

**34<sup>th</sup> Voorburg Group  
Meeting  
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2019**

**Christian Puchter  
Statistics Austria**

# Advertising (ISIC 7310)



## Turnover/Output



Agnieszka Matulska-Bachura, Poland

## SPPI



Agnieszka Matulska-Bachura, Poland



Cristina Cecconi, Italy



Itsik Tal, Israel



Yann Leurs, France

## Discussant




Susanna Tag, Finland

# Industry Classifications

ISIC Rev.4	Title	NAICS 2017	Title	NACE Rev.2	Title
73.1	Advertising	5418	Advertising, Public Relations, and related services	73.1	Advertising
73.10	Advertising	54181	Advertising agencies	73.11	Advertising agencies
		54182	Public relations agencies	73.12	Media representation
		54183	Media buying agencies		
		54184	Media representatives		
		54185	Outdoor advertising		
		54186	Direct mail advertising		
		54187	Advertising material distribution services		
		54189	Other services related to advertising		



CPC	Title	NAPCS	Title	CPA	Title
836	Advertising services and provision of advertising space or time	771	Advertising, public relations, and communications and information services	73.1	Advertising
8361	Advertising services (3 subgroups)	7710101	Advertising space, time, and similar services (6 subgroups)	73.11	Services provided by advertising agencies (4 subgroups)
8362	Purchase or sale of advertising space or time on commission	7710102	Advertising planning, production, and implementation services (15 subgroups)	73.12	Media representation services (6 subgroups)
8363	Sale of advertising space or time (except on commission) (4 subgroups)				

## ➤ ISIC 7310 Advertising

This class includes the provision of a full range of advertising services (i.e. through inhouse capabilities or subcontracting), including advice, creative services, production of advertising material, media planning and buying.

- creation and realization of advertising campaigns
- conducting marketing campaigns and other advertising services aimed at attracting and retaining customers

## ➤ NACE 73.1 Advertising

- 73.11 Advertising agencies (identical definition to ISIC 7310)
- 73.12 Media representation (i.e. sale or re-sale of time and space) for various media

- 20 out of 23 countries are collecting industry turnover data

  - 15 annually
  - 4 quarterly
  - 7 monthly

- 4 countries are publishing product level details

- 17 out of 23 countries are calculating an SPPI

  - 12 quarterly
  - 5 monthly

- 6 countries are publishing product level details



- Turnover



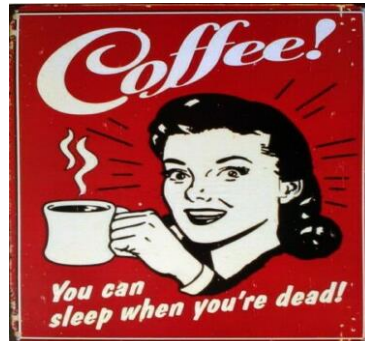
- SPPI



- Discussion



10:45



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# Thank you!