

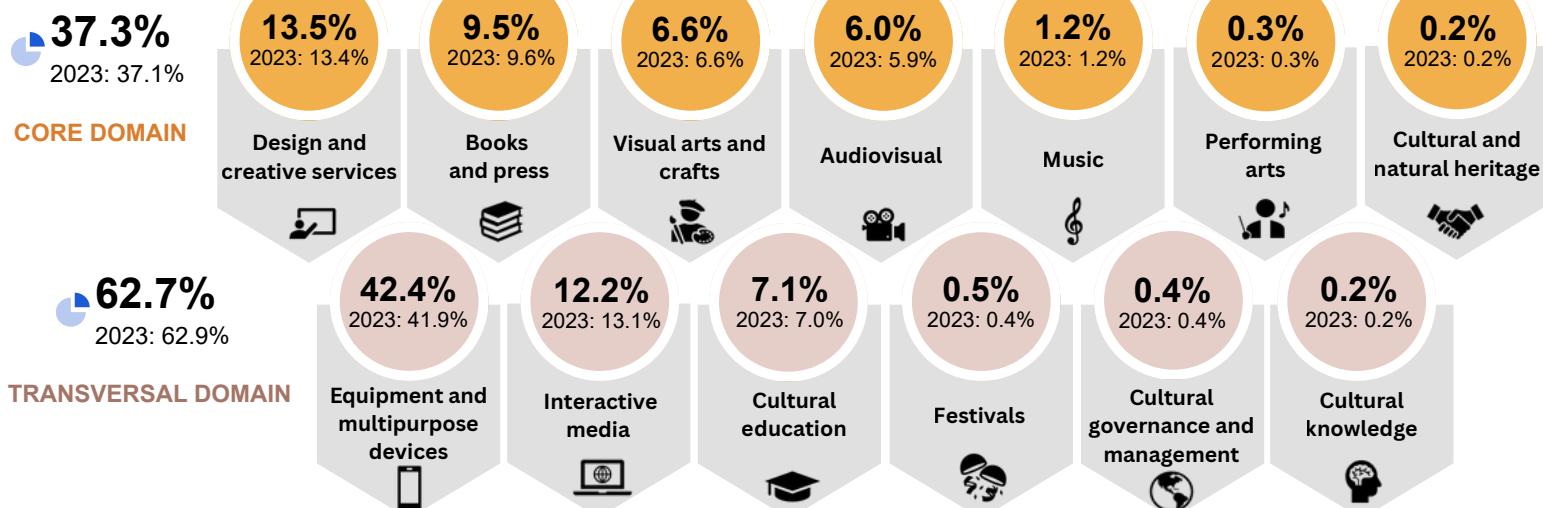
# CULTURAL AND CREATIVE SATELLITE ACCOUNT 2024

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 2023: 4.5%

## COMPOSITION OF CULTURAL AND CREATIVE INDUSTRY BY DOMAIN

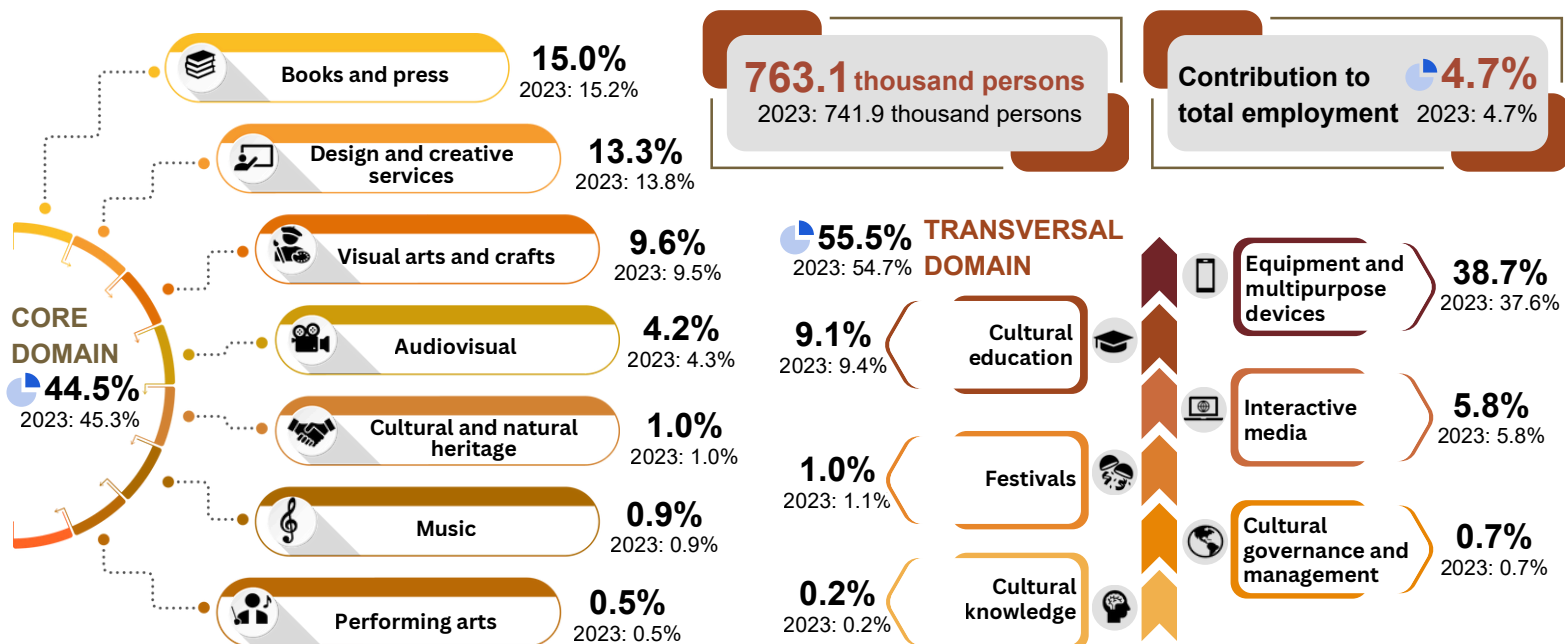


**Core domain:** Comprises economic and social activities that are traditionally associated with culture.

**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.




## EMPLOYMENT IN THE CULTURAL AND CREATIVE INDUSTRY



**763.1 thousand persons**  
2023: 741.9 thousand persons

Contribution to  
total employment **4.7%**  
2023: 4.7%

 Annual percentage change

 Percentage share

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

