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MEDIA STATEMENT

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CULTURAL AND CREATIVE SATELLITE ACCOUNT 2024

Cultural and creative industry contributed 6.8 per cent to Malaysia's Gross Domestic Product (GDP), fuelling RM130.7 billion in 2024

PUTRAJAYA, 18 December 2025 – Today, the Department of Statistics Malaysia (DOSM) recorded another new achievement with the released of Cultural and Creative Satellite Account 2024. This inaugural publication is an initiative undertaken by DOSM to provide detailed statistics that shed light on the impact of cultural and creative activities to the Malaysia's economy. In particular, the statistics provides an estimate of the cultural and creative industry's contribution to GDP, exports, imports, and employment in this industry.

According to the Chief Statistician of Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin, "In 2024, cultural and creative industry further expanded to 7.1 per cent (RM130.7 billion) compared to 4.5 per cent in the preceding year. Hence, cultural and creative industry contributed 6.8 per cent to Malaysia's GDP in 2024."

Dato' Sri Dr. Mohd Uzir Mahidin explained, "The 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."

Core domain grew at 7.8 per cent (2023: 7.0%) in 2024 led by Design and creative services with a growth of 8.2 per cent from 10.7 per cent in 2023. The growth was backed by Engineering services, Architectural services and Advertising. This was followed by Books and press and Audiovisual with the growth of 6.1 per cent (2023: 4.4%) and 8.8 per cent (2023: 10.8%) respectively. In terms of share, Design and creative services accounted for 13.5 per cent, Books and press at 9.5 per cent and Visual arts and crafts at 6.6 per cent. These three segments formed a share of 79.4 per cent to core domain of culture and creative industry.

Meanwhile, transversal domain increased by 6.6 per cent (2023: 3.1%) in 2024 driven by Equipment and multipurpose devices with a growth of 8.4 per cent (2023: 5.3%). This was followed by Cultural education with a growth of 8.1 per cent (2023: 7.7%) and Festivals grew at 15.0 per cent (2023: 27.0%). Transversal domain was dominated by Equipment and multipurpose devices which accounted for 42.4 per cent, Interactive media at 12.2 per cent and Cultural education at 7.1 per cent. Collectively, these three segments represented 98.4 per cent of the transversal domain.

He added, "In terms of international trade, exports of creative products rebounded to 12.4 per cent (RM63.0 billion) in 2024, compared to a decline of 1.1 per cent in the previous year. Imports of creative products continued to record double-digit growth at 15.8 per cent (RM43.9 billion) as compared to 22.3 per cent in 2023."

Employment in the cultural and creative industry grew by 2.8 per cent (2023: 2.0%) reaching 763.1 thousand persons in 2024. Accordingly, employment in the cultural and creative industry accounted for 4.7 per cent of total employment.

The compilation of Cultural and Creative Satellite Account is aligned with the framework of the 2008 System of National Accounts (SNA) and the 2025 UNESCO Framework for Cultural Statistics. Other advanced statistical agencies that have published these statistics such as United States (US), Canada, United Kingdom and Australia and in the ASEAN region were Philippines, Thailand and Indonesia.

Malaysia has for the first time, successfully secured the top position 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>.

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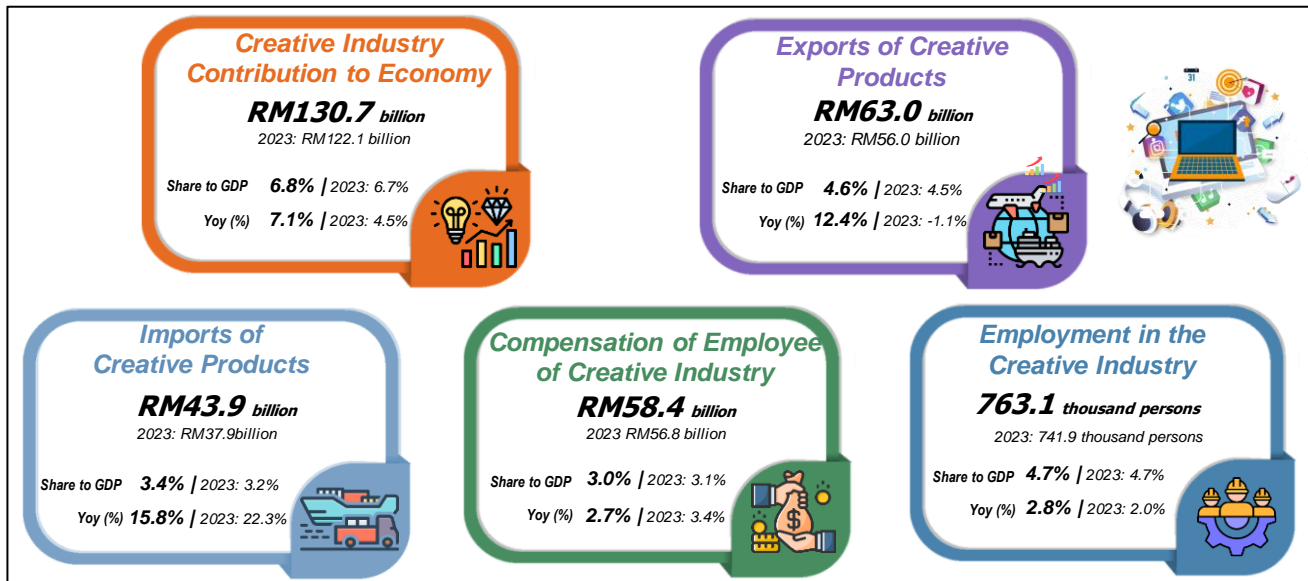
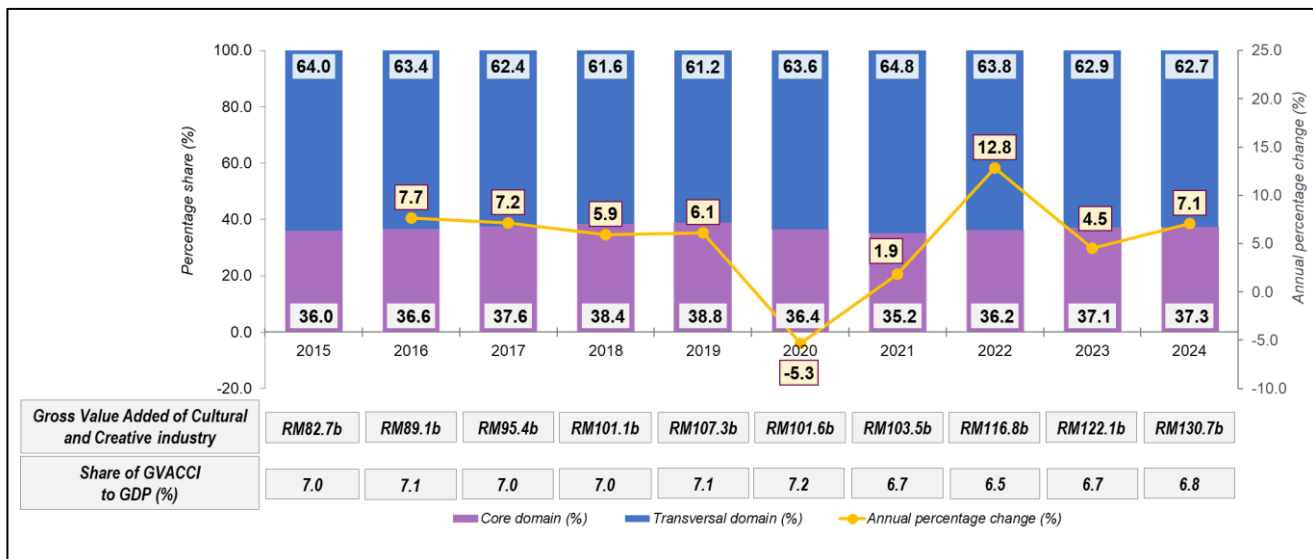
Exhibit 1: Cultural and Creative Industry Performance Highlight 2024**Exhibit 2: Cultural and Creative Industry Contribution to Economy**

Exhibit 3: Cultural and Creative Industry Contribution of Selected Countries

