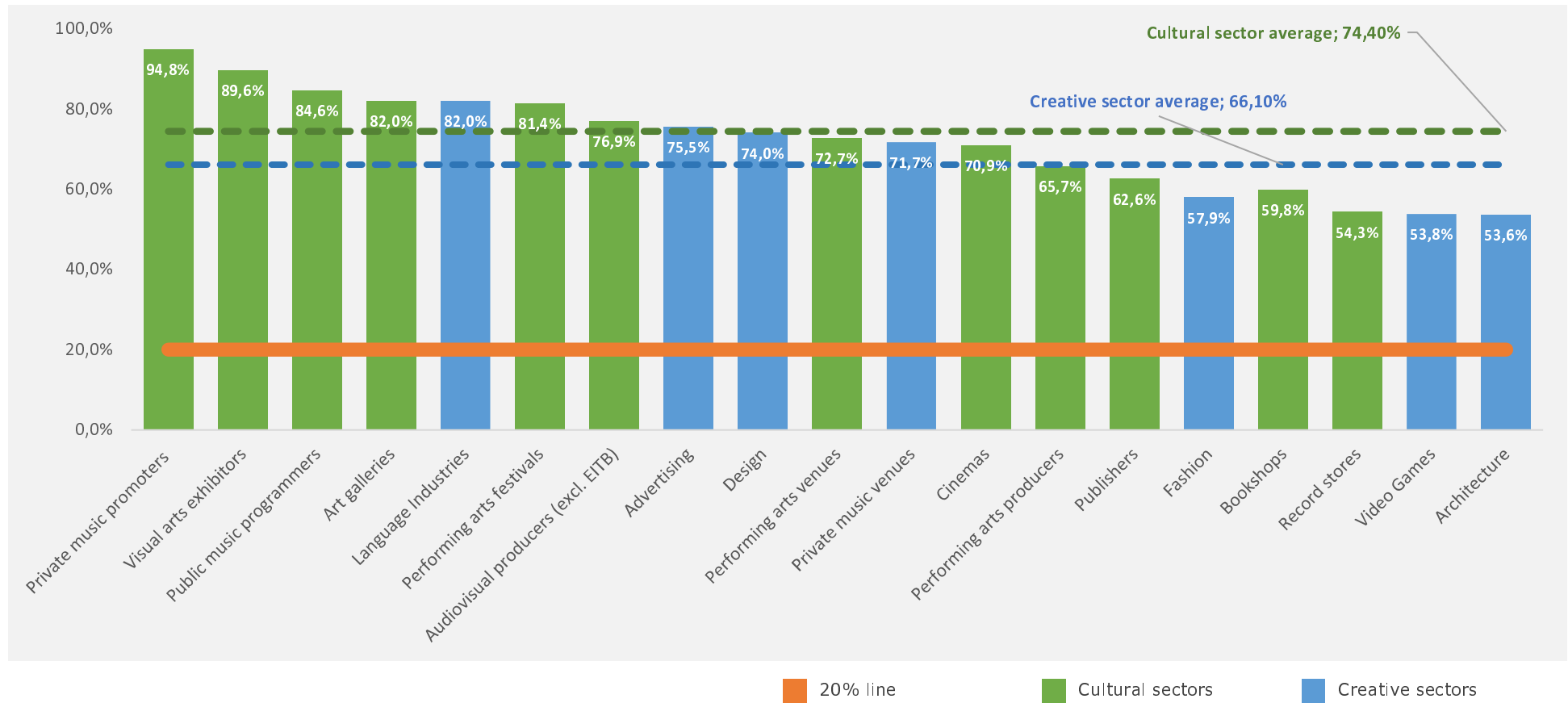
When the data is analysed by cultural and creative sector, minor differences are observed. Cultural industries have a more even distribution of agents between Bizkaia and Gipuzkoa than creative industries, although revenue and employment are proportionally lower in Gipuzkoa, with Bizkaia predominating.



The creative industries show a greater proportion in their territorial distribution between the map of operators and the revenue they generate.

3. Cross-sectional analysis

80/20 revenue



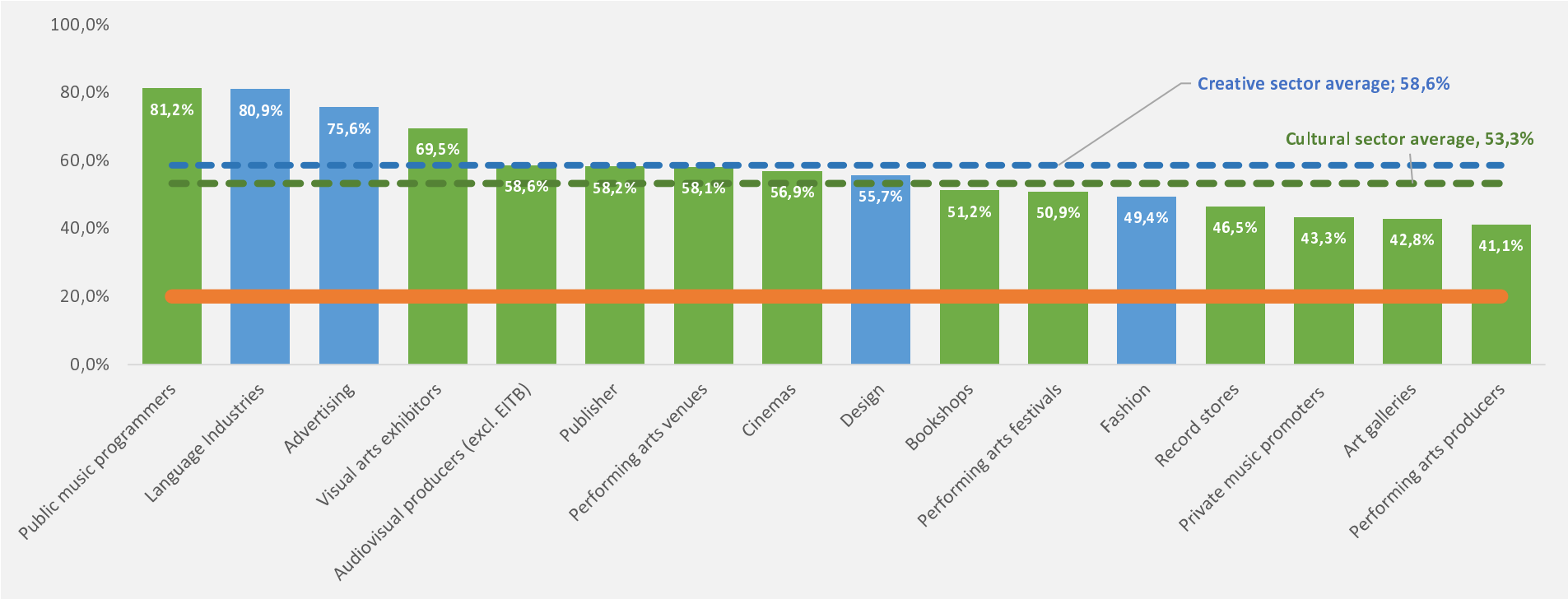
*Excluding record labels for data protection reasons.

Analysing the data according to the 80-20 rule or Pareto principle (which involves identifying differences by drawing a line between the 20% of operators in each sector with the highest revenue and the remaining 80%), it can be seen that in all sectors a small number of agents account for most of the revenue. In six cases, this even exceeds 80% of the sector's turnover:

private music promoters, visual arts exhibitors, public music programmers, art galleries, language industries and performing arts festivals.

In the case of employment, there is also a clear concentration, but with a less pronounced asymmetry. Only in the case of public music programmers and the language industries does 20% of the agents account for over 80% of employment.

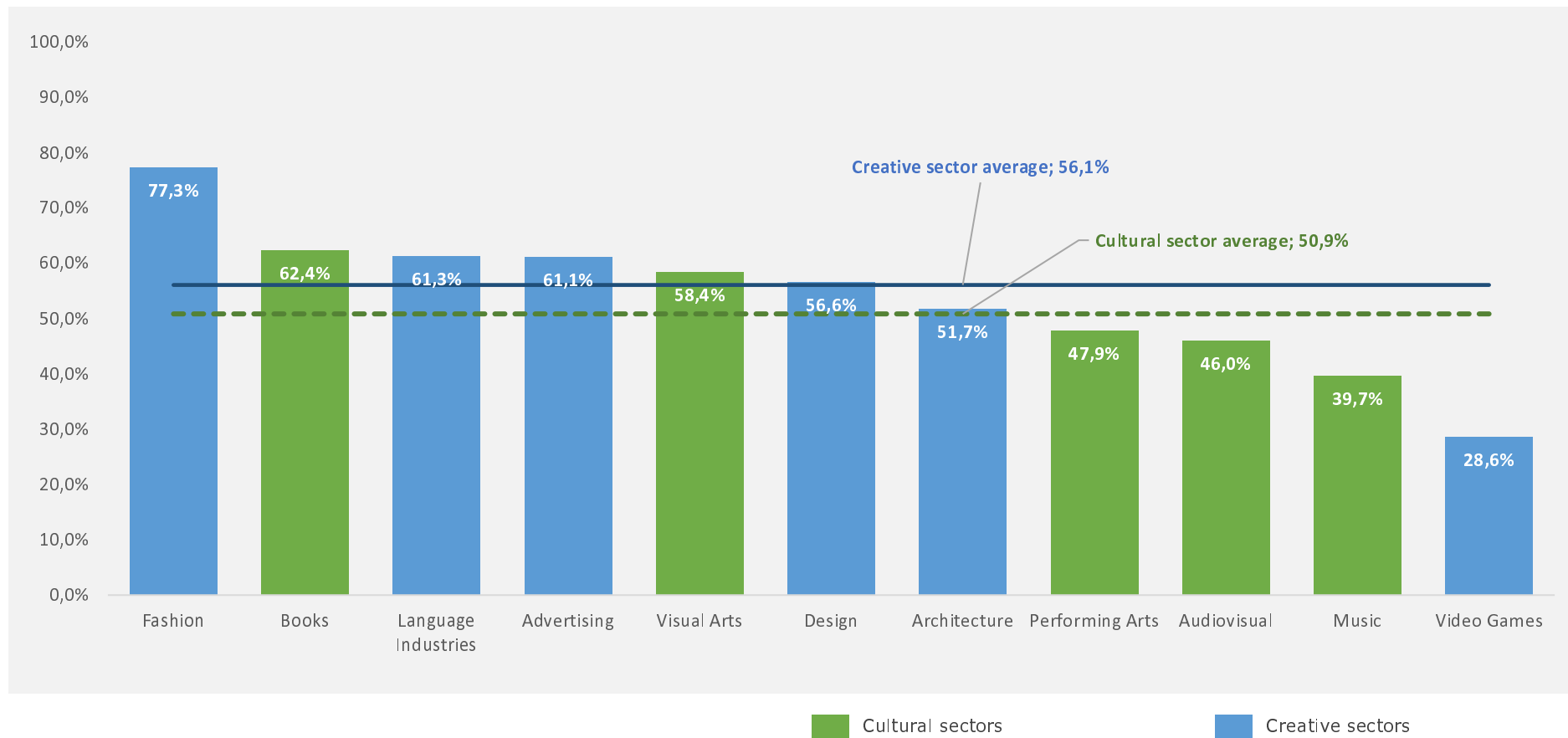
80/20 Employment



*Excluding record labels for data protection reasons.

20% line Cultural sectors Creative sectors

Percentage of women



If we break down employment further and consider the gender perspective, we can identify the sectors with the highest and lowest proportion of women. Fashion employs a large number of women. The book and language industries, advertising, visual arts, and design also employ a higher proportion of women. In music and, above all, video games, their presence is lower.