



16 December 2021
Culture Statistics - 2020

LIVE PERFORMANCES: REVENUES DECREASED €100.4 MILLION AND THE NUMBER OF SPECTATORS DECREASED 14,4 MILLION

In 2020, the number of sessions of live performances decreased 59.6%; less 76.8% tickets were sold; a decrease of 85.1% was recorded in the number of spectators and of 80.1% in tickets revenues, which corresponded to a decrease of €100.4 million compared to 2019.

In 2020, the museums lost 14.1 million visitors (minus 71.0% than in 2019), of which 8.3 million (-80.3%) were foreign visitors.

Cinema registered 3,8 million spectators and €20.6 million box office revenues, which corresponded to a decrease of 75.5% and 75.3%, respectively, compared to the previous year.

Newspapers, magazines, and other periodical publications decreased 19.3% in total circulation (minus 20.0% of sold copies and minus 17.4% of offered copies).

The Local government expenditure in cultural and creative activities was €470.5 million, following a decrease of 9.3% (less €48.5 million), when compared to 2019.

The cultural goods trade balance deficit decreased in 2020. Imports (€352.2 million) were higher than exports (€168.8 million) by €183.4 million. In 2019, the deficit had been €228.9 million.

The cultural participation through the internet kept, in 2020, the growing trend in the series started in 2016, with emphasis on the growing proportion of the population using the internet to watch online television (from 38.7% to 43.4%).

Cultural employment was estimated at 141.2 thousand people, 2.9% of total employment. The number of enterprises in the cultural and creative sector grew 7.1% in 2020.

Statistics Portugal releases on its website – www.ine.pt - the publication “[Culture Statistics 2020](#)”, a year in which the effects of the pandemic and consequently adopted measures to safeguard public health had a significant impact in the cultural and creative sector. In the publication is disclosed statistical information on several cultural themes: education, employment, Consumer Price Index on cultural goods and services, enterprises of the cultural and creative sector, international trade on cultural goods, online cultural participation, cultural heritage, art galleries, periodical publications, cinema, live performances, video distribution, broadcasting, and expenditures of cultural and creative activities by the municipalities.

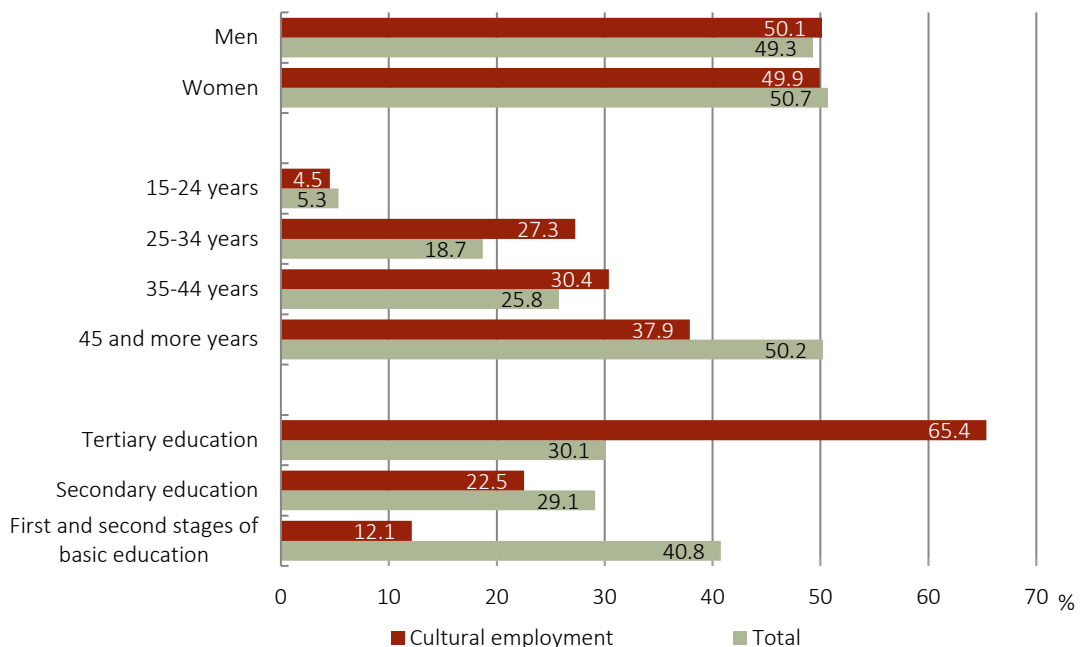




2.9% of the employed population worked in cultural and creative activities

In 2020, 141.2 thousand people (more 6.8% than in 2019) were employed in cultural activities¹ (2.9% of the total employed population) according to the Labor Force Survey. Of the total, 50.1% were men, 68.3% were aged 35 years or more, and almost 2/3 had completed tertiary education (65.4%). Employment in cultural and creative activities was characterized by a higher education level than the one in the total economy, where only 30.1% of the employed population had completed a higher education level.

Figure 1. Employed population, total and cultural employment, by sex, age group, and completed level of education (%), 2020



Source: Statistics Portugal, Labour Force Survey.

Consumer prices of cultural goods and services decreased 6.1%

In 2020, on average, the price of cultural goods and services decreased by 6.1%, compared to the previous year. For this decrease, contributed, in particular, the price evolution of the following goods: Books (-38.7%), in particular Educational textbooks (-78.0%), and the Equipment for the reception, recording, and reproduction of sound and pictures with a decrease in prices (-13.3%). In addition, the prices of cultural services fell 1.6%, standing out the prices of Cinema, theatre, and concerts (-4.1%). On the other hand, increases were observed in the prices of

¹ Cultural employment is calculated considering 3-digit codes of the Cultural and creative activities from NACE Rev.2 and the 3-digit codes of cultural professions from ISCO/2010.



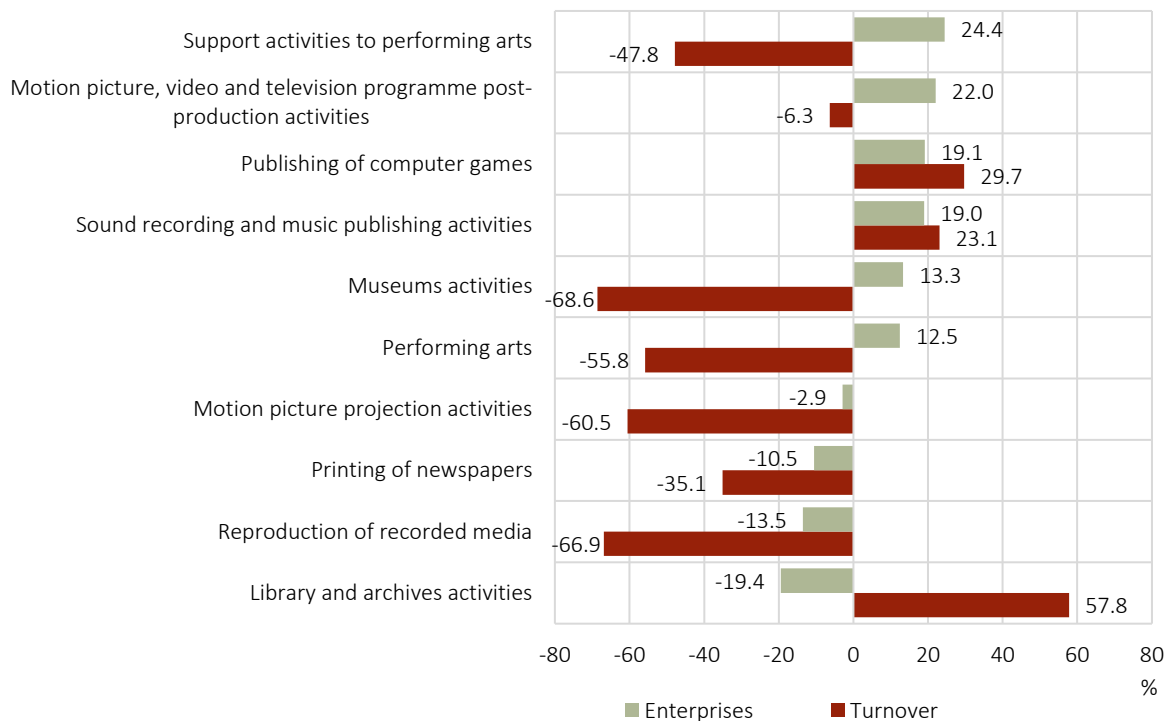
Photographic services (5.0%), Newspapers and periodicals group (3.9%), and Museums, libraries, zoological gardens (2.1%).

In 2020, the number of enterprises in cultural and creative activities increased 7.1% and turnover decreased 15.0%

In 2020, according to the Integrated Business Accounts System provisional data, there were 70,406 enterprises in the cultural and creative sector (7.1% more than the previous year). The following activities recorded the highest increases: Support activities to performing arts (+24.4%), Motion picture, video, and television program post-production activities (+22.0%), and Publishing of computer games (+19.1%).

The turnover of enterprises of the cultural and creative sector² decreased 15.0%, going from €6.8 thousand million to €5.8 thousand million, in 2020. The activities that recorded the biggest decreases were Museums' activities (-68.7%), Reproduction of recorded media (-66.9%), Motion picture projection activities (-60.5%), Performing arts (-55.8%), and Support activities to performing arts (-47.8%). On the contrary, the following activities recorded increases in turnover, compared to 2019: Library and archives activities (+57.8%), Publishing of computer games (+29.7%), and Sound recording and music publishing activities (+23.1%).

Figure 2. Annual change in the number of enterprises and turnover of some activities in the cultural and creative sector (%), 2020



Source: Statistics Portugal, Integrated Business Accounts System.

² In this analysis, the value of Publishing of newspapers activities is not included (for the years 2019 and 2020) because it is not disclosed for the year 2020.



Cultural goods trade balance deficit (imports higher than exports, by €183.4 million) lower than in 2019 (€228.9 million)

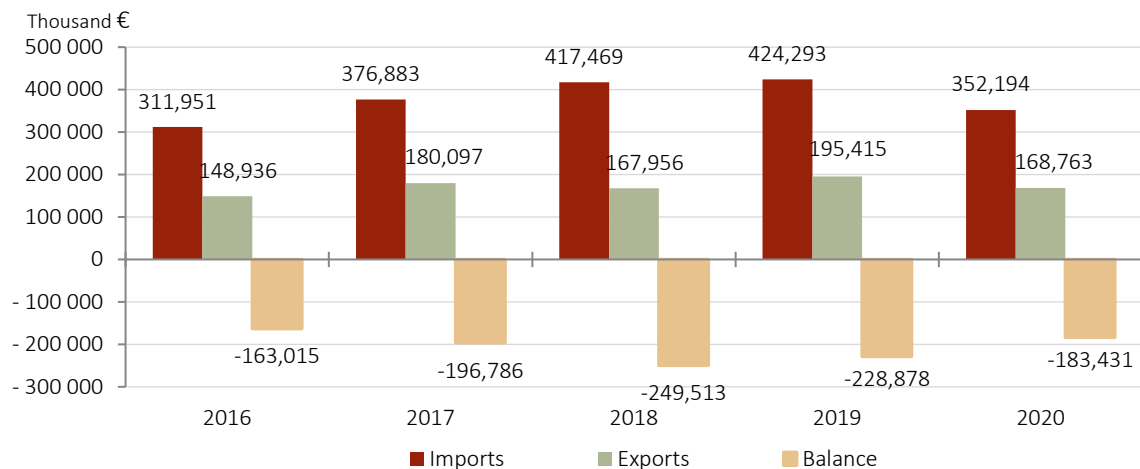
According to International Trade statistics, in 2020 the cultural goods trade balance was negative (-€183.4 million).

The cultural goods exports reached €168.8 million, corresponding to a 13.6% decrease from the previous year. Craft - handmade fabrics and ornamental articles (40.3% of total exported goods), Jewelry (23.5%), and Books (13.8%) accounted for 77.6% of total exported goods.

The imports of cultural goods were €352.2 million and decreased 17.0% from 2019. The main imported cultural goods were Jewelry (16.2%), Books (15.5%), Newspapers and periodicals (15.0%), Audio-visual goods and Interactive media (13.0%), and Musical instruments (10.2%), accounting together for about 70% of the total imported cultural goods.

The European Union (EU27) remained the most important commercial partner, with 82.5% of imports of cultural goods and 65.3% of exports.

Figure 3. International trade on cultural goods (thousand €), 2016-2020



Source: Statistics Portugal, International trade statistics.

Online cultural participation increases

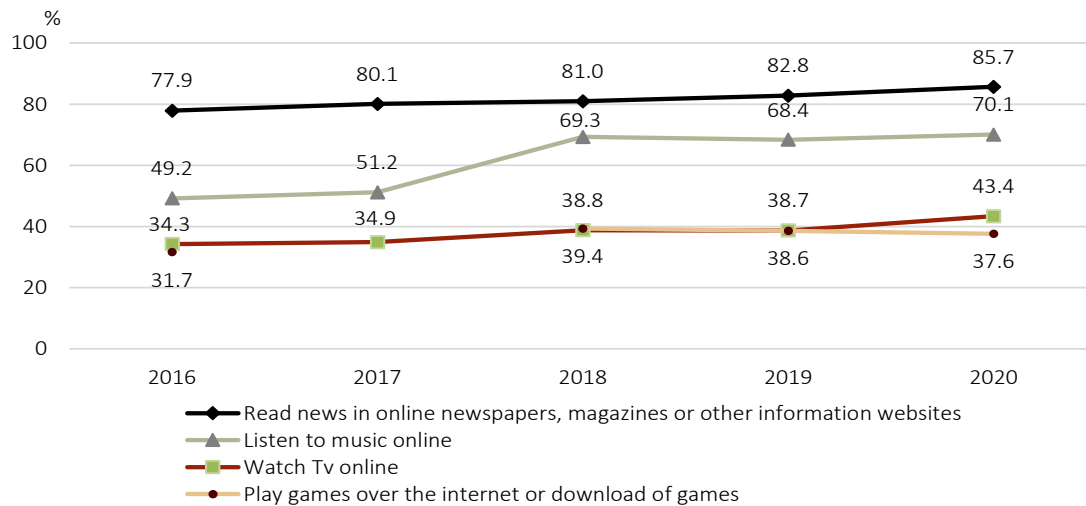
In 2020, 85.7% of internet users (people from 16 to 74 years old) indicated having read news in online newspapers, magazines, or other websites of information (2.9 p.p. more than in 2019), 70.1% listened to music over the internet (+1.7 p.p.), and 43.4% watched television online (38.7% in 2019). The share of people who played on the internet or downloaded games (37.6%) were -1.0 p.p. compared to the previous year.



The participation in cultural activities³ through the internet kept in 2020 the growing trend in the series started in 2016, with emphasis on the increase of the population that used the internet to watch television (+4.7 p.p.).

Regarding e-commerce of cultural goods and services⁴, the following results stand out for 2020: the purchase of films and music (physical and digital products, as well as streaming), indicated by 39.6% of internet users that placed orders in the previous 3 months to the interview; the purchase of books, magazines, and newspapers (paper and digital, as well as online subscriptions) by 29.8%; and the acquisition of tickets to cultural and sports events, indicated by 14.5% of internet users. In the latter category, those who bought tickets for cultural events or others like cinema or concerts accounted for 13.7%.

Figure 4. Proportion of people from 16 to 74 years old w used the internet in the prior 3 months to the interview, in cultural activities, 2016-2020



Source: Statistics Portugal, Survey on ICT usage in private households.

Museums with less 14.1 million visitors; the number of foreign visitors decreased 8.3 million

In 2020, the total number of museum visitors was 5.7 million, following a decrease of 14.1 million (-71.0%) compared to 2019.

The average number of visitors per museum was 13.9 thousand, which compares with the 45.0 thousand visitors that, on average, were registered in the two years before the pandemic.

³ Data from Survey on Information and Communication Technologies usage in private households by individuals. The data reference period is the moment of interview for the data related to the households. The indicators for people may be referenced to the 3 months or 12 months prior to the interview. The online cultural activities are: Read news in online newspapers, magazines, or other information websites; listen to music; watch television online; play games on the internet or download games.

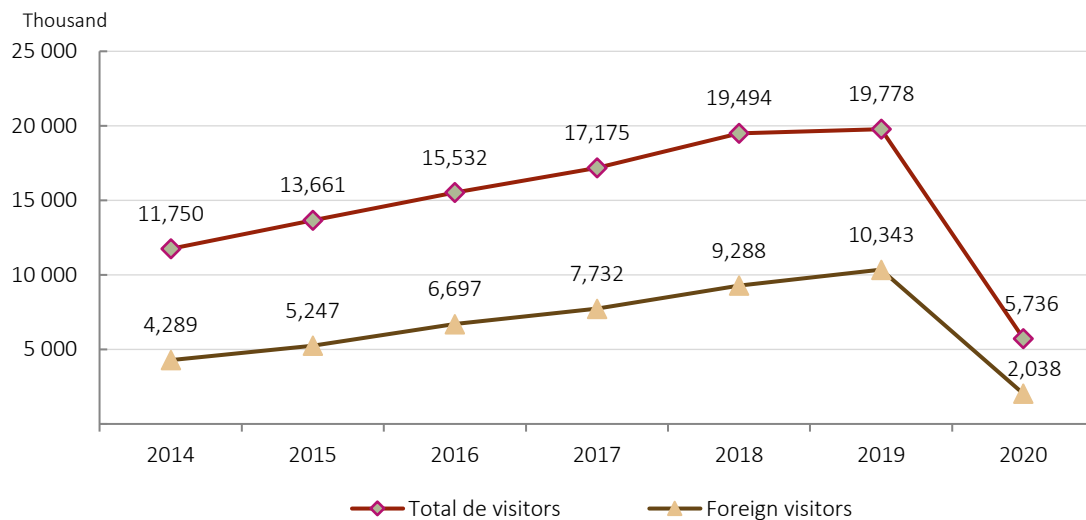
⁴ Cultural goods and services included in the survey: books, magazines, and newspapers (paper and digital, as well as online subscriptions); Films and music (physical and digital products, as well as streaming) and Tickets to cultural and sports events. For more information related to the breakdown of the categories, refer to the technical note.



The decrease of the number of foreign visitors to 2.0 million (8.3 million less than the previous year) was very sharp (-80.3%). The foreign visitors represented 35.5% of total visitors (52.3% and 47.6% in two previous years to the pandemic).

The number of visitors integrated into school groups was 430.1 thousand, 1.6 million less (-78.6%) than in 2019.

Figure 5. Museums' visitors, total and foreign (thousand), 2014-2020



Source: Statistics Portugal, Museum's survey.

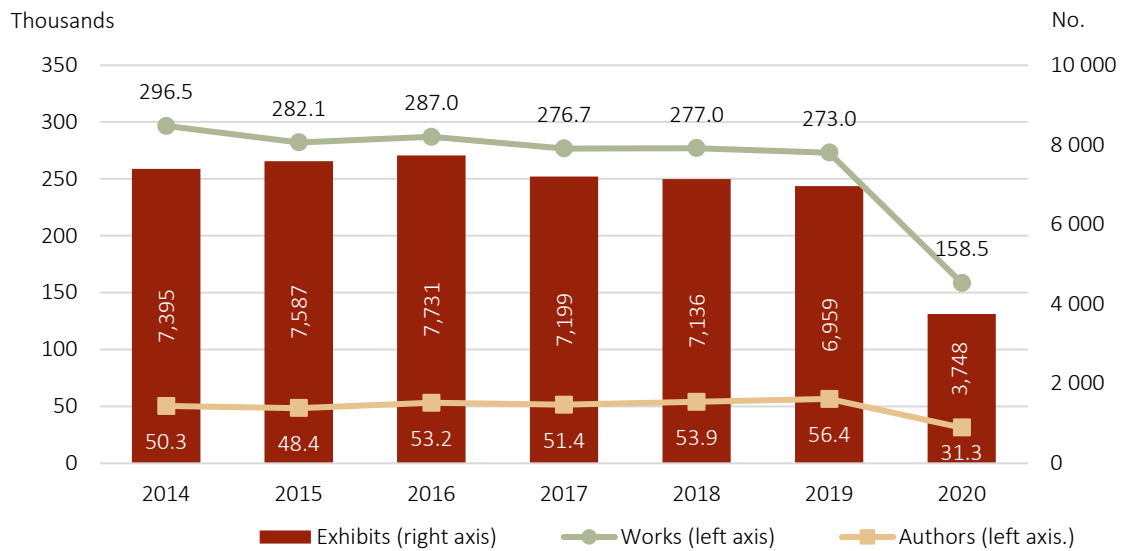
Temporary exhibitions, authors, and exhibited works with decreases superior to 40%

The Art galleries and other temporary exhibition spaces (831) held, in 2020, 3,748 temporary exhibitions (46.1% less, when compared to 2019), with 31,292 authors (-44.5%), totaling 158,526 exhibited works (-41.9%).

Of the total works exhibited, painting (15.9%), photography (14.8%), documentary (11.2%), decorative/handicraft (8.0%), drawing (6.8%), and collectors' works (6.4%) continued to stand out.



Figure 6. Number of authors, exhibits, and exhibited works in art galleries and other temporary exhibitions spaces, 2014-2020



Source: Statistics Portugal, Art galleries, and other temporary exhibitions spaces survey.

Periodical publications decrease in sold copies by 20.0%

The 886 periodical publications considered in 2020 (newspapers, magazines, bulletin, and yearbooks) corresponded to 18,051 editions, 236.3 million copies of the total print-run, and 162.7 million copies of total circulation, of which 121.3 million copies were sold.

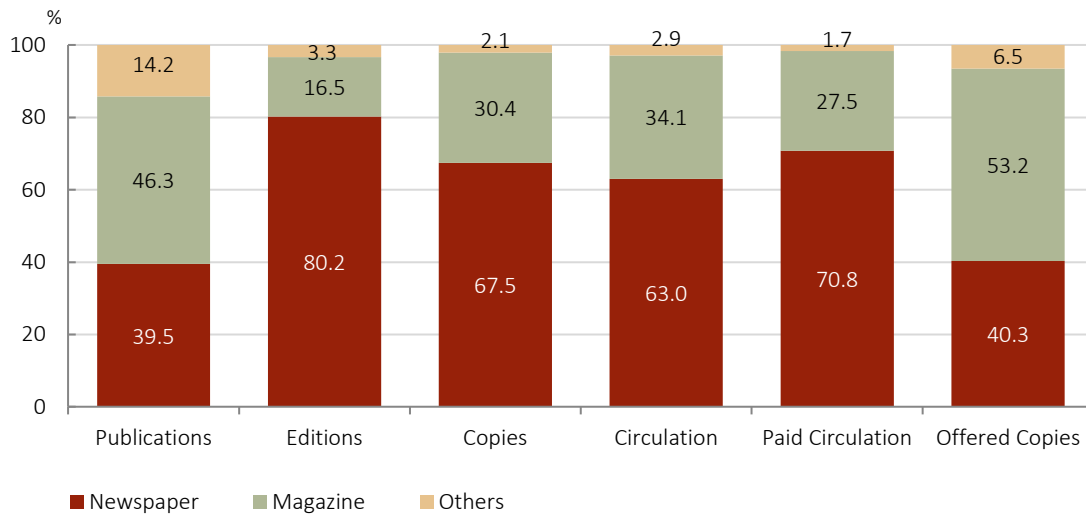
In comparison with the previous year, printed materials decreased in terms of the number of publications (-8.0%), editions (-6.6%), total print-run copies (-18.4%), total circulation (-19.3%), sold copies (-20.0%), and offered copies (-17.4%).

47.3% of the total periodicals were released in print, while 52.7% were released simultaneously in print and electronic support. Notice that this type of release has been playing a more important role: it accounted for 19.4% in 2007 (the first year for which there is information).

In 2020, there were sold 83.7% of newspapers' copies in circulation and 60.2% of magazines' copies in circulation. Newspapers and magazines accounted for 39.5% and 46.3% of total periodical publications, respectively.



Figure 7. Periodical publications indicators, by type (%), 2020



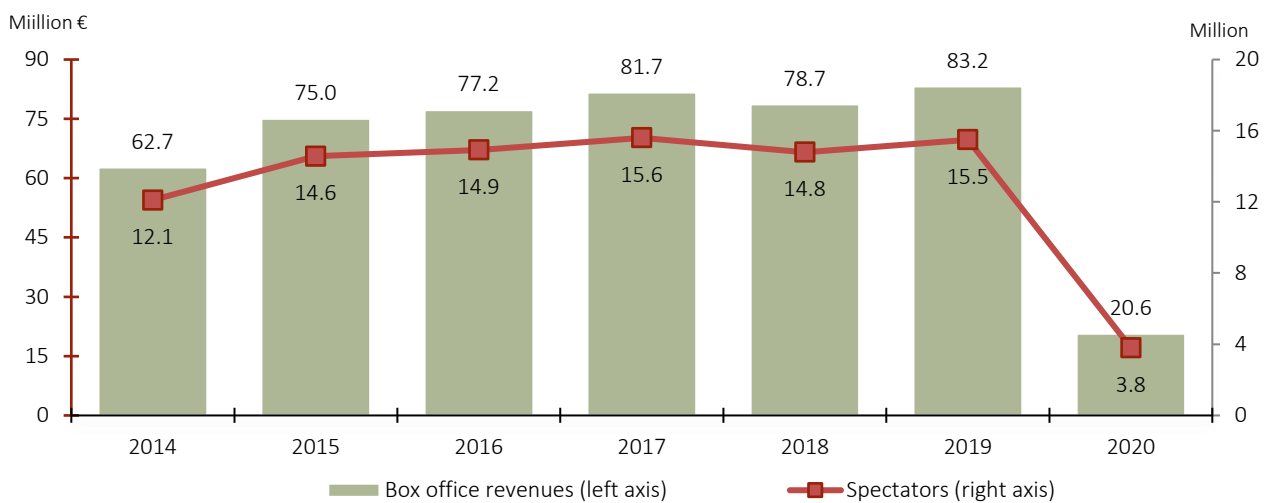
Source: Statistics Portugal, Periodical publications survey.

Cinema: number of spectators and box office revenues diminished more than 75%

In 2020, there were held 276,982 movie sessions, with a total of 3.8 million spectators and €20.6 million box office revenues.

Vis-à-vis the previous year, there were 384,647 fewer sessions (-58.1%); the number of spectators declined by 11.7 million (-75.5%) and box office revenues recorded a decrease of €62.6 million (-75.3%).

Figure 8. Cinema spectators (million) and box office revenues (million €), 2014 - 2020



Source: Cinema and Audio-visual Institute, ICA, I.P.

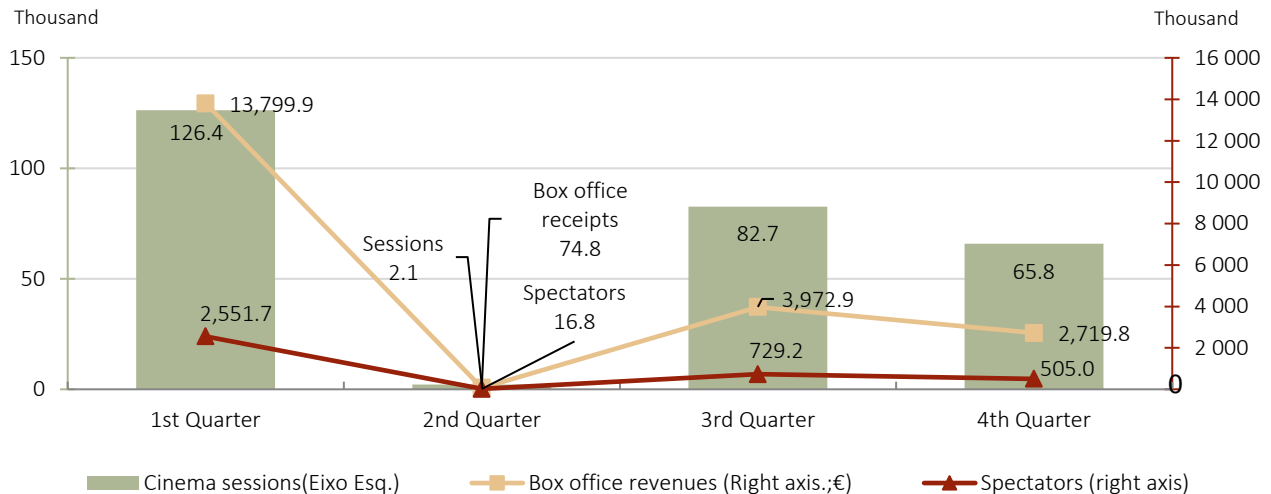


By quarter, it was in the 2nd quarter of 2020 that the number of sessions, spectators, and box office revenues registered the lowest values, given that the cinema venues were closed during April and May of 2020. However, the repercussion of the pandemic side effects was felt even in the 1st quarter of 2020, with a 20.2% decrease in the number of sessions, compared to the 1st quarter of 2019. In the 2nd quarter, as already stated, the number of sessions (2,093) reached the lowest quarterly value of the series released by Statistics Portugal (since 2006), which corresponded to a -98.7% change compared to the 2nd quarter of 2019. In the 3rd and 4th quarters of 2020 negative changes in the number of sessions were still sharp, although less than in the 2nd quarter (-53.7% and -58.6%, respectively).

Also, the number of spectators in the 2nd quarter of 2020 reached the lowest value of the last 15 years (16,777), which corresponded a decrease of 99,5% (-3.6 million) when compared to the 2nd quarter of 2019. In the 3rd and 4th quarters, the number of spectators reached 729.2 thousand and 505.0 thousand, respectively, representing decreases superior to 80.0%.

The box office revenues followed the number of spectators. The box office revenues quarterly average went from €20.8 million, in 2019, to €5.1 million in 2020.

Figure 9. Cinema sessions, spectators (No.) and box office revenues (thousand €), by quarter, 2020



Source: Cinema and Audio-visual Institute, ICA, I.P.

Live performances with less 14.4 million spectators and less €100.4 million of revenues

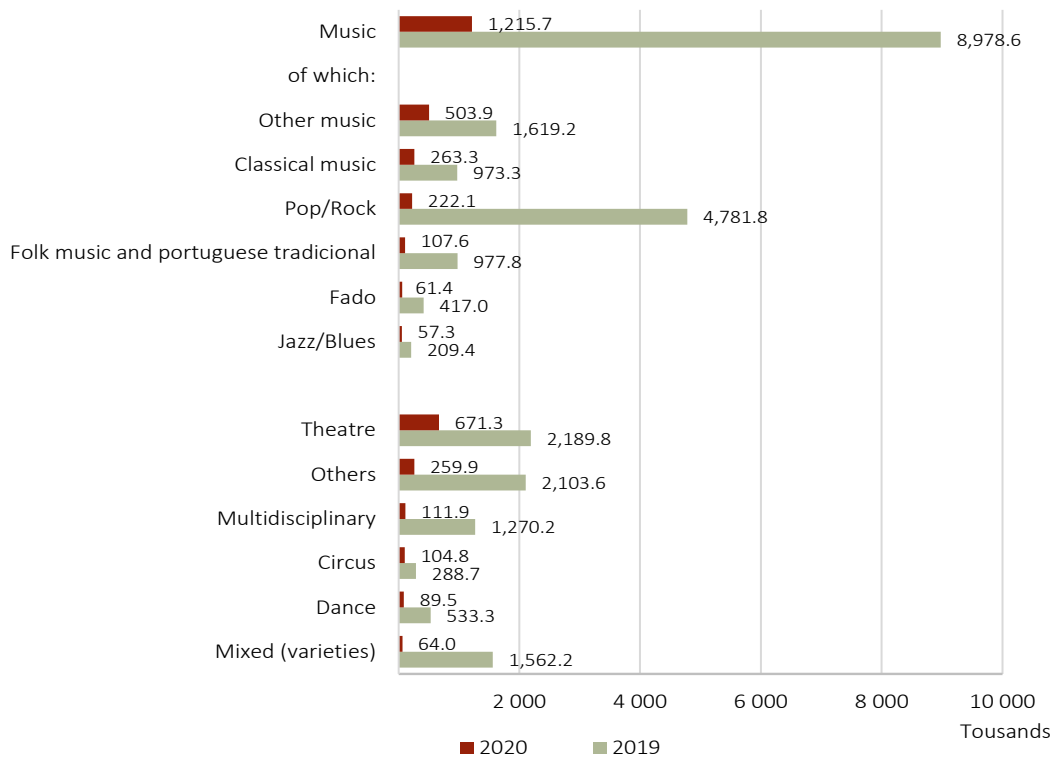
In 2020, there were 14,951 live performances with a total of 2.5 million spectators, of which 1.4 million with paid tickets, generating €24.9 million revenues.

Compared with the previous year, there were decreases in sessions held, of 22.1 thousand (-59.6%), of 14.4 million spectators (-85.1%), of 4.6 million tickets sold (-76.8%), and of €100.4 million revenues (-80.1%).



The average price per ticket decreased by 14.5%, going from €20.8, in 2019, to €17.8 in 2020.

Figure 10. Live shows spectators, by modality (thousands), 2019-2020



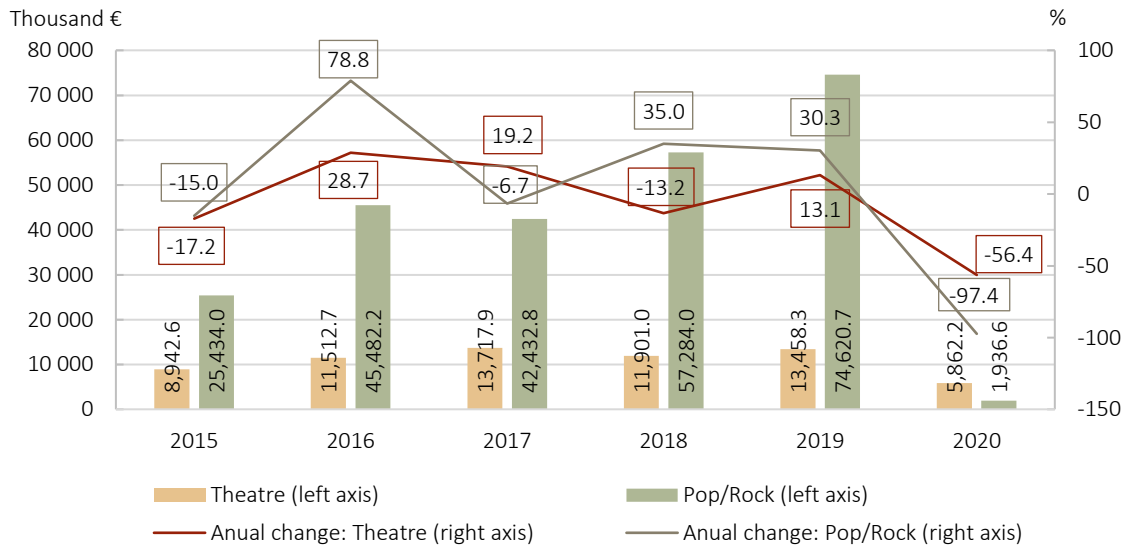
Source: Statistics Portugal, Live Shows Performance Survey.

Theatre and pop/rock concerts were, from all the live performances modalities considered, the ones in which the pandemic impact was felt the most.

In 2020, the number of pop/rock sessions was 1,104, with 222.1 thousand spectators, of which 111.7 thousand were paid tickets, thus originating €1.9 million in tickets revenues. Compared to the previous year, there were held less 1,222 sessions (-52.5%), with less 4.6 million spectators (-95.4%), and less €72.7 million tickets revenues (-97.4%).



Figure 11. Theatre and pop/rock revenues (thousand €) and annual change (%), 2015-2020



Source: Statistics Portugal, Live Shows Performance Survey.

In the same year, there were 6,161 theatre sessions, to which attended 671.3 thousand spectators, having been collected €5.9 million from tickets sold. Compared to the previous year, there were less 7,355 sessions (-54.4%), with less 1.5 million spectators (-69.3%), and less €7.6 million from tickets revenues (-56.4%).

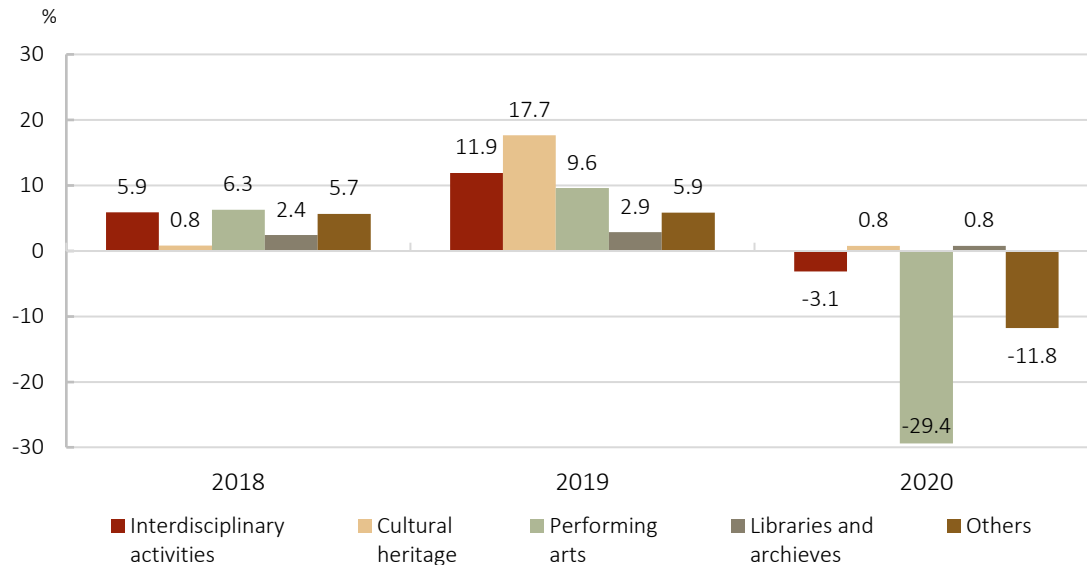
Local Government expenditure on cultural and creative activities decreased by 9.3%

In 2020, Local Government expenditure on cultural and creative activities amounted to €470.5 million, less €48.5 million (-9.3%) than in the previous year. The decrease in expenditures was more pronounced in the Performing arts (less €39.4 million, -29.4%) and Interdisciplinary activities (less €4.6 million, -3.1%).

Nonetheless, there were increases (0.8%) in the expenditures related to Cultural heritage (more €895.9 thousand) and Libraries and archives (more €585.9 thousand).



Figure 12. Local Governments expenditure in cultural and creative activities annual change (%), by domains, 2018



Source: Statistics Portugal, Local Government expenditure in cultural and creative activities and sports activities survey

By domain and sub-domain, expenditure allocated to Interdisciplinary activities stood out, with €143.6 million (-3.1%), of which around 3/5 (61.2%) for the Support of cultural and creative entities and 19.6% for General administration.

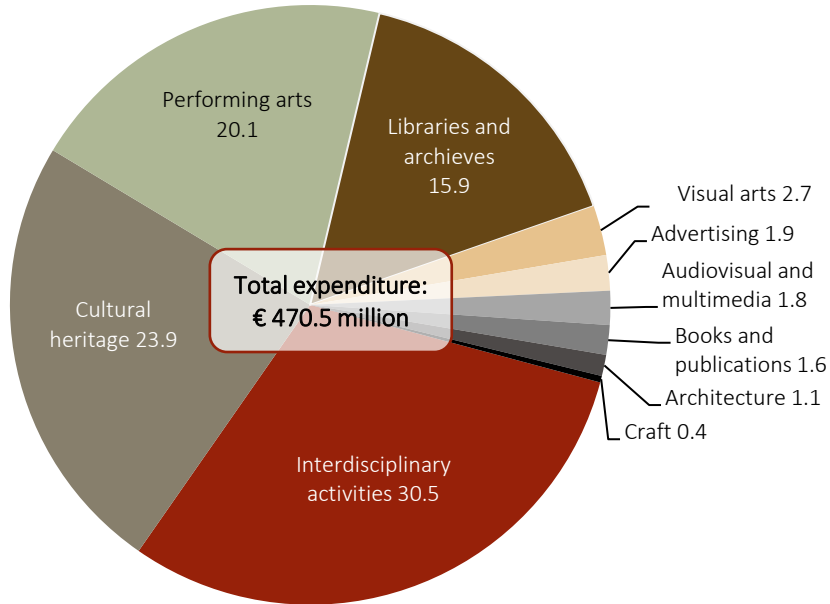
Of the €112.6 million allocated to Cultural heritage (+0.8%), 52.7% financed the expenses of Museums and 23.7% were spent on Monuments, historical centers, and protected sites.

Performing arts absorbed €94.5 million (-29.4%), standing out the expenses of Multidisciplinary (20.9% of total), Music (19.7%), and Theatre (8.1%). Construction and maintenance of art facilities accounted for 36.9% of the expenditures of this domain.

Libraries and archives were given €75.0 million (more €585.9 million, +0.8%): 79.1% for libraries and 18.4% for archives.



Figure 13. Local Government expenditures in cultural and creative activities, by domains (%), 2020



Source: Statistics Portugal, Local Government expenditure in cultural and creative activities and sports activities survey.

The share of Municipalities expenditure on cultural and creative activities of the Local Governments expenditure was 5.3% in 2020 (5.9% in 2019).



TECHNICAL NOTE

The statistical information released results from a set of statistical operations conducted by Statistics Portugal¹ (Labour force survey, consumer price index, cultural participation, museums survey², survey on art galleries and other temporary exhibition spaces, periodical publications survey, art facilities survey, live performances survey³, and survey on the financing of cultural, creative and sports activities by municipalities).

Information is also released on enterprises, classified according to NACE-Rev.2⁴ (Printing and service activities related to printing, reproduction of recorded media, manufacture of musical instruments, Retail sale of books in specialised stores; Retail sale of newspapers and stationery in specialised stores; Retail sale of musical records, compact discs, DVDs, audiotapes, and cassettes in specialised stores; Publishing activities; Motion picture, video and television program production activities, sound recording and music publishing activities; Radio and television broadcasting activities; News agency activities, Architectural activities; Advertising activities, Design activities; Photographic activities; Translation and interpretation activities; Renting of videotapes and disks; Cultural education; Theatre, music, dance and other artistic and literary activities; Libraries, archives, museums, and other cultural activities), with the Integrated Business Accounts System as the source.

Data on international trade refer to cultural goods, classified according to the Combined Nomenclature: Antiques collections and collectors' pieces, Books, Newspapers, journal and periodicals, Maps and hydrographical and similar charts; Works of art, Photographic plates and films developed, Crafts, Jewelry of precious metals and stones; Musical instruments, Audio-visual and interactive media; recorded media with music; Architecture plants and drawings.

Survey on Information and Communication Technologies usage in private households by individuals is an annual survey based on a representative sample of household residents in Portugal with at least one individual aged 16 to 74 years old.

The classifications of cultural and creative activities, domains and sub-domains, goods and services, and cultural occupations are in accordance with the Eurostat definitions in the ESSNet Culture – Final Report Project (September 2012) and the Guide to Eurostat culture statistics (2018 edition).

In addition, information is released from sources such as the Ministry of Education and Science/Directorate-General of Education and Science Statistics (cultural education), Directorate General of Cultural Heritage (architectural heritage), ICA – Cinema and Audio-visual Institute (cinema exhibition and production), IGAC – General Inspection of Cultural Activities (video distribution), and ANACOM – the National Communications Authority (broadcasting).

Notes:

¹ The cultural and creative activities considered in the Labour force survey are: Printing and service activities related to printing; Reproduction of recorded media, Manufacture of musical instruments, Publishing activities; Motion picture, video and television programme production activities, sound recording and music publishing activities; Radio and television broadcasting activities; Design activities; Photographic activities; Translation and interpretation activities; Creatives, arts and entertainment activities and Libraries, archives, museums, and other cultural activities.

Cultural employment is calculated considering 3-digit codes of the Cultural and creative activities from NACE Rev.2 and the 3-digit codes of cultural professions from ISCO/2010.

² The entities considered in the computation of information on museums observe the following five criteria adopted:

Criterion 1: museums having at least one exhibition room;



Criterion 2: museums that are open to the public (on a permanent or seasonal basis);

Criterion 3: museums having at least one curator or specialist (including managers);

Criterion 4: museums with a budget (at least knowledge of total expenditure);

Criterion 5: museums with an inventory (at least a summary inventory).

³ The modalities included are theatre, opera, classical, baroque, ancient, classical, folk and traditional Portuguese music, fado, jazz/blues, pop/rock, choir recitals, classical and modern dance, folklore, circus, mixed / varieties, multidisciplinary, and other modalities (street animation, humor, magic illusionism, poetry recital, tunas, and dancing). The statistical operation (Live shows survey) from the reference year of 2018 also included the observation of bullfighting shows whose results are disclosed on the Statistics Portugal Website.

⁴ For more detailed information on classifications please go to Statistics Portugal's website.

Detailed methodological information is available at: www.ine.pt, option Products, Metadata system.

Detailed statistical information is available at: www.ine.pt, option Products, Statistical data, database, theme Culture, sports, and recreation.