

What is Creative Economy?

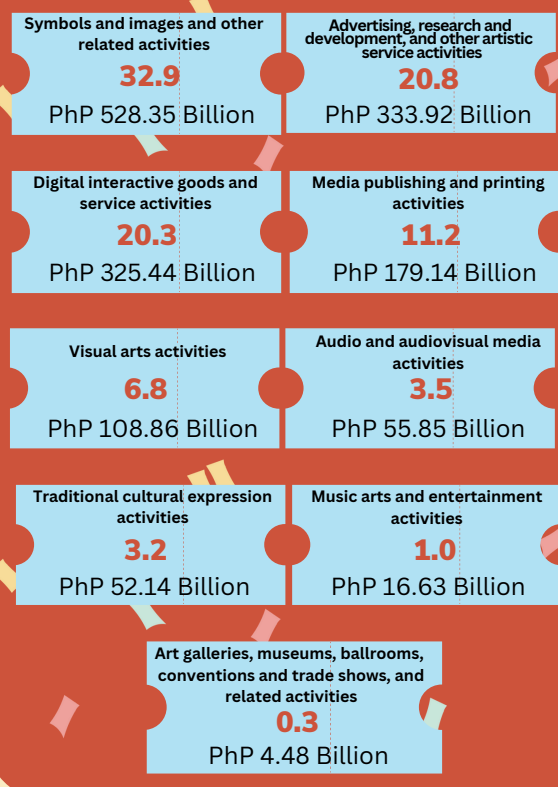
Creative Economy covers economic activities primarily responsible on the creation, production, commercialization, distribution, and consumption of goods and services that use creativity and intellectual capital as primary inputs.

- Creative goods and services should satisfy any of the following:
- Its production requires some input of human creativity;
 - It contains symbolic messages;
 - It has an intellectual property factor; or
 - It is a novel or a new product.

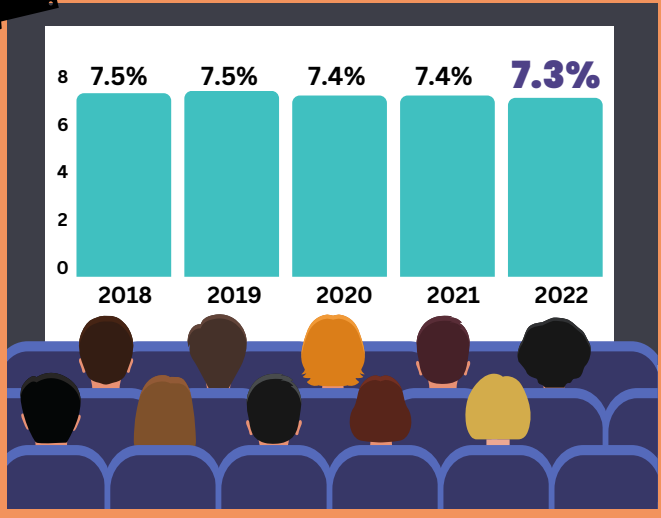


Gross Value Added (GVA) by Industry, 2022

Percent Share and Level

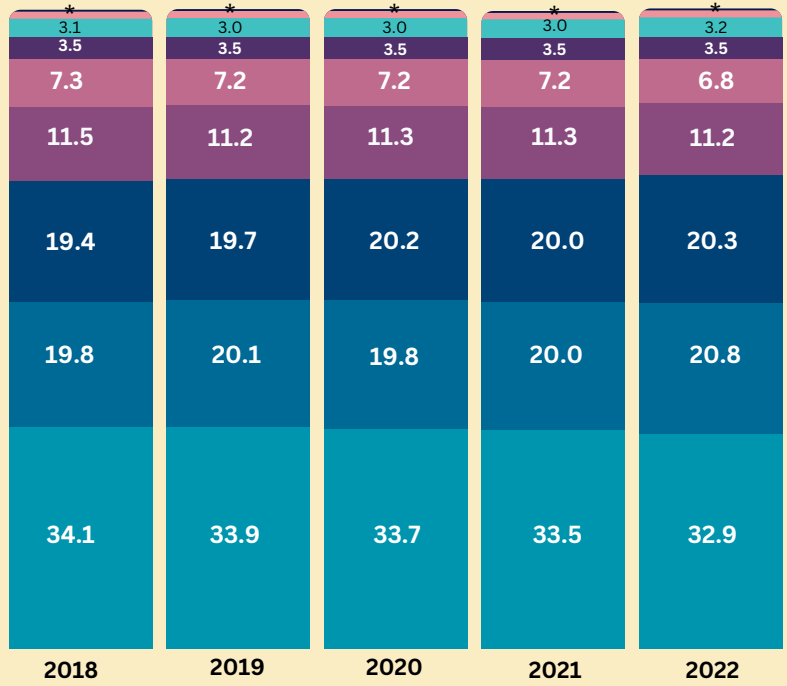


Share of Creative Economy to GDP, 2018-2022

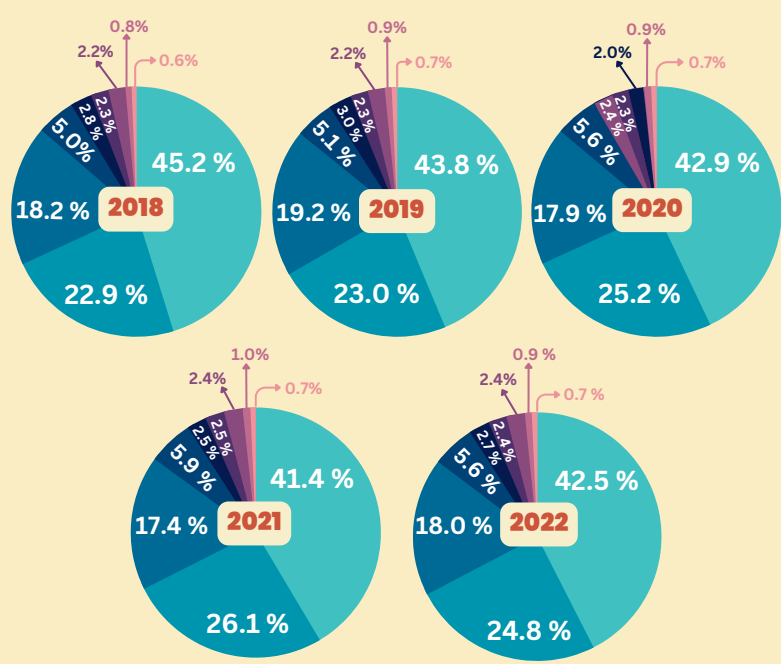


Share of Creative Economy to Gross Domestic Product (GDP) in 2022 is valued at **PhP 1.60 Trillion**










GVA Percent Share to Creative Economy, 2018-2022



Distribution of Employment in Creative Industries, 2018-2022



Notes:
 • All figures are at current prices
 • *Percent share is less than 1.4
 • Pilot estimates by the PSA Technical Staff
 Vector designs are sourced from canva.com

 Traditional cultural expression activities	 Art galleries, museums, ballrooms, conventions and trade shows, and related activities	 Media publishing and printing activities
 Symbols and images and other related activities	 Audio and audiovisual media activities	 Visual arts activities
 Advertising, research and development, and other artistic service activities	 Digital interactive goods and service activities	 Music, arts and entertainment activities