



December 15th 2022
Culture Statistics - 2021

LIVE PERFORMANCES: SPECTATORS INCREASED BY 1 MILLION AND REVENUES INCREASED BY €3 MILLION

In 2021, the number of sessions of live performances increased by 63.7%; 1.0 million more spectators (+41.8%), and a €3.0 million increase in ticket revenues (+12.3%), compared to 2020.

The museums recovered 1.8 million visitors (more 30.7% than in 2020), of which 853.9 thousand (+41.9%) were foreign visitors.

Cinema accounted 5.5 million spectators (+44.1%) and €30.6 million box office revenues (+48.9%).

Newspapers, magazines, and other periodical publications decreased the total circulation by 12.3% and sold copies by 10.5%.

According to the National Library of Portugal, in 2021 (provisional data) 10,873 books were edited-printed, which corresponds to an increase of 7.2% compared to 2020.

Watching television on the internet stood out in online cultural participation (+2.7 p.p.).

Prices of newspapers and of periodicals, cinema, theatre, and concert tickets increased by 3.1%.

The Local government expenditure on cultural and creative activities reached €491.4 million, following an increase of 4.5% (more €21.0 million) when compared to 2020.

The trade balance deficit for cultural goods worsened, moving from -€183.4 million in 2020 to -€208.7 million in 2021.

In 2021, the number of enterprises, turnover, and Gross Value Added in the cultural and creative sector increased, by 6.0%, 14.1%, and 15.3%, respectively.

In 2021, cultural employment was estimated at 187.7 thousand people, accounting for 3.9% of total employment.

The gross monthly earnings per employee in cultural and creative activities was €1,363 (more 4.5% compared to 2020).

Statistics Portugal releases on its website – www.ine.pt – the publication “Culture Statistics 2021”. The publication includes 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; books and periodical publications; cinema; live performances; video distribution; broadcasting; expenditures of cultural and creative activities by municipalities, and Culture Satellite Account.

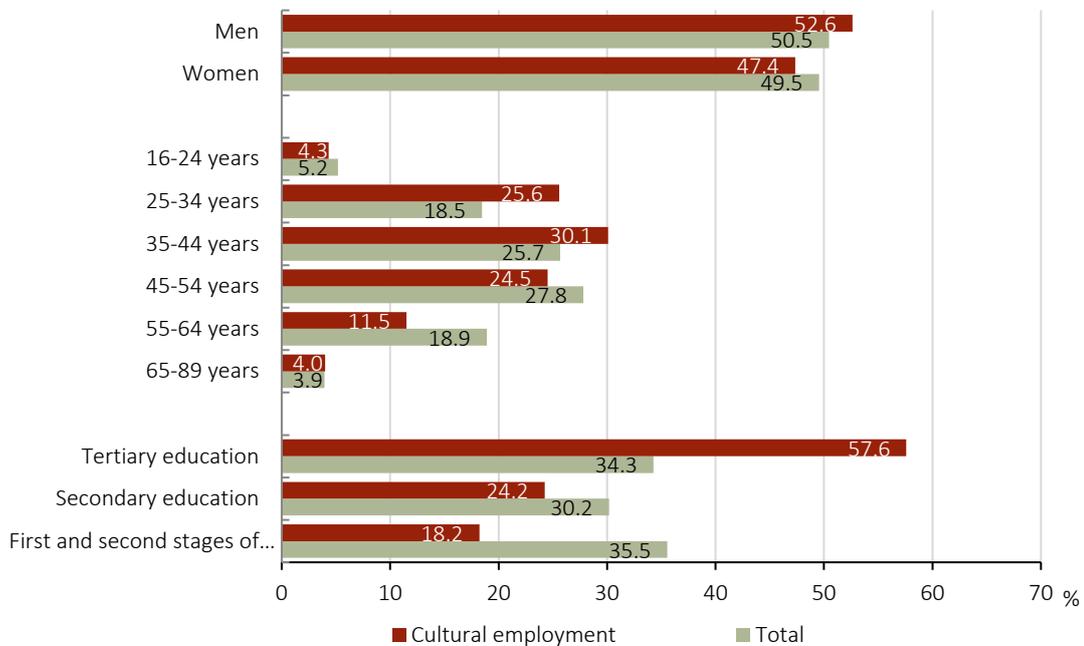




The cultural employment represented 3.9% of the employed population

In 2021, according to the Labour Force Survey, 187.7 thousand people were employed in cultural activities¹, accounting for 3.9% of the total employed population. Out of the total, 52.6% were men and 80.5% were aged 25 to 54, standing out the 35 to 44 years old age group (30.1%). Employment in cultural and creative activities was characterized by a higher education level than the one in the total economy (57.6% had completed tertiary education), where only 34.3% 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 (%), 2021



Source: Statistics Portugal, Labour Force Survey.

¹ Cultural employment is calculated considering:

- Cultural activities (NACE Rev.2): 181, 182, 322, 581, 591, 592, 601, 602, 741, 742, 743, 900, 910.
- Cultural occupations (CPP-10):
 - For the years 2011 to 2020 (CPP-10; 3 digits): 216, 262, 264, 265.
 - Since 2021 (CPP-10; 4 digits): 2161, 2162, 2163, 2164, 2165, 2166, 2353, 2354, 2355, 2621, 2622, 2641, 2642, 2643, 2651, 2652, 2653, 2654, 2655, 2656, 2659, 3431, 3432, 3433, 3435, 3521, 4411, 7312, 7313, 7314, 7315, 7316, 7317, 7318 and 7319, no longer being possible direct comparison of 2021's series with the 2011-2020's series estimates.



Prices in Newspapers and periodicals, as well as in cinema, theatre, and concert tickets increased by 3.1%

In 2021, the price of cultural goods and services increased by 0.3%, compared to the previous year. For this evolution, the price of the following goods contributed: Newspapers and periodicals (+3.1%), Cultural services (+0.7%), and Books (+0.6%). In Cultural services, the highest price changes were recorded in the Photographic services (+4.9%) and Cinema, theatre, and concerts (+3.1%). In the opposite direction, it was registered a decrease in Information processing equipment (-3.2%), and in Photographic and cinematographic equipment and optical instruments (-3.0%).

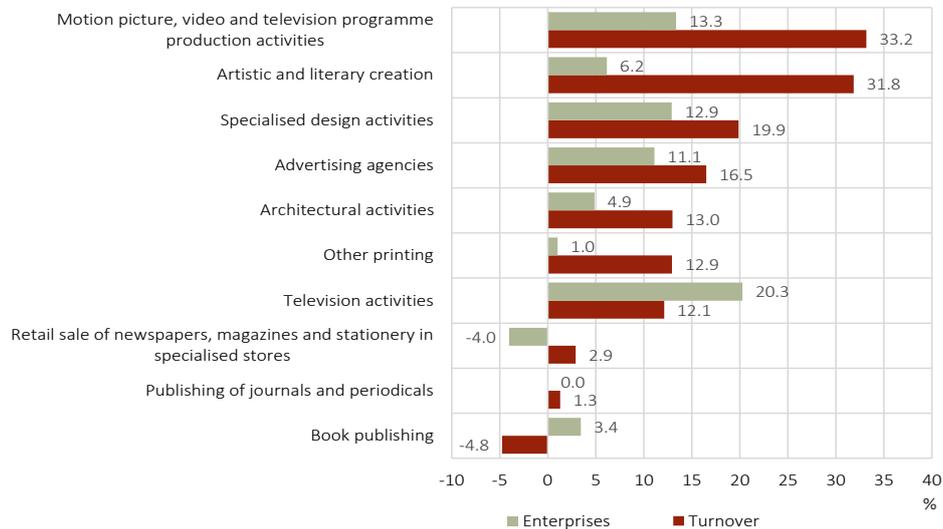
The number of enterprises in cultural and creative activities increased by 6.0% and turnover increased by 14.1%

In 2021, according to the Integrated Business Accounts System preliminary data, there were 68,456 enterprises in the cultural and creative sector (more 6.0% than in the previous year). The following activities recorded the highest increases: Specialised design activities (+928), Performing arts (+660), Advertising agencies (+516), and Architectural activities (+465), which, taken together, totalled more than 2,569 enterprises in 2021.

The turnover of enterprises in the cultural and creative sector increased by 14.1%, from €5.8 thousand million to €6.7 thousand million, in 2021. The activities that recorded the biggest increases were Advertising agencies (+€126.7 million), Motion picture, video, and television programme production activities (+€110.1 million), Other printing (+€85.5 million), Television activities (+€77.1 million), Performing arts (+€76.8 million), and Design activities (+€66.0 million). The following activities recorded decreases in turnover, compared to 2020: Book Publishing (-€17.5 million), Renting of video tapes and disks (-€258.0 thousand) and News agency activities (-€687.6 thousand). The Gross Value Added (GVA) of the cultural sector reached €2.5 thousand million (+15.3% than in 2020).



Figure 2. Annual change in the number of enterprises and turnover of some activities in the cultural and creative sector (%), 2021



Source: Statistics Portugal, Integrated Business Accounts System.

Gross monthly earnings per employee in cultural and creative activities increased by 4.5%

The total gross monthly earnings per employee in the activities of the cultural and creative sector was €1,363 (more 4.5% than in 2020). The regular component of those earnings increased by 4.1% to €1,131 and the base component increased by 4.0% to €1,055.

In the total economy, the average total gross earnings were practically the same (€1,362), as well as the regular component (€1,106) and the base earnings (€1,039), although having registered smaller increases when compared to 2020 (3.5%, 3.1%, and 3.0% respectively).

In the cultural and creative sector, the News agency activities stood out with the highest gross monthly earnings per employee (€2,752), followed by the Television programming and broadcasting activities (€2,685), the Publishing of computer games (€2,186), and the Motion picture, video, and television programs distribution (€2,053). The cultural and creative activities that recorded the lowest gross monthly earnings per employee were Renting of video tapes and disks (€664) and Retail sale of music and video recordings in specialised stores (€774).

Cultural goods trade balance deficit: imports are higher than exports, by €208.7 million

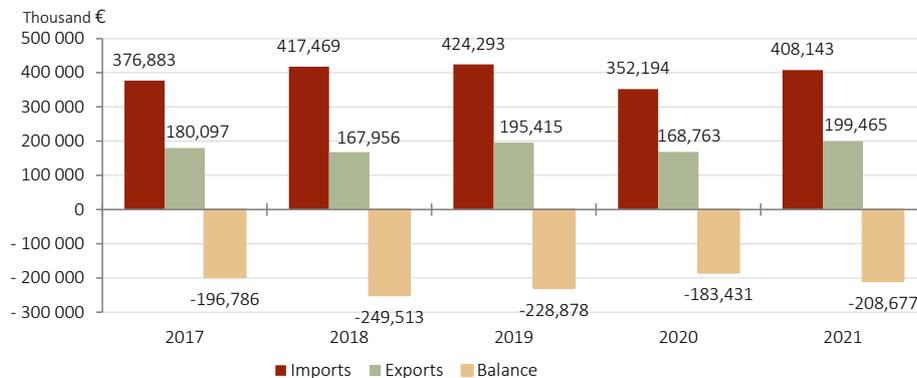
According to International Trade statistics, in 2021 the cultural goods trade balance was negative, -€208.7 million. The cultural goods exports reached €199.5 million, corresponding to an 18.2% increase from the previous year. Craft-handmade fabrics and ornamental articles (42.7% of total exported goods), Jewellery (26.8%), and Books (11.4%) accounted for 80.9% of the total value of cultural goods exported.



The imports of cultural goods were €408.1 million and increased by 15.9% from 2020. The main imported cultural goods were Jewellery (20.9%), Books (12.9%), Newspapers and periodicals (12.8%), Audio-visual goods and Interactive media (11.6%), and Musical instruments (11.0%), accounting together for about 69.2% of the total imported cultural goods.

The European Union (EU27) remained the most important commercial partner, with 83.3% of imports of cultural goods and 64.1% of exports.

Figure 3. International trade on cultural goods (thousand €), 2017-2021



Source: Statistics Portugal, International trade statistics.

Online cultural participation decreased, except for watching television online

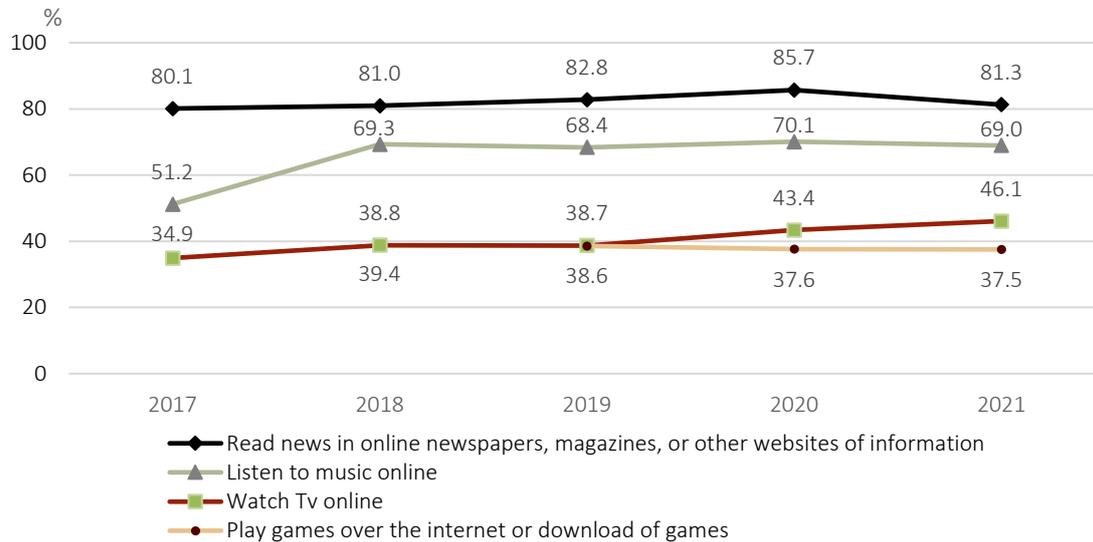
In 2021, 81.3% of internet users (people from 16 to 74 years old) indicated having read news in online newspapers, magazines, or other websites of information (less 4.4 p.p. than in 2020), 69.0% listened to music over the internet (-1.1 p.p.), and 46.1% watched television online (+2.7 p.p. than in 2020). The share of people who played on the internet or downloaded games (37.5%) is very close to the previous year (37.6%).

Regarding e-commerce of cultural goods and services², the following results stand out for 2021: the purchase of films and music (physical and digital products, as well as streaming), indicated by 39.7% (+0.1 p.p.) 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 29.2% (-0.6 p.p.); and the acquisition of tickets to cultural and sports events, indicated by 15.0% (+0.5 p.p.) of internet users. In the latter category, those who bought tickets for cultural events or others like cinema or concerts accounted for 14.3%.

² 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.



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, 2017-2021



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

Museums with more than 1.8 million visitors; more 853.9 thousand foreign visitors

In 2021, the total number of museum visitors was 7.5 million, following an increase of 1.8 million (+30.7%) compared to 2020. Despite the recovery recorded in the period under review, the number of visitors was, in 2021, still lower than in pre-pandemic years (19.8 million in 2019).

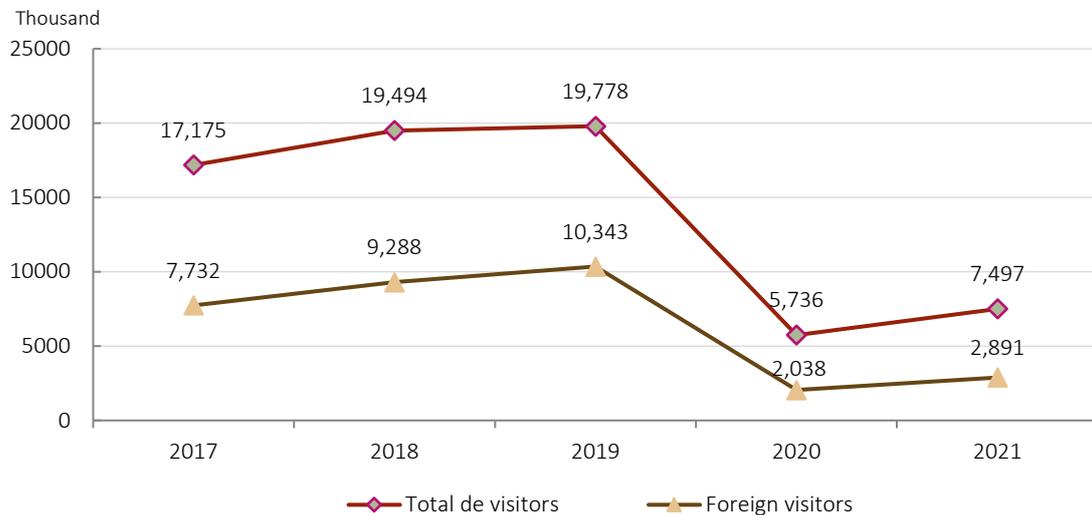
The average number of visitors per museum in 2021 was 17.9 thousand (13.9 thousand in 2020 and 45.0 thousand in 2019).

The number of foreign visitors increased to 2.9 million (more 853.9 thousand than the previous year). Foreign visitors represented 38.6% of total visitors (35.5% in 2020 and 52.3% in 2019).

The number of visitors integrated into school groups was 404.9 thousand, less 25.3 thousand (-5.9%) than in 2020.



Figure 5. Museums' visitors, total and foreign (thousand), 2017-2021



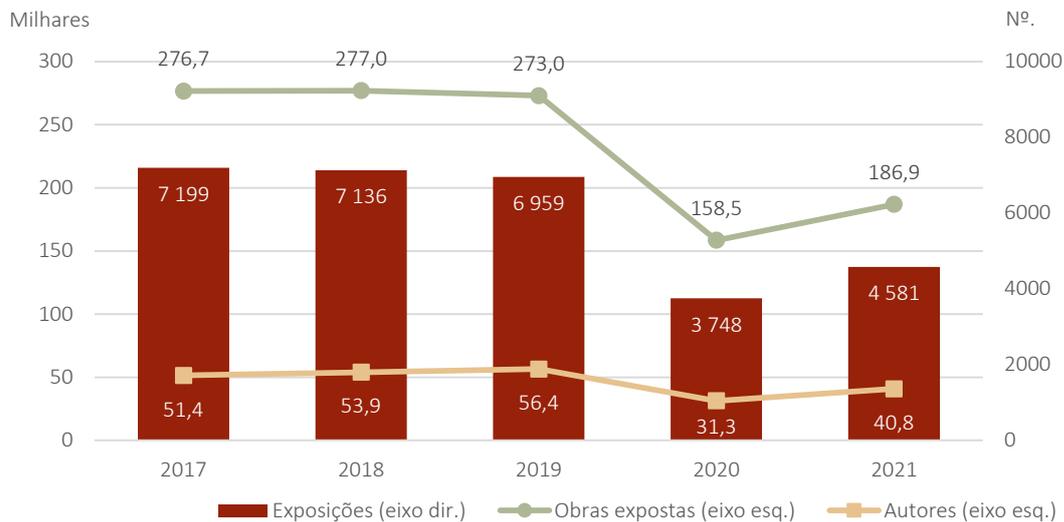
Source: Statistics Portugal, Museum's survey.

Temporary exhibitions, authors, and exhibited works increased but were still lower than in 2019

The Art galleries and other temporary exhibition spaces (901) held, in 2021, 4,581 temporary exhibitions (more 22.2% than in 2020), with 40,778 authors (+30.3%), totalling 186,931 exhibited works (+17.9%). Despite the increase registered in 2021, the values were still below those registered in the pre-pandemic years: in 2019, 6,959 exhibitions had been held, in which 56,424 authors had exhibited 273,045 works.



Figure 6. Number of authors, exhibits, and exhibited works in art galleries and other temporary exhibitions spaces, 2017-2021



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

Out of the total works exhibited in 2021, painting (15.4%), photography (14.2%), documentary (10.6%), decorative/handicraft (10.0%), drawing (7.0%), and collectors and commemorative works (4.9% each) continued to stand out.

Number of books edited-printed increased by 7.2%

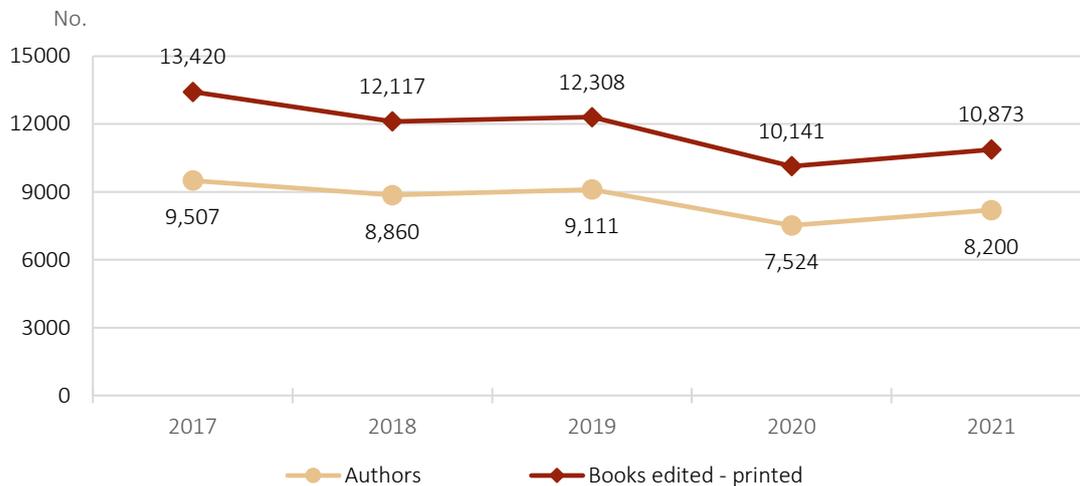
According to the data from the Nacional Library of Portugal based on the Legal Deposit Number, in 2021 (provisional data) 10,873 books were edited-printed, of which 9,407 were first editions (86.5%) and 1,466 were reissues (13.5%). Of the total books, 7,978 (73.4%) were published in the original language and 2,879 (26,5%) were translations.

Compared to the previous year, books edited-printed registered an increase of 7.2% (in 2020, a decrease of 17.6% was registered), resulting from both an increase in reissues (+17.2%) and in first editions (+5.8%).

The number of authors of books edited-printed, in 2021, was 8,200, following an increase of 9.0% compared to 2020.



Figure 7. Authors and Books edited-printed, No., 2017-2021



Note: 2020 and 2021's data are provisional

Source: Nacional Library of Portugal, Legal Deposit Number.

Periodical publications: decreases in total circulation (12.3%) and in sold copies (10.5%)

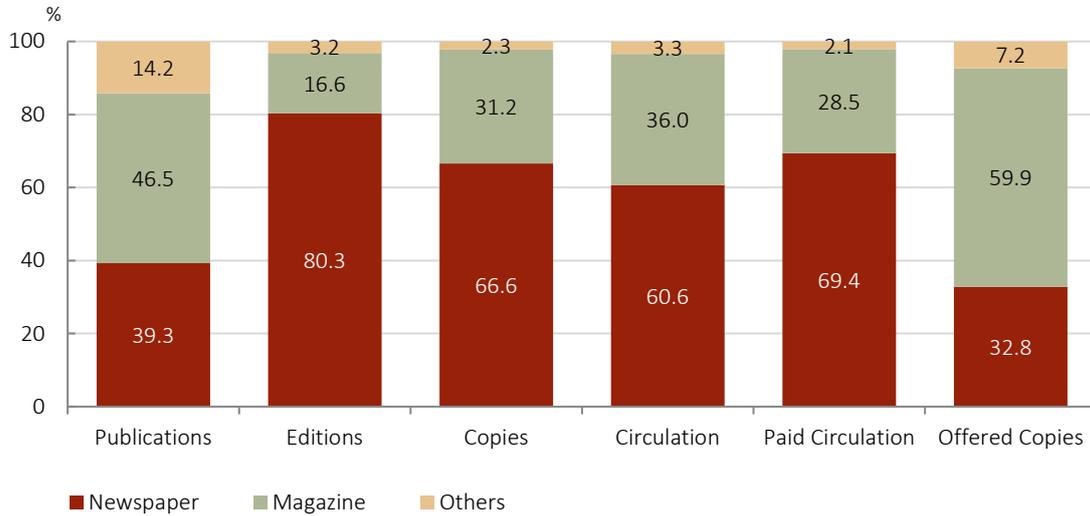
The 888 periodical publications considered in 2021 (newspapers, magazines, bulletin, and yearbooks) corresponded to 18,264 editions, 213.4 million copies of the total print run, and 142.6 million copies of total circulation, of which 108.5 million copies were sold. In comparison with the previous year, printed materials increased regarding the number of publications (+0.2%) and editions (+1.2%). However, decreases were registered in total print-run copies (-9.7%), total circulation (-12.3%), sold copies (-10.5%), and offered copies (-17.7%).

44.7% of the total periodicals were released in print, while 55.3% were released simultaneously in print and electronic support. 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 2021, there were sold 87.0% of newspapers' copies in circulation and 13.0% were offered, while magazines sold 60.2% and offered 39.8% of copies in circulation. Newspapers and magazines accounted for 39.3% and 46.5% of total periodical publications, respectively.



Figure 8. Periodical publications indicators, by type (%), 2021

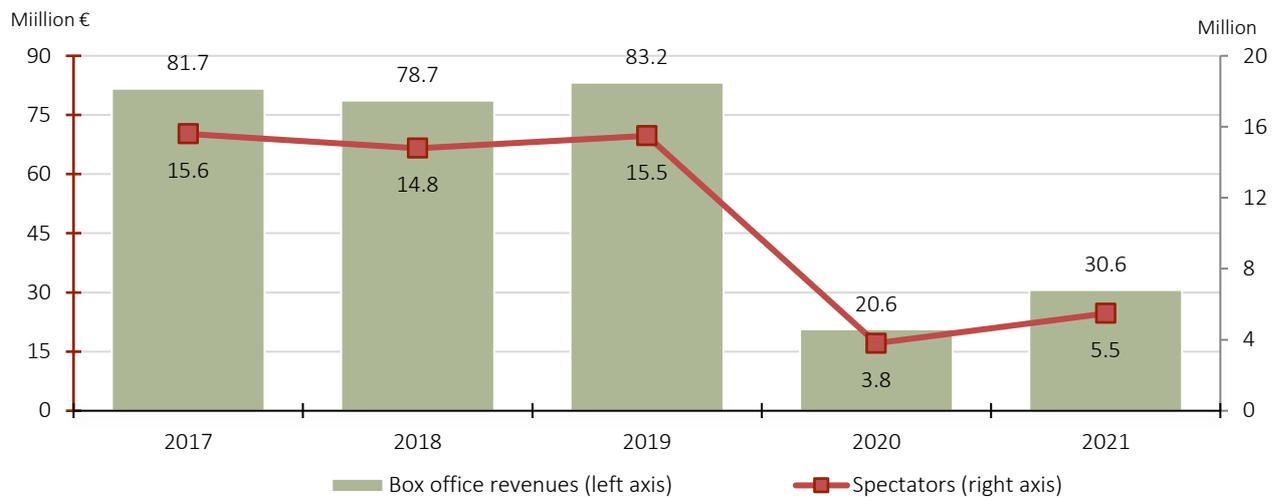


Source: Statistics Portugal, Periodical publications survey.

Cinema: number of spectators and box office revenues increased more than 40%

In 2021, there were held 330,473 movie sessions, with a total of 5.5 million spectators and €30.6 million box office revenues. Vis-à-vis the previous year, there were 53,491 more sessions (+19.3%); the number of spectators increased by 1.7 million (+44.1%) and box office revenues recorded an increase of €10.0 million (+48.9%).

Figure 9. Cinema spectators (million) and box office revenues (million €), 2017 - 2021

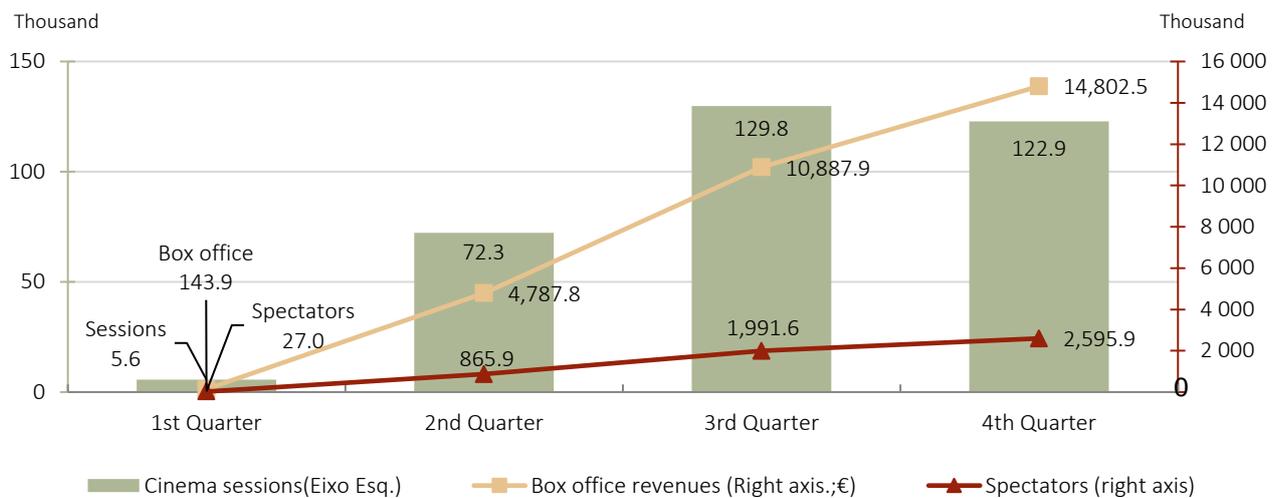


Source: Cinema and Audio-visual Institute, ICA, I.P.



It was in the 3rd quarter of 2021 that more sessions were held (39.3% of the total), but the sessions held in the 4th quarter (37.2%) had more spectators (47.4%) and generated 48.3% of the total box office revenues. On the contrary, it was in the 1st quarter that the lower number of sessions (1.7%) were registered, with 0.5% of the spectators and 0.5% of box office revenues.

Figure 10. Cinema sessions, spectators (No.), and box office revenues (thousand €), by quarter, 2021



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

54.3% of cinema sessions, 58.6% of spectators, and 59.7% of box revenues corresponded to co-production movies. North American movies accounted for 35.2% of sessions, 33.0% of spectators, and 32.8% of box office revenues.

In the reference year, 237 Portuguese films were exhibited, corresponding to 3.5% of sessions, 2.9% of spectators, and 2.5% of box office revenues. The sessions, spectators, and box office revenues of Portuguese films have been decreasing since 2015, when they accounted for 4.4%, 6.1%, and 5.9% of the total, respectively.

Live performances with a slight recovery 1 million spectators and more €3 million in ticket revenues

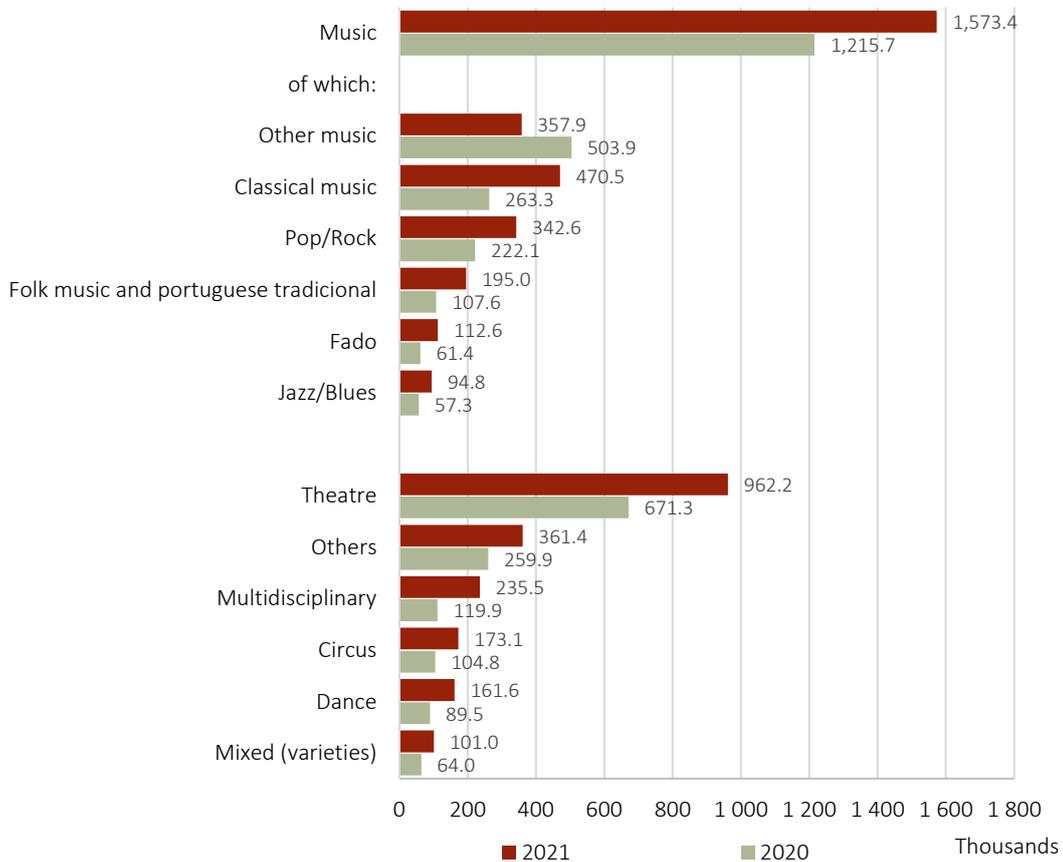
In 2021, there were 24,469 live performances with a total of 3.6 million spectators, of which 2.0 million with paid tickets, generating €28.0 million in ticket revenues.

Compared with the previous year, there were increases in sessions held, of 9.6 thousand (+63.7%), in spectators, of 1.0 million (+41.8%), in tickets sold, of 570.8 thousand (+40.7%), and in ticket revenues, of €3.0 million (+12.3%).

The average price per ticket decreased by 20.2%, from €17.8, in 2020, to €14.2, in 2021.



Figure 11. Live shows spectators, by modality (thousands), 2020-2021



Source: Statistics Portugal, Live Shows Performance Survey.

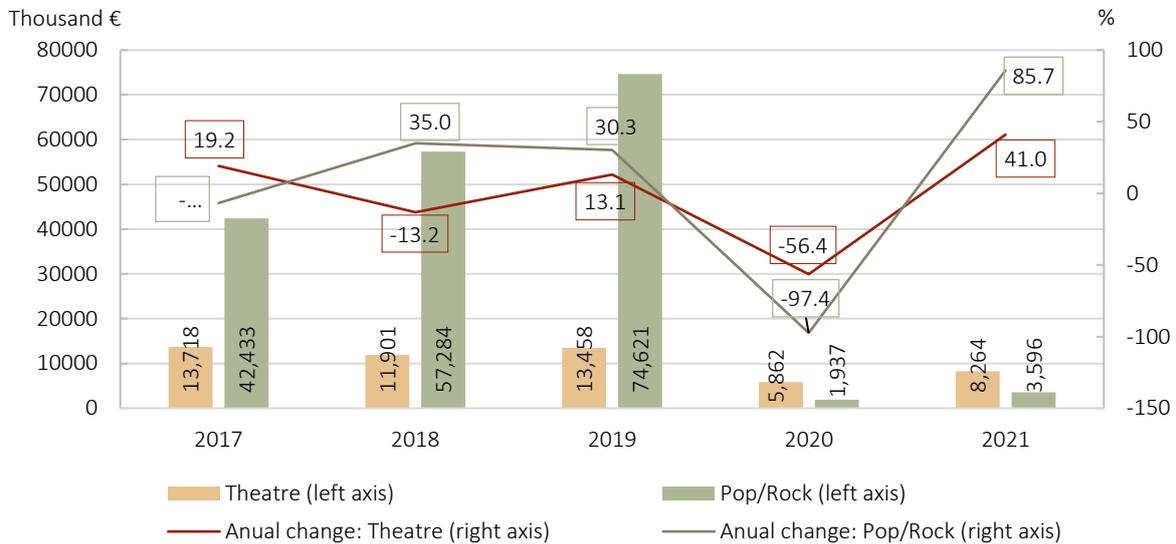
In 2021, 1,613 sessions of Pop/rock were held, with 342.6 thousand spectators, of which 190.1 thousand were paid tickets, thus originating €3.6 million in ticket revenues. Compared to the previous year, there were held more 509 sessions (+46.1%), with more 120.5 thousand spectators (+54.2%), and more €1.7 million in ticket revenues (+85.7%).

Despite the small recovery, the 2021 figures were still below those registered in the pre-pandemic years. Pop/rock was the most significant modality in terms of spectators and ticket revenues from all live shows: 4.8 million spectators and €74.6 million in ticket revenues in 2019.

In 2021, 9,836 Theatre sessions were registered, which had 962.2 thousand spectators, and collected €8.3 million in ticket revenues. Compared to the previous year, there were more than 3,675 sessions (+59.6%), with more 290.9 thousand spectators (+43.3%) and more €2.4 million from ticket revenues (+41.0%). In 2019, there were 13,516 theatre sessions with 2.2 million spectators and €13.5 million in ticket revenues.



Figure 12. Pop/rock and theatre ticket revenues (thousand €) and annual change (%), 2017-2021



Source: Statistics Portugal, Live Shows Performance Survey.

Performance facilities

According to the Cultural facilities survey, biennial, in 2021, there were 404 Performance facilities (400 fixed and 4 improvised), more 4.1% than in 2019.

The facilities had 600 rooms and/or spaces (more 2.6% than in 2019) with a capacity of 278,782 places (+8.3%), of which 208,491 were seats (+6.4%). The total number of persons employed in Performance facilities was 4,982 (more 13.6% than in 2019).

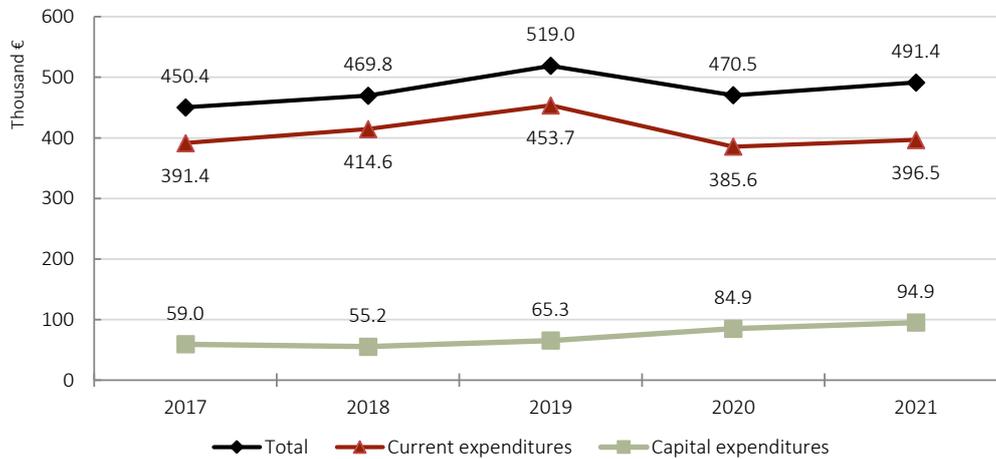
Local Government expenditure on cultural and creative activities increased by 4.5%

In 2021, Local Government expenditure on cultural and creative activities amounted to €491.4 million, more €21.0 million (+4.5%) than in the previous year. The increase in expenditures was more pronounced in the domains: Performing arts (+€12.5 million; +13.3%), Cultural heritage (+€12.3 million; +10.9%), and Libraries and archives (+€5.0 million; +6.7%).

By domain and sub-domain, expenditure allocated to Interdisciplinary activities stood out, with €129.2 million, of which 53.8% was for the Support of cultural and creative entities and 22.2% for General administration. Despite the decrease of 10.0% compared to the previous year, Interdisciplinary activities continued to be the domain with the greatest share (26.3%) of total expenditure by Local Government on cultural and creative activities.



Figure 13. Local Governments expenditure in cultural and creative activities, by type of expenditure (thousand €), 2017-2021



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

Of the €124.9 million allocated to Cultural heritage (+10.9%), 50.0% financed the expenses of Museums and 25.8% was spent on Monuments, historical centres, and protected sites.

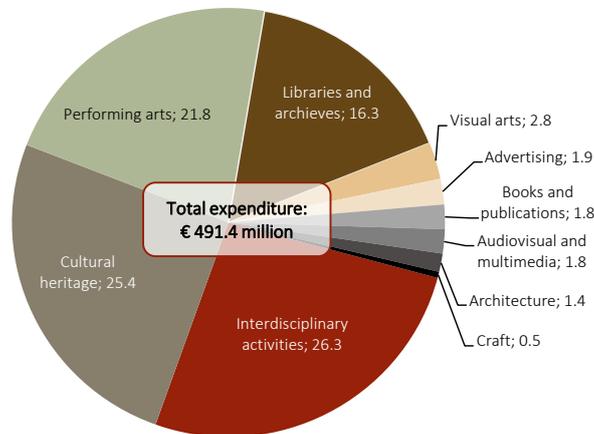
Performing arts absorbed €107.1 million (+13.3%), standing out the expenses of Music (21.6%), Theatre (14.9%), and Multidisciplinary (12.7% of total). Construction and maintenance of art facilities accounted for 35.9% of the expenditures of this domain.

Libraries and archives were given €80.0 million (more €5.0 million than in 2020; +6.7%). Of the total, 75.7% for libraries and 22.6% for archives.

The share of Municipalities' expenditure on cultural and creative activities of the Local Governments expenditure was 5.0% in 2021 (5.3% in 2020).



Figure 14. Local Government expenditures in cultural and creative activities, by domains (%), 2021



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

Culture Satellite Account

Statistics Portugal has just released the 2nd edition of Culture Satellite Account³ (CSA), whose reference year, with detailed information, is 2018, but includes information for macroeconomic aggregates such as GVA, external trade, and household consumption expenditure for the following two years.

From the main results of the CSA 2018-2020, the following stood out:

The culture accounted for 2.4% of Gross Value Added (GVA) in the total economy, 2.8% of total employment, 2.6% of final consumption expenditure by households, 2.5% of final consumption expenditure by the general government, 4.2% of final consumption expenditure by non-profit institutions serving households, and 1.4% of Gross Fixed Capital Formation.

The growth of culture's GVA, compared to 2019 (5.4%), was higher than that of the total economy (4.5%). In 2020, due to the especially negative effect of the COVID-19 pandemic in this sector, culture GVA decreased by 10.6%, much more than the total economy (-5.8%). As consequence, after the stabilization of the culture's GVA share in the total economy, between 2018 and 2019 (2.4%), a slight decrease followed in 2020 (2.3%).

³ The current CSA differs from the previous edition (2010-2012), published in 2015, as it follows Eurostat guidelines, issued in the meantime and which essentially resulted in the expansion of the scope of products and activities to be included in this satellite account and, also, by the use of additional data sources.



TECHNICAL NOTE

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

Information is also released on enterprises, classified according to NACE-Rev.2 (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.

The statistics on “Gross monthly earnings per employee” are the result of the calculations and analysis performed by Statistics Portugal on the information from the Monthly Statement of Earnings (Declaração Mensal de Remunerações) from Social Security (DMR/SS), following a protocol celebrated between Statistics Portugal and the Instituto de Informática, I.P., and the Contributory Relation (Relação Contributiva) of Caixa Geral de Aposentações (RC/CGA).

Data on international trade refer to cultural goods, classified according to the Combined Nomenclature^d: Antiques collections and collectors’ pieces, Books, Newspapers, journals, and periodicals, Maps and hydrographical and similar charts; Works of art, Photographic plates and films developed, Crafts, Jewellery 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 year 2018 is the reference year for this edition of CSA^e, for which there is information most detailed possible. Moreover, benefiting from the availability of annual Portuguese National Accounts detailed final results for 2019 and 2020, it was possible estimate some macroeconomic aggregates of the CSA and present information of the National Accounts about the main activities and products related to culture for those years. Compared to the previous edition of CSA (2015), the introduced changes determined the extension of the scope of the cultural activities considered. Beyond the new methodological orientations, the new edition of the CSA also considers the *ESSNet-Culture*, de 2012 methodological references common to the 1st edition of the CSA (released in 2015).

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 ANACOM - National Regulatory Authority for Communications, the National Library of Portugal, the Directorate-General of Cultural Heritage, the Directorate-General for Education and Science Statistics, the General Inspection of Cultural Activities, and the Cinema and Audio-visual Institute, I.P.

Notes

^a 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 4-digit codes of cultural professions from ISCO/2010.

^b 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).

^c 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.

^d For more detailed information on classifications is available at the Metadata system on Statistics Portugal's website.

^e For more detailed information on CSA methodology see the CSA press release on 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.