



# The creativity of the Made by Spain

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01.

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A key industry  
for the Spanish  
economy

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# Facts of the cultural industry

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\*Provisional data of 2020

128,741  
cultural  
companies

3.3%  
GDP linked to  
activities related  
to intellectual  
property\*

2.3%  
GDP Cultural  
activities\*

690,800  
average jobs  
per year

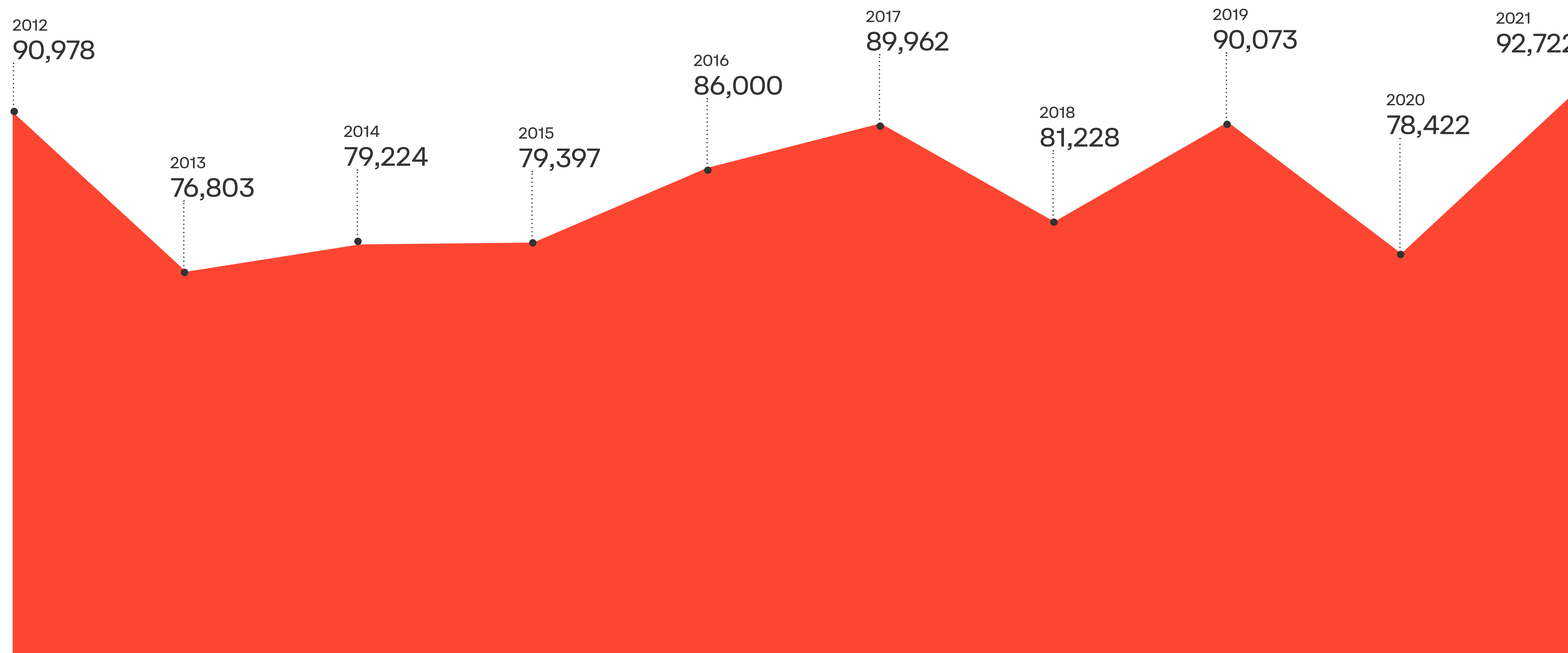
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# Increasing production

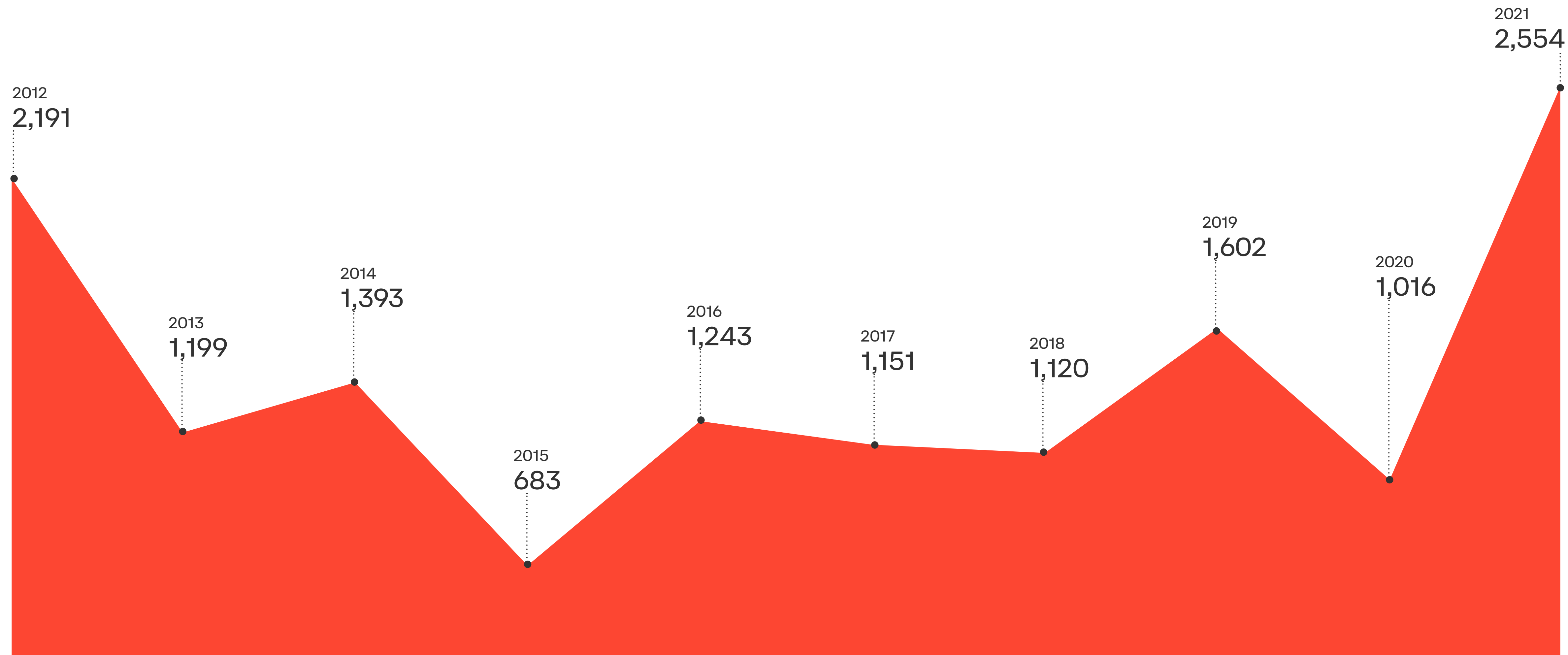
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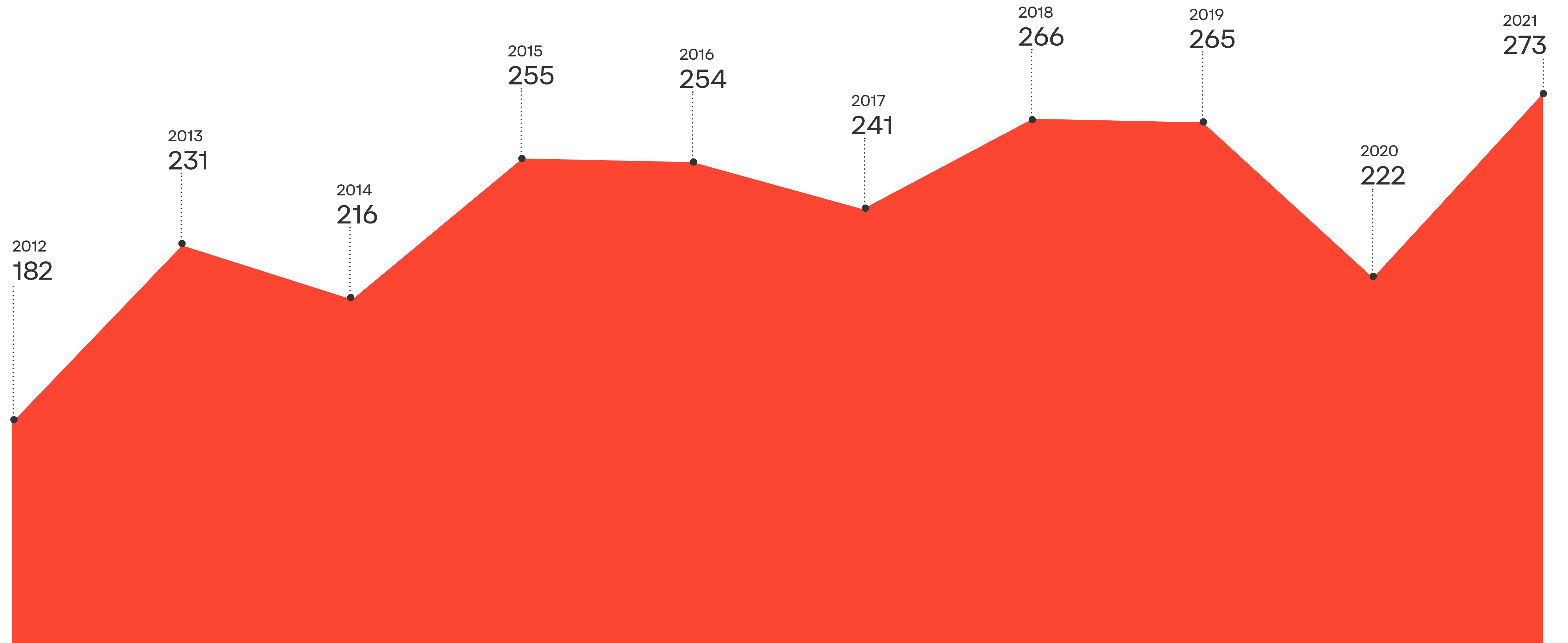
# Books registered with ISBN resident in Spain



# Published musical works registered in ISMN



# Feature films produced





01.

### Design, art and shows

37.1% of Spanish companies in the cultural sector are engaged in design, creation, artistic and entertainment activities.

04.

### Translation and interpretation

Just over 10,000 active companies in Spain are dedicated to translation and interpreting.

02.

### Graphic arts

A further 13,806 companies are registered in the graphic arts and reproduction of recorded media.

05.

### Cinema, music and media

Film, video, radio, television and music publishing activities represent 7.7% of cultural enterprises.

03.

### Photography

Photography activities are the third most important group of companies in the orange economy, with 10.7% of the total.

06.

### Books and newspapers

The sixth group, consisting of publishers of books, newspapers and other publishing activities, represents 5.4% of the companies in the sector.

Students enrolled in Artistic Education amounted to 362,390 in the 2021-2022 academic year, which represents a year-on-year increase of 3.1% after the slowdown caused by the pandemic.

New  
talents

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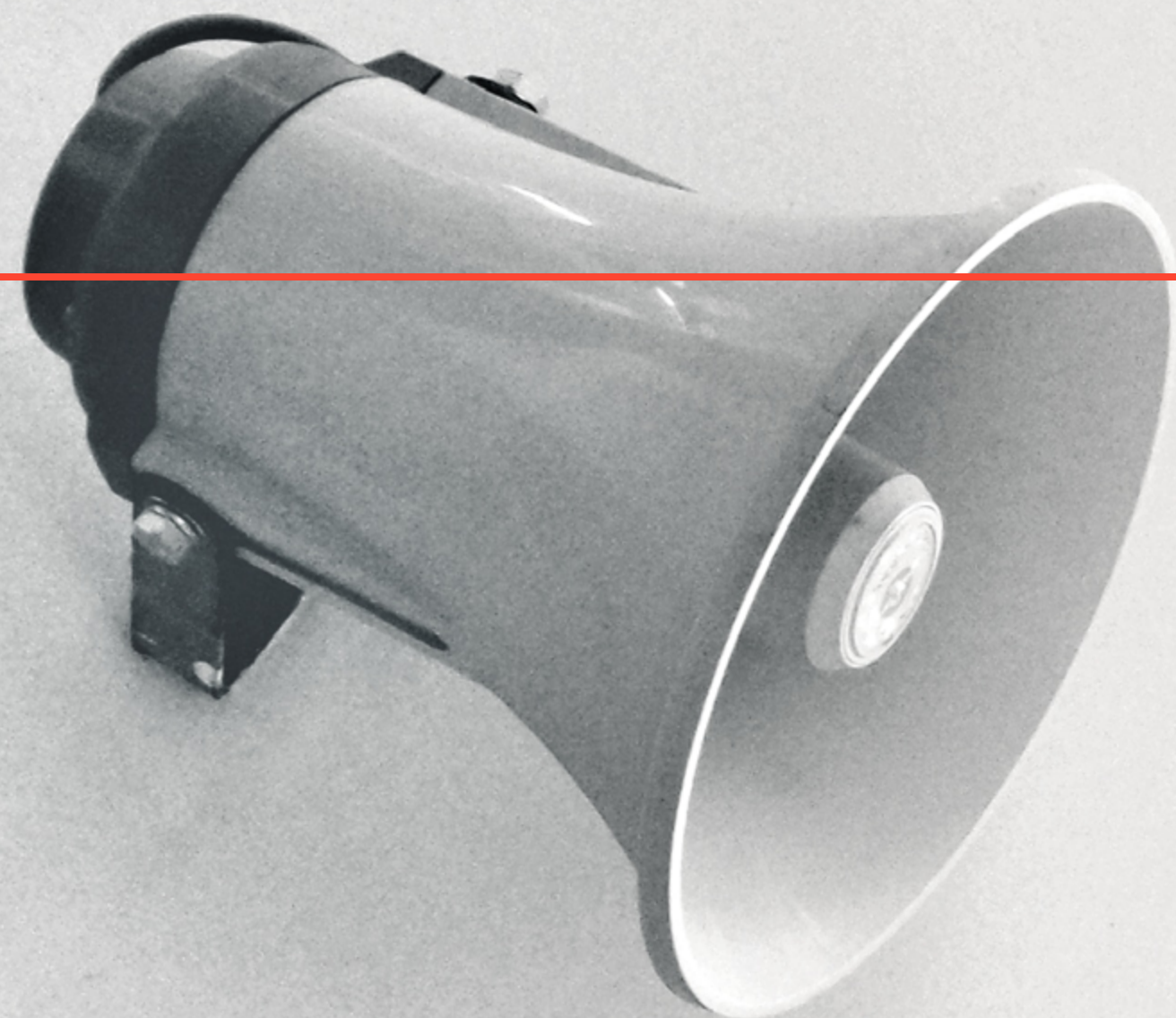
02.

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# International scope

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# Language as a cultural asset

Over 496 million people have Spanish as their mother tongue, 6.3% of the world's population, and it is spoken by 7.5% of the population, up to 595 million people.

Between 1950 and 2022, the number of Spanish speakers **has quadruplicated**

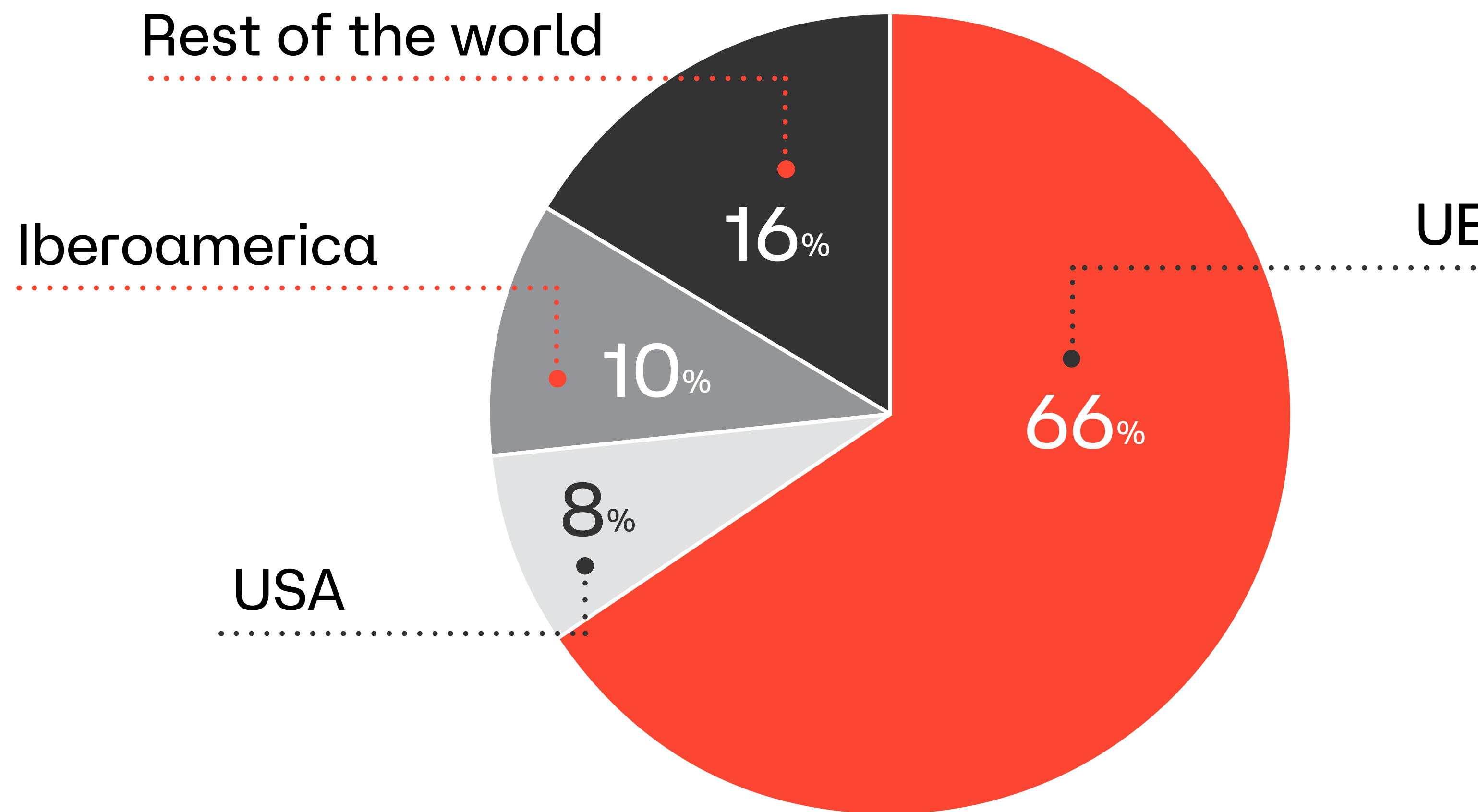
**24 million students** learn Spanish as a foreign language

**The United States** will be the second Spanish-speaking country in the world in 2060

The number of speakers will continue to increase until 2068, when it will surpass **726 million**

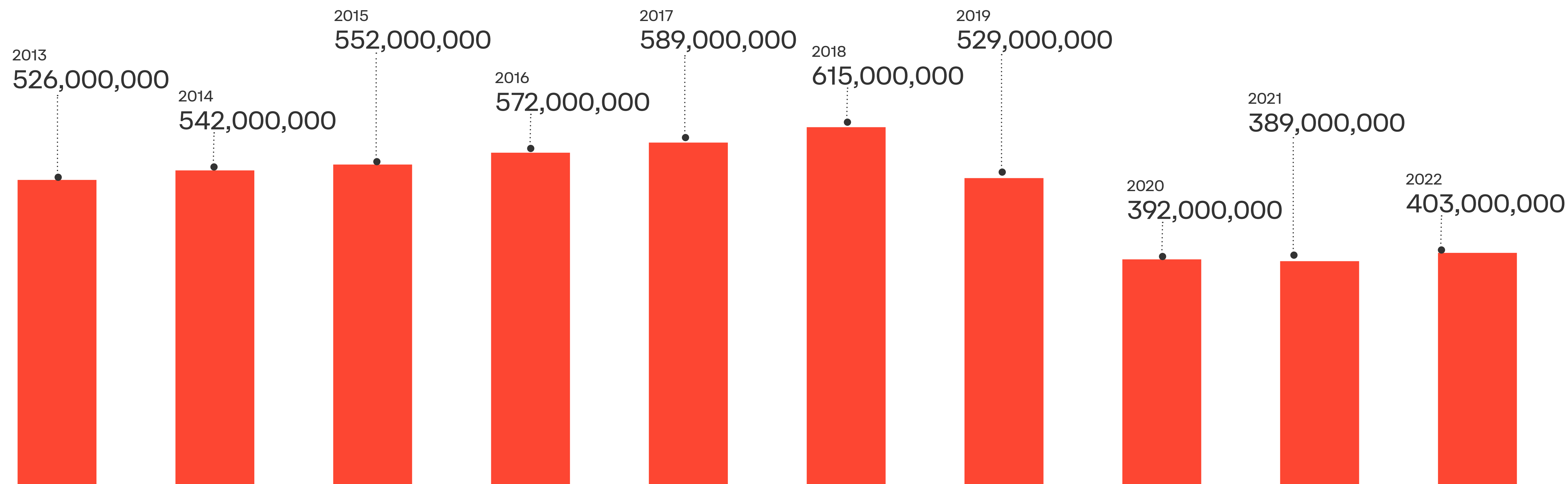
# Cultural goods exports, by country

Almost 2,250 million euros in cultural goods exported in 2022



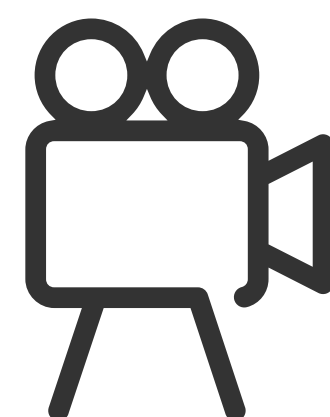
# The Spanish book industry leads the exports in the EU

Exports of the book sector increased 3.6% in 2022 after two years in the red due to the pandemic.



# A growing audiovisual industry

Spain is the sixth country in the European Union by media productions and fifth by production hours.



In 2021, the **Spain Audiovisual Hub** was approved, with a budget of over 1.6 million euros until 2025



**70%** of audiovisual productions in Spain are **series**



Spain hosts **the largest library of content in Spanish in the world**, followed by the United States, the United Kingdom, Mexico, and Argentina

# A video games hub in Southern Europe

In 2022, Spain set a record turnover for the sector, following the positive trend that began after the pandemic.

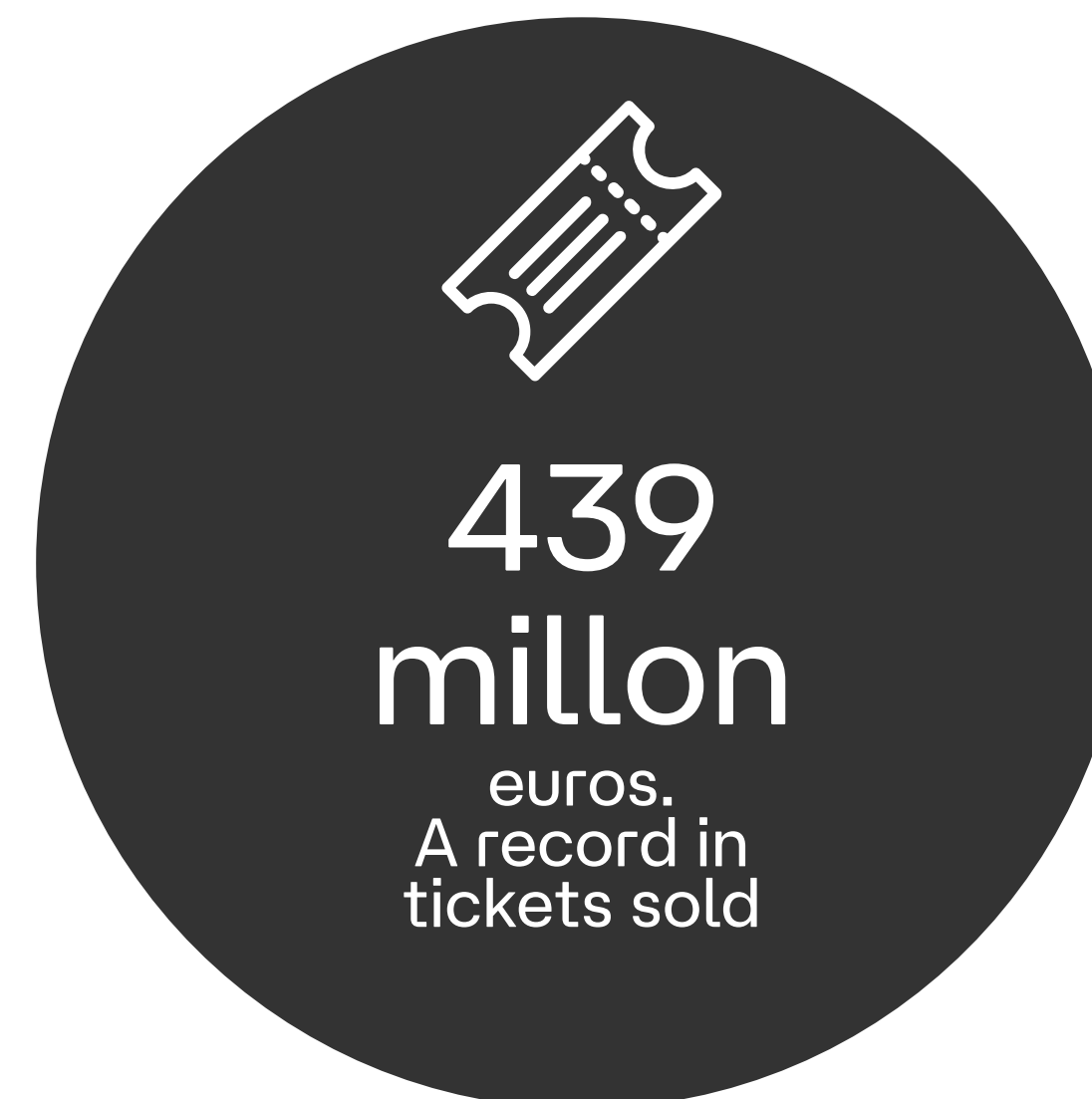
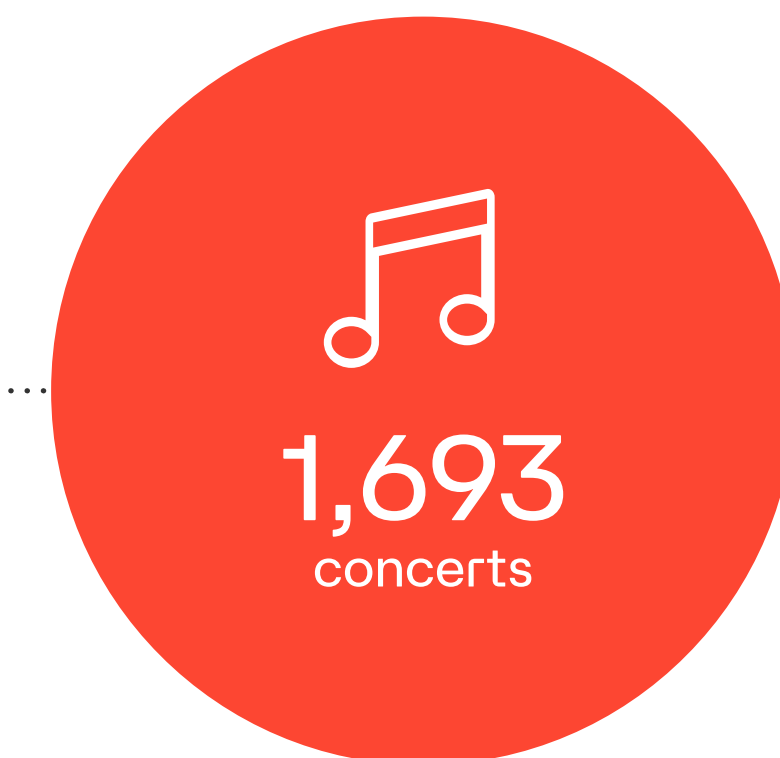
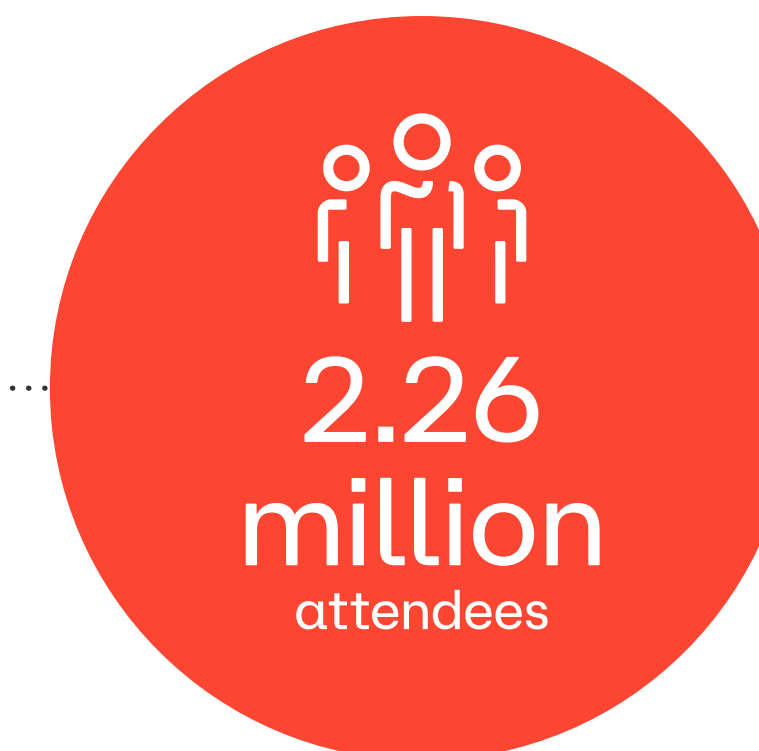
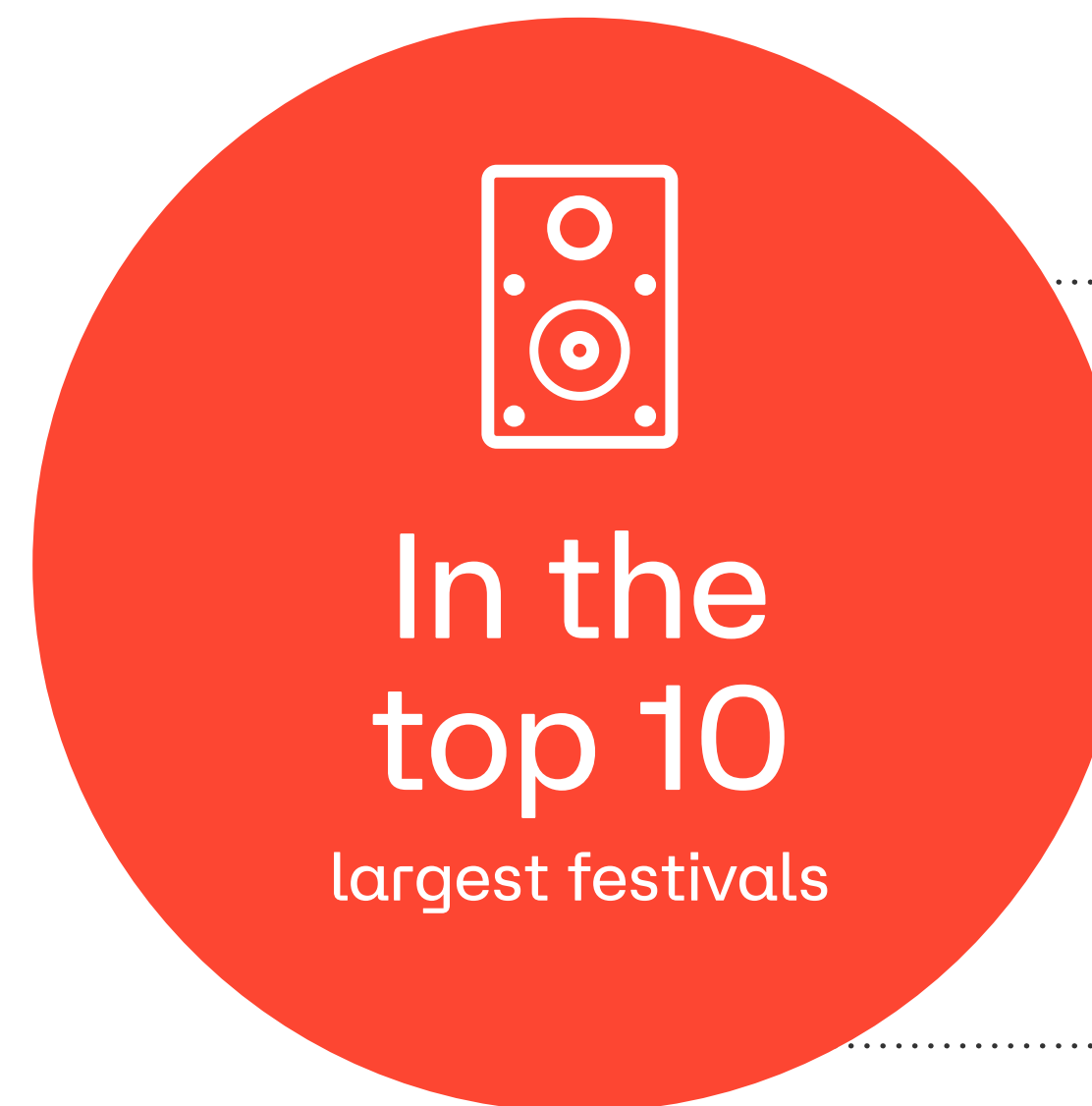
Spain is the fourth market in the European Union, with **18.2 million players**

Spaniards spend an average of **7.42 hours a week** playing video games

The revenue of the eSports industry was up to **34 million euros** in 2022



# A destination for live music



# Cultural tourism on the rise

International tourist arrivals mainly for **cultural reasons**



2021

4,475,400

International tourist arrivals for **cultural activities**



2021

8,798,600

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03.

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# A creative country, city by city

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9th in the global ranking of the most creative countries in the world

### 10 Spanish in the Creative Cities Network

Terrassa and Valladolid : Cinema

Barcelona and Granada : Literature

Sevilla : Music

Burgos and Dénia : Gastronomy

Bilbao : Design

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04.

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# Award-winning creativity

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# World power in publishing

# 105,431

Including scientific articles, conference proceedings and annual reviews. Data from 2020.

 **11** in the world

# Music

# 15

Spaniards with Grammy


The most awarded:

 **24** **Alejandro Sanz**

 **2** **Plácido Domingo**

 **2** **Julio Iglesias**

The latest:

 **Rosalía** – Award for Latin Rock or Alternative Album for Motomami (2023)

# Advertising


# 18

Spanish works awarded in Cannes Lions 2023

 **3** **Golds**

 **9** **Silvers**

 **19** **Bronzes**

 **Paradores** wins **4 gold** medals at the National Creativity Awards and **2 Laus** Awards for Advertising

Source: Paradores

# Cinema and Television

Cinema and series cross borders:  
From **Los Serrano** to **La casa de papel** and  
from **Volver** to **The Impossible**, Spanish  
audiovisual triumphs in the world.

Foreign sales of audiovisual products:

**773**

million of euros

**The Money Heist**, one of the most watched  
non-English-language series in Netflix  
history, with 6.7 billion hours watched

**18**

Oscar Awards

The most awarded:



**2**

**Pedro Almodóvar** – Best International  
Feature Film (1999) and best script (2022)



**2**

**Gil Parrondo** – Best Production  
design (1970 and 1971)

The latest:



**Alberto Mielgo** – Best Animated  
Short Film (2022)

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05.

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# Museum power

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1,600 Museums in Spain

The Museo del Prado's TikTok, Webby 2023 award for the best Art and Culture Initiative

The ETNO of Valencia, best museum in Europe 2023

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06.

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# From Spain to the world

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**Miquel Barceló,**

One of the most expensive living Spanish painters in the world, Miquel Barceló has exhibited worldwide and is the author of emblematic works such as the ceiling of the United Nations Human Rights Room.



**Jaume Plensa,**

The impressive works of sculptor Jaume Plensa dominate the landscapes of cities such as Chicago, Venice, or Rio de Janeiro. One of his latest works is Water's Soul, which stares at New York City from across the Hudson River.



**Cristina BanBan,**

Along with a long list of artists like Edgar Plans, Rafael Macarrón, or Adriana Oliver, Cristina BanBan is part of a new generation of Spanish artists, whose works are exhibited in galleries worldwide, generating a growing interest from collectors.



**Edgar Plans,**

Next step, the metaverse? Artist Edgar Plans has been a pioneer in so-called crypto art (works in NFT format). His first collection generated twelve million euros in less than an hour.



**Pablo Heras-Casado,**

Spain has also exported talent in the opera industry, with names like conductor Pablo Heras-Casado, a regular guest at the best symphony orchestras in the world.



**Tamara Rojo,**

The most international Spanish choreographer and dancer, Tamara Rojo was principal dancer of The Royal Ballet, artistic director and prima ballerina of the English National Ballet and currently directs the San Francisco Ballet.



Leading  
Brands of Spain  
Forum