



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

AKAUN NEGARA
NATIONAL ACCOUNTS

AKAUN SATELIT BUDAYA DAN KREATIF

**CULTURAL AND CREATIVE
SATELLITE ACCOUNT**

20 24



JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



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SATELLITE ACCOUNT***

2024

Pemakluman

Malaysia buat julung kalinya telah menduduki tangga pertama (1) di peringkat global dalam laporan dwi-tahunan *Open Data Inventory* (ODIN) 2024/25 yang dikeluarkan oleh *Open Data Watch* (ODW), mengatasi 197 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

OpenDOSM NextGen adalah medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal <https://open.dosm.gov.my>.

Announcement

Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

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“Sumber: Jabatan Perangkaan Malaysia”

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KATA PENGANTAR

Akaun Satelit Budaya dan Kreatif 2024 julung kali diterbitkan oleh Jabatan Perangkaan Malaysia (DOSM) yang membentangkan statistik industri budaya dan kreatif serta sumbangannya kepada Keluaran Dalam Negeri Kasar. Penyusunan statistik ini dilaksanakan selaras dengan kerangka kerja *2008 System of National Accounts (SNA)* dan *2025 UNESCO Framework for Cultural Statistics*. Statistik ini disusun dengan mengintegrasikan produk dan industri berkaitan budaya dan kreatif.

Penerbitan ini dibahagikan kepada tiga bahagian utama. Bahagian pertama memaparkan ringkasan penemuan, diikuti jadual statistik di bahagian kedua. Aspek teknikal berkaitan konsep, definisi, metodologi, sumber data serta kod & klasifikasi yang digunakan dalam penerbitan ini diterangkan di bahagian ketiga bagi memudahkan pengguna memahami statistik yang diterbitkan.

Statistik ini boleh digunakan oleh agensi kerajaan, ahli ekonomi, ahli akademik dan individu bagi tujuan membuat perancangan dan penggubalan dasar, analisis ekonomi, unjuran dan membantu merancang pembangunan perniagaan.

DOSM merakamkan penghargaan atas kerjasama semua pihak dalam membekalkan data yang diperlukan dan menyumbang kepada kejayaan penerbitan ini. Maklum balas dan cadangan untuk penambahbaikan penerbitan ini pada masa akan datang amatlah dihargai.

DATO' SRI DR. MOHD UZIR MAHIDIN

Ketua Perangkawan Malaysia

Disember 2025

PREFACE

Cultural and Creative Satellite Account 2024 published by the Department of Statistics Malaysia (DOSM), is an inaugural report that presents the statistics of the cultural and creative industry and its contribution to the Gross Domestic Product. The compilation of these statistics is aligned with the framework of the 2008 System of National Accounts (SNA) and the 2025 UNESCO Framework for Cultural Statistics. These statistics integrate products and industries related to cultural and creative.

This publication is divided into three main parts. First part presents the summary of findings, followed by statistical tables in the second part. Technical aspects related to concepts, definitions, methodology, data sources and code & classification used in this publication are described in the third part to assist users to understand the published statistics.

These statistics can be used by government agencies, economists, academicians as well as individuals for planning and formulating policies, economic analysis, projections and assisting in business development planning.

DOSM acknowledges the cooperation of all parties that have provided the required data and contributed to the success of this publication. Any feedback and suggestions towards improving the future publication are highly appreciated.

DATO' SRI DR. MOHD UZIR MAHIDIN

Chief Statistician Malaysia

December 2025

SINGKATAN / ABBREVIATIONS

ASBK	: Akaun Satelit Budaya dan Kreatif
b	: bilion / <i>billion</i>
BPM6	: <i>Balance of Payments and International Investment Position Manual Sixth Edition</i>
CCSA	: <i>Cultural and Creative Satellite Account</i>
DOSM	: Jabatan Perangkaan Malaysia / <i>Department of Statistics Malaysia</i>
etc	: <i>et cetera / and other things</i>
GDP	: <i>Gross Domestic Product</i>
GFP	: <i>Goods for Processing from Abroad</i>
GVACCI	: <i>Gross Value Added of Cultural and Creative Industry</i>
HS	: <i>Harmonized Commodity Description and Coding Systems</i>
i.e.	: <i>Latin expression meaning "that is; in other words"</i>
ISIC	: <i>International Standard Industrial Classification of All Economic Activities</i>
KDNK	: Keluaran Dalam Negeri Kasar
MS	: <i>Manufacturing Services</i>
MSIC	: Piawaian Klasifikasi Industri Malaysia / <i>Malaysia Standard Industrial Classification</i>
NDKIBK	: Nilai Ditambah Kasar Industri Budaya dan Kreatif
RM	: Ringgit Malaysia
SNA	: <i>System of National Accounts</i>
UNESCO	: <i>United Nations Educational, Scientific and Cultural Organization</i>

Nota / Note

Penjumlahan angka komponen mungkin tidak bersamaan dengan angka jumlah kecil atau jumlah besar disebabkan pembundaran.

The sum of the component figures may not tally with the sub-total or total figures due to rounding.

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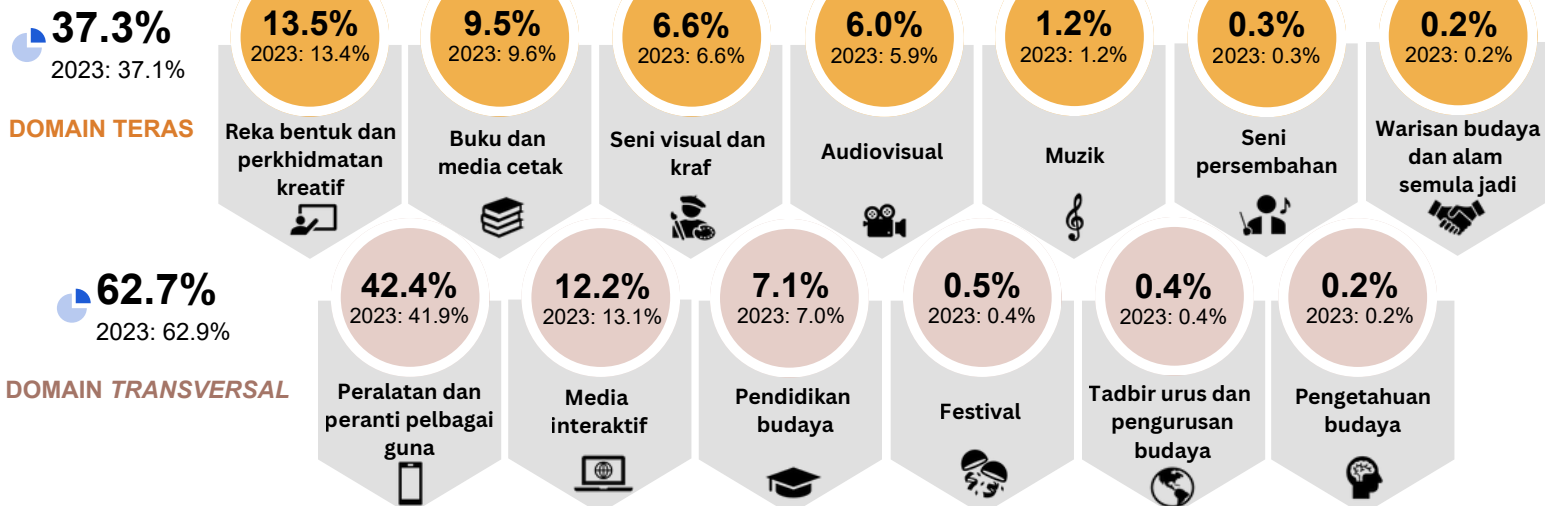
AKAUN SATELIT BUDAYA DAN KREATIF 2024

Industri budaya dan kreatif menyumbang
6.8 peratus kepada KDNK dengan
pertumbuhan **7.1 peratus** pada 2024

Nilai Ditambah Kasar
Industri Budaya
dan Kreatif

RM130.7b  **7.1%**
2023: RM122.1b 2023: 4.5%

KOMPOSISI INDUSTRI BUDAYA DAN KREATIF MENGIKUT DOMAIN



Domain teras: Kumpulan aktiviti ekonomi dan sosial yang secara tradisi dikaitkan dengan budaya.

Domain transversal: Domain yang menyokong domain teras. Domain transversal juga merentasi hampir semua domain teras bagi memastikan seluruh ekosistem budaya berfungsi dengan berkesan dan lebih komprehensif.

EKSPORT & IMPORT PRODUK BUDAYA DAN KREATIF

RM63.0b
2023: RM56.0b

EKSPORT

94.6%  Barangan budaya dan kreatif
2023: 94.7%
5.4%  Perkhidmatan budaya dan kreatif
2023: 5.3%



IMPORT

RM43.9b
2023: RM37.9b

91.8%  Barangan budaya dan kreatif
2023: 91.3%
8.2%  Perkhidmatan budaya dan kreatif
2023: 8.7%

GUNA TENAGA DALAM INDUSTRI BUDAYA DAN KREATIF

Buku dan media cetak **15.0%**
2023: 15.2%

Reka bentuk dan perkhidmatan kreatif **13.3%**
2023: 13.8%

Seni visual dan kraf **9.6%**
2023: 9.5%

Audiovisual **4.2%**
2023: 4.3%

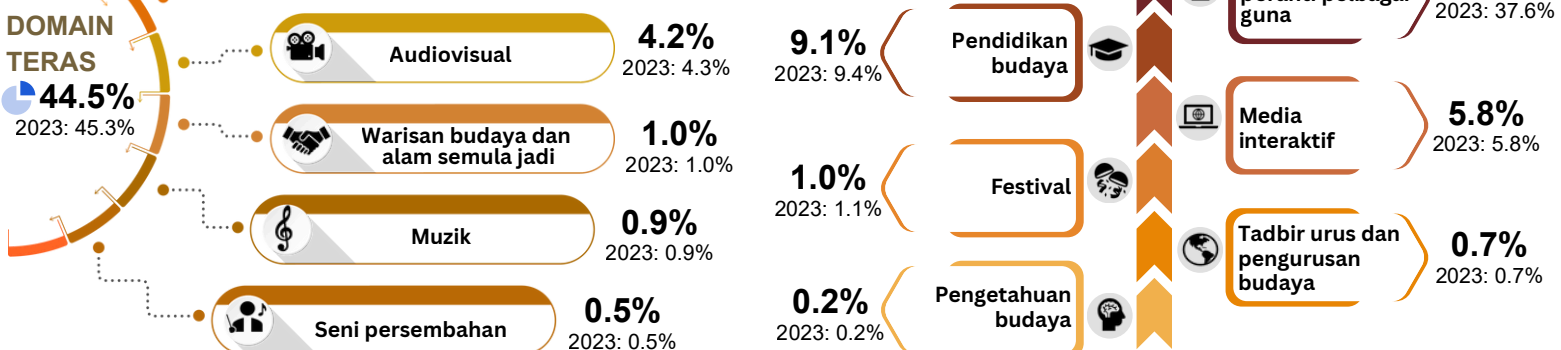
Warisan budaya dan alam semula jadi **1.0%**
2023: 1.0%

Muzik **0.9%**
2023: 0.9%

Seni persembahan **0.5%**
2023: 0.5%

763.1 ribu orang
2023: 741.9 ribu orang

Sumbangan kepada jumlah guna tenaga **4.7%**
2023: 4.7%



 Perubahan peratusan tahunan

 Peratus sumbangan

Sumber: Akaun Satelit Budaya dan Kreatif 2024
Jabatan Perangkaan Malaysia (DOSM)



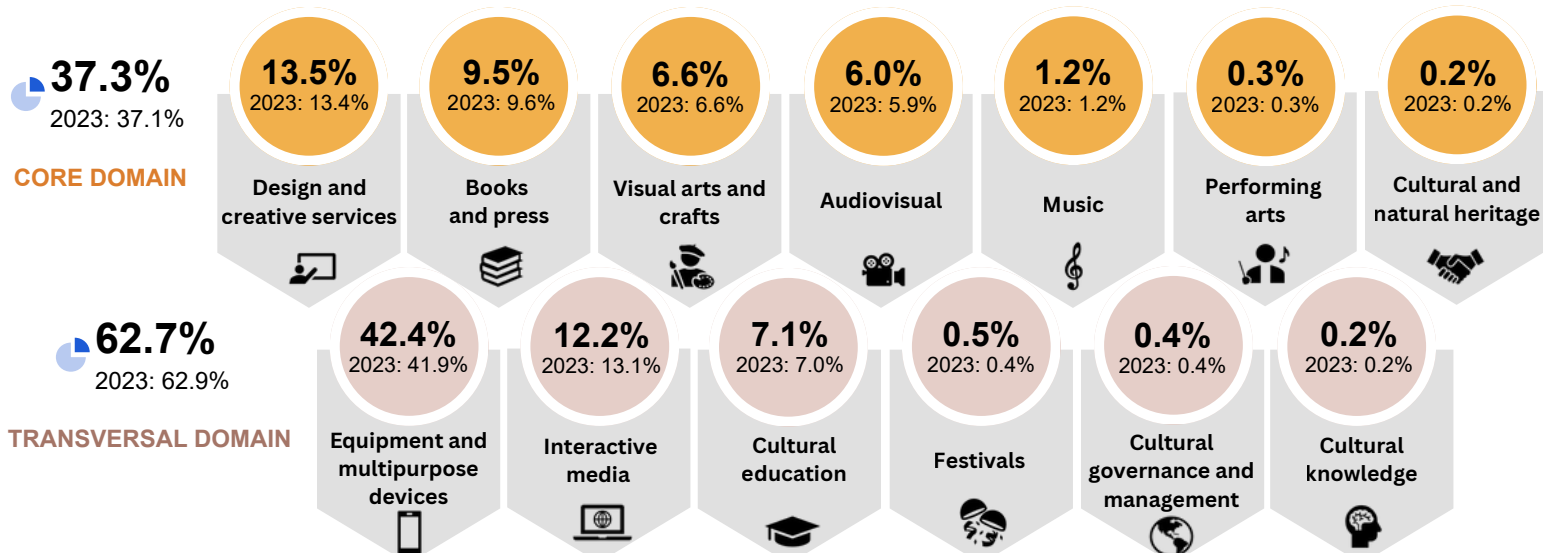
CULTURAL AND CREATIVE SATELLITE ACCOUNT 2024

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



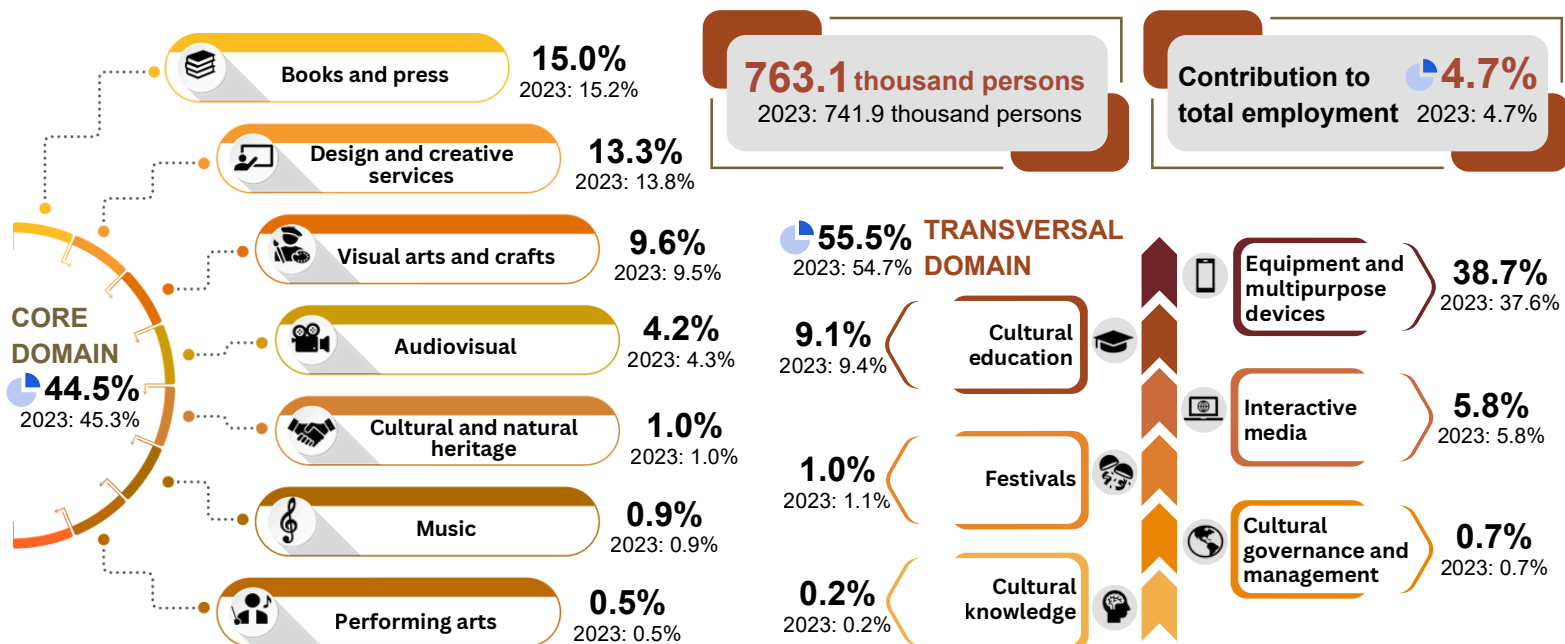
Core domain: Comprises economic and social activities that are traditionally associated with culture.

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.

EXPORTS & IMPORTS OF CULTURAL AND CREATIVE PRODUCTS



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)



RINGKASAN PENEMUAN

SUMMARY OF FINDINGS



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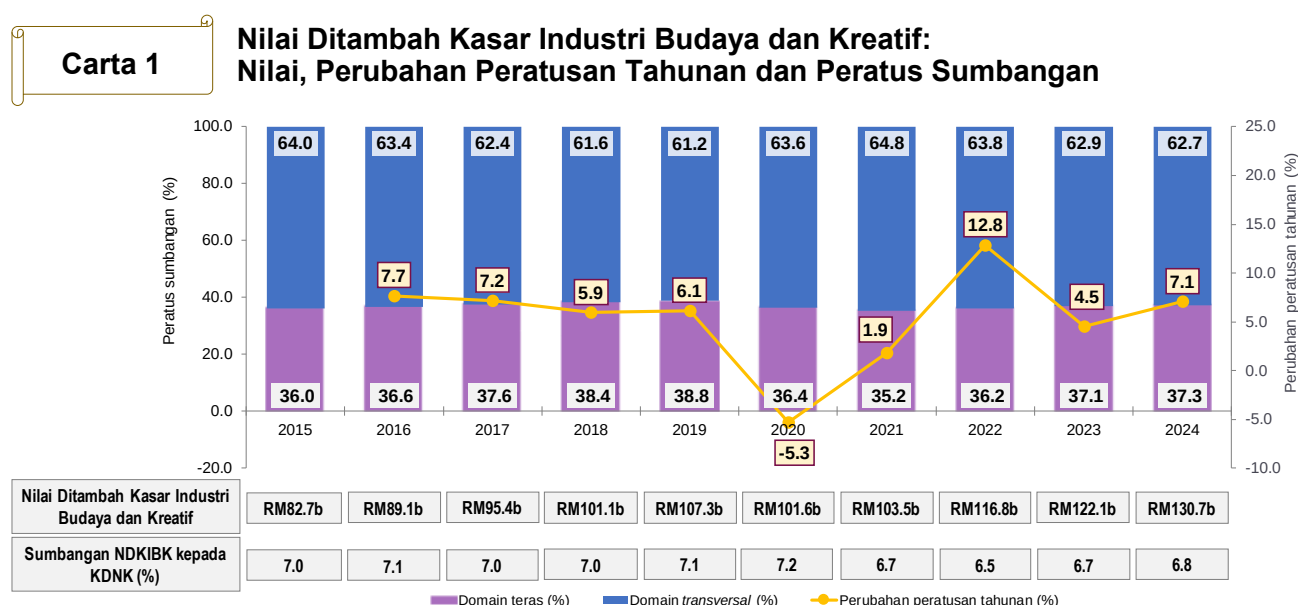
RINGKASAN PENEMUAN

PENGENALAN

Akaun Satelit Budaya dan Kreatif (ASBK) Malaysia menyediakan statistik mengenai Nilai Ditambah Kasar Industri Budaya dan Kreatif (NDKIBK), eksport dan import produk budaya dan kreatif serta komponen pendapatan dan guna tenaga dalam industri budaya dan kreatif. ASBK adalah perluasan daripada *System of National Accounts (SNA)* dan penyusunan statistik ini dibentangkan mengikut industri dan produk yang berkaitan dengan aktiviti budaya dan kreatif.

PRESTASI INDUSTRI BUDAYA DAN KREATIF

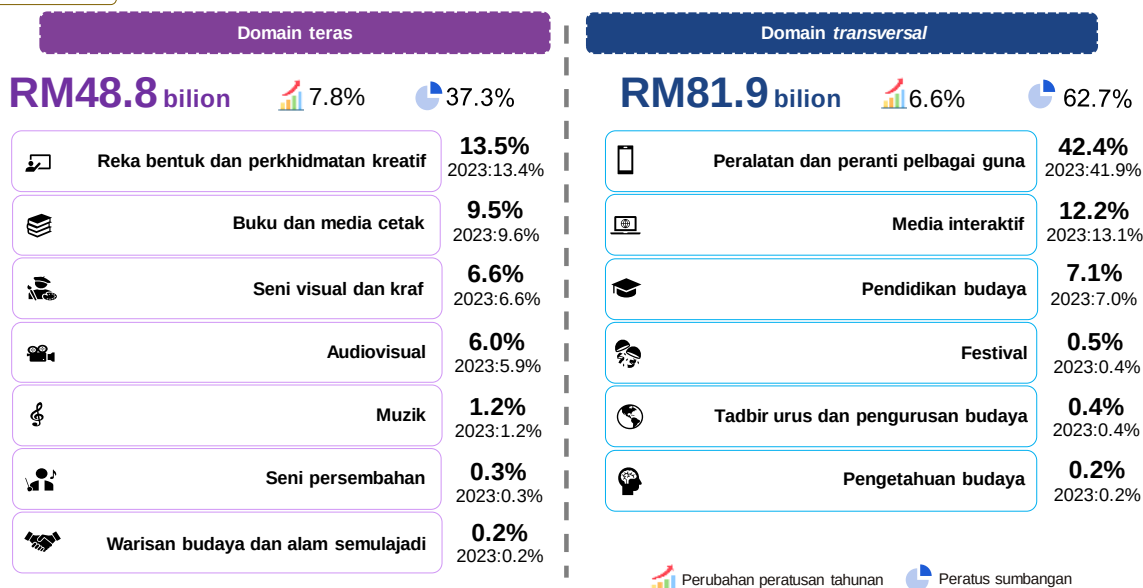
NDKIBK mencatatkan RM130.7 bilion pada tahun 2024 dengan pertumbuhan 7.1 peratus berbanding 4.5 peratus pada tahun sebelumnya dan menyumbang 6.8 peratus kepada Keluaran Dalam Negeri Kasar (KDNK) berbanding 6.7 peratus pada tahun 2023 seperti di **Carta 1**. Industri budaya dan kreatif terdiri daripada domain teras dan domain *transversal*. Domain teras merupakan kumpulan aktiviti ekonomi dan sosial yang secara tradisi dikaitkan dengan budaya manakala domain *transversal* menyokong domain teras. Domain *transversal* juga merentasi hampir semua domain teras bagi memastikan seluruh ekosistem budaya berfungsi dengan berkesan dan lebih komprehensif.



Domain teras berkembang sebanyak 7.8 peratus dengan nilai RM48.8 bilion manakala domain *transversal* meningkat sebanyak 6.6 peratus (RM81.9 bilion). Domain teras merangkumi sebanyak 37.3 peratus yang diterajui oleh Reka bentuk dan perkhidmatan budaya dan kreatif (13.5%) manakala domain *transversal* menyumbang 62.7 peratus yang didominasi oleh Peralatan dan peranti pelbagai guna (42.4%) seperti yang ditunjukkan dalam **Paparan 1**.

Paparan 1

Komposisi Industri Budaya dan Kreatif: Nilai, Perubahan Peratusan Tahunan dan Peratus Sumbangan



EKSPORT DAN IMPORT PRODUK BUDAYA DAN KREATIF

Eksport produk budaya dan kreatif merekodkan nilai RM63.0 bilion (2023: RM56.0 bilion) pada tahun 2024. Barangan budaya dan kreatif menerajui sumbangan eksport produk budaya dan kreatif sebanyak 94.6 peratus diikuti perkhidmatan budaya dan kreatif sebanyak 5.4 peratus. Eksport produk budaya dan kreatif menyumbang 4.6 peratus kepada jumlah eksport negara.

Import produk budaya dan kreatif berjumlah RM43.9 bilion (2023: RM37.9 bilion) pada tahun 2024. Import produk budaya dan kreatif didominasi oleh barangan budaya dan kreatif dengan sumbangan sebanyak 91.8 peratus. Manakala perkhidmatan budaya dan kreatif mencatatkan sumbangan sebanyak 8.2 peratus pada tahun 2024. Import produk budaya dan kreatif menyumbang 3.4 peratus kepada jumlah keseluruhan import negara pada tahun 2024 seperti di **Paparan 2**.

Paparan 2

Eksport dan Import Produk Budaya dan Kreatif: Nilai, Perubahan Peratusan Tahunan dan Peratus Sumbangan

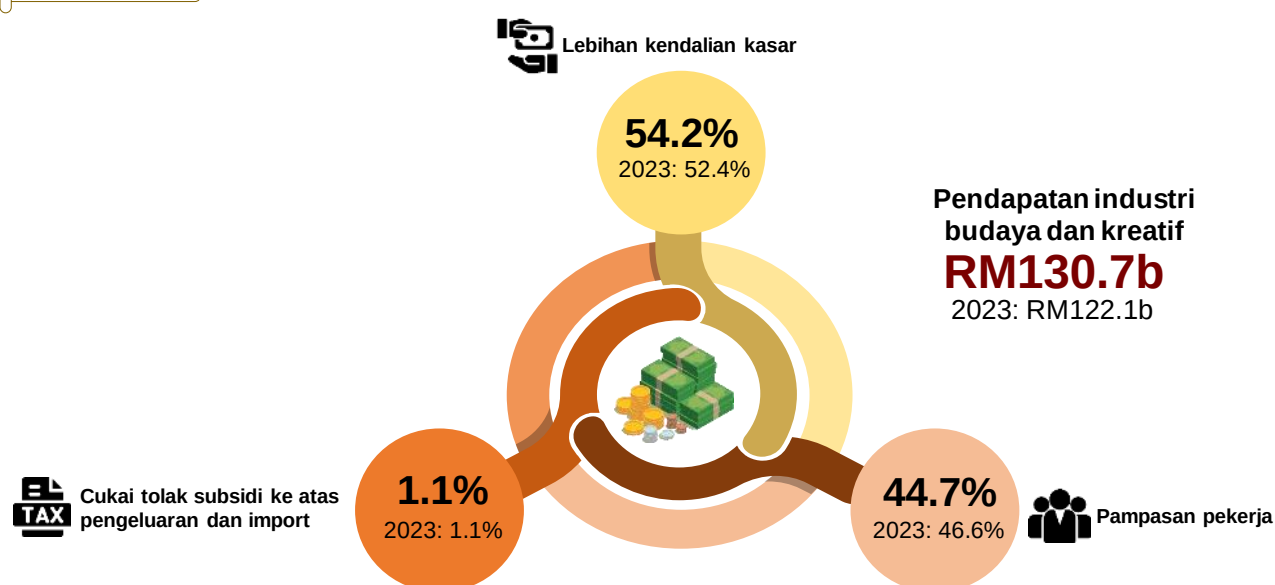
EKSPORT	2023	2024	2023	2024	2023	2024
	RM bilion		Perubahan peratusan tahunan (%)		Sumbangan (%)	
Barangan budaya dan kreatif	53.1	59.6	-2.9	12.3	94.7	94.6
Perkhidmatan budaya dan kreatif	3.0	3.4	47.5	14.2	5.3	5.4
JUMLAH	56.0	63.0	-1.1	12.4	100.0	100.0
Sumbangan produk budaya dan kreatif kepada jumlah eksport (%)					4.5	4.6
IMPORT	2023	2024	2023	2024	2023	2024
	RM bilion		Perubahan peratusan tahunan (%)		Sumbangan (%)	
Barangan budaya dan kreatif	34.6	40.2	22.0	16.4	91.3	91.8
Perkhidmatan budaya dan kreatif	3.3	3.6	26.0	9.4	8.7	8.2
JUMLAH	37.9	43.9	22.3	15.8	100.0	100.0
Sumbangan produk budaya dan kreatif kepada jumlah import (%)					3.2	3.4

KOMPONEN PENDAPATAN INDUSTRI BUDAYA DAN KREATIF

Pampasan pekerja, lebih kendalian kasar dan cukai ditolak subsidi ke atas pengeluaran dan import (cukai bersih) membentuk komponen pendapatan yang terakru kepada pengeluaran dalam ekonomi. Pampasan pekerja bagi industri budaya dan kreatif bernilai RM58.4 bilion dengan sumbangan sebanyak 44.7 peratus kepada jumlah pendapatan budaya dan kreatif. Sementara itu, lebih kendalian kasar mencatatkan sumbangan 54.2 peratus diikuti oleh cukai bersih sebanyak 1.1 peratus pada tahun 2024 seperti di **Paparan 3**.

Paparan 3

Komponen Pendapatan Industri Budaya dan Kreatif: Nilai, Perubahan Peratusan Tahunan dan Peratus Sumbangan

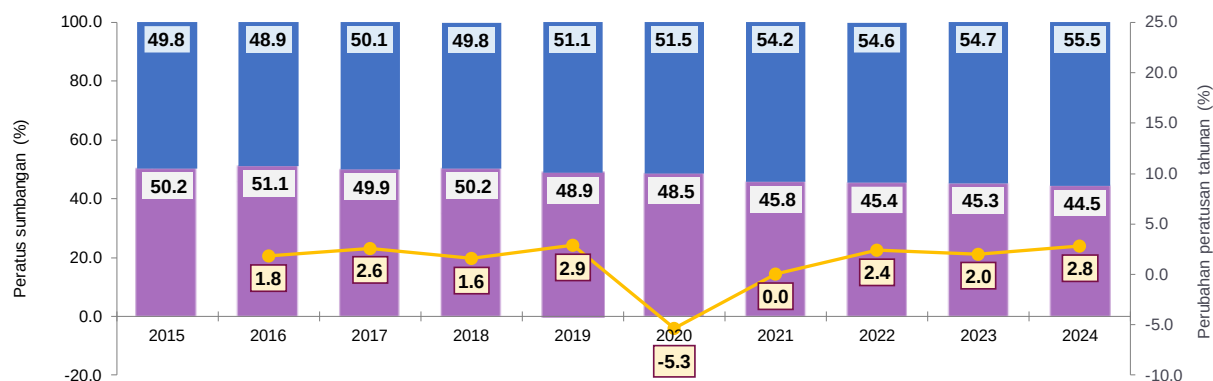


GUNA TENAGA DALAM INDUSTRI BUDAYA DAN KREATIF

Guna tenaga dalam industri budaya dan kreatif merekodkan seramai 763.1 ribu orang pada tahun 2024 dengan sumbangan 4.7 peratus kepada jumlah guna tenaga di Malaysia seperti di **Carta 2**. Domain teras menyumbang sebanyak 44.5 peratus manakala domain *transversal* sebanyak 55.5 peratus. Buku dan media cetak merupakan penyumbang tertinggi bagi domain teras sebanyak 15.0 peratus manakala Peralatan dan peranti pelbagai guna menyumbang 38.7 peratus kepada domain *transversal* seperti yang dipaparkan pada **Paparan 4**.

Carta 2

Guna Tenaga dalam Industri Budaya dan Kreatif: Nilai, Perubahan Peratusan Tahunan dan Peratus Sumbangan

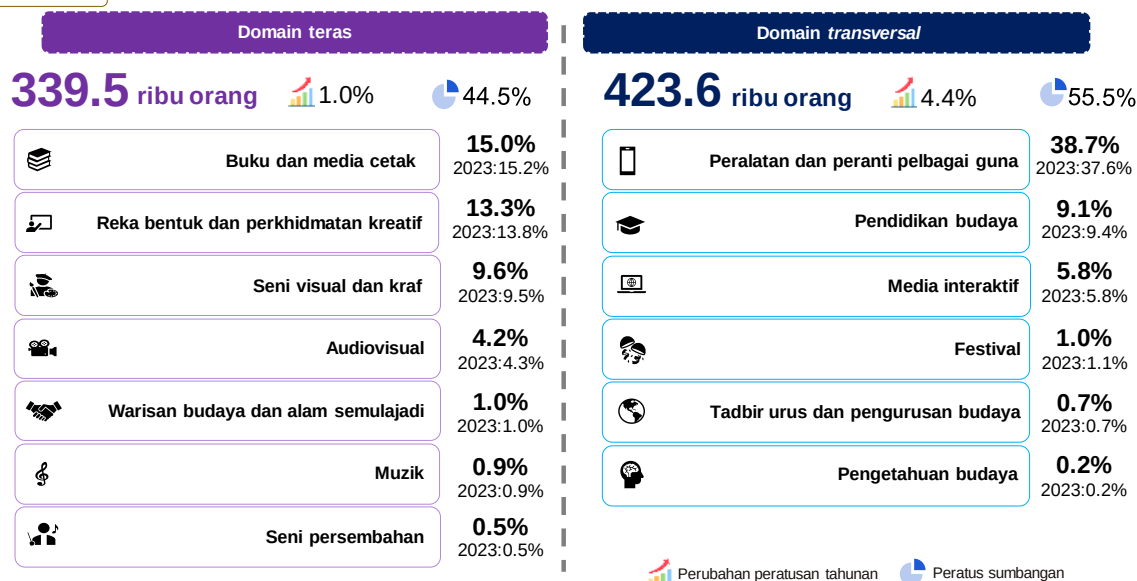


Jumlah guna tenaga dalam industri budaya dan kreatif ('000)	687.0	699.5	717.8	729.1	750.0	710.0	710.0	727.2	741.9	763.1
Sumbangan kepada jumlah guna tenaga (%)	4.9	4.9	5.0	4.9	5.0	4.8	4.8	4.8	4.7	4.7

Domain teras (%) Domain transversal (%) Perubahan peratusan tahunan (%)

Paparan 4

Komposisi Guna Tenaga Mengikut Industri Budaya dan Kreatif: Nilai, Perubahan Peratusan Tahunan dan Peratus Sumbangan



Perubahan peratusan tahunan Peratus sumbangan

SUMMARY OF FINDINGS

INTRODUCTION

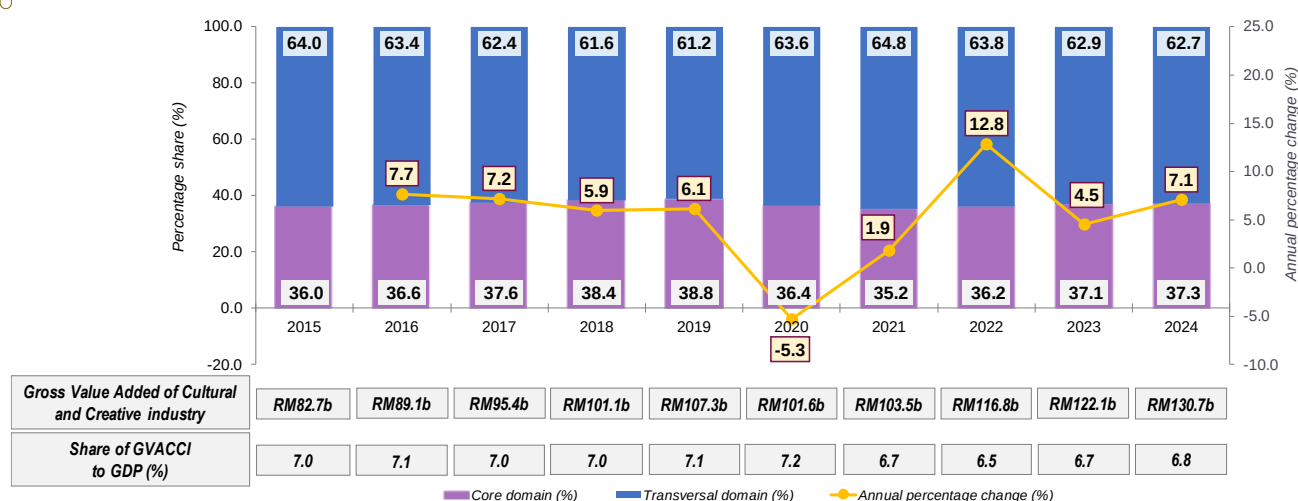
The Cultural and Creative Satellite Account (CCSA) of Malaysia provides statistics on the Gross Value Added of Cultural and Creative Industry (GVACCI), exports and imports of cultural and creative products, as well as income components and employment in the cultural and creative industry. CCSA is an extension to the core System of National Accounts (SNA) and the compilation of these statistics are presented by industries and products related to cultural and creative activities.

PERFORMANCE OF THE CULTURAL AND CREATIVE INDUSTRY

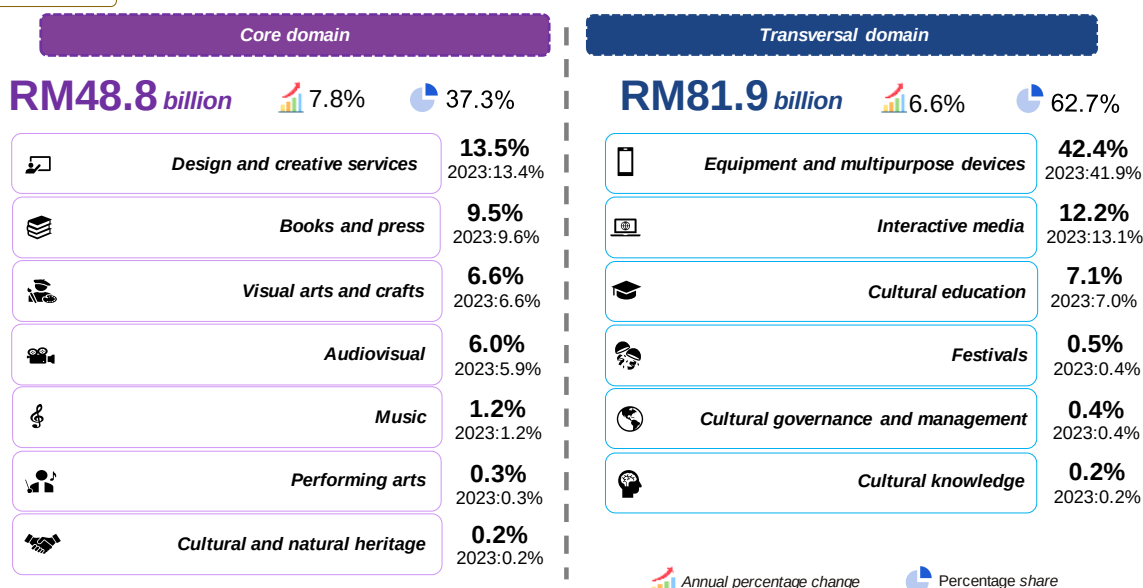
GVACCI recorded RM130.7 billion in 2024, with a growth of 7.1 per cent compared to 4.5 per cent in the previous year and contributed 6.8 per cent to the Gross Domestic Product (GDP) compared to 6.7 per cent in 2023 as at **Chart 1**. Cultural and creative industry consists of core domain and transversal domain. Core domain comprises economic and social activities that are traditionally associated with culture while transversal domain 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.

Chart 1

**Gross Value Added of Cultural and Creative Industry:
Value, Annual Percentage Change and Percentage Share**



The core domain expanded by 7.8 per cent with a value of RM48.8 billion while the transversal domain grew by 6.6 per cent (RM81.9 billion). The core domain accounted for 37.3 per cent, led by Design and creative services (13.5%) while the transversal domain contributed 62.7 per cent dominated by Equipment and multipurpose devices (42.4%) as shown in **Exhibit 1**.

Exhibit 1
**Composition of Cultural and Creative Industry:
Value, Annual Percentage Change and Percentage Share**

EXPORTS AND IMPORTS OF CULTURAL AND CREATIVE PRODUCTS

Exports of cultural and creative products recorded a value of RM63.0 billion (2023: RM56.0 billion) in 2024. Cultural and creative goods led the contribution to the exports of cultural and creative products at 94.6 per cent followed by cultural and creative services at 5.4 per cent. The exports of cultural and creative products contributed 4.6 per cent to the total national exports.

Imports of cultural and creative products amounted to RM43.9 billion (2023: RM37.9 billion) in 2024. Imports for cultural and creative products was dominated by cultural and creative goods with a contribution of 91.8 per cent. Meanwhile, cultural and creative services recorded a share of 8.2 per cent in 2024. The imports of cultural and creative products contributed 3.4 per cent to the total national imports in 2024, as shown in **Exhibit 2**.

Exhibit 2
**Exports and Imports of Cultural and Creative Products:
Value, Annual Percentage Change and Percentage Share**

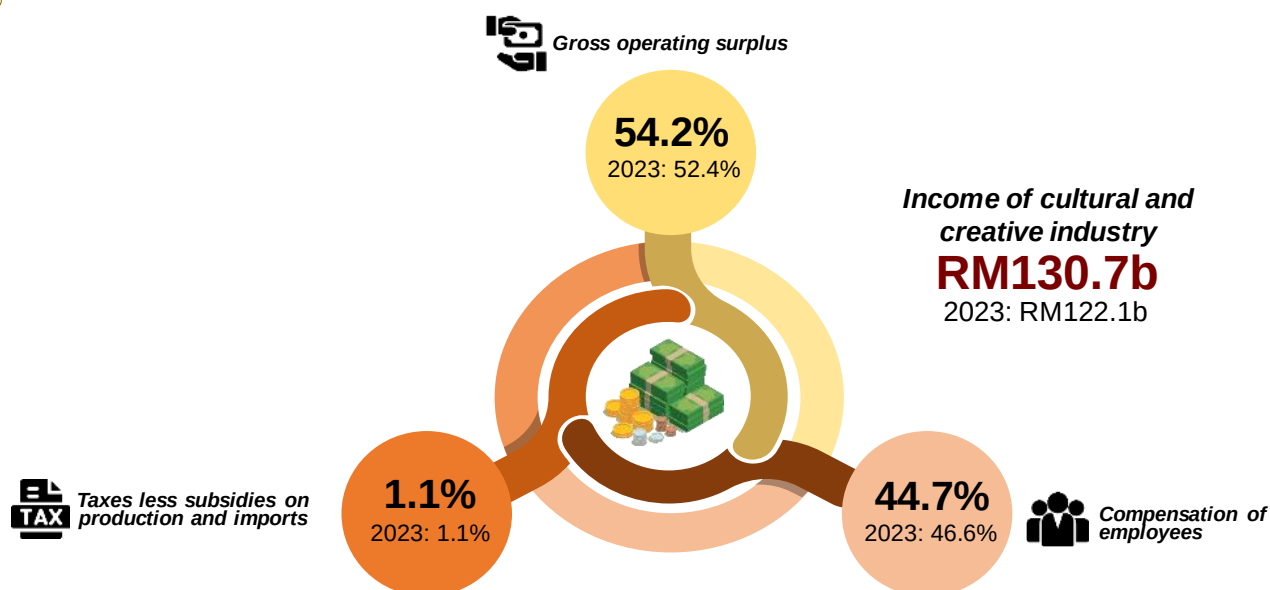
EXPORTS	2023	2024	2023	2024	2023	2024
	RM billion		Annual percentage change (%)		Share (%)	
Cultural and creative goods	53.1	59.6	-2.9	12.3	94.7	94.6
Cultural and creative services	3.0	3.4	47.5	14.2	5.3	5.4
TOTAL	56.0	63.0	-1.1	12.4	100.0	100.0
Share of cultural and creative products to the total exports (%)					4.5	4.6
IMPORTS	2023	2024	2023	2024	2023	2024
	RM billion		Annual percentage change (%)		Share (%)	
Cultural and creative goods	34.6	40.2	22.0	16.4	91.3	91.8
Cultural and creative services	3.3	3.6	26.0	9.4	8.7	8.2
TOTAL	37.9	43.9	22.3	15.8	100.0	100.0
Share of cultural and creative products to the total imports (%)					3.2	3.4

INCOME COMPONENTS OF CULTURAL AND CREATIVE INDUSTRY

The compensation of employees, gross operating surplus and taxes less subsidies on production and imports (net taxes) constitute the income components accrued to production in the economy. The compensation of employees in the cultural and creative industry amounted to RM58.4 billion with a contribution of 44.7 per cent to total cultural and creative income. Meanwhile, gross operating surplus accounted for 54.2 per cent followed by net taxes at 1.1 per cent in 2024 as shown in **Exhibit 3**.

Exhibit 3

**Income Components of Cultural and Creative Industry:
Value, Annual Percentage Change and Percentage Share**



EMPLOYMENT IN THE CULTURAL AND CREATIVE INDUSTRY

Employment in the cultural and creative industry recorded 763.1 thousand persons in 2024 with a share of 4.7 per cent to the total employment in Malaysia as at **Chart 2**. The core domain accounted for 44.5 per cent while the transversal domain contributed 55.5 per cent. Books and press was the largest contributor in the core domain at 15.0 per cent, whereas Equipment and multipurpose devices contributed 38.7 per cent to the transversal domain as presented in **Exhibit 4**.

Chart 2

**Employment in the Cultural and Creative Industry:
Value, Annual Percentage Change and Percentage Share**

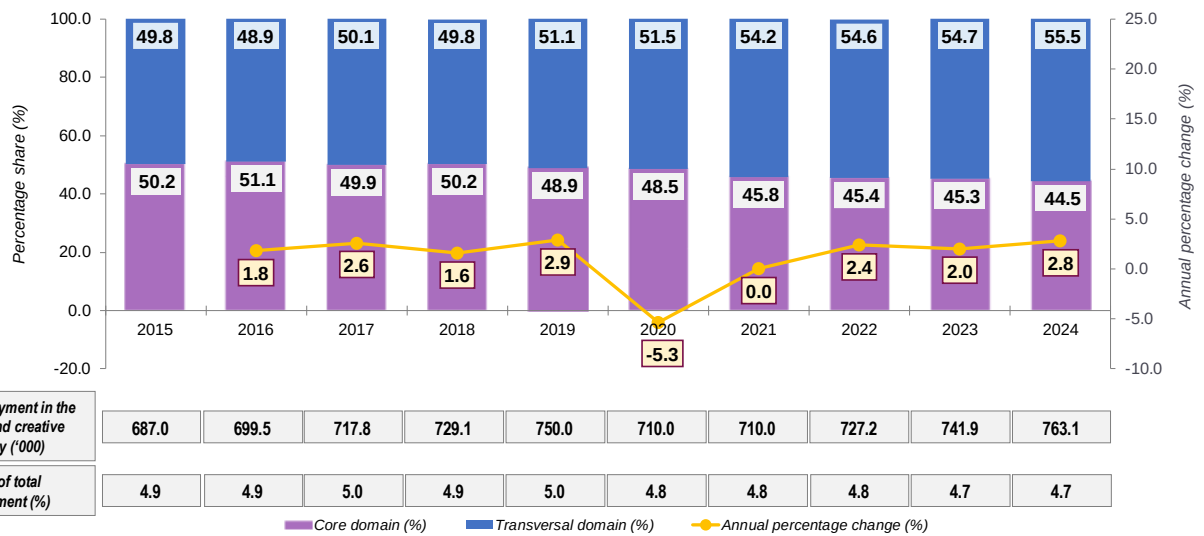
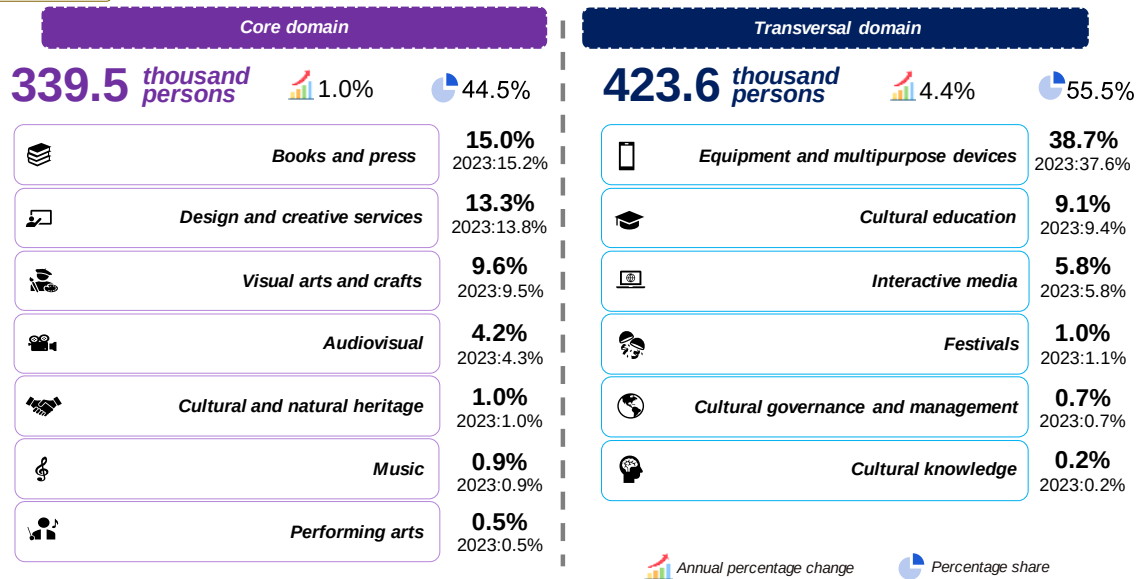


Exhibit 4

**Composition of Employment in the Cultural and Creative Industry:
Value, Annual Percentage Change and Percentage Share**



JADUAL STATISTIK *STATISTICAL TABLES*



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Jadual 1A: Nilai Ditambah Kasar Industri Budaya dan Kreatif - RM juta
Table 1A: Gross Value Added of Cultural and Creative Industry - RM million

Jenis aktiviti ekonomi Kind of economic activity	2015	2016	2017	2018	2019	2020	2021	2022	2023 ^e	2024 ^p
RM juta / RM million										
Domain teras Core domain	29,821	32,592	35,865	38,797	41,681	36,956	36,442	42,298	45,266	48,794
1. Warisan budaya dan alam semulajadi Cultural and natural heritage	110	117	137	177	192	87	60	131	194	227
2. Seni persembahan Performing arts	336	378	468	427	467	185	87	332	339	383
3. Seni visual dan kraf Visual arts and crafts	5,887	6,561	7,283	7,611	8,010	6,746	6,824	8,034	8,029	8,649
4. Buku dan media cetak Books and press	8,313	8,838	9,370	9,854	10,270	9,185	9,111	11,239	11,735	12,453
5. Audiovisual Audiovisual	4,501	4,891	5,324	5,618	5,770	5,139	5,276	6,517	7,223	7,856
6. Reka bentuk dan perkhidmatan kreatif Design and creative services	9,123	10,167	11,485	13,096	14,759	13,595	12,868	14,739	16,313	17,650
7. Muzik Music	1,551	1,639	1,799	2,014	2,213	2,021	2,216	1,306	1,434	1,575
Domain transversal Transversal domain	52,914	56,482	59,580	62,314	65,616	64,640	67,044	74,470	76,799	81,891
1. Pengetahuan budaya Cultural knowledge	173	184	201	209	220	161	141	178	198	212
2. Festival Festivals	353	388	436	418	458	336	287	409	520	598
3. Media interaktif Interactive media	12,594	12,979	13,099	13,155	14,078	13,244	14,458	16,889	15,935	15,889
4. Tadbir urus dan pengurusan budaya Cultural governance and management	331	347	366	387	401	409	434	492	458	496
5. Pendidikan budaya Cultural education	5,929	6,499	7,105	7,673	8,121	7,636	7,481	7,932	8,544	9,236
6. Peralatan dan peranti pelbagai guna Equipment and multipurpose devices	33,533	36,085	38,372	40,472	42,337	42,854	44,243	48,570	51,144	55,461
Nilai Ditambah Kasar Industri Budaya dan Kreatif Gross Value Added of Cultural and Creative Industry	82,735	89,075	95,445	101,110	107,297	101,597	103,486	116,768	122,066	130,685
Keluaran Dalam Negeri Kasar Gross Domestic Product	1,176,942	1,249,698	1,372,310	1,447,760	1,512,738	1,418,491	1,548,701	1,794,893	1,824,019	1,932,291

Nota / Note :

e: anggaran / estimate

p: permulaan / preliminary

Jadual 1B: Nilai Ditambah Kasar Industri Budaya dan Kreatif - Perubahan peratusan tahunan
Table Gross Value Added of Cultural and Creative Industry - Annual percentage change

Jenis aktiviti ekonomi Kind of economic activity	2016	2017	2018	2019	2020	2021	2022	2023 ^e	2024 ^p
Perubahan peratusan tahunan (%) / Annual percentage change (%)									
Domain teras Core domain	9.3	10.0	8.2	7.4	-11.3	-1.4	16.1	7.0	7.8
1. Warisan budaya dan alam semulajadi Cultural and natural heritage	6.7	17.0	28.8	8.6	-54.7	-31.0	117.8	48.6	16.9
2. Seni persembahan Performing arts	12.5	23.7	-8.7	9.3	-60.4	-52.9	281.8	2.0	13.1
3. Seni visual dan kraf Visual arts and crafts	11.5	11.0	4.5	5.2	-15.8	1.2	17.7	-0.1	7.7
4. Buku dan media cetak Books and press	6.3	6.0	5.2	4.2	-10.6	-0.8	23.4	4.4	6.1
5. Audiovisual Audiovisual	8.7	8.8	5.5	2.7	-10.9	2.7	23.5	10.8	8.8
6. Reka bentuk dan perkhidmatan kreatif Design and creative services	11.4	13.0	14.0	12.7	-7.9	-5.3	14.5	10.7	8.2
7. Muzik Music	5.7	9.7	12.0	9.9	-8.7	9.7	-41.1	9.8	9.8
Domain transversal Transversal domain	6.7	5.5	4.6	5.3	-1.5	3.7	11.1	3.1	6.6
1. Pengetahuan budaya Cultural knowledge	6.5	9.1	4.0	5.0	-26.6	-12.3	25.6	11.6	6.8
2. Festival Festivals	9.8	12.6	-4.3	9.7	-26.7	-14.5	42.5	27.0	15.0
3. Media interaktif Interactive media	3.1	0.9	0.4	7.0	-5.9	9.2	16.8	-5.6	-0.3
4. Tadbir urus dan pengurusan budaya Cultural governance and management	4.8	5.4	5.5	3.6	2.2	5.9	13.5	-7.0	8.3
5. Pendidikan budaya Cultural education	9.6	9.3	8.0	5.8	-6.0	-2.0	6.0	7.7	8.1
6. Peralatan dan peranti pelbagai guna Equipment and multipurpose devices	7.6	6.3	5.5	4.6	1.2	3.2	9.8	5.3	8.4
Nilai Ditambah Kasar Industri Budaya dan Kreatif Gross Value Added of Cultural and Creative Industry	7.7	7.2	5.9	6.1	-5.3	1.9	12.8	4.5	7.1
Keluaran Dalam Negeri Kasar Gross Domestic Product	6.2	9.8	5.5	4.5	-6.2	9.2	15.9	1.6	5.9

Nota / Note :

e: anggaran / estimate

p: permulaan / preliminary

Jadual 1C: Nilai Ditambah Kasar Industri Budaya dan Kreatif - Peratus sumbangan
Table Gross Value Added of Cultural and Creative Industry - Percentage share

Jenis aktiviti ekonomi Kind of economic activity	2015	2016	2017	2018	2019	2020	2021	2022	2023 ^e	2024 ^p
Peratus sumbangan Nilai Ditambah Kasar Industri Budaya dan Kreatif (%) / Percentage share Gross Value Added of Cultural and Creative Industry (%)										
Domain teras Core domain	36.0	36.6	37.6	38.4	38.8	36.4	35.2	36.2	37.1	37.3
1. Warisan budaya dan alam semulajadi Cultural and natural heritage	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2
2. Seni persembahan Performing arts	0.4	0.4	0.5	0.4	0.4	0.2	0.1	0.3	0.3	0.3
3. Seni visual dan kraf Visual arts and crafts	7.1	7.4	7.6	7.5	7.5	6.6	6.6	6.9	6.6	6.6
4. Buku dan media cetak Books and press	10.0	9.9	9.8	9.7	9.6	9.0	8.8	9.6	9.6	9.5
5. Audiovisual Audiovisual	5.4	5.5	5.6	5.6	5.4	5.1	5.1	5.6	5.9	6.0
6. Reka bentuk dan perkhidmatan kreatif Design and creative services	11.0	11.4	12.0	13.0	13.8	13.4	12.4	12.6	13.4	13.5
7. Muzik Music	1.9	1.8	1.9	2.0	2.1	2.0	2.1	1.1	1.2	1.2
Domain transversal Transversal domain	64.0	63.4	62.4	61.6	61.2	63.6	64.8	63.8	62.9	62.7
1. Pengetahuan budaya Cultural knowledge	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2
2. Festival Festivals	0.4	0.4	0.5	0.4	0.4	0.3	0.3	0.4	0.4	0.5
3. Media interaktif Interactive media	15.2	14.6	13.7	13.0	13.1	13.0	14.0	14.5	13.1	12.2
4. Tadbir urus dan pengurusan budaya Cultural governance and management	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
5. Pendidikan budaya Cultural education	7.2	7.3	7.4	7.6	7.6	7.5	7.2	6.8	7.0	7.1
6. Peralatan dan peranti pelbagai guna Equipment and multipurpose devices	40.5	40.5	40.2	40.0	39.5	42.2	42.8	41.6	41.9	42.4
Nilai Ditambah Kasar Industri Budaya dan Kreatif Gross Value Added of Cultural and Creative Industry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Peratus sumbangan kepada KDNK (%) / Percentage share to GDP (%)										
Nilai Ditambah Kasar Industri Budaya dan Kreatif Gross Value Added of Cultural and Creative Industry	7.0	7.1	7.0	7.0	7.1	7.2	6.7	6.5	6.7	6.8

Nota / Note :

e: anggaran / estimate

p: permulaan / preliminary

Jadual 2: Eksport produk budaya dan kreatif
Table Exports of cultural and creative products

Produk budaya dan kreatif cultural and creative products	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 ^p
RM juta / RM million										
1. Barangan budaya dan kreatif Cultural and creative goods	72,057	67,073	71,417	70,566	62,192	48,954	52,349	54,634	53,076	59,612
2. Perkhidmatan budaya dan kreatif Cultural and creative services	1,449	1,524	1,801	1,752	1,887	1,544	1,583	2,012	2,968	3,391
Jumlah eksport produk budaya dan kreatif Total exports of cultural and creative products	73,505	68,597	73,219	72,318	64,079	50,497	53,932	56,646	56,044	63,003
Jumlah eksport Total exports	817,370	834,491	960,778	992,511	987,481	873,477	1,093,895	1,378,618	1,252,717	1,378,518
Perubahan peratusan tahunan (%) / Annual percentage change (%)										
1. Barangan budaya dan kreatif Cultural and creative goods		-6.9	6.5	-1.2	-11.9	-21.3	6.9	4.4	-2.9	12.3
2. Perkhidmatan budaya dan kreatif Cultural and creative services		5.2	18.2	-2.8	7.7	-18.2	2.5	27.1	47.5	14.2
Jumlah eksport produk budaya dan kreatif Total exports of cultural and creative products		-6.7	6.7	-1.2	-11.4	-21.2	6.8	5.0	-1.1	12.4
Jumlah eksport Total exports		2.1	15.1	3.3	-0.5	-11.5	25.2	26.0	-9.1	10.0
Peratus sumbangan jumlah eksport produk budaya dan kreatif (%) / Percentage share total exports of cultural and creative products (%)										
1. Barangan budaya dan kreatif Cultural and creative goods	98.0	97.8	97.5	97.6	97.1	96.9	97.1	96.4	94.7	94.6
2. Perkhidmatan budaya dan kreatif Cultural and creative services	2.0	2.2	2.5	2.4	2.9	3.1	2.9	3.6	5.3	5.4
Jumlah eksport produk budaya dan kreatif Total exports of cultural and creative products	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Peratus sumbangan jumlah eksport (%) / Percentage share of total exports (%)										
Jumlah eksport produk budaya dan kreatif Total exports of cultural and creative products	9.0	8.2	7.6	7.3	6.5	5.8	4.9	4.1	4.5	4.6

Nota / Note :
p: permulaan / preliminary

Jadual **3:** **Import produk budaya dan kreatif**
Table **Imports of cultural and creative products**

Produk budaya dan kreatif Cultural and creative products	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 ^P
RM juta / RM million										
1. Barangan budaya dan kreatif Cultural and creative goods	26,167	25,422	29,562	31,921	29,011	25,313	30,857	28,352	34,579	40,246
2. Perkhidmatan budaya dan kreatif Cultural and creative services	2,037	2,011	2,064	2,133	3,172	2,241	2,130	2,625	3,308	3,618
Jumlah import produk budaya dan kreatif Total imports of cultural and creative products	28,204	27,433	31,626	34,054	32,184	27,554	32,987	30,977	37,887	43,864
Jumlah import Total imports	728,778	751,363	866,524	895,405	873,618	783,152	981,922	1,249,547	1,165,812	1,275,728
Perubahan peratusan tahunan (%) / Annual percentage change (%)										
1. Barangan budaya dan kreatif Cultural and creative goods		-2.8	16.3	8.0	-9.1	-12.7	21.9	-8.1	22.0	16.4
2. Perkhidmatan budaya dan kreatif Cultural and creative services		-1.3	2.6	3.3	48.7	-29.4	-5.0	23.2	26.0	9.4
Jumlah import produk budaya dan kreatif Total imports of cultural and creative products		-2.7	15.3	7.7	-5.5	-14.4	19.7	-6.1	22.3	15.8
Jumlah import Total imports		3.1	15.3	3.3	-2.4	-10.4	25.4	27.3	-6.7	9.4
Peratus sumbangan jumlah import produk budaya dan kreatif (%) / Percentage share total imports of cultural and creative products (%)										
1. Barangan budaya dan kreatif Cultural and creative goods	92.8	92.7	93.5	93.7	90.1	91.9	93.5	91.5	91.3	91.8
2. Perkhidmatan budaya dan kreatif Cultural and creative services	7.2	7.3	6.5	6.3	9.9	8.1	6.5	8.5	8.7	8.2
Jumlah import produk budaya dan kreatif Total imports of cultural and creative products	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Peratus sumbangan jumlah import (%) / Percentage share of total imports (%)										
Jumlah import produk budaya dan kreatif Total imports of cultural and creative products	3.9	3.7	3.6	3.8	3.7	3.5	3.4	2.5	3.2	3.4

Nota / Note :
p: permulaan / preliminary

Jadual **4:** **Komponen pendapatan industri budaya dan kreatif**
Table **Income components of cultural and creative industry**

Komponen Components	2015	2016	2017	2018	2019	2020	2021	2022	2023 ^e	2024 ^p
RM juta / RM million										
1. Pampasan pekerja Compensation of employees	37,776	41,083	44,709	47,505	50,820	49,724	51,475	55,002	56,846	58,397
2. Lebihan kendalian kasar Gross operating surplus	44,029	47,021	49,788	52,610	55,460	52,924	52,543	60,773	63,901	70,875
3. Cukai tolak subsidi ke atas pengeluaran dan import Taxes less subsidies on production and imports	930	971	948	995	1,017	-1,052	-532	993	1,319	1,413
Jumlah Total	82,735	89,075	95,445	101,110	107,297	101,597	103,486	116,768	122,066	130,685
Perubahan peratusan tahunan (%) / Annual percentage change (%)										
1. Pampasan pekerja Compensation of employees		8.8	8.8	6.3	7.0	-2.2	3.5	6.9	3.4	2.7
2. Lebihan kendalian kasar Gross operating surplus		6.8	5.9	5.7	5.4	-4.6	-0.7	15.7	5.1	10.9
3. Cukai tolak subsidi ke atas pengeluaran dan import Taxes less subsidies on production and imports		4.4	-2.3	5.0	2.2	-203.4	-49.4	-286.7	32.8	7.1
Jumlah Total		7.7	7.2	5.9	6.1	-5.3	1.9	12.8	4.5	7.1
Peratus sumbangan (%) / Percentage share (%)										
1. Pampasan pekerja Compensation of employees	45.7	46.1	46.8	47.0	47.4	48.9	49.7	47.1	46.6	44.7
2. Lebihan kendalian kasar Gross operating surplus	53.2	52.8	52.2	52.0	51.7	52.1	50.8	52.1	52.4	54.2
3. Cukai tolak subsidi ke atas pengeluaran dan import Taxes less subsidies on production and imports	1.1	1.1	1.0	1.0	1.0	-1.0	-0.5	0.9	1.1	1.1
Jumlah Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Nota / Note :

e: anggaran / estimate

p: permulaan / preliminary

Jadual 5A: Guna tenaga dalam industri budaya dan kreatif - Ribu orang
Table Employment in the cultural and creative industry - Thousand persons

Jenis aktiviti ekonomi Kind of economic activity	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Bilangan orang ('000) / Number of persons ('000)										
Domain teras Core domain	345.0	357.3	358.1	366.4	367.0	344.7	325.0	330.5	336.1	339.5
1. Warisan budaya dan alam semulajadi Cultural and natural heritage	8.9	11.8	8.7	6.8	7.4	7.2	6.8	7.4	7.6	7.7
2. Seni persembahan Performing arts	5.1	3.1	6.3	6.8	6.3	5.9	2.5	3.0	3.8	4.2
3. Seni visual dan kraf Visual arts and crafts	66.9	75.8	71.1	76.2	78.0	65.6	67.5	69.1	70.9	73.2
4. Buku dan media cetak Books and press	111.1	110.3	114.6	122.5	116.3	105.5	109.0	112.0	112.8	114.1
5. Audiovisual Audiovisual	31.8	34.3	35.5	35.5	35.4	32.4	30.8	33.3	32.1	32.4
6. Reka bentuk dan perkhidmatan kreatif Design and creative services	112.7	115.3	113.7	111.6	116.0	121.6	101.4	98.5	102.3	101.2
7. Muzik Music	8.5	6.7	8.3	7.0	7.7	6.5	7.1	7.2	6.6	6.6
Domain transversal Transversal domain	342.0	342.3	359.7	362.7	383.0	365.3	385.1	396.7	405.9	423.6
1. Pengetahuan budaya Cultural knowledge	1.0	1.1	1.0	1.1	1.9	1.7	1.7	1.6	1.7	1.8
2. Festival Festivals	16.2	14.1	14.9	16.4	18.1	6.7	6.8	7.8	7.9	7.9
3. Media interaktif Interactive media	35.0	35.7	37.9	36.2	38.6	38.9	39.0	40.5	42.7	43.9
4. Tadbir urus dan pengurusan budaya Cultural governance and management	3.5	4.7	4.4	3.3	3.4	7.0	5.5	3.9	5.2	5.1
5. Pendidikan budaya Cultural education	57.6	62.4	62.3	77.5	80.3	65.4	65.7	66.5	69.7	69.3
6. Peralatan dan peranti pelbagai guna Equipment and multipurpose devices	228.7	224.3	239.2	228.2	240.7	245.7	266.4	276.3	278.7	295.5
Jumlah guna tenaga dalam industri budaya dan kreatif Total employment in the cultural and creative industry	687.0	699.5	717.8	729.1	750.0	710.0	710.0	727.2	741.9	763.1
Jumlah guna tenaga Total employment	14,067.7	14,163.7	14,476.8	14,776.0	15,073.5	14,719.4	14,825.2	15,155.2	15,813.4	16,369.4

Jadual 5B: Guna tenaga dalam industri budaya dan kreatif - Perubahan peratusan tahunan
Table **5B:** *Employment in the cultural and creative industry - Annual percentage change*

Jenis aktiviti ekonomi Kind of economic activity	2016	2017	2018	2019	2020	2021	2022	2023	2024
Perubahan peratusan tahunan (%) / Annual percentage change (%)									
Domain teras Core domain	3.6	0.2	2.3	0.2	-6.1	-5.7	1.7	1.7	1.0
1. Warisan budaya dan alam semulajadi Cultural and natural heritage	32.4	-26.2	-21.5	8.5	-3.4	-5.0	9.6	2.2	1.7
2. Seni persembahan Performing arts	-38.9	101.8	8.3	-7.6	-6.4	-58.3	22.8	25.9	10.8
3. Seni visual dan kraf Visual arts and crafts	13.3	-6.2	7.2	2.3	-15.9	2.8	2.4	2.5	3.3
4. Buku dan media cetak Books and press	-0.7	3.9	6.9	-5.1	-9.3	3.3	2.7	0.8	1.1
5. Audiovisual Audiovisual	7.8	3.6	-0.1	-0.3	-8.2	-5.0	8.1	-3.7	1.0
6. Reka bentuk dan perkhidmatan kreatif Design and creative services	2.3	-1.5	-1.8	4.0	4.8	-16.6	-2.8	3.8	-1.0
7. Muzik Music	-21.0	24.0	-15.5	9.5	-15.0	9.0	0.9	-7.5	-0.2
Domain transversal Transversal domain	0.1	5.1	0.8	5.6	-4.6	5.4	3.0	2.3	4.4
1. Pengetahuan budaya Cultural knowledge	9.0	-6.7	11.1	68.8	-10.8	-1.6	-2.4	3.7	6.6
2. Festival Festivals	-12.6	5.3	10.4	10.1	-63.1	1.5	15.2	0.9	0.9
3. Media interaktif Interactive media	1.9	6.2	-4.6	6.7	0.9	0.4	3.8	5.3	2.8
4. Tadbir urus dan pengurusan budaya Cultural governance and management	36.4	-6.8	-24.2	2.8	104.0	-21.8	-28.5	33.3	-1.9
5. Pendidikan budaya Cultural education	8.2	-0.1	24.5	3.6	-18.6	0.6	1.2	4.8	-0.6
6. Peralatan dan peranti pelbagai guna Equipment and multipurpose devices	-1.9	6.7	-4.6	5.5	2.1	8.4	3.7	0.9	6.0
Jumlah guna tenaga dalam industri budaya dan kreatif Total employment in the cultural and creative industry	1.8	2.6	1.6	2.9	-5.3	0.0	2.4	2.0	2.8
Jumlah guna tenaga Total employment	0.7	2.2	2.1	2.0	-2.3	0.7	2.2	4.3	3.5

Jadual 5C: Guna tenaga dalam industri budaya dan kreatif - Peratus sumbangan
 Table Employment in the cultural and creative industry - Percentage share

Jenis aktiviti ekonomi Kind of economic activity	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Peratus sumbangan jumlah guna tenaga dalam industri budaya dan kreatif (%) / Percentage share of total employment in the cultural and creative industry (%)										
Domain teras Core domain	50.2	51.1	49.9	50.2	48.9	48.5	45.8	45.4	45.3	44.5
1. Warisan budaya dan alam semulajadi Cultural and natural heritage	1.3	1.7	1.2	0.9	1.0	1.0	1.0	1.0	1.0	1.0
2. Seni persembahan Performing arts	0.7	0.4	0.9	0.9	0.8	0.8	0.3	0.4	0.5	0.5
3. Seni visual dan kraf Visual arts and crafts	9.7	10.8	9.9	10.5	10.4	9.2	9.5	9.5	9.5	9.6
4. Buku dan media cetak Books and press	16.2	15.8	16.0	16.8	15.5	14.9	15.3	15.4	15.2	15.0
5. Audiovisual Audiovisual	4.6	4.9	4.9	4.9	4.7	4.6	4.3	4.6	4.3	4.2
6. Reka bentuk dan perkhidmatan kreatif Design and creative services	16.4	16.5	15.8	15.3	15.5	17.1	14.3	13.5	13.8	13.3
7. Muzik Music	1.2	1.0	1.2	1.0	1.0	0.9	1.0	1.0	0.9	0.9
Domain transversal Transversal domain	49.8	48.9	50.1	49.8	51.1	51.5	54.2	54.6	54.7	55.5
1. Pengetahuan budaya Cultural knowledge	0.1	0.2	0.1	0.2	0.3	0.2	0.2	0.2	0.2	0.2
2. Festival Festivals	2.4	2.0	2.1	2.3	2.4	0.9	1.0	1.1	1.1	1.0
3. Media interaktif Interactive media	5.1	5.1	5.3	5.0	5.1	5.5	5.5	5.6	5.8	5.8
4. Tadbir urus dan pengurusan budaya Cultural governance and management	0.5	0.7	0.6	0.5	0.5	1.0	0.8	0.5	0.7	0.7
5. Pendidikan budaya Cultural education	8.4	8.9	8.7	10.6	10.7	9.2	9.3	9.2	9.4	9.1
6. Peralatan dan peranti pelbagai guna Equipment and multipurpose devices	33.3	32.1	33.3	31.3	32.1	34.6	37.5	38.0	37.6	38.7
Jumlah guna tenaga dalam industri budaya dan kreatif Total employment in the cultural and creative industry	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Peratus sumbangan jumlah guna tenaga (%) / Percentage share of total employment (%)										
Jumlah guna tenaga dalam industri budaya dan kreatif Total employment in the cultural and creative industry	4.9	4.9	5.0	4.9	5.0	4.8	4.8	4.8	4.7	4.7

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INDIKATOR

INDICATORS



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Jadual
Table

A: Sektor kebudayaan terpilih, 2022 - 2024
Selected cultural sector, 2022 - 2024

KETERANGAN / DESCRIPTION		2022	2023	2024
1	Jumlah Pengunjung Tapak Warisan Dunia UNESCO Total Visitors to UNESCO World Heritage Sites			
		Ribu orang / Thousand persons		
i.	Warisan Arkeologi Lembah Lenggong	8.7	31.0	33.4
ii.	Melaka	6,043.8	8,528.6	15,032.1
iii.	George Town, Pulau Pinang	691.5	1,726.1	1,757.7
iv.	Taman Negara Mulu, Sarawak	15.2	21.3	22.0
v.	Taman Kinabalu, Sabah	530.0	324.8	288.6
vi.	Warisan Arkeologi Kompleks Gua Taman Negara Niah, Sarawak*	-	-	18.3
Jumlah / Total		7,289	10,632	17,152
Nota : * merujuk kepada Julai hingga Disember 2024				
2	Aktiviti Pemeliharaan, Pemuliharaan dan Perolehan Koleksi Seni Visual Preservation, Conservation and Accessioning of Visual Art Collections			
		Bilangan / Number		
i.	Catan / Painting	815	177	21
ii.	Karya Atas Kertas / Works on Paper	756	328	137
iii.	Objek Seni / Art Objects	30	143	14
iv.	Tekstil / Textiles	-	-	-
v.	Kerja-kerja Pengukuhan / Strengthening Works	-	-	-
vi.	Pemeriksaan Fizikal Karya / Physical Examination of Artworks	872	582	703
vii.	Preservasi Laman Arca / Preservation of Sculpture Sites	74	72	84
viii.	Perolehan Koleksi Seni Visual / Acquisition of Visual Art Collections	17	5	1
Jumlah / Total		2,564	1,307	960
3	Aktiviti Seni Persembahan Bertiket Ticketed Performing Arts Activities			
		RM Juta / RM Million		
i.	Jualan Tiket (RM Juta) / Ticket Sales (RM Million)	6.2	6.0	1.1
		Bilangan / Number		
ii.	Bilangan Aktiviti / Number of Activities	30	48	29
iii.	Jumlah Penonton / Total Audience	39,871	71,143	22,108
4	Aktiviti Seni Persembahan (Tidak Bertiket) Ticketed Performing Arts Activities			
		Bilangan / Number		
i.	Bilangan Aktiviti / Number of Activities	185	94	102
ii.	Jumlah Penonton / Total Audience	24,590	259,892	76,700
5	Statistik Permohonan Insentif Potongan Cukai Penajaan Aktiviti Kebudayaan, Kesenian dan Warisan Tax Deduction Incentive Applications for Cultural, Arts and Heritage Sponsorship			
		Bilangan / Number		
i.	Jumlah Permohonan / Total Applications	116	157	204
ii.	Jumlah Permohonan yang Diluluskan / Total Approved Applications	104	145	189
		RM Juta / RM Million		
iii.	Nilai Tajaan Potongan Cukai Diluluskan / Value of Approved Tax Deduction Sponsorships	1.2	4.7	7.5
6	Hasil Pendapatan Penggiat Industri serta Jabatan / Agensi Sektor Kebudayaan Revenue of Cultural Industry Practitioners and Government Departments / Agencies			
		RM Juta / RM Million		
Seni Budaya (Kraf / Seni Visual) / Cultural Arts (Crafts / Visual Arts)		310.4	366.8	437.5
i.	Kraftangan Malaysia	285.6	343.1	412.7
ii.	Balai Seni Lukis Negara	24.7	23.7	24.7
Seni Budaya (Seni Persembahan) / Cultural Arts (Performing Arts)		10.9	17.8	23.1
i.	Istana Budaya	6.9	6.0	0.6
ii.	ASWARA	1.0	2.2	1.2
iii.	JKKN	3.1	9.5	21.3
Jumlah / Total		321.3	384.6	460.6
7	Hasil Jualan Mengikut Bidang Kraf Sales by Craft Category			
		RM Juta / RM Million		
i.	Tekstil / Textiles	108.7	126.3	144.1
ii.	Hasil Rimba / Forest Products	71.9	82.9	111.7
iii.	Hasil Tanah / Agricultural Products	22.5	24.7	29.1
iv.	Hasil Logam / Metal Products	49.0	69.1	84.2
v.	Aneka Kraf / Various Crafts	33.5	40.0	43.7
Jumlah / Total		285.6	343.1	412.7

Sumber : Data Sektor Kebudayaan, 2022 -2024 Kementerian Pelancongan, Seni dan Budaya
Source: Data Sektor Kebudayaan, 2022-2024 Ministry of Tourism, Arts and Culture

Jadual B: Sektor perfileman terpilih, 2017 - 2024
Table Selected film sector, 2017 - 2024

KETERANGAN / DESCRIPTION	2017	2018	2019	2020	2021	2022	2023	2024
1 Pengeluaran Lesen Aktiviti Perfileman <i>Film Activity Licences Issued</i>								
Jenis lesen / Type of licences	Bilangan / Number							
i. Pengeluaran Filem <i>Film production</i>	1,500	1,410	1,501	1,611	1,526	1,636	1,741	1,665
ii. Pengeluaran Video <i>Video production</i>	39	30	28	20	13	13	14	13
iii. Pengedaran Filem <i>Film distribution</i>	1,221	1,116	1,214	1,333	1,271	1,391	1,408	1,322
iv. Pengedaran Video <i>Video distribution</i>	1,418	1,106	939	586	364	261	221	183
v. Pemameran Filem <i>Exhibition film</i>	1,249	1,202	1,212	1,047	1,187	1,177	1,428	1,173
vi. Pemameran Video <i>Exhibition video</i>	1661	1649	1837	1075	584	678	846	848
Jumlah <i>Total</i>	7,088	6,513	6,731	5,672	4,945	5,156	5,658	5,204

2 Kutipan & Penontonan Untuk Semua Filem Asing & Tempatan di Pawagam <i>Collection and Admission For All Local and Foreign Films In Cinema</i>								
i. Penontonan (juta) <i>Viewership (million)</i>	72.8	77.3	77.8	10.2	3.3	27.3	34.9	32.6
ii. Kutipan Kasar (RM juta) <i>Gross Revenue (RM million)</i>	983.6	1,040.0	1,080.0	148.9	58.4	539.2	657.9	610.9
iii. Jumlah Pawagam <i>Total Cinemas</i>	151	156	162	166	167	164	164	164
iv. Jumlah Skrin <i>Total Screens</i>	1,094	1,094	1,183	1,210	1,223	1,232	1,232	1,232
v. Jumlah Kerusi <i>Total Seats</i>	185,997	186,911	193,333	195,637	197,550	188,843	188,843	188,843

3 Data Filem Cereka Tempatan <i>Local Feature Films Data</i>								
i. Jumlah Filem <i>Total Films</i>	59	54	47	23	3	48	63	61
ii. Kutipan Kasar (RM juta) <i>Gross Revenue (RM million)</i>	57.6	170.4	144.7	11.6	0.1	187.7	143.7	165.0
iii. Penontonan (juta) <i>Viewership (million)</i>	4.5	13.2	11.6	0.5	0.0	7.8	5.8	7.1

Sumber: Perbadanan Kemajuan Filem Nasional Malaysia
Source: National Film Development Corporation Malaysia

NOTA TEKNIKAL *TECHNICAL* *NOTES*



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NOTA TEKNIKAL

A. Pengenalan

Penyusunan Akaun Satelit Budaya dan Kreatif (ASBK) Malaysia 2024 adalah berdasarkan *2008 System of National Accounts (SNA)* dan *2025 UNESCO Framework for Cultural Statistics (FCS)*. Konsep dan definisi yang digunakan telah disesuaikan mengikut keperluan Malaysia. Terma “akaun satelit” digunakan bagi menggambarkan keadaan Akaun yang dibangunkan. Ia merupakan “satelit” kepada set utama Akaun Negara yang mana ia memberikan maklumat tambahan di luar daripada maklumat sedia ada di dalam Akaun Negara.

Maklumat satelit memfokuskan kepada aspek ekonomi tertentu sebagai contoh sumbangan budaya dan kreatif kepada negara. Ia juga membolehkan hubung kait yang lebih banyak kepada maklumat tambahan yang spesifik bagi budaya dan kreatif seperti pendapatan, eksport, import dan guna tenaga.

Pembangunan akaun satelit merupakan pengukuran statistik bersistematik yang mana ia merangkumi konsep, definisi dan klasifikasi berdasarkan piawaian antarabangsa bagi membolehkan perbandingan di antara negara dilaksanakan.

B. Konsep dan Definisi

1. Definisi budaya dan industri kreatif

1.1 Budaya

Merujuk kepada cara hidup (diwarisi dan diamalkan) dalam sesebuah masyarakat. Kebudayaan Kebangsaan pula ialah cara hidup yang merentas budaya suku kaum dan etnik serta mencorakkan amalan budaya. Definisi ini adalah berdasarkan kepada Dasar Kebudayaan Negara 2021.

1.2 Industri kreatif

Merujuk kepada penggemblengan dan penghasilan kebolehan dan bakat individu atau kumpulan berasaskan kreativiti, inovasi dan teknologi yang menjurus kepada sumber keberhasilan ekonomi dan pendapatan tinggi kepada negara dengan memberi penekanan kepada aspek karya dan hak cipta intelek selaras dengan budaya dan nilai-nilai murni kepelbagaian kaum di Malaysia. Definisi ini adalah berdasarkan kepada Dasar Industri Kreatif Negara 2009.

2. Industri budaya dan kreatif

Industri budaya dan kreatif Malaysia terdiri daripada domain teras dan domain *transversal*. Domain teras mempunyai tujuh segmen manakala domain *transversal* enam segmen.

2.1 Domain teras

Domain teras mewakili kumpulan aktiviti ekonomi dan sosial yang secara tradisi dikaitkan dengan budaya.

2.1.1 Warisan budaya dan alam semulajadi

Domain Warisan budaya dan alam semulajadi dibentuk melalui proses sosial dan budaya yang memberikan nilai, fungsi dan makna kepada warisan. Warisan bukanlah sesuatu yang statik, tetapi sentiasa dibentuk dan ditafsir semula. Ia merangkumi warisan ketara (fizikal, alih dan bawah air) serta warisan tidak ketara (amalan budaya, tradisi dan makna). Ia juga merangkumi warisan alam semulajadi, iaitu ciri semulajadi, ekosistem dan kawasan perlindungan yang mempunyai nilai saintifik, pemuliharaan atau estetik. Produk budaya yang berkait rapat dengan warisan budaya dan alam semulajadi akan diklasifikasikan di bawah domain budaya yang sepadan berdasarkan tujuan artistiknya, dengan dua segmen:

- a. Muzium, perpustakaan dan arkib
- b. Taman, taman botani dan zoo

2.1.2 Seni persembahan

Domain Seni persembahan merujuk kepada ekspresi budaya dan kreatif yang dipersembahkan secara langsung kepada penonton, menggunakan suara, gerak tubuh atau objek tidak bernyawa untuk menyampaikan idea artistik. Domain ini merangkumi pelbagai segmen seperti:

- a. Persembahan teater
- b. Tarian dan muzikal
- c. Seni persembahan lain

2.1.3 Seni visual dan kraf

Domain Seni visual dan kraf memberi tumpuan kepada penciptaan, pengeluaran, pemulihan, penyebaran dan pengkomersialan karya seni serta kraf bersejarah dan kontemporari. Ia merangkumi pelbagai bentuk seni seperti lukisan, fotografi, arca, ukiran, pahat, reka bentuk dan visualisasi, menggunakan bahan seperti batu, kayu, kertas dan cat. Domain ini menekankan kreativiti dan ketukangan bagi mencapai penguasaan artistik, serta memberi sumbangan penting kepada domain warisan budaya dan alam semulajadi. Domain ini dibahagikan kepada dua segmen:

- a. Fotografi
- b. Kraf

2.1.4 Buku dan media cetak

Domain Buku dan media cetak menggambarkan interaksi dinamik antara aktiviti dan para aktor yang terlibat dalam proses menukar manuskrip kepada produk fizikal atau digital. Peranan utamanya adalah untuk menawarkan kepada masyarakat pelbagai kandungan kesusasteraan yang kaya dan sarat dengan makna simbolik yang mendalam. Dalam domain ini, ejen tradisional dan baharu wujud bersama serta berinteraksi, sentiasa menyesuaikan diri dengan perubahan teknologi ketika mereka bekerjasama dalam penciptaan, pengeluaran, pengedaran dan penggunaan buku, akhbar dan majalah. Domain buku dan media cetak merangkumi empat segmen dalam skop umumnya:

- a. Buku
- b. Akhbar
- c. Majalah
- d. Lain-lain cetakan

2.1.5 Audiovisual

Domain Audiovisual merujuk kepada rangkaian luas ejen yang bertanggungjawab untuk penghasilan, penyebaran, penghantaran dan pameran siri imej yang saling berkaitan, sama ada disertai bunyi yang boleh diulang atau tidak, yang memerlukan penggunaan sokongan teknologi, tanpa mengira jenis sokongan yang digunakan. Domain ini merangkumi tiga segmen dalam skop umumnya:

- a. Filem
- b. Video
- c. Televisyen

2.1.6 Reka bentuk dan perkhidmatan kreatif

Domain Reka bentuk dan perkhidmatan kreatif merangkumi pelbagai aktiviti yang menghubungkan penyelidikan dan inovasi teknologi dengan amalan sosial. Pereka bekerja merentasi pelbagai sektor seperti infrastruktur, pengangkutan, pengiklanan, perumahan dan perkhidmatan awam, menghubungkan pelbagai bidang dan profesional. Tujuan utama perkhidmatan reka bentuk adalah untuk menyediakan input budaya dan kreatif yang menyumbang kepada pembangunan produk akhir. Walaupun perkhidmatan reka bentuk sering menghasilkan produk yang tidak semestinya bersifat budaya (seperti iklan komersial), ia menambah nilai sepanjang pembangunan produk, dari konsep hingga produk akhir. Domain reka bentuk dan perkhidmatan budaya dan kreatif merangkumi lima segmen:

- a. Reka bentuk grafik
- b. Reka bentuk produk / industri

- c. Reka bentuk fesyen
- d. Reka bentuk dalaman
- e. Pengiklanan

2.1.7 Muzik

Domain Muzik merangkumi pencipta (seperti pemuzik, komposer dan penulis lagu), serta pengurus, syarikat rakaman, penerbit muzik dan persatuan penerima royalti. Ia juga merangkumi penyebaran muzik melalui stesen radio, kedai muzik, platform dalam talian, acara secara langsung, serta penghasilan alat muzik dan barangan berkaitan. Domain muzik dibahagikan kepada lima segmen:

- a. Rakaman bunyi
- b. Muzik secara langsung
- c. Radio
- d. Penerbitan muzik
- e. Alat muzik

2.2 Domain *transversal*

Domain *transversal* mewakili domain yang menyokong domain teras. Domain *transversal* juga merentasi hampir semua domain teras bagi memastikan seluruh ekosistem budaya berfungsi dengan berkesan dan lebih komprehensif.

2.2.1 Pengetahuan budaya

Domain Pengetahuan budaya merujuk kepada amalan warisan hidup yang memelihara dan menyampaikan pengetahuan budaya merentasi generasi. Ia menekankan perlindungan pengetahuan budaya daripada penyalahgunaan dan memastikan perkongsian manfaat yang adil daripada penggunaannya. Domain ini memberi tumpuan kepada pengukuran amalan warisan berdasarkan pengetahuan budaya, serta menyokong pengenalpastian, pemuliharaan dan promosi warisan budaya tidak ketara. Domain pengetahuan budaya merangkumi segmen Bahasa.

2.2.2 Festival

Domain Festival merujuk kepada sambutan awam yang dikategorikan berdasarkan ciri-ciri, tempoh dan dimensi ruang. Acara ini boleh merangkumi muzik, teater, seni visual dan lain-lain yang diklasifikasikan mengikut jenis tetapi kebiasaannya kompleks dan mungkin tidak sesuai untuk satu kategori sahaja kerana peningkatan kandungan transmedia. Acara ini mempunyai nilai sosial dan ekonomi yang penting dan domain ini dibahagikan kepada dua segmen:

- a. Pesta
- b. Festival

2.2.3 Media interaktif

Domain Media interaktif merujuk kepada platform dan teknologi digital yang membolehkan pengguna berinteraksi secara aktif dengan kandungan, membolehkan penciptaan, perkongsian dan penggunaan maklumat secara dinamik dan partisipatif. Domain ini merangkumi pelbagai bentuk media digital di mana penonton mempunyai peranan langsung dalam penciptaan atau interaksi kandungan. Domain media interaktif merangkumi dua segmen:

- a. Permainan video
- b. Laman sesawang

2.2.4 Tadbir urus dan pengurusan budaya

Domain Tadbir urus dan pengurusan budaya memberi tumpuan kepada peranan pengurus budaya sebagai perantara utama dalam menjana nilai dalam ekosistem budaya dan kreatif. Ia melihat tadbir urus dan pengurusan budaya dari perspektif ekosistem, menekankan kepentingan individu dan organisasi awam serta swasta (formal dan tidak formal) dalam memupuk dan menyokong sektor budaya. Domain ini merangkumi dua segmen:

- a. Organisasi dan persatuan budaya
- b. Pengurusan swasta

2.2.5 Pendidikan budaya

Domain Pendidikan budaya merujuk kepada aktiviti pendidikan yang berkaitan dengan budaya dan seni, merangkumi konteks formal dan tidak formal. Ia melibatkan pelbagai pedagogi yang mengintegrasikan pelbagai perspektif, amalan dan ekspresi budaya, menggunakan pelbagai mod seperti pembelajaran luar talian, dalam talian dan gabungan. Pendidikan budaya mempromosikan dialog antara budaya, kepelbagaian budaya dan kerjasama di kalangan pihak berkepentingan termasuk institusi pendidikan dan budaya, badan kerajaan, artis dan organisasi masyarakat sivil. Domain ini dibahagikan kepada dua segmen:

- a. Pendidikan formal
- b. Pendidikan tidak formal

2.2.6 Peralatan dan peranti pelbagai guna

Domain Peralatan dan peranti pelbagai guna menekankan sumbangan peralatan khusus dan bahan sokongan yang digunakan secara eksklusif untuk penciptaan, pengeluaran dan pengedaran produk budaya. Peranti elektronik seperti pemain muzik, televisyen, konsol permainan video, kamera video, kamera fotografi dan pembaca e-buku wujud terutamanya untuk menyokong amalan budaya. Tujuan utama mereka adalah untuk memudahkan penyertaan budaya dan menyumbang kepada pembangunan

kandungan budaya. Domain ini menekankan kepentingan dua alat penting untuk meningkatkan penglibatan budaya:

- a. Komputer
- b. Telefon bimbit

C. Akaun Pengeluaran Industri Budaya dan Kreatif

1. **Keluaran Dalam Negeri Kasar** adalah jumlah nilai barangan dan perkhidmatan yang dikeluarkan dalam tempoh tertentu selepas ditolak kos barangan dan perkhidmatan yang digunakan dalam proses pengeluaran. Nilai ini merupakan nilai sebelum ditolak nilai penggunaan bagi modal tetap; iaitu jumlah nilai ditambah pada harga pengeluar bagi pengeluar residen ditambah dengan duti import. KDNK ini juga bersamaan dengan perbelanjaan ke atas KDNK (pada harga pembeli) iaitu jumlah bagi semua komponen perbelanjaan akhir ke atas barangan dan perkhidmatan tolak dengan import barangan dan perkhidmatan.

KDNK boleh diukur dengan menggunakan tiga kaedah iaitu Kaedah Pengeluaran, Perbelanjaan dan Pendapatan.

2. **Nilai ditambah** adalah perbezaan di antara output dan penggunaan perantaraan. Ia merupakan nilai ditambah barangan dan perkhidmatan dalam aktiviti ekonomi. Oleh itu, ia hampir menyamai dengan keuntungan perniagaan, gaji dan upah, susut nilai dan cukai tidak langsung; campur faedah yang dibayar dan tolak faedah yang diterima.
3. **Nilai Ditambah Kasar Industri Budaya dan Kreatif (NDKIBK)** ialah hasil tambah Nilai Ditambah Kasar bagi semua industri budaya dan kreatif.

D. Akaun Penjana Pendapatan Industri Budaya dan Kreatif

1. **Pampasan pekerja** merangkumi saraan, wang tunai atau bukan berbentuk wang, yang perlu dibayar oleh sesebuah perusahaan kepada pekerja sebagai balasan bagi kerja-kerja yang dilakukan dalam tempoh perakaunan.
2. **Lebihan kendalian kasar** merujuk kepada lebihan kendalian operasi sebelum ditolak penggunaan modal tetap dan pendapatan campuran.

2.1 Lebihan Kendalian adalah mengukur lebihan atau defisit terakru daripada proses pengeluaran sebelum ditolak apa-apa caj faedah implisit atau eksplisit,

sewa atau pendapatan harta lain yang dibayar ke atas aset kewangan, tanah atau lain-lain sumber semula jadi yang diperlukan untuk menjalankan pengeluaran. Secara definisi, lebihan kendalian operasi hanya boleh diperoleh oleh industri.

2.2 Pendapatan campuran meliputi elemen ganjaran yang tidak diketahui bagi kerja yang dijalankan oleh pemilik enterpris atau ahli isi rumah, serta lebihan kendalian hasil daripada pengeluaran.

2.3 Penggunaan modal tetap didefinisikan sebagai penurunan nilai semasa stok aset tetap yang dimiliki dan digunakan oleh pengeluar dalam tempoh perakaunan disebabkan oleh kerosakan fizikal, keusangan biasa atau kerosakan biasa yang tidak disengajakan.

3. **Cukai tolak subsidi ke atas pengeluaran dan import** terdiri daripada cukai ke atas produk dan cukai lain ke atas pengeluaran ditolak subsidi ke atas produk dan subsidi lain ke atas pengeluaran.

3.1 Cukai ke atas produk merupakan cukai yang dibayar bagi satu unit barangan atau perkhidmatan dan biasanya akan dibayar apabila ia dikeluarkan, dihantar, dijual, dipindah atau sebaliknya dilupuskan oleh pihak pengeluar. Cukai tersebut mungkin merupakan satu amaun yang spesifik bagi setiap unit kuantiti barang atau perkhidmatan, atau ia mungkin dikira *ad valorem* sebagai peratusan spesifik harga satu unit atau nilai barang atau perkhidmatan yang diniagakan. Contohnya, cukai jualan, cukai eksais, duti import, duti eksport dan lain-lain.

3.2 Cukai lain ke atas pengeluaran meliputi semua cukai kecuali cukai ke atas produk yang ditanggung oleh perusahaan hasil penglibatan dalam pengeluaran seperti bayaran ke atas tanah, aset tetap atau buruh yang digunakan dalam proses pengeluaran atau untuk aktiviti atau transaksi tertentu. Contoh cukai lain ke atas pengeluaran adalah cukai yang dibayar oleh perusahaan bagi lesen perniagaan, cukai gaji, duti setem dan lain-lain.

3.3 Subsidi ke atas produk adalah subsidi yang dibayar bagi satu unit barang atau perkhidmatan. Subsidi ini mungkin dalam amaun spesifik bagi satu unit kuantiti barang atau perkhidmatan, atau ia mungkin dikira *ad valorem* sebagai peratusan spesifik harga satu unit barang atau perkhidmatan. Subsidi ke atas produk biasanya dibayar apabila barang atau perkhidmatan dikeluarkan, dijual atau diimport, tetapi ia juga dibayar dalam keadaan lain seperti apabila barang dipindah, dipajak, dihantar atau untuk penggunaan sendiri atau pembentukan modal sendiri.

- 3.4 Subsidi lain ke atas pengeluaran merangkumi subsidi selain daripada subsidi ke atas produk di mana perusahaan residen mungkin menerimanya hasil daripada penglibatan dalam pengeluaran seperti subsidi ke atas gaji atau tenaga kerja.

E. Sumber Data

Sumber data dalam penyusunan Akaun Satelit Budaya dan Kreatif adalah seperti berikut:

INDUSTRI / DATA	SUMBER DATA
• Warisan budaya dan alam semulajadi • Seni persembahan • Seni visual dan kraf • Buku dan media cetak • Audiovisual • Reka bentuk dan perkhidmatan budaya dan kreatif • Muzik • Pengetahuan budaya • Festival • Media interaktif • Tadbir urus dan pengurusan budaya • Pendidikan budaya • Peralatan dan peranti pelbagai guna	• KDNK • Banci Ekonomi • Survei Tahunan
• Eksport dan import bagi barang budaya dan kreatif • Eksport dan import perkhidmatan budaya dan kreatif	• Perangkaan Perdagangan Luar Negeri • Statistik Perdagangan Perkhidmatan Antarabangsa
• Cukai dan subsidi	• KDNK Kaedah Pendapatan • Jabatan Akauntan Negara Malaysia
• Pampasan pekerja	• KDNK Kaedah Pendapatan
• Lebihan kendalian kasar	• KDNK Kaedah Pendapatan
• Guna tenaga	• Survei Tenaga Buruh Tahunan • Survei Ekonomi Tahunan • Survei Perkhidmatan Suku Tahunan • Survei Pembuatan Bulanan • Survei Perdagangan Borong & Runcit Bulanan

F. Jadual utama ASBK

ASBK mempunyai lima (5) jadual dan penerangan adalah seperti berikut:

Jadual 1: Nilai Ditambah Kasar Industri Budaya dan Kreatif

Statistik Nilai Ditambah Kasar Industri Budaya dan Kreatif diukur pada harga semasa. Pengukuran Nilai Ditambah Kasar Industri Budaya dan Kreatif adalah secara keseluruhan tanpa mengambil kira sama ada output dikeluarkan untuk menghasilkan produk budaya dan kreatif atau sebaliknya. Statistik yang disusun adalah berdasarkan kepada KDNK tahunan yang telah diterbitkan.

Jadual 2 dan 3: Eksport dan import produk budaya dan kreatif

Data barangan bagi eksport dan import produk budaya dan kreatif diperolehi daripada perisytiharan kastam (Perangkaan Perdagangan Antarabangsa) di mana penyusunan adalah berdasarkan kod *Harmonized Commodity Description and Coding Systems (HS)*. Manakala, nilai eksport dan import perkhidmatan diperolehi daripada data Perangkaan Imbangan Pembayaran. Penyusunan ini juga telah mengambil kira saranan daripada 2008 SNA serta *Balance of Payments and International Investment Position Manual Sixth Edition (BPM6)* khususnya dalam pelaksanaan *Goods for Processing from Abroad (GFP)* dan *Manufacturing Services (MS)*.

Jadual 4: Komponen pendapatan industri budaya dan kreatif

Statistik komponen pendapatan industri budaya dan kreatif terdiri daripada pampasan pekerja, lebihan kendalian kasar dan cukai tolak subsidi ke atas pengeluaran dan import. Data ini dijana berdasarkan SUT 2015 mengikut industri budaya dan kreatif. Bagi tahun-tahun seterusnya, data adalah berdasarkan KDNK kaedah pendapatan tahunan.

Jadual 5: Guna tenaga industri budaya dan kreatif

Data guna tenaga dalam industri budaya dan kreatif disusun berdasarkan Survei Tenaga Buruh Tahunan Survei Ekonomi Tahunan, Survei Perkhidmatan Suku Tahunan, Survei Pembuatan Bulanan dan Survei Perdagangan Borong & Runcit Bulanan yang dijalankan oleh Jabatan Perangkaan Malaysia.

H. Semakan Penerbitan dan Data

Penerbitan ini mempersembahkan Akaun Satelit Budaya dan Kreatif bagi tahun 2015 hingga 2024. Siri ini akan dikemaskini berdasarkan data terkini yang diperolehi.

I. Simbol

e	: anggaran
p	: permulaan
-	: negatif
%	: peratus

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TECHNICAL NOTES

A. Introduction

The compilation of Cultural and Creative Satellite Account (CCSA) 2024 is based on 2008 System of National Accounts (SNA) and 2025 UNESCO Framework for Cultural Statistics (FCS). The concepts and definitions are adapted to Malaysia's requirement. The term "satellite account" is adopted to reflect the nature of the account developed. It is a "satellite" to the core set of National Accounts that presents additional information which is beyond the available information provided in the National Accounts.

This satellite information focuses on a particular aspect of the economy for example contribution of creative to the nation. It also permits further linkages to additional information specific to cultural and creative such as income, exports, imports and employment.

The development of satellite account is a systematic statistical measurement that applies concepts, definitions and classification which are based on international standard to enable comparison among countries.

B. Concepts and Definitions

1. Definition of cultural and creative industry

1.1 Cultural

Refers to a way of life that is inherited and practiced within a society. National Culture on the other hand, encompasses ways of life that transcend ethnic and tribal cultures and shape shared cultural practices. This definition is based on the Dasar Kebudayaan Negara 2021.

1.2 Creative industry

Refers as the mobilization and production of individual or group abilities and talents based on creativity, innovation and technology that leads to a source of economic success and high income to the country with an emphasis on works and intellectual property in line with culture and values -the pure values of racial diversity in Malaysia. This definition is based from Dasar Industri Kreatif Negara 2009.

2. Cultural and Creative industry

Malaysia's cultural and creative industries are divided into core domain and transversal domain. Core domain has seven segments while transversal domain has six segments.

2.1 Core domain

The **core domain** comprises economic and social activities that are traditionally associated with culture

2.1.1 Cultural and natural heritage

The Cultural and natural heritage domain is shaped by social and cultural processes that assign value, functions and meanings to heritage. Heritage is not static but is continuously constructed and reinterpreted. It includes tangible heritage (physical, movable and underwater) and intangible heritage (cultural practices, traditions and meanings). It also covers natural heritage, which refers to natural features, ecosystems and protected areas with scientific, conservation, or aesthetic value. Cultural products closely linked to both cultural and natural heritage will be classified under corresponding cultural domains based on their artistic purpose, with two segments:

- a. Museums, libraries and archives*
- b. Parks, botanical gardens and zoos*

2.1.2 Performing arts

The Performing arts domain are cultural and creative expressions presented live to an audience, using voices, bodies, or inanimate objects to convey artistic ideas. This domain includes various segments such as:

- a. Theatrical performance*
- b. Dance and musicals*
- c. Other performing arts*

2.1.3 Visual arts and crafts

The Visual arts and crafts domain focuses on the creation, production, restoration, dissemination and commercialization of both historical and contemporary artworks and crafts. It includes a wide range of artistic forms such as painting, photography, sculpture, engraving, carving, design and visualization, using materials like stone, wood, paper and paint. The domain emphasizes creativity and craftsmanship to achieve artistic mastery and significantly contributes to the cultural and natural heritage domain. This domain is divided into two segments:

- a. Photography*
- b. Crafts*

2.1.4 Books and press

The Books and press domain reflects a dynamic interplay of activities and actors engaged in the conversion of a manuscript into a tangible or digital product. Its central role is to offer the public a rich array of literary content

imbued with profound symbolic significance. Within this domain, traditional and emerging agents coexist and interact, continually adapting to technological shifts as they collaborate in the creation, production, distribution and consumption of books, newspapers and magazines. the books and press domain includes four segments at its common scope:

- a. Books*
- b. Newspapers*
- c. Magazines*
- d. Other published works*

2.1.5 Audiovisual

The Audiovisual domain corresponds to the extensive network of agents responsible for the production, dissemination, transmission and exhibition of a series of mutually associated images, with or without reproducible sound, which require the use of technological support, irrespective of the type of support that includes them. This domain includes three segments in its common scope:

- a. Film*
- b. Video*
- c. Television*

2.1.6 Design and creative services

The Design and creative services domain encompass a wide range of activities that bridge technological research and innovation with social practice. Designers work across various sectors like infrastructure, transport, advertising, housing and public services, connecting different fields and professionals. The primary purpose of design services is to provide cultural and creative input that contributes to the development of a final product. Although design services often lead to products that are not necessarily cultural (such as commercial advertisements), they add value throughout the product's development, from concept to final product. The design and cultural and creative services domain include five segments:

- a. Graphic design*
- b. Architectural / industrial services*
- c. Fashion design*
- d. Interior design*
- e. Advertising*

2.1.7 Music

The Music domain includes creators (such as musicians, composers and songwriters), as well as managers, record companies, music publishers and

collecting societies. It also covers the dissemination of music through radio stations, music stores, online platforms, live events and the manufacture of music instruments and related merchandise. The music domain is divided into five segments:

- a. Sound recording
- b. Live music
- c. Radio
- d. Music publishing
- e. Musical instruments

2.2 Transversal domain

The **transversal domain** 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.

2.2.1 Cultural knowledge

The Cultural knowledge domain refers to living heritage practices that preserve and transmit cultural knowledge across generations. It emphasizes the protection of cultural knowledge from misappropriation and ensures the equitable sharing of benefits derived from its use. This domain focuses on measuring heritage practices based on cultural knowledge, supporting the identification, conservation and promotion of intangible cultural heritage. The cultural knowledge domain includes segment of Oral traditions and expressions.

2.2.2 Festivals

The Festivals domain refers to themed public celebrations that are categorized based on their characteristics, duration and spatial dimensions. These events, which can include music, theatre, visual arts and more, are classified by genre but are often complex and may not fit neatly into a single category due to the growing prominence of transmedia content. These events hold significant social and economic value and the domain is structured into two segments:

- a. Feasts
- b. Festivals

2.2.3 Interactive media

The Interactive media domain refers to digital platforms and technologies that allow users to actively engage with content, enabling the creation, sharing and consumption of information in a dynamic and participatory manner. This

domain encompasses various forms of digital media where the audience has a direct role in content creation or interaction. The interactive media domain includes two segments:

- a. Video games*
- b. Social network*

2.2.4 Cultural governance and management

The Cultural governance and management domain focuses on the role of cultural managers as key intermediaries in generating value within cultural and creative ecosystems. It views cultural governance and management from an ecosystem perspective, emphasizing the importance of both public and private individuals and organizations (formal and informal) in fostering and supporting the cultural sector. This domain includes two segments:

- a. Cultural organizations and associations*
- b. Private management*

2.2.5 Cultural education

The Cultural education domain refers to educational activities related to culture and the arts, encompassing formal and non-formal contexts. It involves diverse pedagogies that integrate various cultural perspectives, practices and expressions, using different modalities like offline, online and blended learning. Cultural education promotes intercultural dialogue, cultural diversity and collaboration among stakeholders, including educational and cultural institutions, government bodies, artists and civil society organizations. This domain is divided into two segments:

- a. Formal education*
- b. Non-formal education*

2.2.6 Equipment and multipurpose devices

The Equipment and multipurpose devices domain highlights the contributions of specialized equipment and supporting materials exclusively used for the creation, production and distribution of cultural products. Electronic devices such as music players, televisions, video game consoles, camcorders, photographic cameras and e-book readers exist primarily to support cultural practices. Their main purpose is to facilitate cultural participation and contribute to the development of cultural content. The domain emphasizes the importance of two essential tools for enhancing cultural engagement:

- a. Computers*
- b. Mobile phones*

C. Production Accounts of Cultural and Creative Industry

1. **Gross Domestic Product** is the total value of all goods and services produced in a certain period after deducting the cost of goods and services used up in the process of production. This value is before deducting the allowances for consumption of fixed capital i.e. the sum of value added of resident producer in producers' prices plus import duties. GDP is equivalent to expenditure on the GDP (in purchasers' prices) i.e. the sum of all components of final expenditure on goods and services less imports of goods and services.

GDP can be measured by using three approaches namely Production, Expenditure and Income Approach.

2. **Value Added** is the difference between output and intermediate consumption. It represents the added value of goods and services by economic activity. Hence, it is approximately equivalent to commercial profit, salaries and wages, depreciation and indirect taxes; plus interest paid less interest received.
3. **Gross Value Added of Cultural and Creative Industry (GVACCI)** is the sum of Gross Value Added of all cultural and creative industry.

D. Generation Income Accounts of Cultural and Creative Industry

1. **Compensation of employees** includes remuneration, in cash or in kind, payable by an enterprise to an employee in return for work done during the accounting period.
2. **Gross operating surplus** refers the operating surplus before deducting the consumption of fixed capital and mixed income.
3.
 - 2.1 Operating surplus refers to measures the surplus or deficit accruing from processes of production before deducting any explicit or implicit interest charges, rent or other property income payable on the financial assets, land or other natural resources required to carry on the production. By definition, operating surplus can only be earned by industries.
 - 2.2 Mixed income includes an unknown element of remuneration for work done by the owner of the enterprise or other members of the household, as well as operating surplus accruing from the production.

2.3 *Consumption of fixed capitalis defined as the decline in the current value of the stock of fixed assets owned and used by a producer during the course of the accounting period as a result of physical deterioration, normal obsolescence or nominal accidental damage.*

3. ***Taxes less subsidies on production and imports*** consists of taxes on products and other taxes on production less subsidies on product and other subsidies on production.

3.1 *Taxes on products is taxes that are payable per unit of some goods or services and usually become payable when they are produced, delivered, sold, transferred or otherwise disposed by their producer. The tax may be a specific amount of money per unit of quantity of a good or service, or it may be calculated ad valorem as a specified percentage of the price per unit or value of the goods or services transacted. For example, sales taxes, excise taxes, import duties, export duties, etc.*

3.2 *Other taxes on production consists of all taxes except taxes on products that enterprises incur as a result of engaging in production such as taxes payable on land, fixed assets or labour employed in the production process or certain activities or transactions. Examples of other taxes on production are taxes payable by enterprises for business licenses, payroll taxes, stamp duties, etc.*

3.3 *Subsidies on products is a subsidy payable per unit of a good or service. The subsidy may be a specific amount of money per unit of quantity of a good or service, or it may be calculated ad valorem as a specified percentage of the price per unit of the goods or services. A subsidy on products usually becomes payable when the good or service is produced, sold or imported, but it may be also payable in other circumstances such as when a good is transferred, leased, delivered or used for own consumption or own capital formation.*

3.4 *Others subsidies on production consists of subsidies except subsidies on products that resident enterprises may receive as a consequence of engaging in production such as subsidies on payroll or workforce.*

E. Data sources

The data sources in compiling Cultural and Creative Satellite Account are as follows:

INDUSTRY / DATA	DATA SOURCES
• <i>Cultural and natural heritage</i> • <i>Performing arts</i> • <i>Visual arts and craft</i> • <i>Books and press</i> • <i>Audiovisual</i> • <i>Design and creative services</i> • <i>Music</i> • <i>Cultural knowledge</i> • <i>Festivals</i> • <i>Interactive media</i> • <i>Cultural governance and management</i> • <i>Cultural education</i> • <i>Equipment and multipurpose devices</i>	• <i>GDP</i> • <i>Economic Census</i> • <i>Annual Survey</i>
• <i>Exports and imports of cultural and creative goods</i> • <i>Exports and imports of cultural and creative services</i>	• <i>External Trade Statistics</i> • <i>Statistics of International Trade in Services</i>
• <i>Tax and subsidies</i>	• <i>GDP Income Approach</i>
• <i>Compensation of employees</i>	• <i>GDP Income Approach</i> • <i>Accountant General's Department of Malaysia</i>
• <i>Gross operating surplus</i>	• <i>GDP Income Approach</i>
• <i>Employment</i>	• <i>Annual Labour Force Survey</i> • <i>Annual Economic Survey</i> • <i>Quarterly Survey of Services</i> • <i>Monthly Manufacturing Survey</i> • <i>Monthly Survey of Wholesale & Retail Trade</i>

F. Main tables CCSA

CCSA comprises of five (5) tables and the explanation are as follows:

Table 1: Gross Value Added of Cultural and Creative Industry

The statistics on Gross Value Added of the Cultural and Creative Industry are measured at current prices. The measurement of Gross Value Added for the Cultural and Creative Industry is conducted on an overall basis, without taking into account whether the output is produced specifically to generate cultural and creative products or otherwise. The compiled statistics are based on the annual GDP that has been published.

Table 2 and 3: Exports and Imports of cultural and creative products

Data from goods of exports and imports statistics for cultural and creative products was extracted from the customs declaration (International Trade Statistics) where the compilation was based on the Harmonized Commodity Description and Coding Systems (HS) code. Meanwhile, the value of the exports and imports services was derived from the balance of payments statistics. The arrangement also took into account the recommendations by the 2008 SNA and Balance of Payments and International Investment Position Manual Sixth Edition (BPM6) particularly in implementation on treatment of Goods for Processing from Abroad (GFP) and Manufacturing Services (MS).

Table 4: Income components of cultural and creative industry

The income components statistics of the cultural and creative industry consist of compensation of employees, gross operating surplus and taxes less subsidies on production and imports. This statistics is derived using SUT 2015 according to the cultural and creative products. For subsequent years, data is based on the Annual GDP Income Approach.

Table 5: Employment in the cultural and creative industry

Statistics of employment data in the cultural and creative industry is a compilation of employment obtained from the Annual Labour Force Survey, Annual Economic Survey, Quarterly Survey of Services, Monthly Manufacturing Survey and Monthly Survey of Wholesale & Retail Trade are obtained by Department of Statistics Malaysia.

G. Publication and Data Revision

This publication presents Cultural and Creative Satellite Account for the year 2015 to 2024. The series will be updated whenever any latest data available.

H. Symbols

e	: estimate
p	: preliminary
-	: negative
%	: percentage

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KOD DAN KLASIFIKASI

CODE AND CLASSIFICATION



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KOD DAN KLASIFIKASI

Kod dan klasifikasi industri budaya dan kreatif adalah berdasarkan Piawaian Klasifikasi Industri Malaysia (MSIC) 2008 Ver.1.0 yang diselaraskan dengan *International Standard Industrial Classification of All Economic Activities (ISIC) Rev. 4*.

Industri budaya dan kreatif terdiri daripada 104 MSIC dan akan dikemaskini mengikut keperluan. Senarai kod dan klasifikasi industri budaya dan kreatif adalah seperti berikut:

A. Kod dan Klasifikasi Industri Budaya dan Kreatif

Keterangan		ISIC Rev. 4	MSIC 2008
Domain teras			
1. Warisan budaya dan alam Semulajadi			
1.1	Pembaikan hasil kesenian seperti lukisan	9000	90006
1.2	Aktiviti perpustakaan, arkib, muzium dan kebudayaan lain	9101, 9102, 9103	91011, 91012, 91021, 91022, 91031, 91032
2. Seni persembahan			
2.1	Aktiviti kesenian, hiburan dan kreatif	9000	90001, 90002, 90009
3. Seni visual dan kraf			
3.1	Pembuatan tekstil		
	3.1.1 Pemintalan, penenunan dan penyiapan tekstil	1313	13131, 13132
	3.1.2 Pembuatan tekstil lain	1391, 1393	13910, 13930
3.2	Pembuatan produk		
	3.2.1 Pembuatan produk kayu lain; rotan, artikel gabus, jerami dan bahan jalinan	1629	16292
	3.2.2 Pembuatan kaca dan produk kaca	2310	23101, 23109
	3.2.3 Pembuatan produk mineral bukan logam	2396, 2399	23929, 23930, 23960, 23990
	3.2.4 Pembuatan barang kemas, <i>bijouterie</i> dan artikel berkaitan	3211, 3212	32110, 32120
3.3	Perdagangan runcit		
	3.3.1 Jualan runcit di kedai khusus yang menjual barang baru lain	4773	47739

Keterangan			ISIC Rev. 4	MSIC 2008
3.4	Aktiviti fotografi		7420	74200
3.5	Aktiviti pemahat, pelukis, kartunis, pengukir, penggores		9000	90003
4. Buku dan media cetak				
4.1	Pencetakan dan penerbitan			
	4.1.1	Pencetakan dan aktiviti perkhidmatan berkaitan pencetakan	1811, 1812	18110, 18120
	4.1.2	Aktiviti penerbitan buku, terbitan berkala dan penerbitan lain	5811, 5813, 5819	58110, 58130, 58190
4.2	Pembuatan lain-lain mesin bertujuan khas		2829	28290
4.3	Perdagangan runcit			
	4.3.1	Jualan runcit buku, surat khabar dan alat tulis	4761	47612
	4.3.2	Jualan runcit buku di gerai atau pasar	4789	47892
4.4	Aktiviti perkhidmatan maklumat			
	4.4.1	Aktiviti agensi dan sindiket berita	6391	63910
4.5	Aktiviti sewaan dan pajakan			
	4.5.1	Penyewaan dan pemajakan buku, jurnal, majalah	7729	77294
4.7	Aktiviti jurnalis bebas		9000	90005
5. Audiovisual				
5.1	Pembuatan produk komputer, elektronik dan optikal			
	5.1.1	Pembuatan peralatan optikal dan alatan fotografi	2670	26701, 26702
	5.1.2	Pembuatan media rakaman magnetik dan optikal	2680	26800
5.2	Aktiviti wayang gambar, video dan program televisyen		5911, 5912, 5913, 5914	59110, 59120, 59130, 59140
5.3	Aktiviti pemrograman dan penyiaran televisyen		6020	60200
5.5	Aktiviti sewaan dan pajakan			
	5.5.1	Penyewaan dan pemajakan barangan persendirian dan isi rumah lain	7722, 7729	77220, 77293
6.1	Aktiviti artitek dan kejuteraan			
	6.1.1	Aktiviti artitek dan kejuteraan dan perundingan teknikal yang berkaitan	7110	71101, 71102, 71109

Keterangan			ISIC Rev. 4	MSIC 2008
6. Reka bentuk dan perkhidmatan kreatif				
6.2	Pengiklanan		7310	73100
6.2	Aktiviti mereka bentuk khusus		7410	74101, 74102, 74103, 74109
7. Muzik				
7.1	Rakaman dan penerbitan			
	7.1.1	Penerbitan semula media rakaman	1820	18200
	7.1.2	Aktiviti rakaman bunyi dan penerbitan muzik	5920	59200
7.2	Pembuatan instrumen muzik		3220	32200
7.3	Perdagangan runcit			
	7.3.1	Jualan runcit rekod muzik, pita audio, cakera padat, kaset, pita video, VCD dan DVD, pita dan cakera kosong	4762	47620
	7.3.2	Jualan runcit rekod muzik dan video di gerai atau pasar	4789	47895
7.4	Penyiaran radio		6010	60100
7.5	Aktiviti penulis perseorangan, untuk semua subjek		9000	90004
Domain transversal				
1. Pengetahuan budaya				
1.1	Aktiviti penterjemahan dan pentafsiran		7490	74901
1.2	Mesyuarat, insentif, konvensyen, pameran (MICE)		8230	82302
2. Festival				
2.1	Mengurus, mempromosi dan/atau mengendalikan acara		8230	82301
2.2	Aktiviti penerbit atau pengusaha seni persembahan secara langsung, dengan atau tanpa kemudahan		9000	90007
3. Media interaktif				
3.1	Perisian, elektronik dan web portal			
	3.1.1	Pembuatan elektronik pengguna	2640	26400
	3.1.2	Permainan komputer untuk semua platform	5820	58202
	3.1.3	Web portal	6312	63120
3.2.	Aktiviti perkhidmatan maklumat lain		6399	63990

Keterangan			ISIC Rev. 4	MSIC 2008
4. Tadbir urus dan pengurusan budaya				
4.1	Penyelidikan dan pembangunan saintifik			
	4.1.1	Penyelidikan dan pembangunan sains sosial dan kemanusiaan	7220	72201, 72202
4.2	Aktiviti profesional, saintifik dan teknikal lain		7490	74909
4.3	Aktiviti keahlian organisasi lain		9499	94990
5. Pendidikan budaya				
5.1	Pendidikan menengah teknik dan vokasional di bawah tahap pendidikan tinggi (Swasta)		8522	85222
5.2	Pendidikan kolej dan universiti (Swasta)		8530	85302
5.3	Pendidikan kebudayaan lain		8542	85421, 85429
6. Peralatan dan peranti pelbagai guna				
6.1	Komputer, perisian dan elektronik			
	6.1.1	Pembuatan komputer dan kelengkapan peranti	2620	26201, 26202
	6.1.2	Pembuatan peralatan komunikasi	2630	26300
	6.1.3	Pengaturcaraan komputer, perundingan dan aktiviti yang berkaitan	6201, 6202	62010, 62021, 62022
	6.1.4	Aktiviti prosesan data, <i>hosting</i> dan yang berkaitan	6311	63111, 63112
	6.1.4	Penerbitan perisian	5820	58201, 58203
	6.1.5	Pembaikan komputer dan peralatan komunikasi	9511, 9512	95111, 95112, 95113, 95121, 95122, 95123, 95124, 95125, 95126, 95127
6.2	Penyelidikan dan pembangunan saintifik			
	6.2.1	Penyelidikan dan pembangunan teknologi maklumat dan komunikasi	7210	72106
6.3	Perdagangan borong			
	6.3.1	Jualan borong perkakasan komputer, perisian dan peranti	4651	46510
6.4	Perdagangan runcit			
	6.4.1	Jualan runcit di kedai khusus yang menjual peralatan komunikasi dan maklumat	4741, 4742	47411, 47412, 47413, 47420

CODE AND CLASSIFICATION

The classification of cultural and creative industry is based on Malaysia Standard Industrial Classification (MSIC) 2008 Ver.1.0. which is in concordance with International Standard Industrial Classification of All Economic Activities (ISIC) Rev. 4.

The cultural and creative industry consists of 104 MSICs and will be updated as needed. Following is a list of industry code and classification of cultural and creative industry:

A. Code and Classification of Cultural and Creative Industry

Description		ISIC Rev. 4	MSIC 2008
Core domain			
1. Cultural and natural heritage			
1.1	Restoring of works of art such as painting	9000	90006
1.2	Libraries, archives, museums and other cultural activities	9101, 9102, 9103	91011, 91012, 91021, 91022, 91031, 91032
2. Performing arts			
2.1	Creative, arts and entertainment activities	9000	90001, 90002, 90009
3. Visual arts and crafts			
3.1	Manufacture of textiles		
	3.1.1 Spinning, weaving and finishing of textiles	1313	13131, 13132
	3.1.2 Manufacture of other textiles	1391, 1393	13910, 13930
3.2	Manufacture of product		
	3.2.1 Manufacture of other products of wood, cane, articles of cork, straw and plaiting materials	1629	16292
	3.2.2 Manufacture of glass and glass products	2310	23101, 23109
	3.2.3 Manufacture of non-metallic mineral	2396, 2399	23929, 23930, 23960, 23990
	3.2.4 Manufacture of jewellery, bijouterie and related articles	3211, 3212	32110, 32120

Description			ISIC Rev. 4	MSIC 2008
3.3	Retail trade			
	3.3.1	Other retail sale of new goods in specialized stores	4773	47739
3.4	Photographic activities		7420	74200
3.5	Activities of sculptors, painters, cartoonists, engravers, etchers		9000	90003
4. Books and press				
4.1	Printing and Publication			
	4.1.1	Printing and service activities related to printing	1811, 1812	18110, 18120
	4.1.2	Publishing of books, periodicals and other publishing activities	5811, 5813, 5819	58110, 58130, 58190
4.2	Manufacture of other special-purpose machinery		2829	28290
4.3	Wholesale trade			
	4.3.1	Retail sale of books, newspapers and stationary	4761	47612
	4.3.2	Retail sale of books via stalls or markets	4789	47892
4.4	Information services activities			
	4.4.1	News syndicate and news agency activities	6391	63910
4.5	Rental and leasing activities			
	4.5.1	Renting and leasing of books, journals and magazines	7729	77294
4.7	Activities of independent journalists		9000	90005
5. Audiovisual				
5.1	Manufacture of computer, electronic and optical products			
	5.1.1	Manufacture of optical instruments and photographic equipment	2670	26701, 26702
	5.1.2	Manufacture of magnetic and optical recording media	2680	26800
5.2	Motion picture, video and television programme activities		5911, 5912, 5913, 5914	59110, 59120, 59130, 59140
5.3	Television programming and broadcasting activities		6020	60200
5.5	Rental and leasing activities			
	5.5.1	Rental and leasing of other personal and household goods	7722, 7729	77220, 77293

Description			ISIC Rev. 4	MSIC 2008
6. Design and creative services				
6.1	Architectural and engineering activities			
	6.1.1	Architectural and engineering activities and related technical consultancy	7110	71101, 71102, 71109
6.2	Advertising		7310	73100
6.2	Specialized design activities		7410	74101, 74102, 74103, 74109
7. Music				
7.1	Publication dan production			
	7.1.1	Reproduction of recorded media	1820	18200
	7.1.2	Sound recording and music publishing activities	5920	59200
7.2	Manufacture of musical instruments		3220	32200
7.3	Retail trade			
	7.3.1	Retail sale of musical records, audio tapes, compact discs, cassettes, video tapes, VCDs and DVDs, blank tapes and discs	4762	47620
	7.3.2	Retail sale of music and video recordings via stall or markets	4789	47895
7.4	Radio broadcasting		6010	60100
7.5	Activities of individual writers, for all subjects		9000	90004
Core transversal				
1. Cultural knowledge				
1.1	Translation and interpretation activities		7490	74901
1.2	Meeting, incentive, convention, exhibition (MICE)		8230	82302
2. Festivals				
2.1	Organization, promotions and/or management of event		8230	82301
2.2	Activities of producers or entrepreneurs of arts live events, with or without facilities		9000	90007
3. Interactive media				
3.1	Software, electronics and web portal			
	3.1.1	Manufacture of consumer electronics	2640	26400
	3.1.2	Computer games for all platforms	5820	58202
	3.1.3	Web portal	6312	63120
3.2	Other information service activities		6399	63990

Description			ISIC Rev. 4	MSIC 2008
4. Cultural governance and management				
4.1	Scientific research and development			
	4.1.1	Research and development on social sciences and humanities	7220	72201, 72202
4.2	Any other professional, scientific and technical activities		7490	74909
4.3	Activities of other membership organizations		9499	94990
5. Cultural education				
5.1	Technical and vocational education below the level of higher education (Private)		8522	85222
5.2	College and university education (Private)		8530	85302
5.3	Any other cultural education		8542	85421, 85429
6. Equipment and multipurpose devices				
6.1	Computers, software dan electronics			
	6.1.1	Manufacture of computers and peripheral equipment	2620	26201, 26202
	6.1.2	Manufacture of communication equipment	2630	26300
	6.1.3	Computer programming, consultancy and related activities	6201, 6202	62010, 62021, 62022
	6.1.4	Data processing, hosting and related activities	6311	63111, 63112
	6.1.4	Software publishing	5820	58201, 58203
	6.1.5	Repair of computers and communication equipment	9511, 9512	95111, 95112, 95113, 95121, 95122, 95123, 95124, 95125, 95126, 95127
6.2	Scientific research and development			
	6.2.1	Research and development on Information Communication Technology (ICT)	7210	72106
6.3	Wholesale trade			
	6.3.1	Wholesale of computer hardware, software and peripherals	4651	46510
6.4	Retail trade			
	6.4.1	Retail sale of information and communications equipment in specialized stores	4741, 4742	47411, 47412, 47413, 47420

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