

ACPSA Issue Brief #2: Arts and Cultural Contributions to the Innovation Economy

Arts and cultural goods and services power the so-called innovative or ideas-based sector of the U.S. economy. The most valuable arts and cultural commodities include: the creative component of advertising; television and motion picture production; the performing arts; and design services.

For example, the creative content of advertising is valued at nearly \$200 billion, or 20 percent of all arts and cultural goods and services produced in 2011 (\$916 billion). This makes it the single largest ACPSA commodity.

Other valuable arts and cultural commodities produced in 2011 were: cable production and distribution (\$100 billion); motion picture and video goods and services (\$83 billion); and works by independent artists and performing arts companies (\$49 billion).

In 2011, design and ACPSA architectural services were valued at more than \$27 billion.¹

¹ Within the ACPSA, architectural services relate to architectural designs of cultural structures and all landscape architectural services.

The Value of Selected Arts and Cultural Goods and Services, 2011

Selected commodity	Gross output (in millions) ¹
<i>All arts and cultural commodities</i>	\$915,865
Advertising (creative content) ²	\$199,609
Arts education ³	\$103,960
Cable TV production and distribution	\$100,232
Motion picture and video goods and services	\$83,233
Independent artists and performing arts	\$48,930
Book, newspaper, and periodical publishing	\$41,477
Radio and television broadcasting	\$39,677
Design and selected architectural services ⁴	\$27,578

¹ Valued in producer's prices.

² Excludes public relations work, distribution of ads (e.g., fliers), sign painting, and media buyers.

³ Includes fine art schools and academic performing arts and fine arts departments.

⁴ In addition to landscape architectural services, the ACPSA includes architectural services related to cultural structures.

Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.