

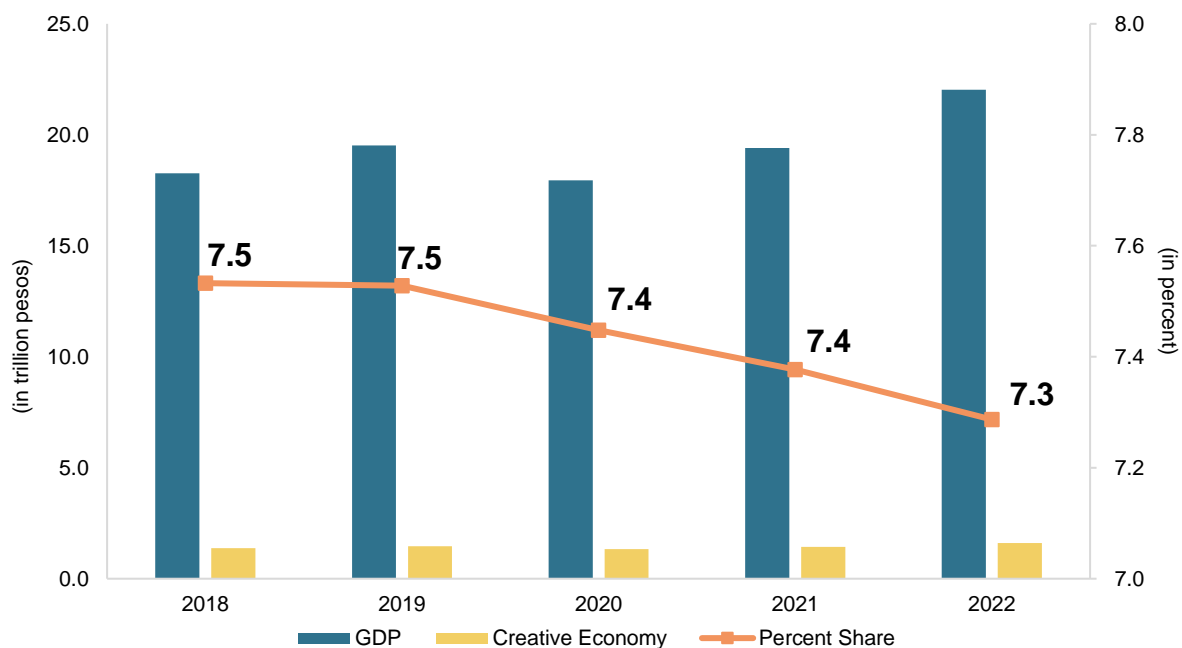
PRESS RELEASE

Country’s Creative Economy Reached PhP 1.60 Trillion in 2022, with 7.3 Percent Contribution to the Gross Domestic Product

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The creative economy in 2022 amounted to PhP 1.60 trillion, contributing 7.3 percent to the country’s Gross Domestic Product (GDP). This represents an increase of 12.1 percent from the PhP 1.43 trillion recorded value in 2021. (Tables 1, 2, and 4, and Figure 1)

Figure 1. Gross Value Added (GVA) and Percent Share of Creative Economy to GDP at Current Prices, 2018 to 2022



Source: Philippine Statistics Authority

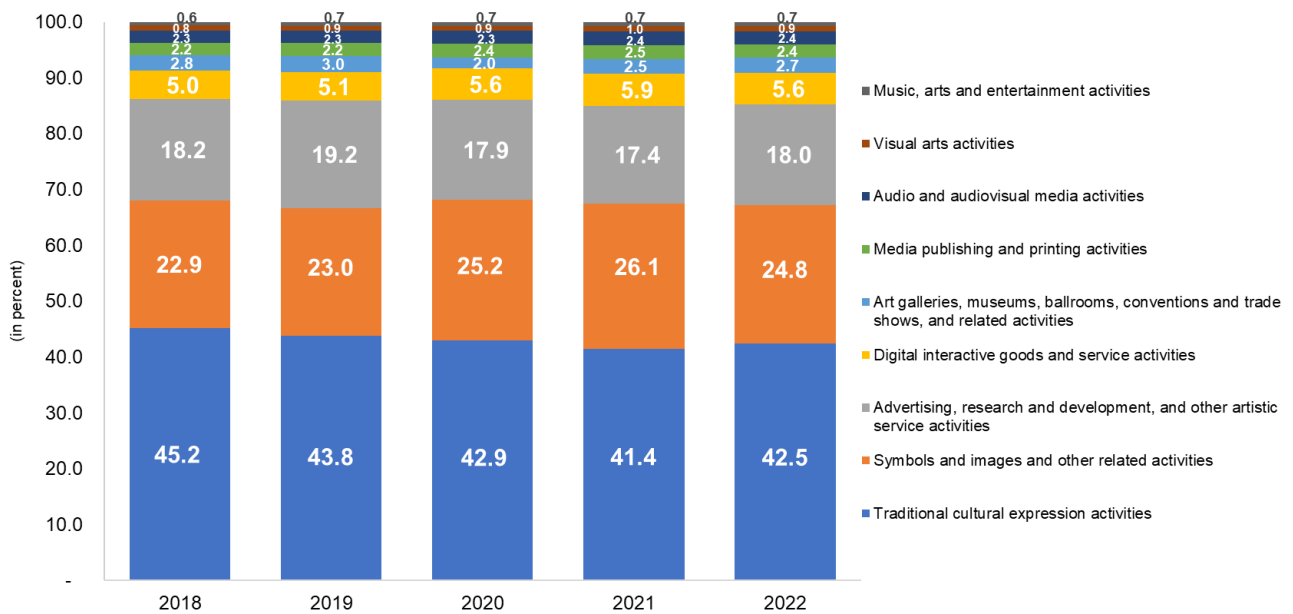
The creative economy is composed of the following industries: Audio and audiovisual media activities; Digital interactive goods and service activities; Advertising, research and development, and other artistic service activities; Symbols and images and other related activities; Media publishing and printing activities; Music, arts and entertainment activities; Visual arts activities; Traditional cultural expression activities; and Art galleries, museums, ballrooms, conventions and trade shows, and related activities.

Of the creative industries, Symbols and images and other related activities had the highest share of 32.9 percent or PhP 528.35 billion to the total creative economy in 2022. This is higher by 10.0 percent than the PhP 480.41 billion value of creative economy in 2021. Advertising, research and development, and other artistic service

activities contributed 20.8 percent, while Digital interactive goods and service activities shared 20.3 percent in 2022. (Tables 1 to 3)

In 2022, there were 6.98 million Filipinos employed in creative industries, increasing by 10.5 percent from 6.32 million persons in 2021. Employment in Traditional cultural expression activities recorded the highest share in 2022 of 42.5 percent. This was followed by Symbols and images and other related activities (24.8%) and Advertising, research and development, and other artistic service activities (18.0%). (Tables 5 to 7, and Figure 2)

Figure 2. Percent Share of Employment in Creative Economy by industry, 2018 to 2022



Source: Philippine Statistics Authority

This Press Release on creative economy is based on the results of the pilot study done by the technical staff of the Philippine Statistics Authority (PSA). Since the methodology is currently being refined for presentation later to the PSA Board, the results are considered preliminary. The PSA plans to institutionalize the compilation of the Philippine Creative Economy Satellite Accounts subject to the approval of the PSA Board and provision of budgetary support from the national government.

For more information, the statistical tables, infographics, and technical notes can be accessed at <https://psa.gov.ph/creative-economy>.

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