



The Arts and Cultural Production Satellite Account

Industry Accounts Users' Conference

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What are Satellite Accounts?

Frameworks designed to expand the analytical capacity of the standard accounts without interfering with their general purpose

- Allows more focus on a specific activity
- Provides a laboratory for development of concepts and methodologies
- Expands the detail of the accounts
- Flexible classification structure

The Arts and Cultural Production Satellite Account (ACPSA)

- Uses BEA's I-O framework to provide:
 - Information on a select group of arts and cultural goods and services that are *currently* in the U.S. GDP accounts, but not clearly visible
 - A detailed accounting of the economic contribution of the arts and cultural sector
 - An estimate of arts and culture employment

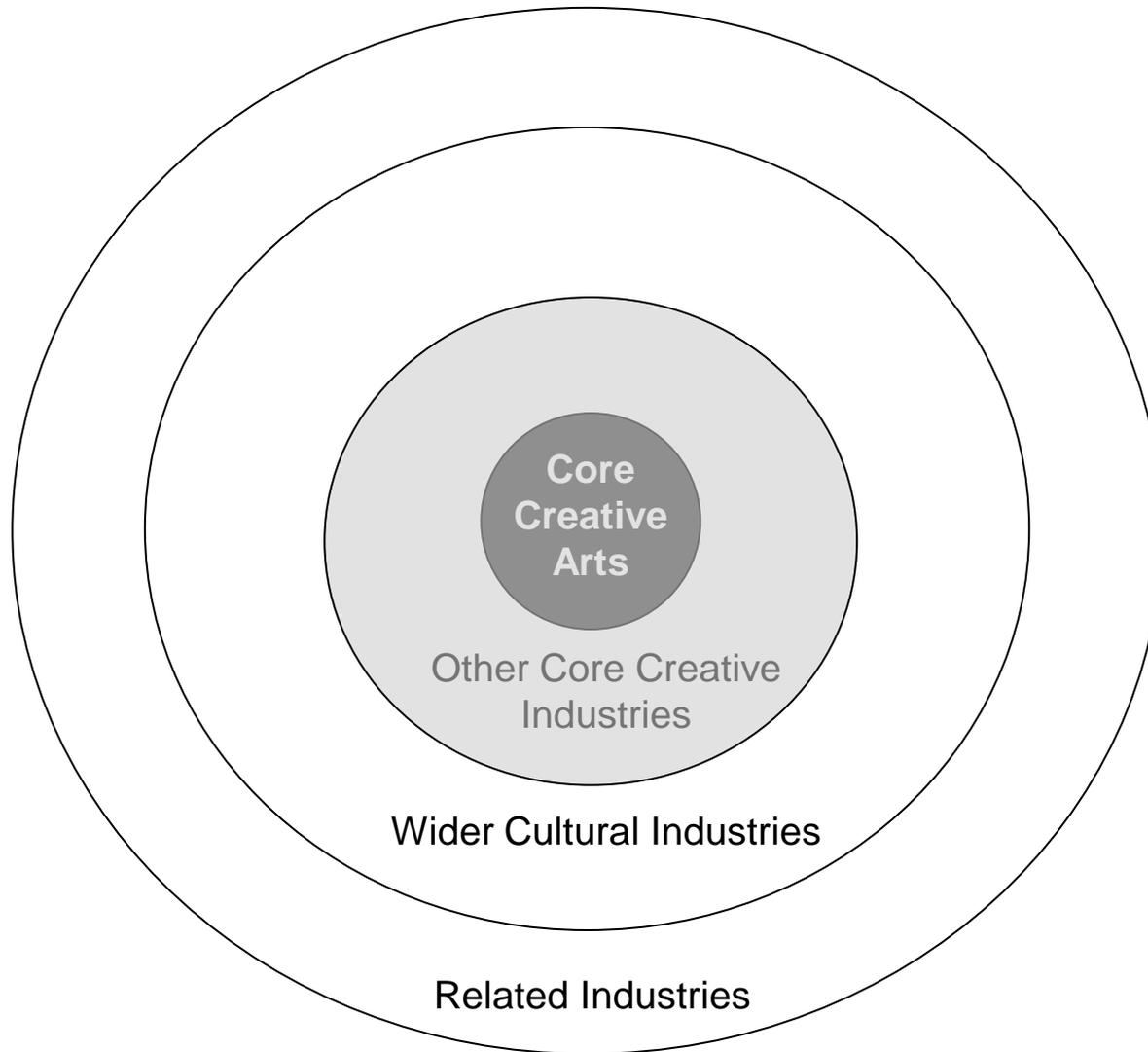
Satellite accounts do not violate the boundaries of the National Accounts

- The ACPSA does not add to any of the values in the Industry or National Accounts
 - It simply separates out ACPSA items from all the other items
 - Often done with existing detail
 - Some additional data was used to separate out arts and culture, 'ACPSA partials'

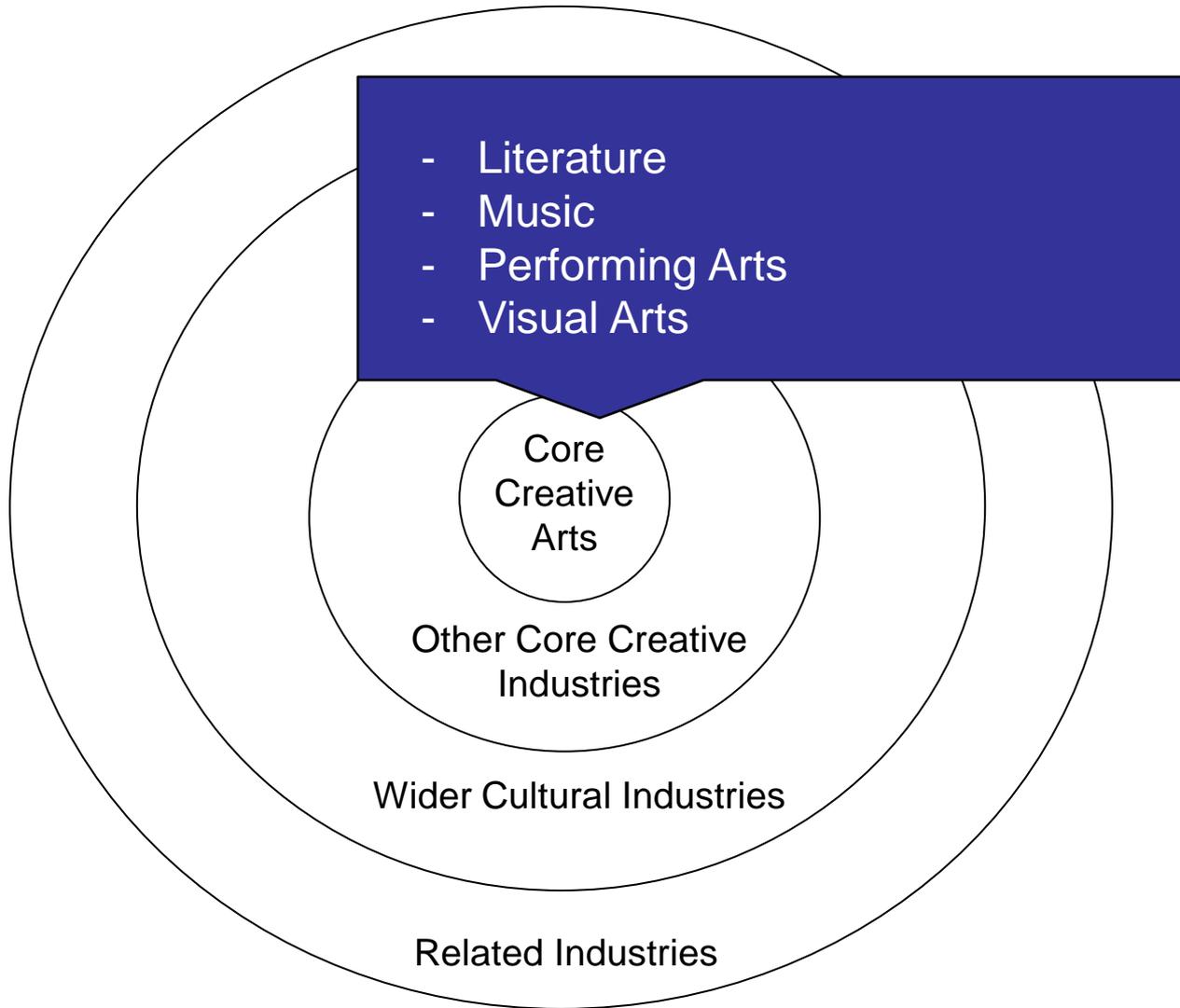
Concentric Circles Model of Cultural Industries

- *The Concentric Circles Model of the Cultural industries*
 - David Throsby, Macquarie University, Sydney Australia

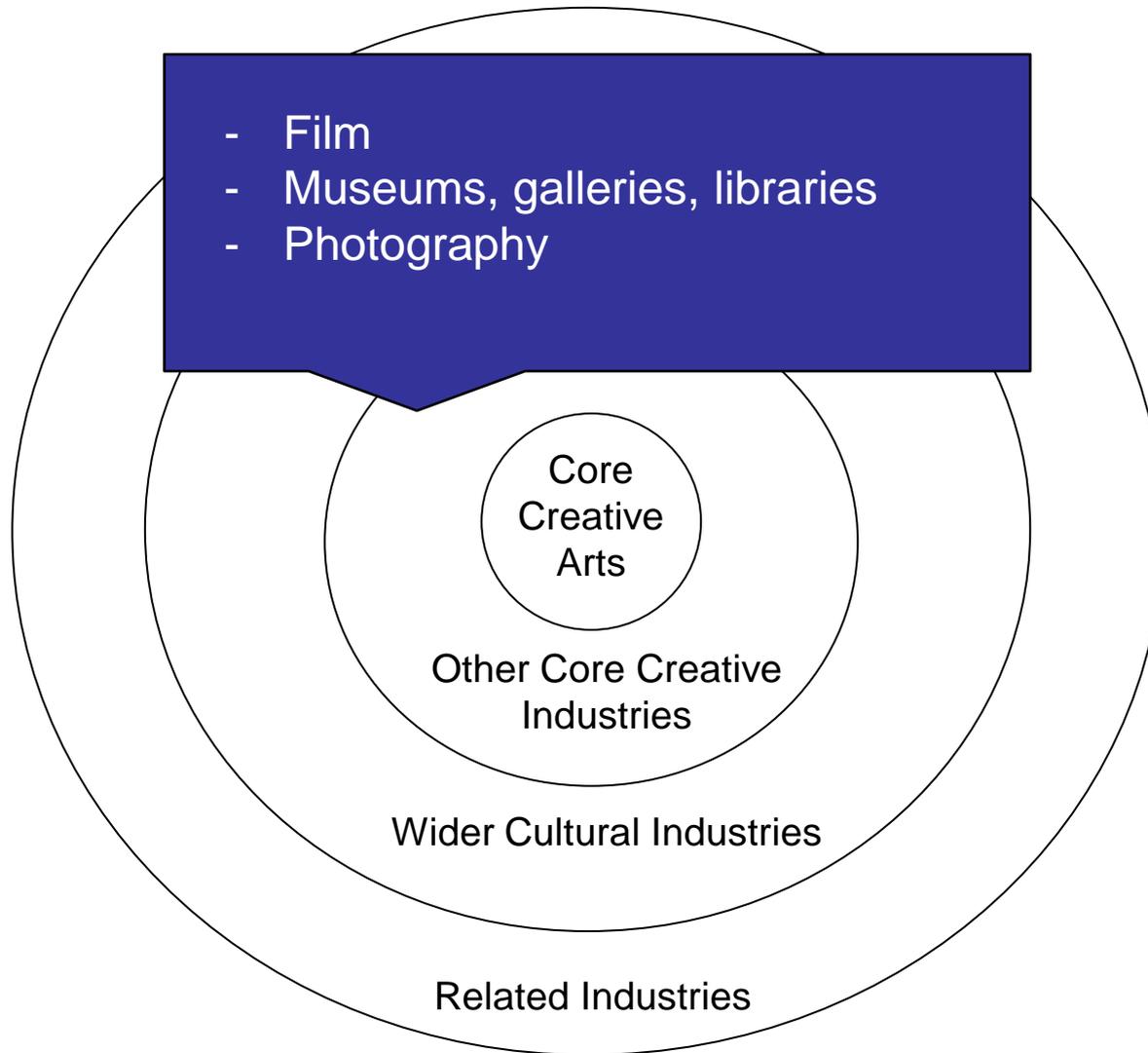
Core, Other Core, Wider & Related



Core Creative Arts



Other Core Creative Industries



Wider Cultural Industries

- Publishing and Print Media
- Television and Radio Recording
- Video and Computer Games

Core
Creative
Arts

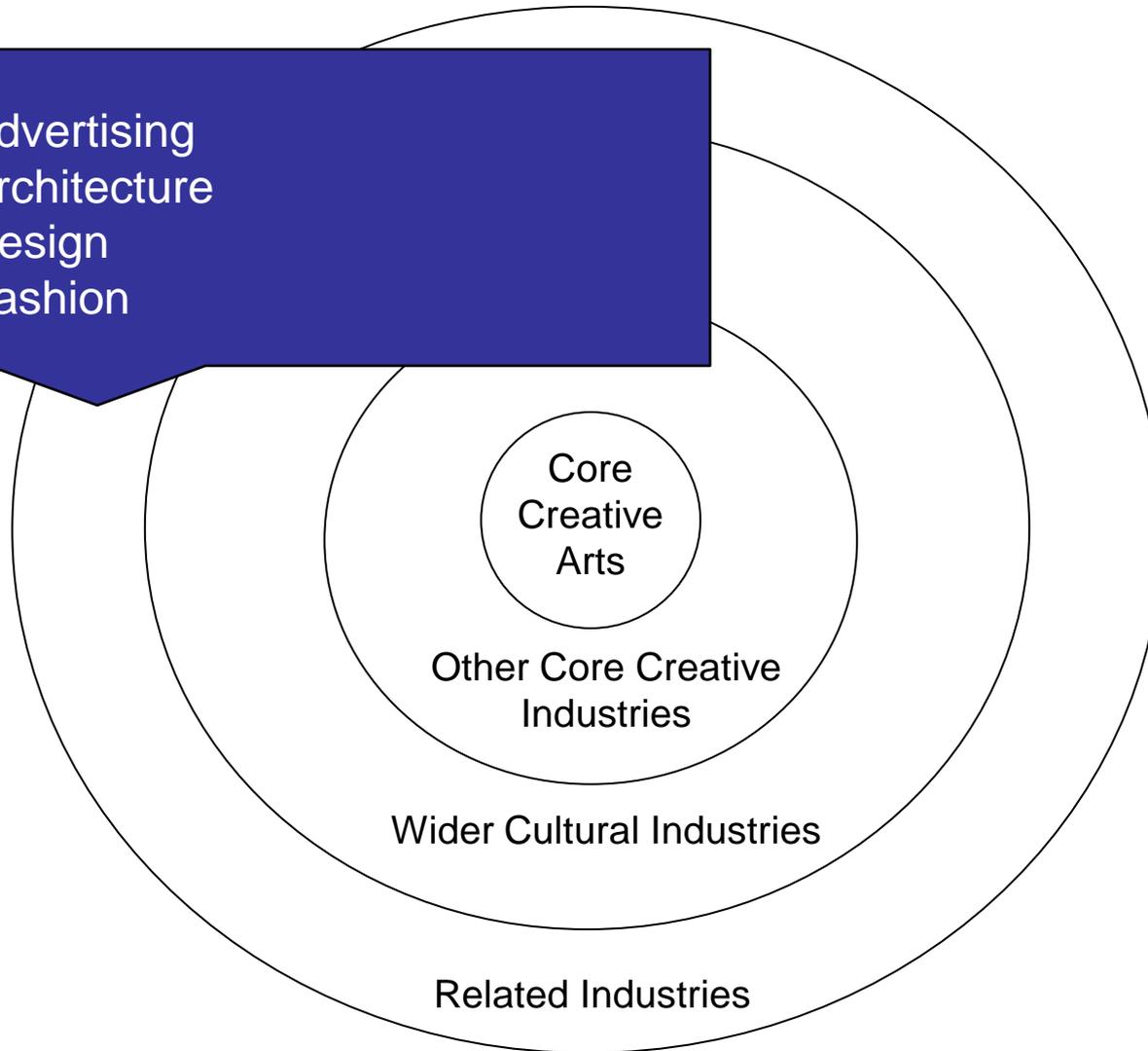
Other Core Creative
Industries

Wider Cultural Industries

Related Industries

Related Industries

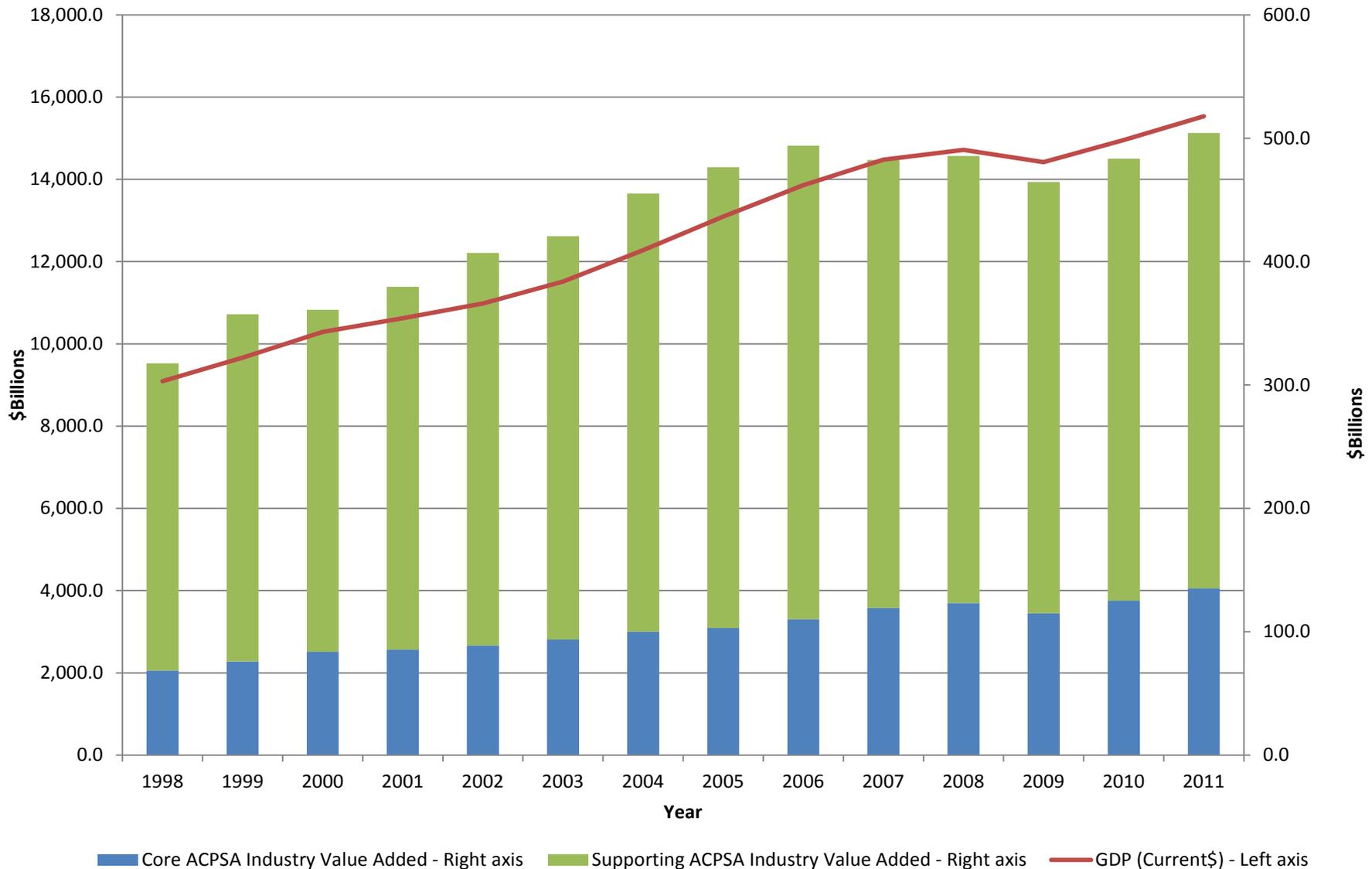
- Advertising
- Architecture
- Design
- Fashion



The big question: What percent of GDP is ACPSA?

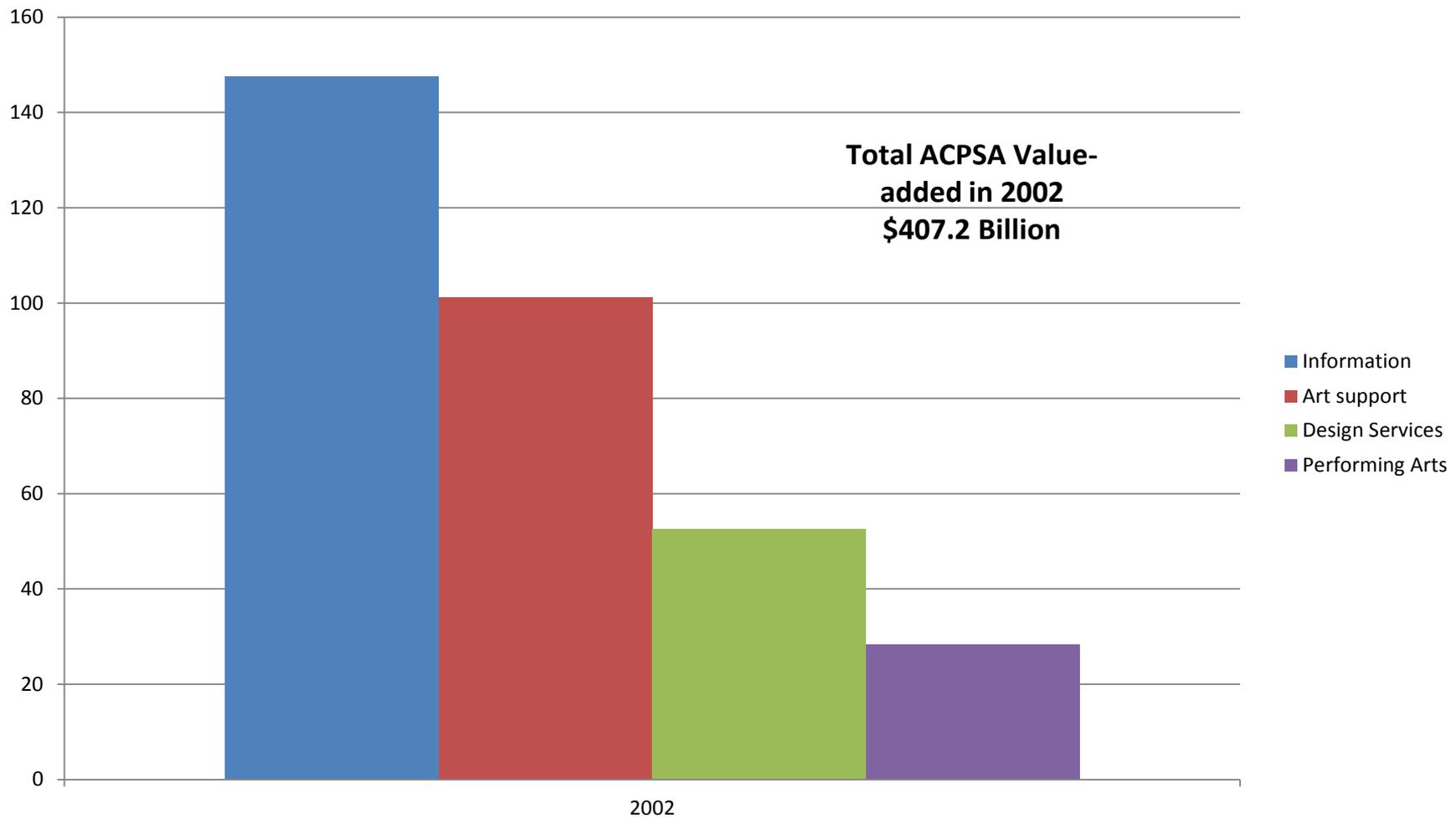
- In 2002 Arts and Culture – as measured by BEA in the ACPSA – is 3.7% of GDP
 - \$407 Billion
- Travel and tourism was 2.9% of GDP in the same year or \$318 Billion

GDP versus ACPSA Value Added



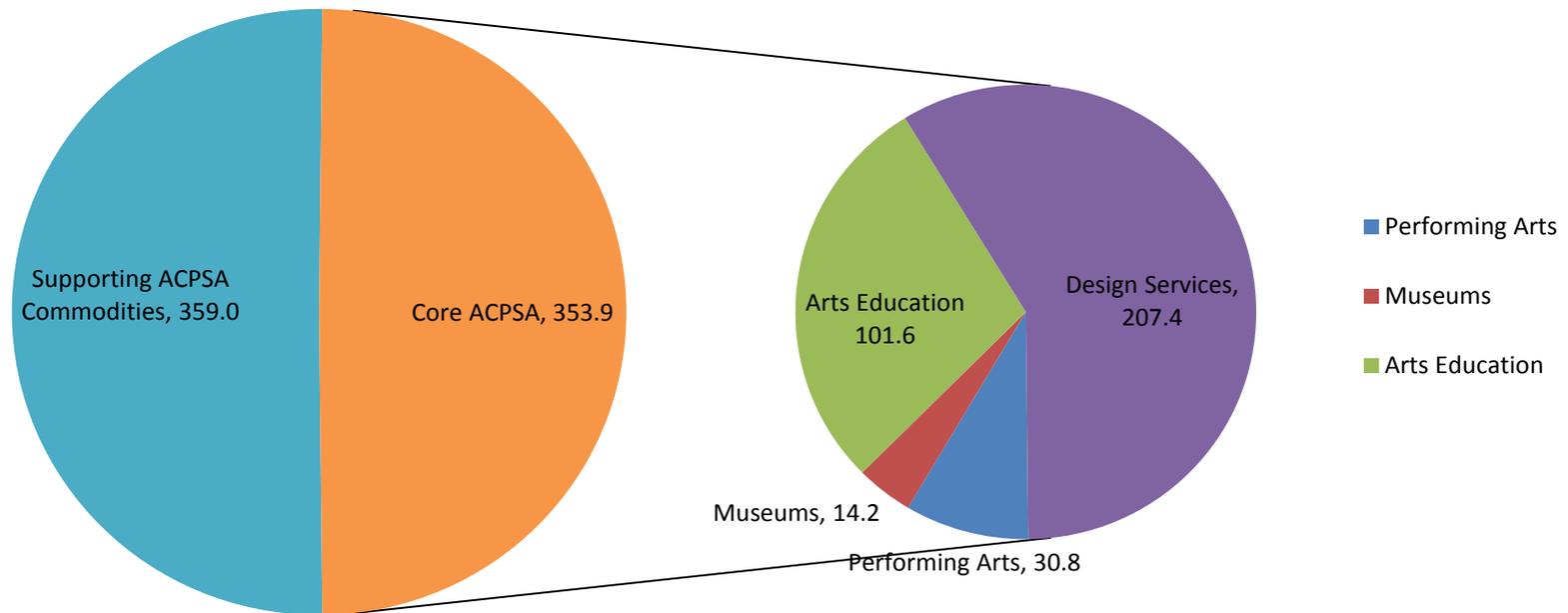
Which industries within the ACPSA are the largest?

ACPSA Value-added by Industry, 2002 (\$Billions)



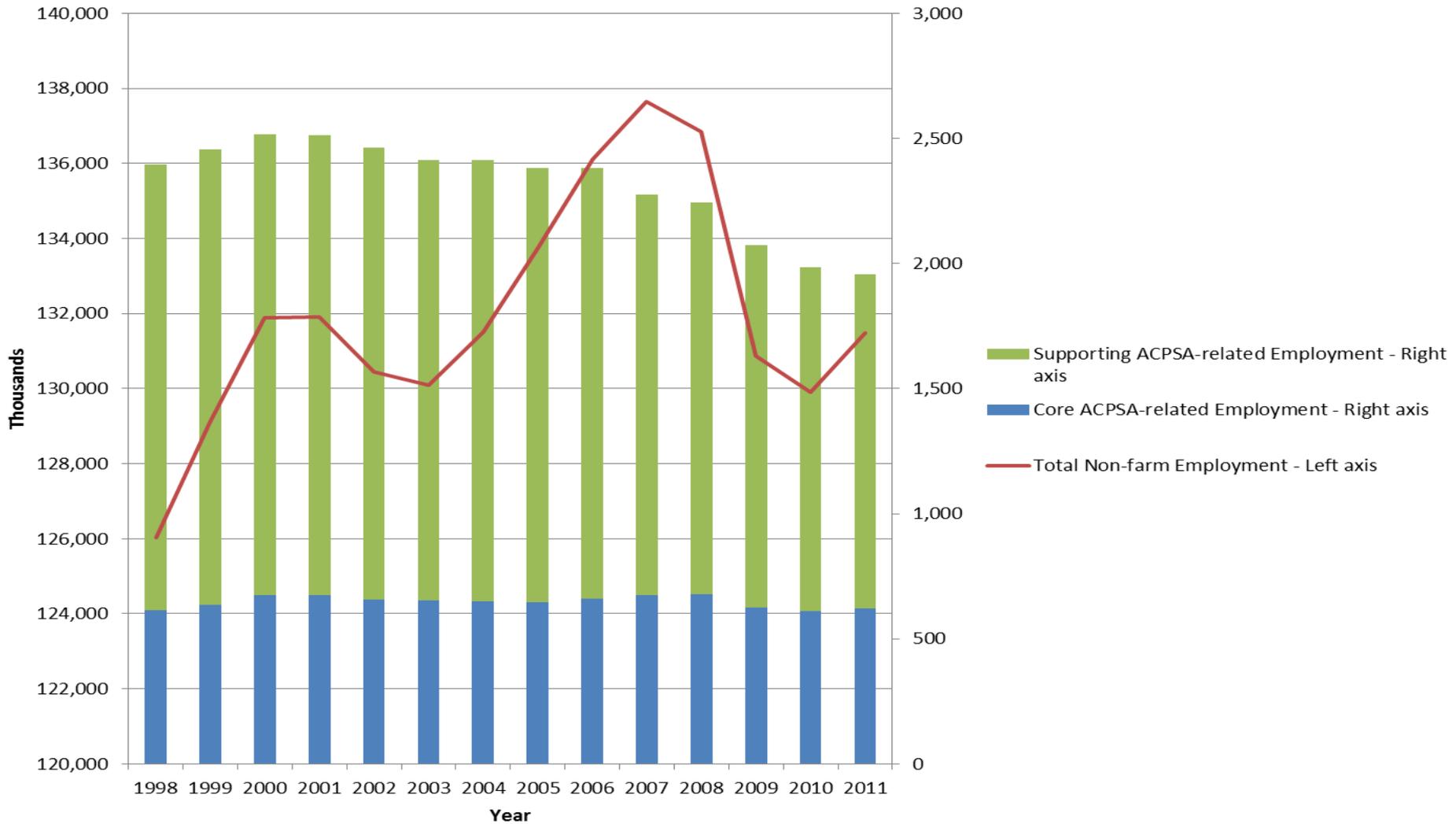
What is the 'Core' ACPSA composed of?

Core ACPSA Output, 2002 (\$Billions)



ACPSA employment

Total Non-Farm Employment vs. ACPSA-Related Employment



How did we define Culture

- Arts and cultural production is largely consistent with the U.N. definition:
 - Creative artistic activity
 - The goods and services produced by it
 - The goods and services produced in the support of it
 - And finally the construction of buildings in which it is taking place

Examples

- The creative artistic activity in the design of jewelry, not the mass production of costume jewelry

- Promoters enable consumers to enjoy artistic performances

- Construction of an opera house necessary in order to enjoy the opera

Looking Ahead

- Incorporate feedback from the user community
- Refine the scope
 - Boundary
 - Portion of item assigned to ACPSA
- Move the structure from the 2002 BM-IO to the 2007 BM-IO
- Factor ACPSA into planning for 2012 BM-IO

Conclusion

- The ACPSA will promote a better understanding of the impact on the U.S. economy of creative and cultural occupations and production.

- The benefit of the ACPSA will be felt in both the arts community, as well as the policy community, by providing important statistics that can be used to evaluate programs, grants, and other arts and cultural development tools.