

# CULTURAL AND CREATIVE SATELLITE ACCOUNT 2024

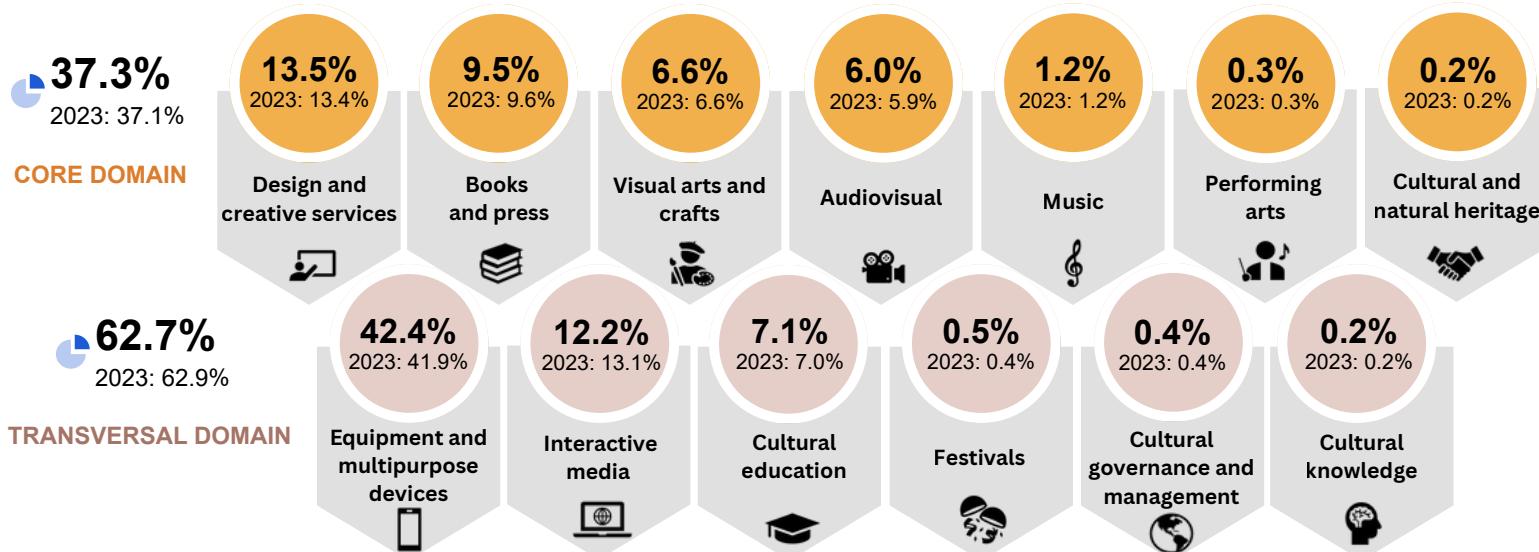
Cultural and creative industry contributed 6.8 percent to total GDP with a growth of 7.1 percent in 2024

Gross Value Added of Cultural and Creative Industry

**RM130.7b**  
2023: RM122.1b

**7.1%**  
2023: 4.5%

## COMPOSITION OF CULTURAL AND CREATIVE INDUSTRY BY DOMAIN



**Core domain:** Comprises economic and social activities that are traditionally associated with culture.

**Transversal domain:** Domain that supports the core domain. The transversal domain also cuts across almost all core domains to ensure that the entire cultural ecosystem functions effectively and more comprehensively.

**RM63.0b**  
2023: RM56.0b

## EXPORTS

94.6%  
2023: 94.7%

5.4%  
2023: 5.3%

## EXPORTS

Cultural and creative goods  
Cultural and creative services

## EXPORTS & IMPORTS OF CULTURAL AND CREATIVE PRODUCTS

**RM43.9b**  
2023: RM37.9b

## IMPORTS

91.8%  
2023: 91.3%

8.2%  
2023: 8.7%



## EMPLOYMENT IN THE CULTURAL AND CREATIVE INDUSTRY

### Books and press

**15.0%**  
2023: 15.2%

### Design and creative services

**13.3%**  
2023: 13.8%

### Visual arts and crafts

**9.6%**  
2023: 9.5%

### Audiovisual

**4.2%**  
2023: 4.3%

### Cultural and natural heritage

**1.0%**  
2023: 1.0%

### Music

**0.9%**  
2023: 0.9%

### Performing arts

**0.5%**  
2023: 0.5%

**763.1 thousand persons**

2023: 741.9 thousand persons

Contribution to total employment

**4.7%**  
2023: 4.7%

**CORE DOMAIN**

44.5%  
2023: 45.3%

**55.5% TRANSVERSAL DOMAIN**

9.1%  
2023: 9.4%

1.0%  
2023: 1.1%

0.2%  
2023: 0.2%

Equipment and multipurpose devices

Interactive media

Cultural governance and management

**38.7%**  
2023: 37.6%

**5.8%**  
2023: 5.8%

**0.7%**  
2023: 0.7%

Annual percentage change

Percentage share

Source: Cultural and Creative Satellite Account 2024  
Department of Statistics Malaysia (DOSM)

