



Economic analysis of the cultural and creative sector

**SECRETARÍA DISTRITAL DE CULTURA,
RECREACIÓN Y DEPORTE**

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SATELLITE ACCOUNT OF THE CULTURAL AND CREATIVE ECONOMY OF BOGOTÁ

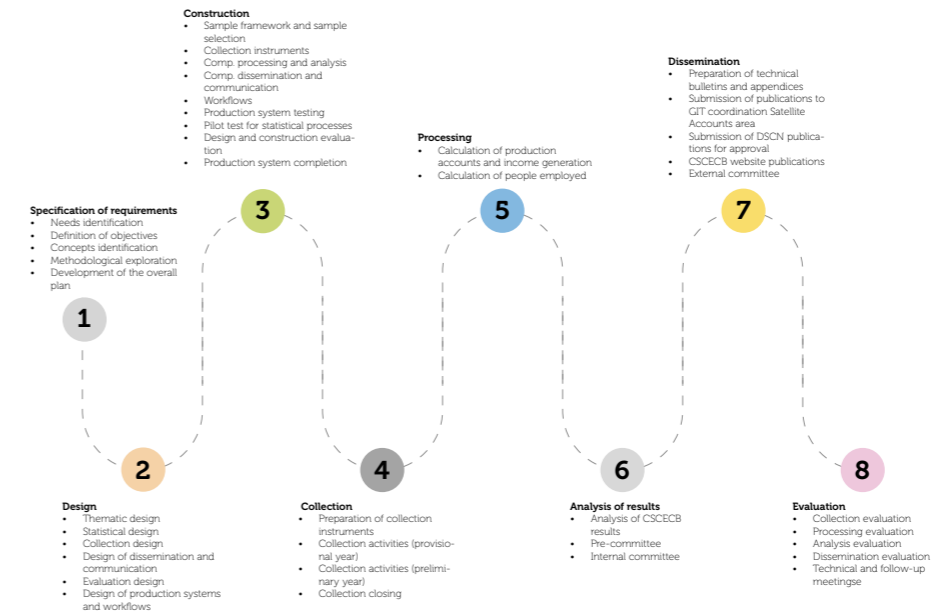
2014 - 2021 RESULTS



Executive Summary

The Satellite Account of the Cultural and Creative Economy of Bogotá (CSCECB, for its acronym in Spanish) is a continuous, reliable, and comparable economic information system that visualizes cultural and creative activities' performance in the city, providing annual results related to macroeconomics,¹ added value, employment,² and income.

This investigation must comply with the following stages, according to the Generic Statistical Business Process Model (GSBPM):



1.The results of the CSCECB do not represent individual information of locality, UPZ, Creative District, territorial or differential approach.

2. Information on employment is presented in terms of people employed and full-time equivalent jobs in cultural and creative industries. The definition of these two concepts can be consulted in the glossary.

Methodology and Economic Activities

Based on the review of different methodologies, guidelines, and manuals, the Satellite Account of the Cultural and Creative Economy of Bogotá (CSCECB) seeks to harmonize and adapt those concepts, procedures, and technical definitions to the context of the city in order to obtain a coherent and comparable economic measurement.

As reference regarding the cultural and creative economy, various research studies were consulted to outline the economic sectors and activities, such as:

- National Accounts System (UN, 2008).
- Methodological Manual for the Implementation of Cultural Satellite Accounts in Latin America (Andrés Bello Agreement, 2009).
- GDP Methodology Bogotá D.C. (DANE, 2014).
- Methodological Guide for the Implementation of Cultural Satellite Accounts in Latin America (Andrés Bello Agreement, 2015).
- Departmental Accounts Methodology (DANE, 2016).
- Labor Market Methodology, Great Integrated Household Survey

It is worth mentioning that in terms of the labor market, the information related to people employed provided by the Great Integrated Household Survey (GEIH) conducted by National Administrative Department of Statistics (DANE) presented a sample redesign with 2018 CNPV data.

- For the results of the *2014 - 2020pr series, the CSCEN 2005 framework and CNPV 2005 projections* are based on the 2005 GEIH methodological framework into account, International Conference of Labour Statisticians (ICLS), ICLS 13 (1982), ICLS 15

(1993), ICLS 16 (1998), projections of the 2005 National Population and Housing Census (CNPV, for its acronym in Spanish), and sampling frame of 23 cities.

- For the results of the *2015-2021pr CSCEN Framework 2005 series and 2018 CNPV projections*, the 2005 GEIH methodological framework takes into account the new ICLS 17 (2003) recommendations; ICLS 19 (2013); projections of the 2018 National Population and Housing Census (CNPV), and sampling frame for 23 cities.
- For the results of the *2021 - 2022pr CSCEN Framework 2018 series and 2018 CNPV projections*, it takes into account the 2018 GEIH Methodological Framework for the 2021-2022pr series onwards, including modifications to the ICLS 17 (2003); ICLS 19 (2013), and ICLS 20 (2018), projections of the 2018 National Population and Housing Census (CNPV), sampling frame for 23 cities, and the inclusion of new departments in the Amazon, Orinoquía, and San Andres and Providencia regions. Statistical information on prioritized population groups, the campesino population, migrant population, LGBTI population, and population

As normative references, the CSCECB is part of:

- Agreement 709 of 2018 of the Bogotá Council: *“By which guidelines are established for the encouragement, promotion, incentive, and development of the Orange Economy in the Capital District and other provisions are adopted. Article 5: “To collect, expand, adapt, and update the information corresponding to the sectors included in the Orange Economy and their relevance in the city’s economic and productive development, through statistical measurements, analysis, and studies, such as the Bogotá Chapter of the Cultural Satellite Account and Mapping of Cultural and Creative Industries, in order to systematize relevant information for decision-making.”*

- District Public Policy for the Cultural and Creative Economy (PPDECC), approved by CONPES D.C. Document No. 2 and published in District Registry No. 6643 of September 26, 2019, which aims to: *“Create an environment conducive to the city’s cultural, social, and economic development through the encouragement, promotion, incentive, and development of the cultural and creative economy within the framework of recognition, respect, and promotion of cultural rights and freedoms, and Bogotá’s 2038 Cultural Agenda.”*

Activities of the International Standard Industrial Classification (ISIC)

This document was developed using the four-digit coding of the International Standard Industrial Classification (ISIC) of the United Nations³, version 4, adapted to Colombia by the National Administrative Department of Statistics (DANE). The objective (the purpose) was to identify activities that are part of the economic measurement of the Satellite Account of the Cultural and Creative Economy of Bogotá.

Some economic activities do not have an ISIC⁴ coding or the necessary disaggregation⁵ within the existing classification is not available. For these cases, other procedures were used that responded to the city’s informational needs.

On the other hand, and as in the case of Colombia, there is no information available for data processing, hosting, and related activities

3. The International Standard Industrial Classification (ISIC) provides “a general framework to collect and disseminate economic data in a format designed for purposes of economic analysis, decision-making, and policy making. The classification structure is a standard way to organize detailed information about the state of an economy according to economic principles and perceptions. (UN, 2009, p.3).

4. Intangible cultural heritage.

5. Cultural education and television by subscription.

(ISIC 6311), because these are carried out by non-resident agents. Likewise, the measurement does not include information concerning the executive activities of the public administration (ISIC 8412), taking into account that official entities are classified as regulating the activities of organizations that provide health, educational, cultural, and other social services, except social security services (ISIC 8413).

The CSCECB presents statistical information in 3 areas, consisting of 13 sectors that group together 34 full-inclusion economic activities⁶ and 51 partial-inclusion economic activities⁷, to remain aligned with the segmentation proposal prepared by the Colombian government and to make subsequent comparisons of the cultural and creative sector. In this sense, **for Bogotá, calculations are made for 85⁸ of the 103 activities defined as Cultural and Creative.**

6. Full inclusion activities: Full inclusion activities refer to economic activities belonging to the selected classes of ISIC Rev. 4 AC, which are considered to be cultural economic activities and those creative activities in which all their products are protected by copyright (taken from the General Methodology of the Satellite Account of Culture and the Orange Economy, DANE 2021).

7. Partial inclusion activities: Partial inclusion activities are creative economic activities in which only some of their products are protected by copyright (taken from the General Methodology of the Satellite Account of Culture and the Orange Economy, DANE 2021).

8. Activities that cannot be disaggregated at the district level are excluded, such as those related to the tourism sector, streaming, and executive activities of the public administration.

Areas and Sectors:

- Arts and Heritage: visual arts; performing arts and shows; cultural heritage; education in arts, culture, and creative economy; manufacturing activities of the creative economy (handicrafts); associative and regulatory activities.
- Conventional Cultural Industries: publishing, phonographic, audiovisual, news agencies, and other information services.
- Functional Creations: new media and software, digital media, and content, design, and advertising software.

The measurement considers activities with adequate statistical representativeness, which is determined by criteria such as the coefficient of variation. However, in the case of tourism activities and the source of information on microbusinesses for Bogotá, this technical criterion is not met, therefore, disaggregation is not possible.

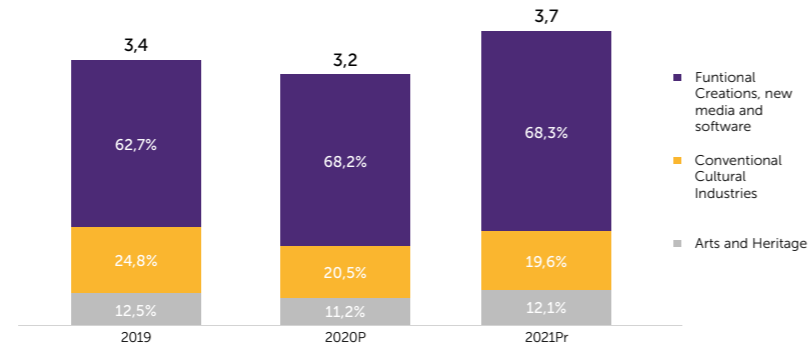
The implementation of the CSCECB is carried out within the framework of inter-administrative technical cooperation agreement 193 of 2017 between the District Secretariat of Culture, Recreation, and Sports, and the National Administrative Department of Statistics (DANE).



CSCECB results for the 2014 - 2021pr series

Culture and Creative Economy Areas

Added value 2019 - 2021pr



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022).

The **added value** of the cultural and creative economy exceeded **3,7** billion USD**^{9,10} in **2021pr**, a figure that represented **5.2%**** of the city's total **added value**. The construction sector and the financial and insurance sector represented **3.2%**** (2,2 billion USD) and **9.9%**** (6,9 billion USD), respectively.

The **added value** of cultural and creative activities grew **13.7%****¹¹ between **2020p** and **2021pr**. It is important to highlight that the **growth**

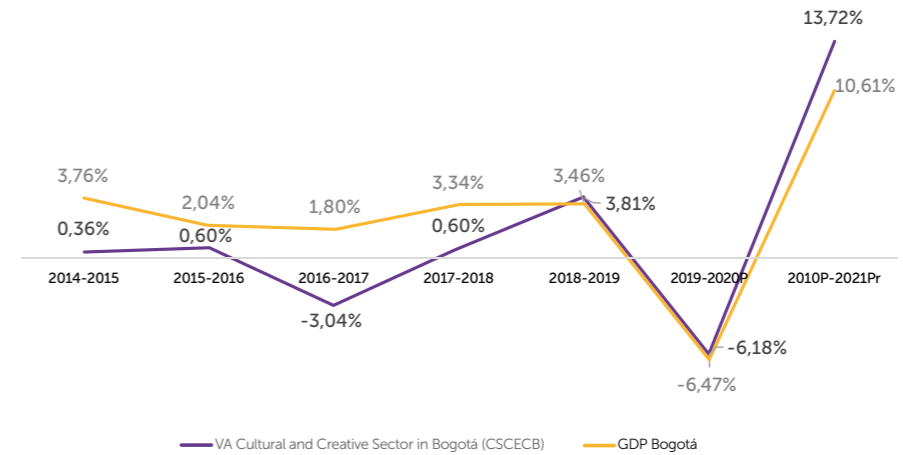
9. ** Precios corrientes: corresponde al valor de las operaciones a precios del momento del registro, es decir, que incluye el efecto inflacionario. Tomado de: <https://bit.ly/2MXCzae>.

10. Value calculated from the average market exchange rate (TRM) for 2019 (\$2,000), for 2020 (\$2,743) and 2021 (\$3,742). Source: Superintendence of Finance of Colombia (www.superfinanciera.gov.co)

11. * Constant prices: the value of the operations at a price that has been chosen as a baseline and therefore does not include an inflationary effect. Taken from: <https://bit.ly/2MXCzae>.

of activities in the cultural and creative sector (13.7%*) between 2020p and 2021pr **exceeded** the growth rate of **Bogotá's GDP** (10.6%*).

Added Value Growth Rate of the Cultural and Creative Economy of Bogotá in the total GDP of Bogotá 2014-2021pr



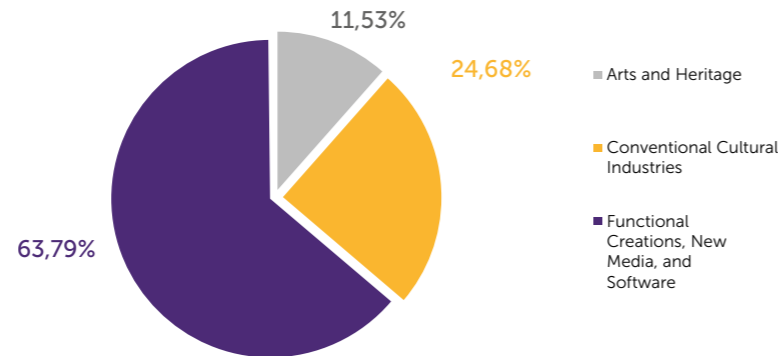
A comparison between **2019** (pre-pandemic) and **2021pr** (post-pandemic) shows a **recovery** of the cultural and creative sector by **6.76%***. Between **2020p** and **2021pr**, the construction sector decreased by **2%***, and the financial and insurance sector grew by **3.4%***. A comparison between **2019** (pre-pandemic) and **2021pr** (post-pandemic) in terms of added value shows a greater deterioration (of **29.8%***) in the construction sector and a recovery in the financial sector of **5.8%**.

In **2021pr**, the CSCECB figures represented **61.2%**** of the national added value of cultural and creative activities (excluding cultural tourism).

In **2021pr**, the CSCECB figures represented **4.65%****, of the **District Gross Domestic Product (GDP)** compared to **1.18%** of the **National GDP**.

Composition by area

Participation Average Added Value
2014 - 2021pr**

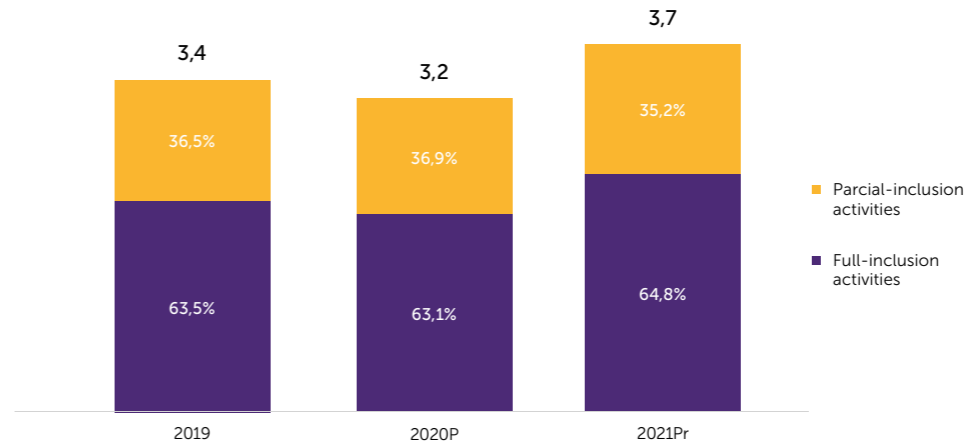


Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022).

The area with the **highest average participation** of Bogotá’s Cultural and Creative Economy, according to its added value between 2014-2021pr, was **functional creations, new media, and software**, representing **63.8%****. Moreover, in 2021pr, it reached its highest share at 68.3%**.

Activities by Inclusion Type

**2019-2021pr Added Value Cultural and Creative Economy
Billion USD****



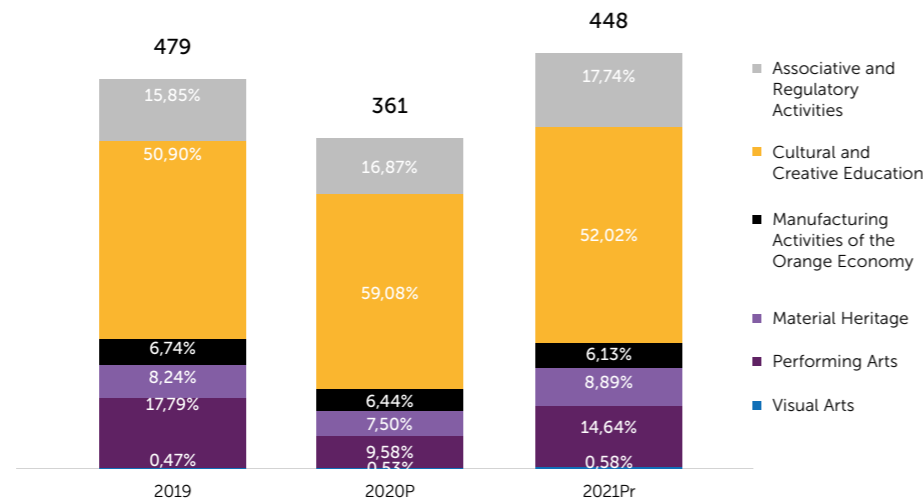
Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022).

In **2021pr**, full-inclusion activities represented **64.8%**** of the **added value** generated by the cultural and creative economy of Bogotá. These activities represent 2,4 billion USD of the Added Value of the CSCECB.

In **2021pr**, partial-inclusion activities represented **35.2%**** of the **added value** generated by the cultural and creative economy of Bogotá. These activities represent 1,3 billion USD of the added value of the CSCECB.

Arts and Heritage

Added value 2019 - 2021pr
Millions USD**



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sport (2022)

The income obtained by the Arts and Heritage area was 747 million USD** in 2021pr. It is worth noting this area's growth of 7.6%* between 2019 and 2021pr, which shows a recovery in terms of income when comparing the pre-pandemic and post-pandemic periods.

The **added value** of the **Arts and Heritage** area exceeded **448 million USD**** in 2021pr, a figure that represented **12.09%**** of the added value generated by the cultural and creative economy of Bogotá during that same year.

In terms of growth, between 2020p and 2021pr, the Arts and Heritage area increased by 19.96%*. The growth between 2019 and 2021pr of 9.90%* shows a recovery in terms of added value when comparing the pre-pandemic and post-pandemic periods.

For 2021pr, the sectors with the greatest participation in the area of Arts and Heritage were cultural and creative education (52.02%**), associative and regulatory activities (17.74%**), performing arts and shows (14.64%**), and heritage (8.89%**).

In terms of variations, between 2020p and 2021pr, the sectors with the highest growth were performing arts and entertainment (84.07%*), heritage (46.94%*); visual arts (35.02%*), and associative and regulatory activities (28.74%*). Between 2019 and 2021pr which shows the pre and post-pandemic variation, the sectors with the highest growth were: visual arts (26.35%*), cultural and creative education (17.64%*), associative and regulatory activities (14.56%*), and heritage (14.08%*), while activities such as performing arts and shows decreased (17.93%*).

When an analysis was carried out taking into account the significance of each sector compared to the area for 2021pr and the growth between 2019 and 2021pr, it was evident that the improvement in the figures is mainly a result of the contributions of cultural and creative education (9.18%), associative and regulatory activities (2.58%), and heritage (1.25%).

Main growth according to inclusion type in terms of added value 2019 - 2021pr*

Arts and Heritage Variations in constant prices*

Sector	ISIC	2021Pr/2019
Full inclusion		
<i>Cultural Heritage</i>	9101 Library and archive activities	50,83%*
	9321 Amusement park and theme park activities	33,68%*
<i>Visual Arts</i>	9005 Visual arts activities	35,57%*
<i>Performing arts and shows</i>	9003 Theatrical creation	1,63%*
Parcial inclusion activities		
<i>Manufacturing activities in the Orange Economy</i>	1410 Manufacture of garments, except fur/leather garments	43,52%*
<i>Cultural and Creative Education</i>	8541; 8542; 8543; 8544 Higher Education	39,06%*

Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022).

In 2021pr, the added value of the *Visual Arts* sector exceeded 2,5 million USD**. This sector is predominantly made up of visual arts activities (78.24**) and photography activities (21.76%). Between 2019 and 2021pr, visual arts activities grew by 35.57%* and photography by 1.52%*.

In 2021pr, the *performing arts and shows* sector exceeded 65,5 million USD**. This sector is made up mainly of the activities of live musical shows (80.54**), theatrical activities (11.24**), other live show activities (6.98**), and theatrical creation (1.23**).

Between 2019 and 2021pr, theatrical creation activities grew by 1.63%*. On the other hand, during this same period, theatrical activities decreased (49.04%*); other live show activities (46.23%*), and live musical show activities (5.90%*).

In 2021pr, the *heritage* sector exceeded 39 million USD**. This sector is made up mainly of research and experimental development activities in the field of natural sciences and engineering (32.25**), amusement park and theme park activities (27.56**), library and archive activities (18.95**), activities related to museum operations and building and historical site conservation (5.30**), as well as activities related to botanical gardens, zoos, and nature reserves (6.85**).

Between 2019 and 2021, library and archive activities grew by 50.83%*, followed by amusement park and theme park activities (33.68%*), research and experimental development in the field of social sciences and humanities (11.22%*), and research and experimental development in the field of natural sciences and engineering (10.98%*). On the other hand, during this same period, there was a decline in the following activities: activities related to botanical gardens, zoos, and nature reserves (9.67%*) as well as activities related to museum operations and building and historical site conservation (38.68%*).

In 2021pr, the *manufacturing sector of the creative economy* exceeded 27,4 million USD**. This sector is mainly made up of clothing and accessory retail activities (including leather goods) in specialized stores (52.51**), malt production, the brewing of beer and other malted beverages (14.11**), and clothing manufacture (except leather garments) (12.05**), among others. Between 2019 and 2021pr, the activities that showed the most growth were clothing manufacturing (except leather garments) (43.52%*), the finishing of textile products (30.21%*), and the manufacture of knitted and crocheted fabrics (24.49%*). On the other hand, for this same period, activities related to the retail of all types of footwear and leather and faux leather items in specialized stores decreased (38.95%*), along with the manufacture of glass and glass products (36.27%*).

By the year 2021pr, the *cultural and creative education sector* reached 233 million USD**. This sector is made up mainly of primary and secondary education activities (48.03**), higher education (44.26**), and education for work and human development (7.71**). Between 2019 and 2021pr, the activities that saw the highest growth were higher education (39.06%*) and education for work and human development (29.43%*). On the other hand, during the same period, the activities of primary and secondary education decreased (0.39%*).

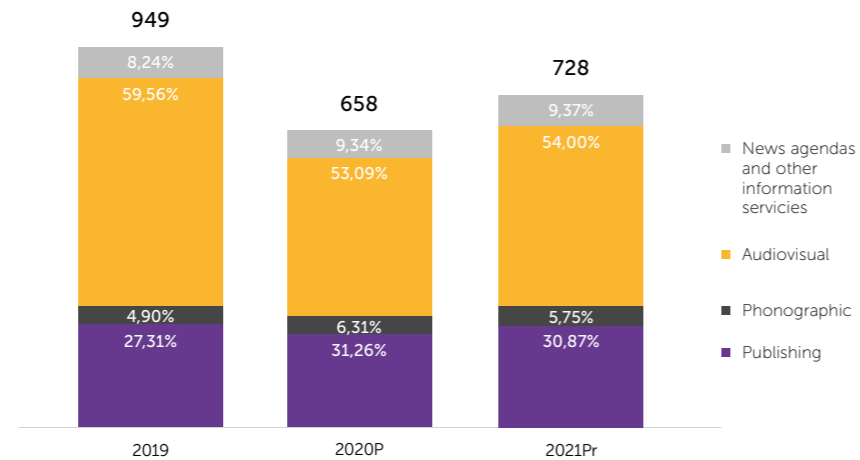
In 2021pr, the *associative and regulatory activities* sector exceeded 79 million USD**. This sector is made up mainly of other associative activities not previously categorized (82.94**), regulation of the activities of organizations that provide health, educational, cultural, and other social services, except social security services (14.44**), and activities of professional associations (2.62**).

Between 2019 and 2021pr, the activities that saw the highest growth were other associative activities not previously categorized (22.63%*). On the other hand, this same period showed a decrease in the regulation of the activities of organizations that provide health, educational, cultural, and other social services, except social security services (14.66%*), and the activities of

professional associations (4.13%*).

Conventional Cultural Industries

Added Value 2019 - 2021pr
Millions USD**



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE – Mayor of Bogotá – Secretariat of Culture, Recreation, and Sports (2022).

The income obtained by the conventional cultural industries area went 1,8 billion USD** in 2021pr. The decrease between 2019 and 2021pr of 8.4%* highlights the fact that the sector is still below the pre- pandemic levels in terms of income.

The **added value** of the **conventional cultural industries area** exceeded **728 million USD** in 2021pr**, a figure that represented 19.64%** of the added value of the cultural and creative Economy of Bogotá.

In terms of growth, between 2020p and 2021pr, the area of conventional cultural industries increased by 9.96%*. The decrease between 2019 and 2021pr of 15.90%* demonstrates that the sector is

still below the pre-pandemic levels in terms of added value.

In 2021pr, the sectors with the greatest participation in the area of conventional cultural industries were audiovisual (54%**), publishing (30.87%**), news agencies and other information services (9.37%**), and phonographic industries (5.75%**).

In terms of variations, between 2020p and 2021pr, the sectors with the highest growth were audiovisual (12.82%*), news agencies and other information services (9.34%*), and publishing (7.68%*). Between 2019 and 2021pr, the sectors that showed the greatest decline were: audiovisual (22.84%*), publishing (6.33%*), news agencies and other information services (4.53%*), and phonographic industries (3.72%*).

When an analysis is carried out taking into account the weight of each sector compared to the area in 2021pr and the decreases between 2019 and 2021pr, it is evident that the figures' are mainly a result of the contributions of the audiovisual (12.33%) and publishing (1.95%) sectors.

Main growth according to inclusion type in terms of added valued 2019 - 2021pr*

Conventional cultural industries Variation in constant prices*

Segment	ISIC	2021Pr/2019
Full inclusion		
<i>Publishing</i>	9001 Literary Creation	108,87%*
<i>News agencies and other information services</i>	6391 News agency activities	21,38%*
	9004 Audiovisual creation	43,49%
<i>Audiovisual</i>	5913 Distribution activities for films, videos, TV programs, advertisements, and commercials	18,94%*
Full inclusion		
<i>Publishing</i>	7490 Other professional scientific, and technical activities not previously categorized	22,61%*
<i>Audiovisual</i>	4769 Retail of other cultural items and activities not previously categorized in specialized stores	0,44%*

Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022).

In 2021pr, the added value of the *publishing* sector exceeded 224 million USD**. This sector is made up mainly of activities related to the publishing of newspapers, magazines, and other periodicals (39.91%**), book publishing (23.37%**), other professional, scientific, and technical activities not previously categorized (20.66%**), printing activities (9.68%**), among others.

Between 2019 and 2021pr, the activities which showed the most growth were those of literary

creation (108.87%*), other professional, scientific, and technical activities not previously categorized (22.61%*). On the other hand, for this same period, there were decreases in activities related to the retail of books, newspapers, stationery and office supplies in specialized stores (35.92%*), printing activities (22.73%*), book publishing (14.32%*), and other publishing work (10.06%*).

In 2021pr, the *phonographic* sector exceeded 41 million USD**. This sector is mainly made up of sound recording, and music editing activities (94.96%**), musical creation (2.54%**), and the production of copies from original recordings (2.50%**).

Between 2019 and 2021pr, there was a decline in activities related to sound recording and music publishing (1.51%*), musical creation (38.93%*), and the production of copies from original recordings (23.12%*).

By 2021pr, the *audiovisual* sector exceeded 393 million USD**. This sector is made up mainly of television subscriptions activities (51.95%**), television programming and transmission activities (18.56%**), activities related to programming and transmission related to sound broadcasting services (13.54%**), film production activities, videos, and TV programs, spots, and commercials (6.82%**), and activities related to showing films and videos (4.62%**), among others.

In terms of variations, between 2020p and 2021pr, the activities with the highest growth within the audiovisual sector were activities related to showing films and videos (106.96%*), film, video, and TV programs, spots, and commercial distribution activities (93.82%*), TV programming and transmission activities (42.37%*), and audiovisual creation (34.27%*).

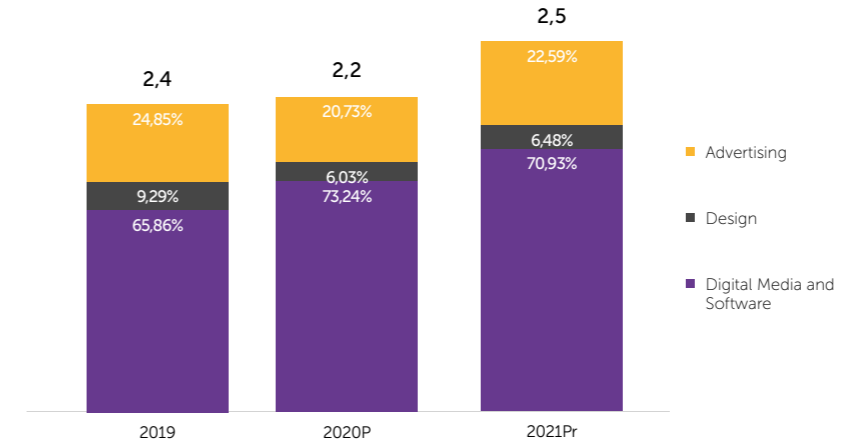
Between 2019 and 2021pr, audiovisual creation activities grew by

43.49%*, activities related to the distribution of films, videos, programs, advertisements, and TV commercials grew by 18.94*. On the other hand, for this same period, the following activities decreased: activities related to showing films and videos (86.68%*), and activities related to programming and transmission in the sound radio broadcasting service (17.50%*).

For the year 2021pr, the *news agencies and other information services* exceeded 68 million USD**. This sector is made up mainly of other activities related to information services not previously categorized (96.57%**), and news agency activities (3.43%**). Between 2019 and 2021pr, news agency activities increased by 21.38%. On the other hand, for this same period, other activities related to information services not previously categorized saw a decrease (5.25%*).

Functional creations, new media, and software

Added value 2019 - 2021pr
Billions USD**



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022).

The income obtained by the functional creations, new media and software area went 4,9 billion USD** in 2021pr. The growth between 2019 and 2021pr of 17.1%* stands out, which shows this sector's journey to recovery when comparing the pre-pandemic and post-pandemic periods in terms of revenue.

The **added value** of the **functional creations, new media, and software** area exceeded **2,5 billion USD** in 2021pr**, a figure that represented **68.27%**** of the added value of the cultural and creative Economy of Bogotá.

In terms of growth, between 2020p and 2021pr, the area of functional

creations, new media, and software increased by 13.83%*. The growth between 2019 and 2021pr of 15.19%* highlights the reactivation of the sector when comparing the pre-pandemic and post-pandemic period in terms of added value.

In 2021pr, the sectors with the greatest participation in the area of functional creations, new media, and software were digital media and software (70.93%**), advertising (22.59%**), and design (6.48%**).

In terms of variations, between 2020p and 2021pr, the sectors with the highest growth were advertising (24.05%*) and design (22.06%*). Between 2019 and 2021pr, the sectors with the highest growth were: digital media and software (24.08%*), and advertising (4.69%*). In contrast, there was a decrease in sectors such as design (19.69%*) for this same period.

When an analysis is carried out taking into account the significance of each sector compared to the area for 2021pr and the decreases between 2019 and 2021pr, it is evident that the behavior of the figures is explained by the contribution of the sectors: digital media and software (17.08%*) and advertising (1.06%*).

Main growth according to inclusion type in terms of added value 2019 - 2021pr*

Functional creations, new media, and software Variation in constant prices*

Segment	ISIC	2021Pr/2019
Full Inclusion		
Design	3220 Manufacture of musical instruments	61,12%*
	6312 Websites	158,96%*
	5820 Program editing (software)	24,65%*
Digital Media and software	6201 Software development analysis, design, programming, testing)	23,97%*
Full Inclusion		
	6202 6202 Activities related to computer consultancy and activities related to the administration of IT facilities	10,30%*
Digital Media and software	4741 Retail of computers, peripheral equipment, computing programs, and telecommunication equipment in specialized stores	28,52%*

Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022).

In 2021pr, the added value of the *digital media and software* sector exceeded 1,7 billion USD**. This sector is made up mainly of computer systems development activities (planning, analysis, design, programming, testing) (62.29%**), computer consultancy activities and IT facility management activities (25.64%**), websites (5.95%**), retail of computers, peripheral equipment, computer programs, and telecommunications equipment in specialized stores (4.35%**), and publishing of computer programs (software) (1.77%**).

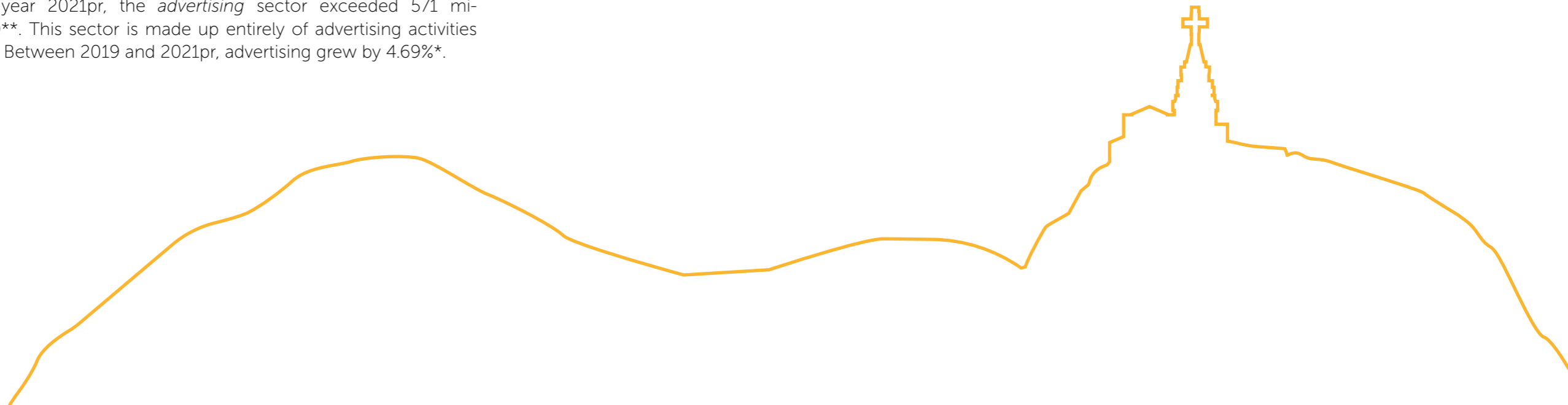
Between 2019 and 2021pr, the activities that demonstrated the highest growth were websites

(158.96%*), retail of computers, peripheral equipment, computer programs, and telecommunications equipment in specialized stores (28.52%*), computer program editing (software) (24.65%*), and activities related to the development of computer systems (planning, analysis, design, programming, tests) (23.97%*).

In 2021pr, the *design* sector exceeded 164 million USD**. This sector is made up mainly of architecture and engineering activities and other related technical consultancy activities (77.64%**), specialized design activities (17.89%**), and the manufacture of games, toys, and puzzles (3.37%**), among others.

Between 2019 and 2021pr, there was an increase in activities related to the manufacture of musical instruments (61.12%*), specialized design activities (12.77%*), and manufacture of games, toys, and puzzles (11.47%*). On the other hand, for this same period, there was a decrease in activities related to the manufacture of jewelry, fashion jewelry, and related items (41.62%*), and activities related to architecture and engineering and other related technical consulting activities (25.18%*).

For the year 2021pr, the *advertising* sector exceeded 571 million USD**. This sector is made up entirely of advertising activities (100%**). Between 2019 and 2021pr, advertising grew by 4.69%*.



Summary of activities that showed the greatest growth and decline in terms of added value, according to inclusion type between 2019 - 2021pr*

Area	Segment	ISIC	2021Pr/2020P	2021Pr/2019
Full Inclusion				
Functional creations	Digital media and software	6312 Websites	25,34%*	158,96%*
	Design	3220 Manufacture of musical instruments	0,42%*	61,12%*
Cultural industries	Publishing	9001 Literary creation	46,23%*	108,87%*
	Audiovisual	9004 Audiovisual creation	34,27%*	43,49%*
Arts and heritage	Cultural heritage	9101 Library and archive activities	37,22%*	50,83%*
	Performing arts	9008 Other activities related to live entertainment	32,19%*	-46,23%*
		9006 Theatrical activities	32,19%*	-49,04%*
Cultural industries	Audiovisual	5914 Film and video exhibition activities	106,96%*	-86,68%*
Parcial inclusion				
Arts and heritage	Cultural and creative education	8541; 8542; 8543; 8544; Higher education	15,79%*	39,06%
	Manufacturing activities of the orange economy	1410 Manufacture of clothing, except leather items	44,91%*	43,52%*
		1313 Textile product finishing	33,74%*	30,21%*
		2310 Manufacture of glass and glass products	5,58%*	-36,27%*
		4772 Retail of all types of footwear and leather and faux leather goods in specialized commerce	7,49%*	-38,95%*
Functional creations	Design	3210 Jewelry manufacturing, jewelry and related related items	-6,93%*	-41,62%*

Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - Secretariat of Culture, Recreation, and Sports (2022)

As shown in the table above, most of the activities increased in the periods between 2020p (pandemic) and 2021pr (post-pandemic). This is largely explained by new opportunities for cultural and creative spaces and the high demand for activities associated with new technologies. However, when analyzing the 2019 and 2021pr periods, a decline is evident because some activities in the sector are in process of recovery. This is evident in activities related to book publishing and sound recording and music editing, since they are activities that have not managed to exceed the 2020p figures and obtain the maximum levels reached in 2019. This highlights the importance of continuing to strengthen actions that help reactivate the sector as a whole and obtain or exceed pre-pandemic levels (2019).

Employment and jobs

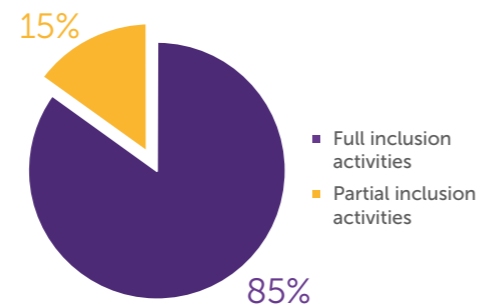
The employment information recorded by the CSCECB for the 2015-2021pr series is presented in terms of People Employed and Full-Time Equivalent Job Positions (FTE).

People Employed

In **2021pr**, the number of **people employed** in **cultural and creative economy** activities in **Bogotá** was **168,001**, representing **4.53%** of the total number of people employed in the city.

In **2021pr**, Bogotá represented **32.1%** of the total number of people employed in cultural and creative activities **nationwide** (excluding cultural tourism).

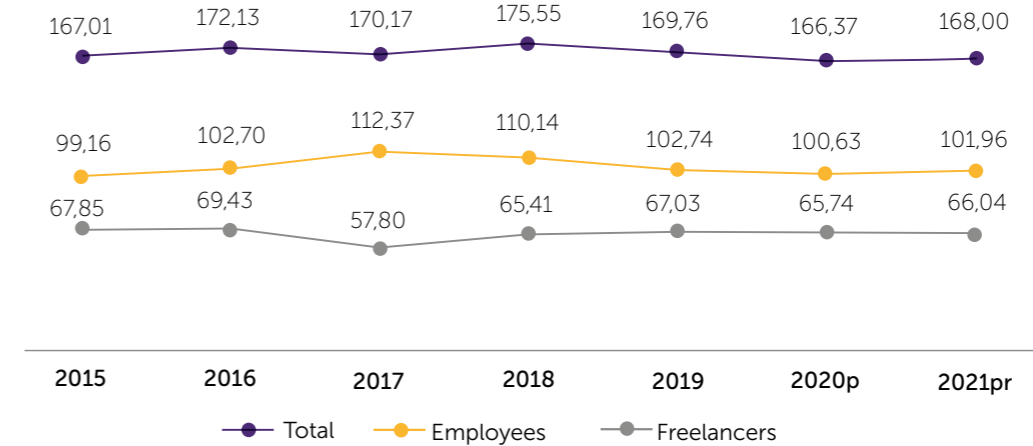
Regarding the type of inclusion, by 2021pr, **full-inclusion** activities represented **85%** of the population employed in activities related to the cultural and creative economy in the Capital District, which represents an **increase of 5.8%** compared to 2020p, in this category of employees. Partial-inclusion activities represented 15.1% of those employed in the sector.



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

Employed population by occupational category 2015-2021pr series

Figures in thousands of people



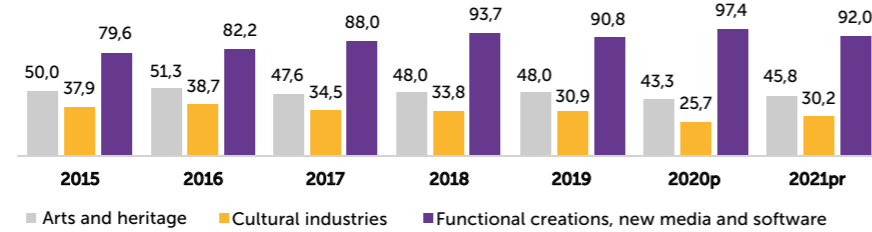
Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

In **2021pr**, the number of people **employed** in cultural and creative activities **increased** by **1%** compared to 2020p, from 166,374 in 2020p to 168,001 in 2021pr. Considering that 2020p was greatly affected by the pandemic, this growth brings us closer to the reported number of people employed in 2019.

In **2021pr**, salaried employees in cultural and creative activities in the city of Bogotá increased by **1.32%**, from 100,632 in 2020p to 101,964 for 2021pr. Freelancers in cultural and creative activities in the city increased by **0.45%** in 2021pr compared to 2020p.

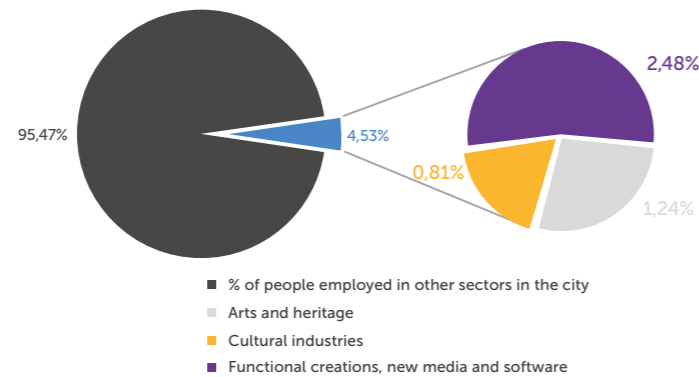
People employed by area

2015 - 2021pr
Figures in thousands



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

In 2021pr, the arts and heritage area of the cultural and creative sector of Bogotá reported **45,836** people employed, a figure that represented **27.3%** of the **total number of people employed** in the cultural and creative sector and **1.24%** of the total number of people employed in the **city**.

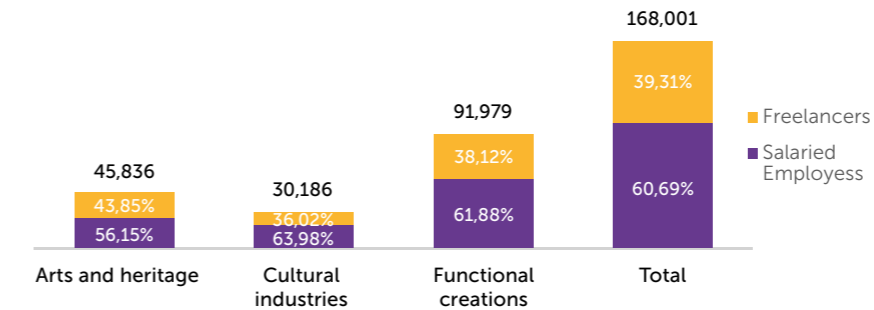


Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

In 2021pr, the conventional cultural industries area of Bogotá's cultural and creative sector reported **30,186 people employed**, a figure that represented 18% of the **total number of people employed in the** cultural and creative sector and **0.81%** of the total number of people **employed in the city**.

In 2021pr, the **functional creations, new media, and software** area reported **91,979 people** employed, a figure that represented **54.7%** of the **total number of people employed in the** cultural and creative sector and **2.48%** of the total employed **in the city** for 2021pr

Employed population by area and occupational category, 2021pr



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

In **2021pr**, the **Arts and Heritage** area reported more than **25,000 salaried employees** and more than **20,000 people who were** freelancers. In the arts and heritage area **for the year in question**, the number of salaried employees involved in *cultural and creative education activities and associative and regulatory activities* is highlighted, with more than 14,000 employed in Bogotá, presenting a growth of **11.87%** compared to the previous year, and **1.71%** compared to

2019.

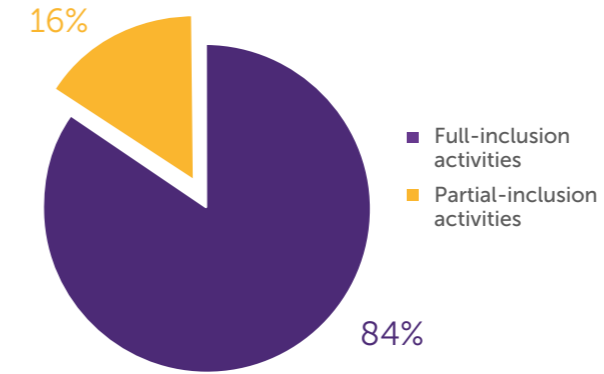
In **2021pr**, the area of **conventional cultural industries** reported more than **19,000 people employed** and **more than 10,000 freelancers**. For the year in question, in the area of **conventional cultural industries**, the number of salaried employees involved in *audiovisual and phonographic* activities was highlighted, with more than 11,000 employees, representing a growth of **22.18%** with respect to the previous year, and **22.49%** compared to 2019.

In **2021pr**, the area of **functional creations, new media, and software** reported more than **56,000 people employed** and **more than 35,000 freelancers**. For the year in question, in the area of **functional creations, new media, and software**, the number of people employed in advertising activities was emphasized, with more than 19,000 people employed as salaried employees, representing a growth of **23.95%** compared to the previous year, and **19.63%** compared to 2019.

Full-Time Equivalent Jobs (FTE)

In **2021pr**, there were **149,984 Full-Time Equivalent** Jobs within the cultural and creative Economy of Bogotá, which represented a growth of **9.35%** with respect to 2020p, and **4.43%** with respect to 2019.

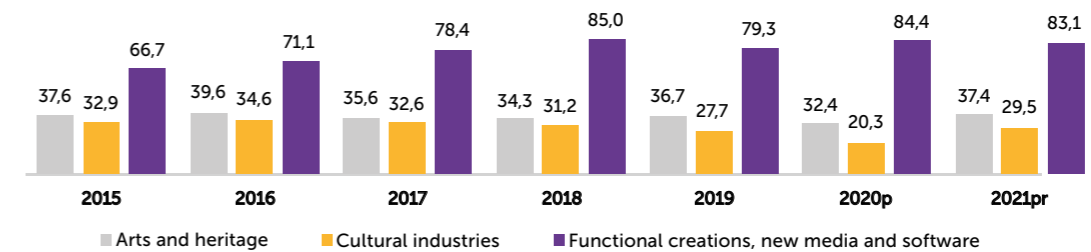
Regarding the type of inclusion, for **2021pr full inclusion** activities represented 84% of the **Full-Time** Equivalent Job positions in the cultural and creative economy in the Capital District, which represents an **increase of 15.75%** compared to 2020p, in this category of people employed. On the other hand, partial inclusion activities represented 16% of the FTEs.



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

Full Time Equivalent Jobs by area

2015 - 2021pr
Figures in thousands



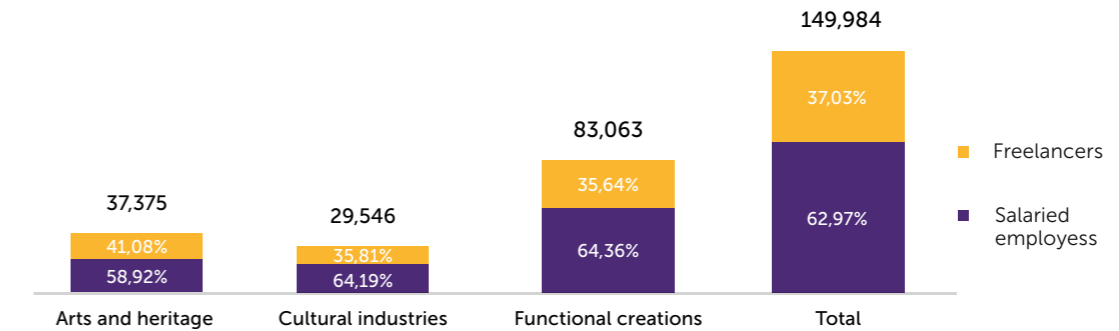
Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

In **2021pr**, the **arts and heritage** area generated more than **37,000** full-time jobs, a figure that represents **24.92%** of Full-Time Equivalent Jobs (FTE) in the cultural and creative Economy of Bogotá; within which the segment referring to *cultural and creative education and associative and regulatory* activities reported 14,738 FTEs.

In **2021pr**, the **cultural industries** area reported more than **29,000** full-time jobs, a figure that represents 19.70% of Full-Time Equivalent Jobs (FTE) in the cultural and creative Economy of Bogotá for 2021pr. The *audiovisual and phonographic* sector is highlighted, generating **17,978** FTEs. There were more than 18,000 **salaried employees** reported in cultural industries, representing a growth of **31.21%** compared to the previous year, and **21.58%** compared to 2019.

By the year **2021pr**, the **functional creations, new media, and software** area generated more than 83,000 full-time jobs, a figure that represents **55.38%** of the Full-Time Equivalent Jobs (FTE) in the Capital District's cultural and creative economy. Within the area, notable activities were *digital media and software, website, and computer systems development (planning, analysis, design, programming, testing)*, with **39,292** FTEs. As for salaried employees in Bogotá, more than 53,000 were reported in the functional creations area, obtaining a slight reduction of **0.38%** compared to 2020p, but a growth of **0.19%** compared to 2019, surpassing the figures reported before the pandemic.

Employed population by area and occupational category in Full-Time Equivalent Jobs (FTE) for 2021pr



Source: Satellite Account of the Cultural and Creative Economy of Bogotá. DANE - Mayor's Office of Bogotá - District Secretariat of Culture, Recreation, and Sports (2022).

In **2021pr**, the **arts and heritage** area reported more than **22,000 salaried employees with Full-Time Equivalent Job** positions, presenting a growth of **8.51%** compared to the previous year and **1.51%** compared to 2019. With regards to **freelancers with Full-Time Equivalent Job** positions, more than **15,000 freelancers** were reported, representing an increase of **26.64%** compared to the previous year, and **2.60%** compared to 2019.

In the area of **cultural industries**, in **2021pr**, more than **18,000 salaried employees** were reported with **Full-Time Equivalent Job** positions, presenting a growth of **31.21%** compared to the previous year, and **21.58%** compared to 2019. In terms of freelance employees in **Full-Time Equivalent Job** positions, more than **10,000 freelancers were reported**, which represents an increase of **80.31%** compared

to the previous year, and a decrease of **12.66%** compared to 2019.

In the area of **functional creations, new media, and software**, by 2021pr, more than 53,000 **salaried employees** were reported in **Full-Time Equivalent Job** positions, representing a decrease of **0.38%** compared to the previous year, and a growth of **0.19%** compared to 2019. In terms of **freelance employees in Full-Time Equivalent Job** positions, more than **29,000 freelance employees** were reported, which represents a decrease of **3.69%** with respect to the previous year, and an increase of **14.34%** compared to 2019.



Glossary

Full-inclusion activities: *“Full-inclusion activities refer to economic activities belonging to the selected classes of ISIC Rev. 4 AC, which are considered to be cultural economic activities and those creative activities in which all their products are protected by copyright” (taken from the General Methodology of the Satellite Account of Culture and the Orange Economy, DANE 2021).*

Partial-inclusion activities: *“Partial-inclusion activities are creative economic activities in which only some of their products are protected by copyright” (taken from the General Methodology of the Satellite Account of Culture and the Orange Economy, DANE 2021).*

Cultural field: *“A set of human activities and their manifestations, whose raison d’être consists in the creation, production, dissemination, transmission, consumption, and appropriation of symbolic contents related to the arts and heritage.” (Andrés Bello Agreement, 2015, p. 40).*

Preliminary data (pr): *“It relates to a progress with the information available and compiled, in a summarized manner from the Departmental Accounts system.”*

Provisional data (p): *“It corresponds to data that preserves the methodology and statistical collection for the reference year n, based on the information available on the date scheduled for publication. This data can be modified before becoming definitive.”*

Employed: Those who were in one of the following situations during the reference period:

1. *Worked at least one paid hour in the reference week.*
2. *Those who did not work the reference week but had a job.*
3. *Unpaid workers who worked during the reference week for at least one (1) hour.*

<https://www.dane.gov.co/index.php/estadisticas-por-tema/mercado-laboral>

Current prices: *“The value of the operations with prices at the time of registration, which includes the inflationary effect.”*

Constant prices: *“The value of the operations at a price that has been chosen as a baseline and therefore does not contain an inflationary effect.”*

Full-time equivalent job: *“It measures the intensity of the work factor used in a production process and is expressed in terms of the regulated working day. It is calculated by dividing the total hours actually worked by the annual average hours legally worked in full-time jobs (48 weekly hours for Colombia) (DANE, 2018).” https://www.dane.gov.co/files/investigaciones/pib/sateli_cultura/bogota/Bole_Cta_Sat_Cul_Bog_2010_2017.pdf*

Appendices

DESCRIPTION	ISIC	INCLUSION
1 Production of copies from original recordings	1820	FULL
2 Manufacture of musical instruments	3220	FULL
3 Manufacture of games, toys, and puzzles	3240	FULL
4 Book publishing	5811	FULL
5 Publishing of newspapers, magazines, and periodicals	5813	FULL
6 Other publishing work	5819	FULL
7 Publishing of computer programs (software)	5820	FULL
8 Production activities of films, videos, TV programs, advertisements, and commercials	5911	FULL
9 Post-production activities of films, videos, TV programs, advertisements, and commercials	5912	FULL
10 Actividades de distribución de películas cinematográficas, videos, programas, anuncios y comerciales de televisión	5913	FULL
11 Activities related to showing films and videos	5914	FULL
12 Sound recording and music editing activities	5920	FULL
13 Programming and transmission activities related to sound broadcasting services	6010	FULL
14 TV programming and broadcasting activities	6020	FULL

15 Computer systems development activities (planning, analysis, design, programming, testing)	6201	FULL
16 Websites	6312	FULL
17 News agency activities	6391	FULL
18 Other information service activities not previously categorized	6399	FULL
19 Advertising	7310	FULL
20 Specialized design activities	7410	FULL
21 Photography activities	7420	FULL
22 Cultural education	8553	FULL
23 Literary creation	9001	FULL
24 Music creation	9002	FULL
25 Theatrical creation	9003	FULL
26 Audiovisual creation	9004	FULL
27 Visual arts	9005	FULL
28 Theatrical activities	9006	FULL
29 Live musical shows	9007	FULL

30 Other live performance activities	9008	FULL
31 Library and archive activities	9101	FULL
32 Activities related to museum operation and conservation of buildings and historical sites	9102	FULL
33 Activities related to botanical gardens, zoos, and nature reserves	9103	FULL
34 Amusement park and theme park activities	9321	FULL
35 Production of malts, brewing of beers and other malted beverages	1103	PARTIAL
36 Weaving of textile products	1312	PARTIAL
37 Finishing of textile products	1313	PARTIAL
38 Manufacture of knitted and crocheted fabrics	1391	PARTIAL
39 Manufacture of items made of textiles, except clothing	1392	PARTIAL
40 Manufacture of rugs and floor carpets	1393	PARTIAL
41 Manufacture of other textile items not previously categorized	1399	PARTIAL
42 Manufacture of garments, except leather garments	1410	PARTIAL
43 Manufacture of leather goods	1420	PARTIAL
44 Manufacture of knitted and crocheted items	1430	PARTIAL
45 Manufacture of travel items, handbags, and similar items made of leather, and manufacture of saddlery items and harnesses	1512	PARTIAL

46 Manufacture of leather and suede footwear, with any type of sole	1521	PARTIAL
47 Manufacture of other types of footwear, except leather and suede footwear	1522	PARTIAL
48 Manufacture of wooden containers	1640	PARTIAL
49 Manufacture of other wood products; manufacture of other those of cork, basketry, and esparto grasses	1690	PARTIAL
50 Printing activities	1811	PARTIAL
51 Printing-related service activities	1812	PARTIAL
52 Manufacture of glass and glass products	2310	PARTIAL
53 Manufacture of other ceramic and porcelain products	2393	PARTIAL
54 Stone cutting, carving, and finishing stone	2396	PARTIAL
55 Metal forging, pressing, stamping, and rolling; powder metallurgy	2591	PARTIAL
56 Manufacture of other manufactured metal products not previously categorized	2599	PARTIAL
57 Manufacture of furniture	3110	PARTIAL
58 Manufacture of jewelry, fashion jewelry, and related items	3210	PARTIAL
59 Retail of books, newspapers, stationery and office supplies in specialized stores	4761	PARTIAL
60 Retail of books, newspapers, stationery and office supplies in specialized stores	4769	PARTIAL
61 Retail of computers, peripheral equipment, software, and telecommunications equipment in specialized stores	4741	PARTIAL

62 Retail of clothing and accessories (includes leather goods) in specialized stores	4771	PARTIAL
63 Retail trade of all types of footwear and leather and faux leather items in specialized stores	4772	PARTIAL
64 *Passenger rail transport	4911	PARTIAL
65 *Passenger transportation	4921	PARTIAL
66 *Passenger river transport	5021	PARTIAL
67 *Hotel accommodation	5511	PARTIAL
68 *Accommodation in apart-hotels	5512	PARTIAL
69 *Accommodation in resorts	5513	PARTIAL
70 *Rural accommodation	5514	PARTIAL
71 *Other types of accommodation for visitors	5519	PARTIAL
72 *Activities related to camping areas and parks for recreational vehicles	5520	PARTIAL
73 *Table service of prepared foods	5611	PARTIAL
74 *Self-service of prepared meals	5612	PARTIAL
75 *Sale of prepared meals in cafeterias	5613	PARTIAL
76 *Other types of sale of prepared meals not previously categorized	5619	PARTIAL
77 *Sale of alcoholic beverages for consumption within the establishment	5630	PARTIAL
78 Wired telecommunications activities	6110	PARTIAL

79 Satellite telecommunication activities	6130	PARTIAL
80 Computer consulting activities and computer facility management activities	6202	PARTIAL
81 *Data processing, hosting, and related activities	6311	PARTIAL
82 Architecture and engineering activities and others related technical consulting activities	7110	PARTIAL
83 Research and experimental development in the field of natural sciences and engineering	7210	PARTIAL
84 Research and experimental development in the field of social sciences and humanities	7220	PARTIAL
85 Other professional, scientific, and technical activities not previously categorized	7490	PARTIAL
86 *Activities related to travel agencies	7911	PARTIAL
87 *Other reservation services and related activities	7990	PARTIAL
88 *Executive activities of the public administration	8412	PARTIAL
89 Regulation of the activities of organizations that provide health, educational, cultural, and other social services, except social security services	8413	PARTIAL
90 Early childhood education	8511	PARTIAL
91 Preschool education	8512	PARTIAL
92 Basic primary education	8513	PARTIAL
93 Secondary education	8521	PARTIAL
94 Academic high school education	8522	PARTIAL

95 Technical secondary education and job training	8523	PARTIAL
96 Establishments that combine different levels of education	8530	PARTIAL
97 Professional technical education	8541	PARTIAL
98 Technological education	8542	PARTIAL
99 Education from university institutions or technological schools	8543	PARTIAL
100 University education	8544	PARTIAL
101 Non- formal academic training	8551	PARTIAL
102 Activities related to professional associations	9412	PARTIAL
103 Other associative activities not previously categorized	9499	PARTIAL



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INFORMACIÓN PARA TODOS



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SECRETARÍA DE
CULTURA, RECREACIÓN
Y DEPORTE



GOBIERNO DE COLOMBIA