

**Creative economy** covers economic activities primarily responsible on the creation, production, commercialization, distribution and consumption of goods and services that use creativity and intellectual capital as primary inputs. *(PSA Working Definition)*

## Share by Industry

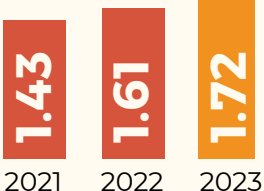
in percent

**7.1%**  
Share of Creative Economy to Gross Domestic Product

- 31.5%** Symbols and images and other related activities
- 21.9%** Advertising, research and development, and other artistic service activities
- 21.1%** Digital interactive goods and service activities
- 11.0%** Media publishing and printing activities
- 6.2%** Visual arts activities
- 3.5%** Audio and audiovisual media activities
- 3.4%** Traditional cultural expression activities
- 1.1%** Music, arts and entertainment activities
- 0.3%** Art galleries, museums, ballrooms, conventions and trade shows, and related activities



in trillion PhP



**6.9%**  
Year-on-Year Growth

**Gross Value Added**  
at current prices



Creative economy production requires some input of **human creativity**, or contains **symbolic messages**, or has an **intellectual property factor**, or it's a novel or **new product**.

## Employment by Industry

**7.26 million**

employment for the year 2023, an increase of 4.0 percent compared to 2022.

- 2.58 million** Traditional cultural expression activities
- 2.20 million** Symbols and images and other related activities
- 1.29 million** Advertising, research and development, and other artistic service activities
- 0.31 million** Media publishing and printing activities
- 0.30 million** Digital interactive goods and service activities
- 0.27 million** Art galleries, museums, ballrooms, conventions and trade shows, and related activities
- 0.20 million** Audio and audiovisual media activities
- 0.09 million** Visual arts activities
- 0.03 million** Music, arts and entertainment activities

Note: Details may not add up due to rounding.

*COF*