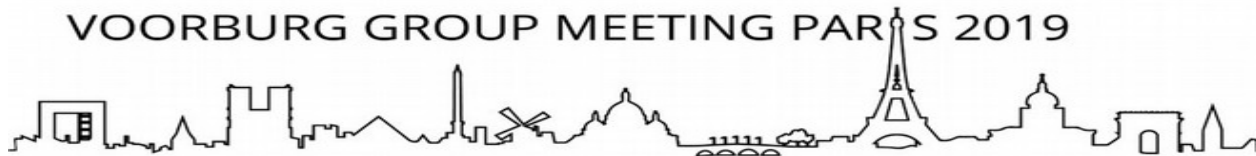


Publishing:

5812 Publishing of directories and mailing lists

5813 Publishing of newspapers, journals and periodicals

Session introduction





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Contributors



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Review of indices produced by countries



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Presentations highlights

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CONTRIBUTORS



Turnover / output papers

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SPPI papers

- United States: Melanie Santiago / Tristan St. Onge / Kathleen Frawley
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Discussant

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02

CLASSIFICATION ISSUES



Industry classifications

ISIC rev. 4		NACE rev. 2		NAICS 2017	
Code	Title	Code	Title	Code	Title
5812	Publishing of directories and mailing lists	58.12	Publishing of directories and mailing lists	511140	Directory and mailing list publishers
5813	Publishing of newspapers, journals and periodicals	58.13	Publishing of newspapers	511110	Newspaper publishers
		58.14	Publishing of journals and periodicals	511120	Periodical publishers

Product classifications

CPA 2008		CPC ver 2.1	
Code	Title	Code	Title
5812	Publishing of directories and mailing lists	32230	Directories, in print
		73312	Licensing services for the right to use databases
		83631	Sale of advertising space in print media (except on commission)
		83639	Sale of other advertising space or time (except on commission)
		84313	On-line directories and mailing lists
		89110	Publishing, on a fee or contract basis
5813	Publishing of newspapers	32300	Newspapers and periodicals, daily, in print
		32410	General interest newspapers and periodicals, other than daily, in print
		32420	Business, professional or academic newspapers and periodicals, other than daily, in print
		32490	Other newspapers and periodicals, other than daily, in print
		73320	Licensing services for the right to use entertainment, literary or artistic originals
		83631	Sale of advertising space in print media (except on commission)
		83633	Sale of Internet advertising space (except on commission)
		84312	On-line newspapers and periodicals
		89110	Publishing, on a fee or contract basis
		5814	Publishing of journals and periodicals
32410	General interest newspapers and periodicals, other than daily, in print		
32420	Business, professional or academic newspapers and periodicals, other than daily, in print		
32490	Other newspapers and periodicals, other than daily, in print		
73320	Licensing services for the right to use entertainment, literary or artistic originals		
83631	Sale of advertising space in print media (except on commission)		
83633	Sale of Internet advertising space (except on commission)		
84312	On-line newspapers and periodicals		
89110	Publishing, on a fee or contract basis		

CPA 2008		NAPCS broad product	
Code	Title	Code	Title
5812	Publishing of directories and mailing lists	7014505	Directories
		7014515	Databases and other collections of information
		7002525	Library and archive services
		7012600	Mailing lists
		7012275	Advertising space in printed publications
		7012350	Internet advertising
		7012400	Advertising space in publications on electronic and other media, except online
		2052875	Quick printing
		2052900	Digital printing
		7009581	Licensing of rights to use intellectual property protected by copyright
5813	Publishing of newspapers	7001175	General newspapers
		7001200	Specialized newspapers
		7011125	Local transportation and delivery of purchased or serviced items
		7012075	Graphic design services, except advertising graphic design
		7012275	Advertising space in printed publications
		7012350	Internet advertising
		7012400	Advertising space in publications on electronic and other media, except online
		2052875	Quick printing
		2052900	Digital printing
		7009581	Licensing of rights to use intellectual property protected by copyright
5814	Publishing of journals and periodicals	7001225	Periodicals, general interest
		7001250	Periodicals, business (including farming), professional and academic
		7001275	Periodicals, not elsewhere classified
		7013050	Public relations event management services
		7012275	Advertising space in printed publications
		7012350	Internet advertising
		7012400	Advertising space in publications on electronic and other media, except online
		2052875	Quick printing
		2052900	Digital printing
		7009581	Licensing of rights to use intellectual property protected by copyright

Classification issues

Should online-only publishers be included in 581x industries ?

- European countries: included
- North American countries: different approaches (US, Canada)
 - Excluded in US
 - considered in NAICS 519130 Internet publishing and broadcasting and web search portals
 - Recently included in Canada
 - because of major companies moving towards an online-only presence

03

REVIEW OF INDICES PRODUCED BY COUNTRIES



Review of countries by VG bureau

Turnover / output

- 5812: 20 out of 23 countries collect industry-level turnover / output
- 5813: 20 out of 23 countries

SPPIs

- 5812: 5 out of 23 countries calculate industry-level producer prices
- 5813: 14 out of 23 countries

04

PRESENTATIONS HIGHLIGHTS



Turnover / output

- Availability of turnover by subproducts

Breakdown 1: Subscriptions and sales / Advertising / Licensing of rights

Breakdown 2: Revenues from traditional formats / Revenues generated online

- Low turnover in 5812

Few enterprises register their main activity under this code

Prices

- Large diversity of formats and pricing methods
- Third-party stakeholders
- Quality effects: changes in specifications / changes in audience
- Bundles: print / PC / smartphone...

Thanks for your attention !

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Measuring, understanding

VOORBURG GROUP MEETING PARIS 2019

