



5 December 2024

Culture Statistics - 2023

## LIVE PERFORMANCES' REVENUES INCREASED 28.5% COMPARED TO THE PREVIOUS YEAR

In 2023, 42,792 live performances sessions were held (3.4% more than in 2022). These were attended by 17.1 million spectators (+14.9%) and corresponded to 7.3 million paid tickets (+9.6%) that generated €189.2 million ticket revenues (+28.5%).

Cinema held 542.6 thousand sessions (+6.4%), with 12.3 million spectators (+28.0%) and €72.9 million box office revenues (+31.7%).

The museums had 18.1 million visitors (+14.7%), of which 8.6 million were foreign visitors (+12.7%).

In 2023, periodical publications' total circulation (407 newspapers and 431 magazines) was 789.4 million, of which 61.8% were newspapers and 38.2% magazines. This year, 12,299 books were edited-printed, which corresponded to a decrease of 4.3% compared to 2022.

The prices of cultural goods and services decreased by 0.6% compared to 2022, despite the increase in the prices of cinema, theatre and concerts (up 10.0% compared to 2022), books (+4.0%) and newspapers and other periodicals (+3.2%).

The 75,370 enterprises of cultural and creative activities, active in 2022, generated €8.1 thousand million turnover, 21.5% more than in 2021. The imports of cultural goods surpassed the exports, leading to a deficit in the trade balance of €288.3 million (with €518.0 million in imports and €229.7 million in exports).

In 2023, cultural employment was estimated at 201.0 thousand people, accounting for 4.0% of total employment. The gross monthly earnings per employee in cultural and creative activities was €1,497, more 5.7% than in 2022.

The Local government expenditure on cultural and creative activities reached €684.8 million, corresponding to an increase of €102,8 million when compared to 2022 (+17.7%).

---

Statistics Portugal releases on its website – [www.ine.pt](http://www.ine.pt) – the publication “Culture Statistics 2023”. 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; 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 household expenditures in recreation, sport and culture.



ESTATÍSTICAS  
CULTURA  
2023



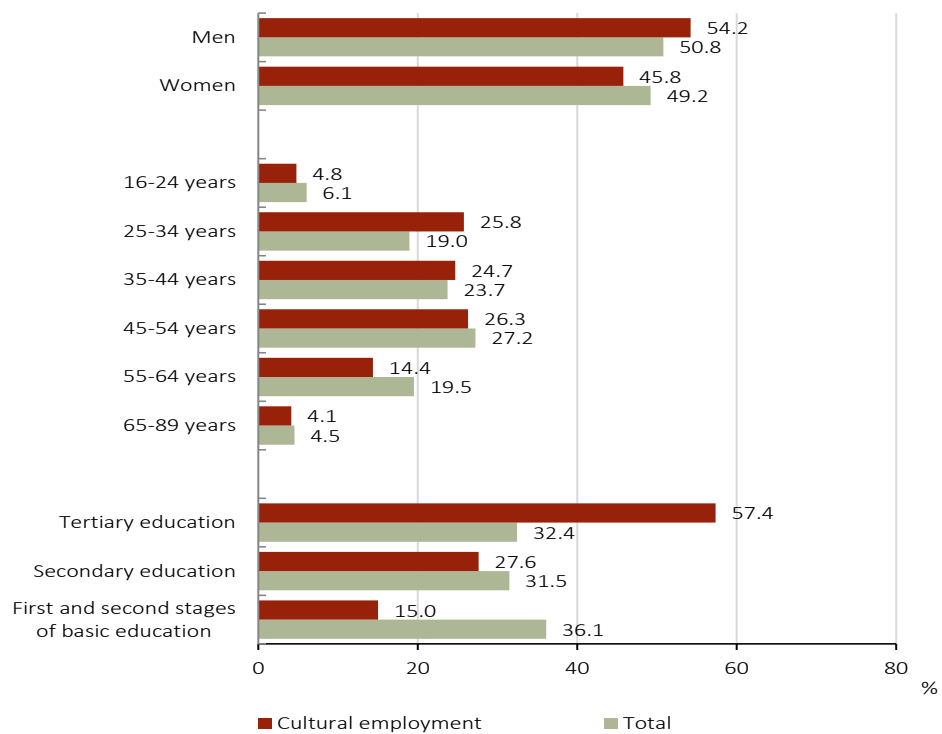
CULTURE STATISTICS - 2023



## The cultural employment represented 4.0% of the employed population

In 2023, according to the results of the Labor Force Survey, cultural employment<sup>1</sup> was estimated at 201.0 thousand people, accounting for 4.0% of the total employed population. Out of the total cultural employment, 54.2% were men and 45.8% were aged under 45 years old. The population employed in the cultural sector was characterized by a higher education level than the one in the total economy. 57.4% had completed tertiary education, whereas only 32.4% of the total employed population had completed that education level.

Figure 1. Employed population, total and cultural employment, by sex, age group and completed level of education (%), 2023



Source: Statistics Portugal, Labor Force Survey.

<sup>1</sup> 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.

The estimates from 2020 to 2022 were revised following the revision of the results of Labor Force Survey 2<sup>nd</sup> quarter of 2020 to the 2<sup>nd</sup> quarter of 2023. For a more detailed information it is suggested the consultation of the explanatory note in Press release "Employment statistics – 3<sup>rd</sup> quarter of 2023" available at Statistics Portugal's website.



## Prices of cinema, theatre and concerts increased by 10.0%

In 2023, the Consumer Price Index (CPI) for cultural goods and services decreased by 0.6% compared to the previous year. This resulted from the decrease in the price of the equipment for the reception, recording and reproduction of sound and pictures (-8.0%) that surpassed the increase in the prices of the cultural services (+6.2%).

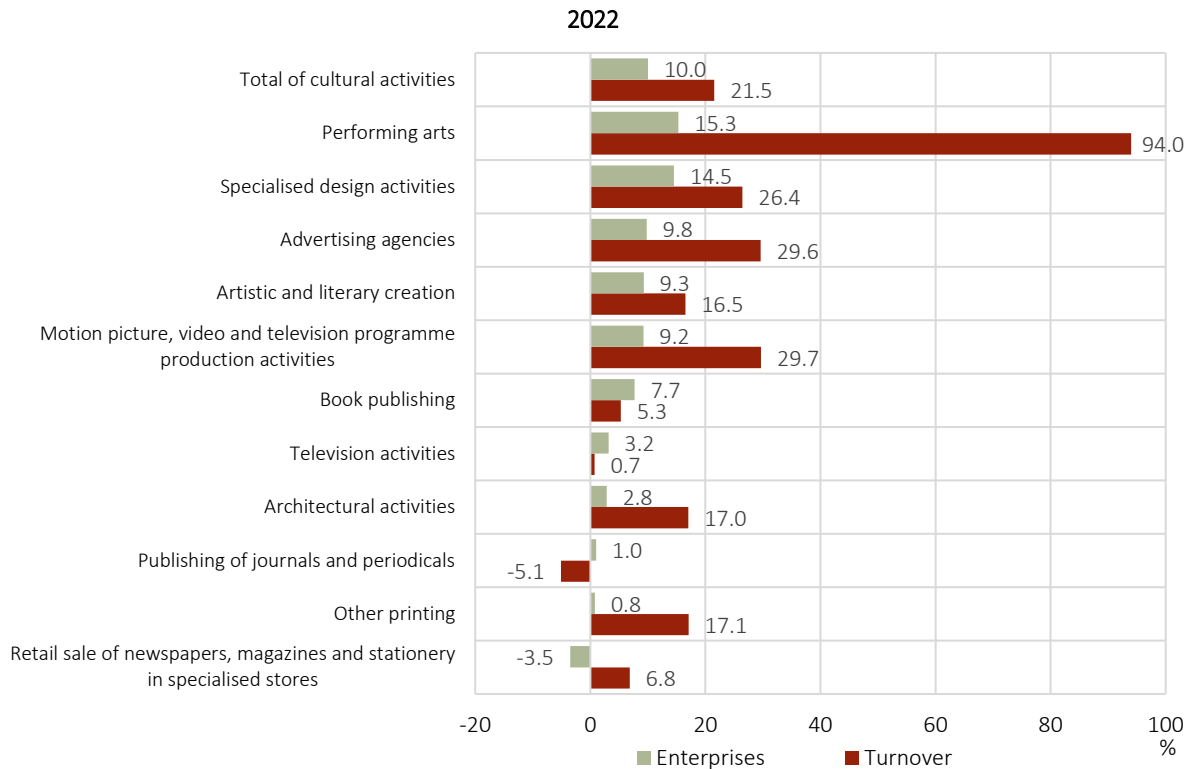
In cultural services, the increase of the prices for photographic services (+14.2%), the cinema, theatres and concerts (+10.0%), the museums, libraries, and zoological gardens (+4.2%), books (+4.0%), and Newspapers and other periodicals (+3.2%) stood out.

## The number of enterprises in the cultural and creative sector increased by 10.0% and the turnover increased by 21.5%

In 2022, there were 75,370 enterprises in the cultural and creative sector, corresponding to more 6,850 enterprises than 2021 (+10.0%). The activities that recorded the highest increases in the number of enterprises were performing arts (+2,627), specialized design activities (+1,182), and artistic and literary creation (+563), photographic activities (+561) and advertising agencies (+508), which, together, accounted for more 5,441 new enterprises in 2022.



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



Source: Statistics Portugal, Integrated Business Accounts System.

The turnover of enterprises in the cultural and creative sector increased by 21.5%, reaching €8.1 thousand million in 2022 (more 1.4 thousand million than the previous year). The activities that recorded the largest increases were performing arts (more €269.4 million), advertising agencies (more €264.8 million), other printing (more €127.8 million), support activities to performing arts (more €127.4 million), motion picture, video, and television program production activities (more €125.7 million).

The gross monthly earnings per employee in cultural and creative activities increased by 5.7%

In 2023, the total gross monthly earnings per employee in the activities of the cultural and creative sector was €1,497 (5.7% more than in 2022). The regular component of those earnings also increased by 5.7%, to €1,236, and the base component increased by 6.0%, to €1,158.

In the economy as a whole, the average total gross earnings were higher (€1,507). However, the regular component (€1,216) and the base earnings (€1,143) were lower. All three types of earnings increased when compared to 2022 (6.7%, 6.6%, and 6.8% respectively).



Figure 3. Average gross monthly earnings per employee (total, regular and base) in the total of economy and in the cultural and creative sector<sup>2</sup>

Year	Total economy			Cultural and creative sector		
	Total gross earnings	Regular gross earnings	Base gross earnings	Total gross earnings	Regular gross earnings	Base gross earnings
	Euros			Euros		
2023	1,507	1,216	1,143	1,497	1,236	1,158
2022	1,412	1,141	1,070	1,417	1,169	1,092
2021	1,362	1,106	1,039	1,363	1,131	1,055
2020	1,315	1,073	1,009	1,304	1,087	1,014
2019	1,277	1,039	976	1,287	1,068	997

**Note:** The total earnings received in a year (includes holiday and Christmas allowance) divided by the number of months worked (a full year of work determines the division of the total earnings received in the year by 12).

**Source:** 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) and the Contributory Relation (Relação Contributiva) of Caixa Geral de Aposentações (RC/CGA).

In the cultural and creative sector enterprises, publishing of computer games activities stood out with the highest average gross monthly earnings per employee (€3,170). The lowest average gross monthly earnings per employee was recorded in renting of video tapes and disks (€826).

### Cultural goods trade balance deficit: imports higher than exports, by €288.3 million

In 2023, the cultural goods trade balance was negative in €288.3 million (€56.8 million more than in the previous year). Exports of cultural goods reached €229.7 million, corresponding to a decrease of 3.6% from the previous year. The main exported goods were craft-handmade fabrics and ornamental articles (41.4% of total), followed by jewellery (31.9%), and books (12.8%), which, together, accounted for 86.2% of the total value of cultural goods exported.

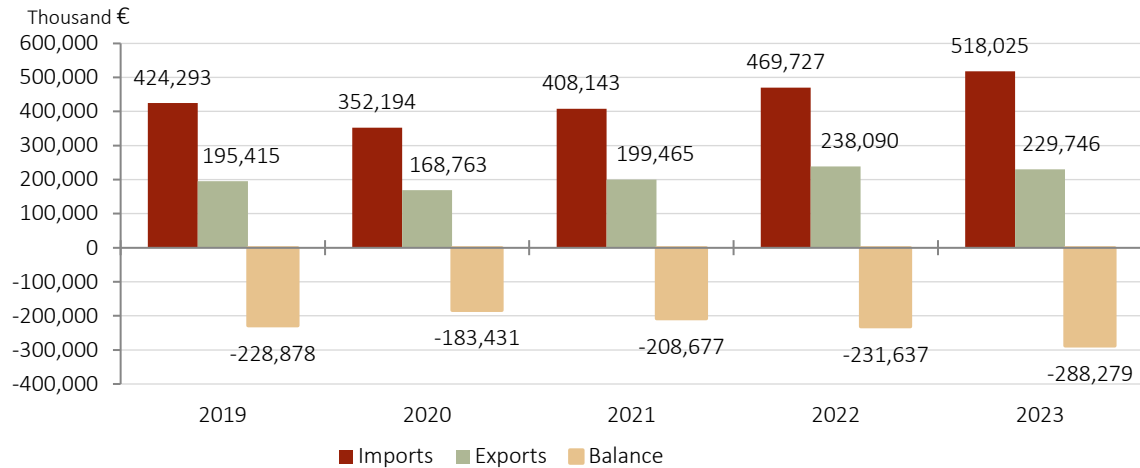
The imports of cultural goods were €518.0 million, which corresponded to an increase of 10.3% from 2022. The main cultural goods imported were jewellery (28.0% of the total), books (12.9%), audio-visual goods and Interactive media (19.6%), accounting, together, for about 60.5% of the total value of imported cultural goods.

The European Union (EU-27) remained the most important commercial partner: 87.9% of imports of cultural goods and 68.4% of exports came from and went to EU countries, respectively.

<sup>2</sup> includes the following classes of activities of NACE Rev.2: 1811, 1812, 1813, 1814, 1820,3212, 3220, 4761, 4762, 4763, 5811, 5813, 5814, 5821, 5911, 5912, 5913, 5914, 5920, 6010, 6020, 6391, 7111, 7311, 7410, 7420, 7430, 7722, 8552, 9001, 9002, 9003, 9004, 9101,9102, 9103.



Figure 4. International trade on cultural goods (thousand €), 2019-2023

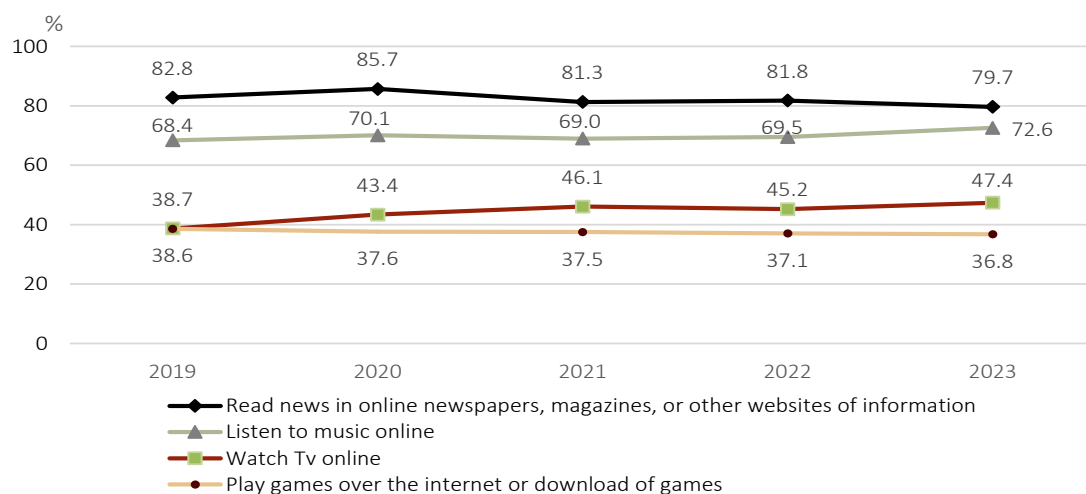


Source: Statistics Portugal, International Trade Statistics.

## Around 80% of internet users indicated having read news in online newspapers, magazines, or other websites of information

In 2023, 79.7% of internet users (people from 16 to 74 years old) indicated having read news in online newspapers, magazines, or other websites of information (2.1 p.p. less than in 2022), in the 3 months before the interview, 72.6% listened to music over the internet (+3.1 p.p.), and 47.4% watched television online (+2.2 p.p.). The share of people who played on the internet or downloaded games was 36.8% (0.3 p.p. less than in 2022).

Figure 5. Proportion of people from 16 to 74 years old which used the internet in the prior 3 months to the interview, in cultural activities, 2019-2023



Source: Statistics Portugal, Survey on ICT Usage in Private Households.



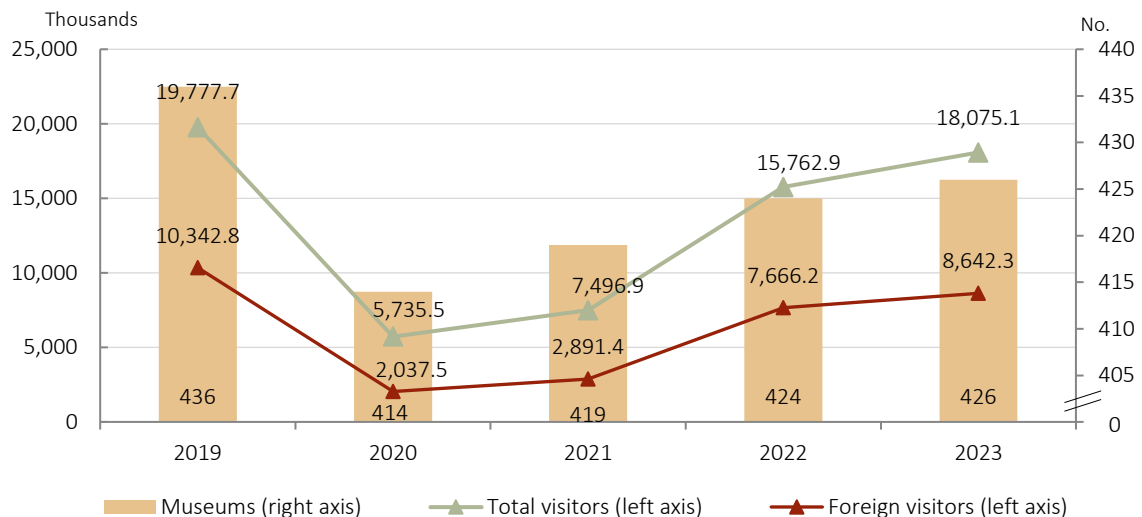
Regarding e-commerce of cultural goods and services<sup>3</sup>, the following results stand out for 2023: 45.3% of internet users who placed orders in the previous 3 months to the interview indicated that having purchased films and music (physical and digital products, as well as streaming); and 41.3% tickets to cultural and sports events.

### In 2023, nearly half of the museums’ visitors were foreign

In 2023, the total number of museum visitors amounted to 18.1 million, representing an increase of 2.3 million (+14.7%) compared to 2022. Regardless of the recovery, the number of visitors was still lower than in pre-pandemic COVID-19 years (19.8 million in 2019).

The number of foreign visitors reached 8.6 million (976.1 thousand more than the previous year), representing 47.8% of total visitors (48.6% in 2022).

Figure 6. Museums (No.), visitors, total and foreign (thousand), 2019-2023



Source: Statistics Portugal, Museum’s Survey.

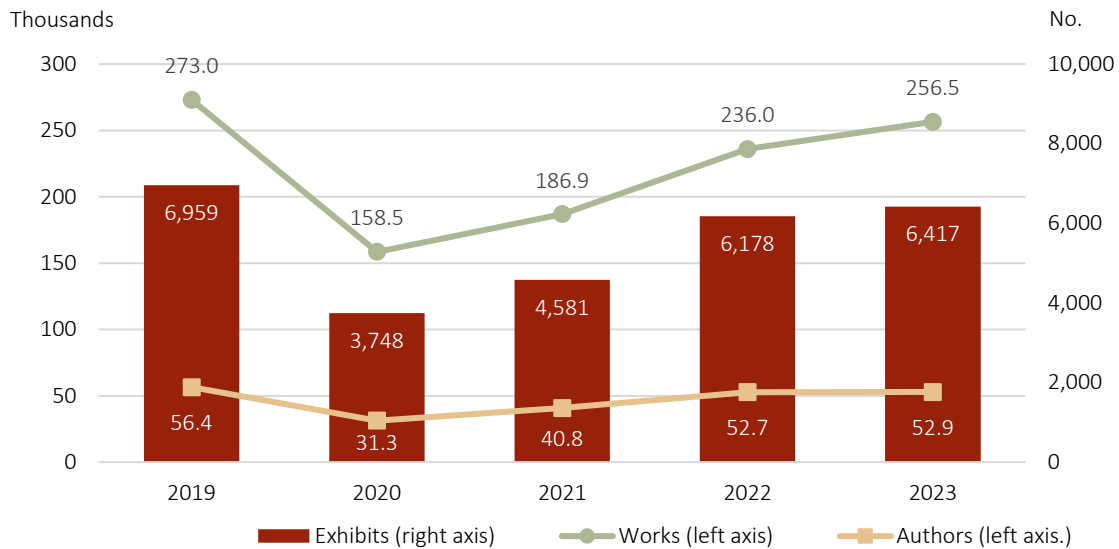
### More 8.7% of works in the temporary exhibits

The Art galleries and other temporary exhibition spaces (975) held, in 2023, 6,417 temporary exhibitions (3.9% more than in 2022), in which 52,928 authors (+0.4%) exhibited a total of 256,475 works (+8.7%). Despite the increase registered in 2022 and 2023, the figures were still below those of the pre-pandemic COVID-19 years: in 2019, 6,959 exhibitions had been held, in which 56,424 authors exhibited 273,045 works.

<sup>3</sup> 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 7. Number of authors, exhibits, and exhibited works in art galleries and other temporary exhibitions spaces, 2019-2023



Source: Statistics Portugal, Art Galleries, and Other Temporary Exhibitions Spaces Survey.

### The number of books edited-printed decreased by 4.3%

In 2023 (provisional data) 12,299 books<sup>4</sup> were edited-printed, of which 10,606 were first editions (86.2%) and 1,693 were reissues (13.8%). Of the total books, 8,755 (71.2%) were published in the original language and 3,537 (28.8%) were translations. Compared to the previous year, edited-printed books decreased by 4.3% (in 2022 had registered an increase of 4.5%), resulting from a 17.0% decrease in reissues and a 1.9% decrease in the number of first editions.

### Paid circulation higher in newspapers and magazines with printed edition; offered copies dominant in electronic publications

In 2023, of the 838 periodical publications, 431 were magazines and 407 were newspapers, representing 51.4% and 48.6%, respectively, of the total publications. In the same year, 42.9% of the periodical publications were distributed in “paper and electronic simultaneously”, 42.1% in “paper only” support, and 15.0% had “electronic only” as diffusion support.

The total circulation (includes the total of sales, subscriptions and offers of printed and electronic) periodical publications was 789.4 million, of which, 61.8% belonged to the newspapers and 38.2% to magazines.

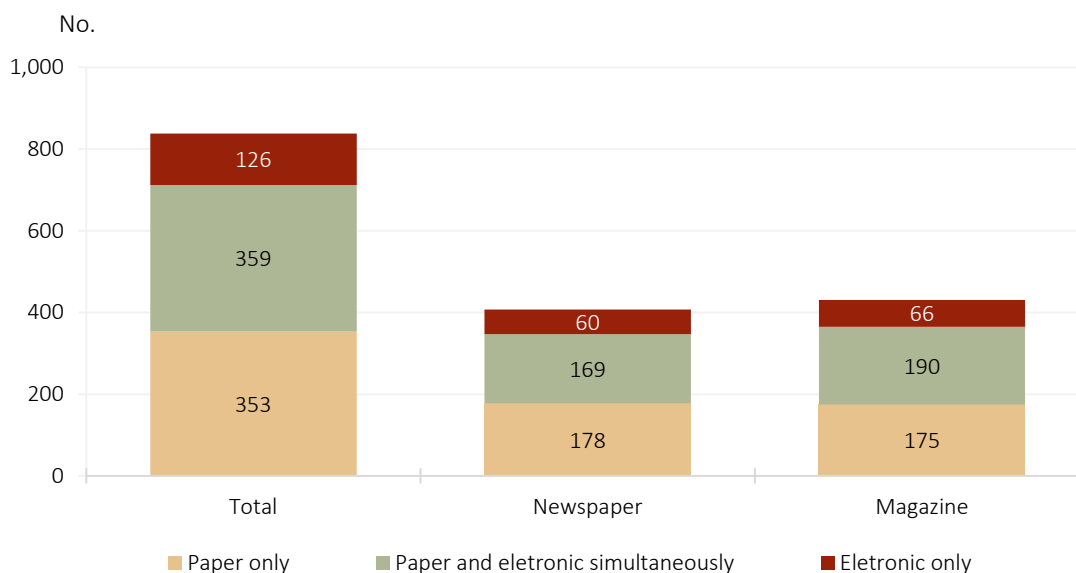
In 2023, the total revenues and expenses of the periodical publications reached €217.9 million and €167.2 million, respectively. The main sources of revenue were paid circulation (59.5%) and advertising (37.8%).

<sup>4</sup> According to the data from the Nacional Library of Portugal based on the Legal Deposit Number.





Figure 8. Periodical publications (No.) by diffusion support and type of publication, 2023



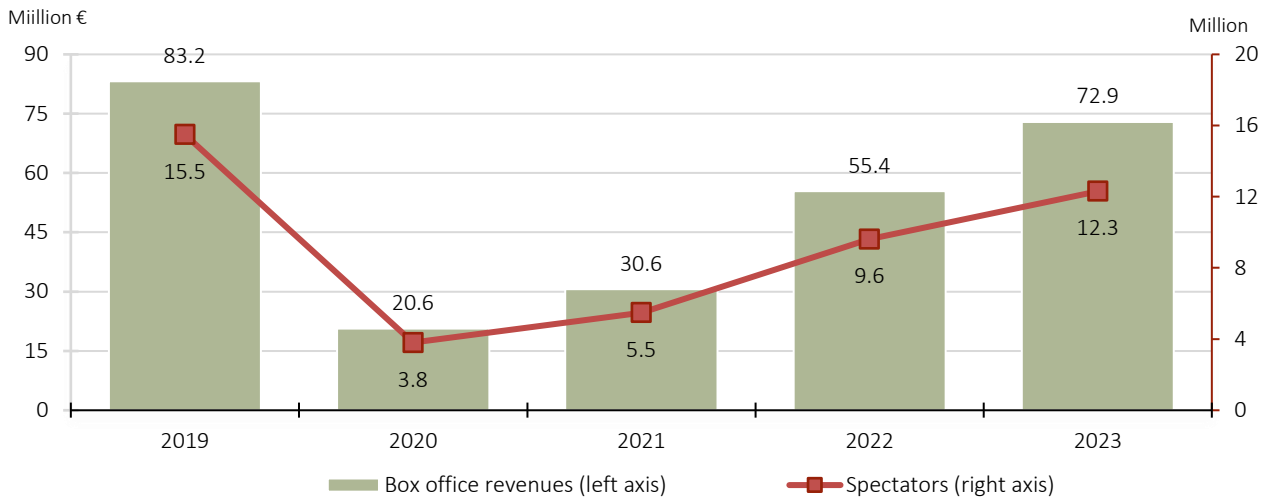
Source: Statistics Portugal, Periodical Publications Survey.

### More spectators and box office revenues in 2023

In 2023, 542,597 movie sessions were held, with a total of 12.3 million spectators and €72.9 million box office revenues. Vis-à-vis the previous year, there were 32,791 more sessions (+6.4%). The number of spectators increased by 2.7 million (+28.0%) and the box office revenues increased by €17.6 million (+31.7%).



Figure 9. Cinema spectators (million) and box office revenues (million €), 2019 - 2023



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

In 2023, the predominance of North American films continued, with 53.0% of cinema sessions, 54.0% of spectators, and 55.0% of box revenues. Co-productions of movies accounted for 37.2% of sessions, 39.3% of spectators, and 39.0% of box office revenues.

Still in 2023, 143 Portuguese films were exhibited, corresponding to 2.7% of sessions, 2.1% of spectators, and 1.7% of box office revenues.

### More €42 million in ticket revenues and 2.2 million spectators in 2023

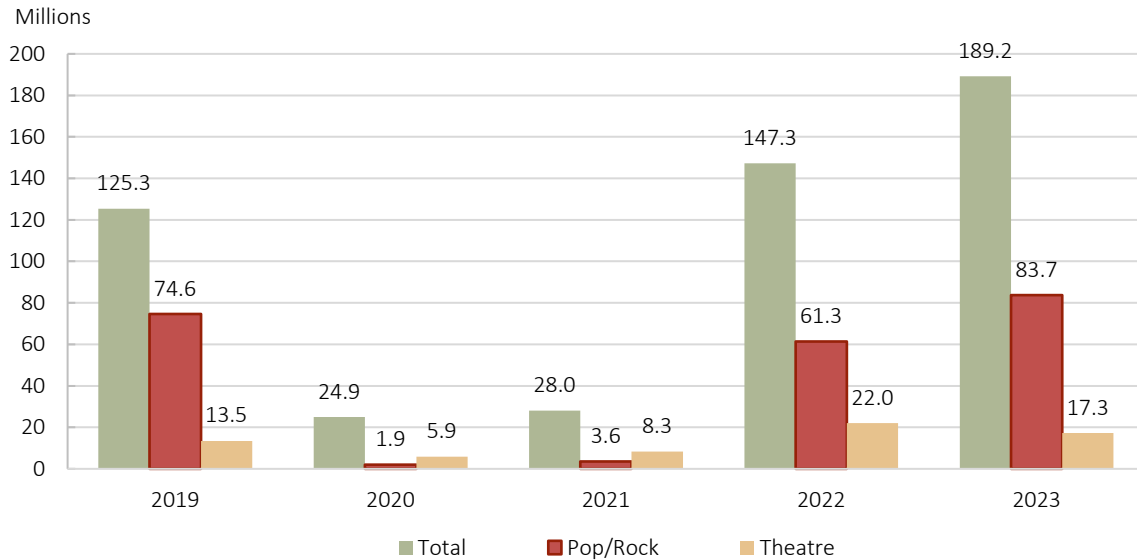
In 2023, there were 42,792 live performances (41,388 in 2022) with a total of 17.1 million spectators (14.9 million in 2022), of which 7.3 million with paid tickets (more 9.6% than in 2022), generating €189.2 million in ticket revenues (€147.3 million than in 2022).

Pop/rock was once again the most popular genre in terms of spectators and ticket revenues from all live shows. In 2023, 2,580 pop/rock sessions were held, with 3.9 million spectators, of which 1.8 million were paid tickets, thus originating €83.7 million in ticket revenues. Compared to the previous year, more 620.1 thousand spectators, and more €22.3 million in ticket revenues.

Theatre continued to be a modality with the highest number of sessions. In 2023, there were 14,824 theatre sessions (more than 1/3 of the total), which had 2.1 million spectators, and collected €17.3 million in ticket revenues. Compared to the previous year, there were 229 more sessions (+1.6%), with 79.8 thousand fewer spectators (-3.6%) and €4.7 million less in ticket revenues (-21.6%).



Figure 10. Pop/rock and theatre ticket revenues (million €), 2019-2023



Source: Statistics Portugal, Live Shows Performance Survey.

### Performance facilities with an average capacity of 467

In 2023, there were 408 active Performance facilities<sup>5</sup>, 1.0% more than in 2021. The facilities had 607 rooms and/or spaces (more 1.2% than in 2021) with an average capacity of 467 seats. Coliseums were the spaces with a larger dimension, with an average capacity of 3,287 seats, followed by multipurpose rooms (1,018) and polyvalent rooms (317).

### Performing arts, in 2023, stood for almost 1/3 of Local Governments' expenditure, in the total of cultural and creative activities

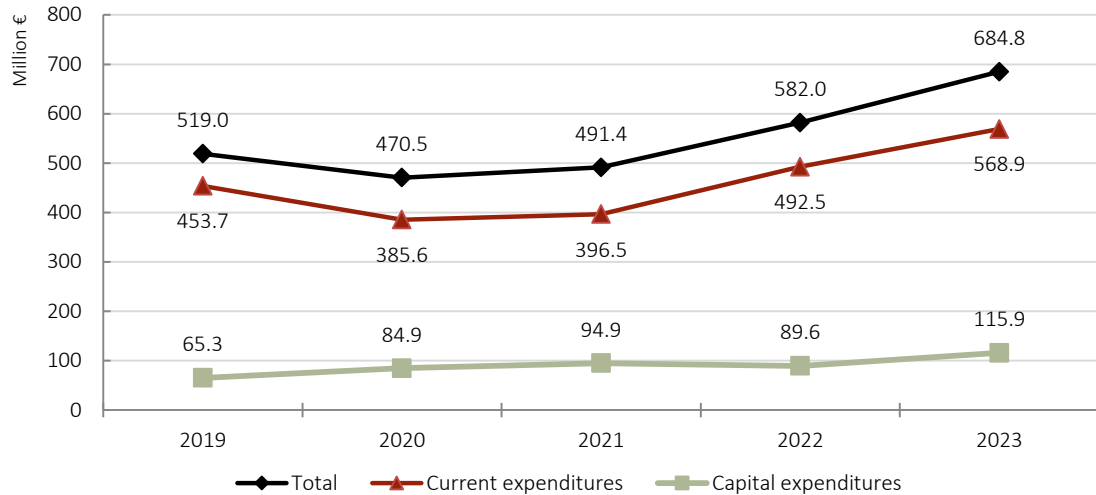
In 2023, Local Government expenditure on cultural and creative activities amounted to €684.8 million, €102.8 million more (+17.7%) than in the previous year. The share of Municipalities' expenditure on cultural and creative activities of the Local Governments expenditure was 5.7% in 2023 (5.5% in 2022).

Performing arts absorbed €190.9 million (27.9% of the total), standing out the expenses in music performances (31.1%), construction and maintenance of art facilities (26.5%), multidisciplinary (17.2%) and theatre (11.5%) of the expenditure of this domain.

<sup>5</sup> According to the Performance facilities survey, of biennial periodicity.



Figure 11. Local Governments expenditure in cultural and creative activities, by type of expenditure (million €), 2019-2023

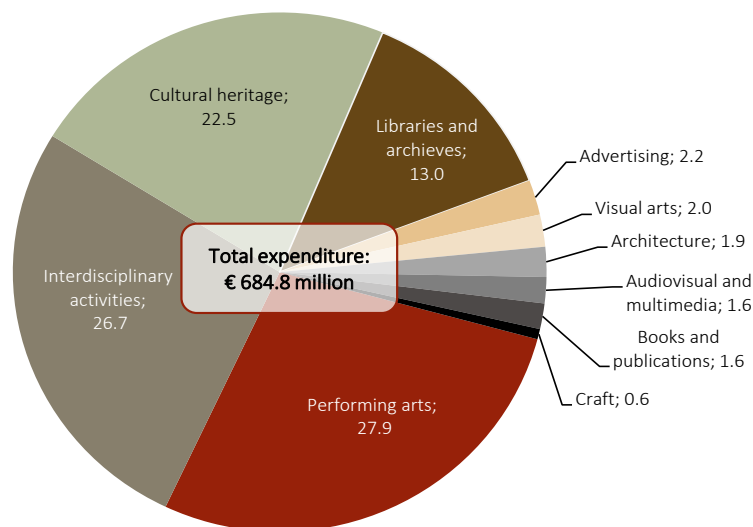


Source: Statistics Portugal, Local Government Expenditure in Cultural and Creative Activities and Sports Activities Survey.

The Interdisciplinary activities, with €183.2 million (26.7% of the total), of which 54.4% was for the support of cultural and creative entities and 19.5% for general administration.

Of the €154.3 million allocated to Cultural heritage (+22.5 of the total), 49.3% financed the expenses of museums and 21.8% was spent on monuments, historical centers, and protected sites.

Figure 12. Local Government expenditures in cultural and creative activities, by domains (%), 2023



Source: Statistics Portugal, Local Government Expenditure in Cultural and Creative Activities and Sports Activities Survey.



In 2022/2023, 3.3% of the household's budget was spent on recreation, sport and culture

The average household expenditure was 23,900, of which 795 (3.3% of the total) were spent on recreation, sport and culture. Compared to 2015/2016 these results show a decrease of 5.9%, in which the expenditure on recreation, sport and culture was €845 (5.3% of the total).

The largest total average expenditure was in households in which the reference individual had the tertiary level of education (€1,592) or secondary level of education (€827). While the lowest was registered in households in which the reference individual had no complete level of education (€125).

---



## TECHNICAL NOTE

The statistical information released results from a set of statistical operations conducted by Statistics Portugal (Labour Force Survey<sup>a</sup>, Consumer Price Index, Survey on Information and Communication Technologies Usage in Private Households by Individuals, Museums Survey<sup>b</sup>, Survey on Art Galleries and Other Temporary Exhibition Spaces, Periodical Publications Survey<sup>c</sup>, Art Facilities Survey, Live Performances Survey<sup>d</sup>, Entertainment Venues Survey and Survey on the Financing of Cultural, Creative and Sports Activities by Municipalities).

Information is also released on enterprises, originated in integrated business accounts and 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 referred to cultural goods classified according to domains and subdomains defined in the Guide to Eurostat Culture Statistics (2018 edition).

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. Household Budget Survey, 2022/2023, the information presented is the result of a new data collection on household budgets carried out by Statistics Portugal in 2022 and 2023 (IDF – Household Budget Survey 2022/2023), that in the reference period resided in national territory. The number of completed interviews was 11,701 households.

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

<sup>a</sup> 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.

<sup>b</sup> 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).

Detailed methodological information is available at: [www.ine.pt](http://www.ine.pt), option Products, [Metadata system](#).

Detailed statistical information is available at: [www.ine.pt](http://www.ine.pt), option **Products, Statistical data, database**, theme **Culture, sports, and recreation**.