

Advertising services

Reference year 2001

Please fill in the following questions as accurately as possible. If some of your products overlap with several of the proposed product categories, we invite you to provide a qualified estimate of the percentage breakdown belonging to each of the relevant categories. Your answers are more usable for us, if you estimate the breakdown, even if the results are not perfect than if you allocate complex products to the main category.

1. Main activity of the enterprise according to the Business Register: _____ (to be specified)

2. Accounting period:
 - a) Calendar year
 - b) Other period _____ (to be specified)

3. Total **Net Turnover** _____ (national currency)

3a) Total **Net turnover** by client

- (a) Enterprises _____ %
including: public owned enterprises, sole proprietorships and companies with limited liability
- (b) Public sector _____ %
including: public administration, health and education
excluding: public owned enterprises
- (c) Households and non-profit institutions _____ %
- (d) Total _____ 100 %

3b) Total **Net turnover** by client

- (a) Resident clients _____ %
- (b) Non-resident clients (i.e. export) _____ %
- (c) Total _____ 100 %

3c) Share of total **Net turnover** from your 3 biggest clients

- (please tick the relevant box):
- 0 - 24 %
- 25 - 49 %
- 50 - 74 %
- 75 - 100 %

- 4) Breakdown of total **Net turnover** by products
- i) **Sale or leasing of advertising space or time** _____ (national currency)
- ii) **Planning, creating and placement services of advertising** _____ (national currency)
- (a) Full service advertising _____ %
- (b) Direct marketing _____ %
- (c) Advertising design _____ %
- (d) Total "Planning, creating and placement services of advertising" _____ **100** %
- iii) **Other advertising related services** _____ (national currency)
- (a) Photography services related to advertising _____ %
- (b) Production of films for advertising _____ %
- (c) Public relations services _____ %
- (d) Compiling and selling list services _____ %
- (e) Other advertising related services n.e.c. _____ %
- (f) Total "Other advertising related services" _____ **100** %
- iv) **Market research services** _____ (national currency)
- v) **Business and management consultancy services** _____ (national currency)
- vi) **Computer services** _____ (national currency)
- (a) Hardware consultancy services _____ %
- (b) Software and other computer consultancy services _____ %
- (c) Other computer related services _____ %
- (d) Total "Computer services" _____ **100** %
- vii) **Training services** _____ (national currency)
- (a) Of which IT-related training services _____ %

Economic and employment variables

6. Number of persons employed _____ (number)
7. Number of employees _____ (number)
8. Total purchases of goods and services
(needed for value added) _____ (national currency)
9. Personnel costs
(needed for gross operating surplus) _____ (national currency)

NOTE: Do not include the variables 6, 7, 8 and 9 in the questionnaire if they are available from SBS or other sources.

Product descriptions

Sale or leasing of advertising space or time

- Services of media buying agencies: (Service consisting essentially of buying advertising space or time, in large amounts, in order to obtain from the Media more advantageous conditions, and to resell it to the users (advertisers or agencies))
- Media representation services: (Service of representation of Media, in selling or leasing advertising space or time. It includes the services of the advertisement salesman on commissions and publicity recruiters, and also the sales of space sale by concessionaires).
- Sale or leasing of own advertising space or time.

Planning, creating and placement services of advertising

Full service advertising

- Service that integrates the several phases of an advertising campaign, from planning and creation, until the placement of the advertisement in the media, taking care of all the customers' advertising matters

Direct marketing

- Service of direct advertising in which there is an immediate and personalised contact, at distance, with certain public by mail, telephone, or any other way, with the intention of accomplishing a sale, or to transmit an advertising message

Advertising design

This includes the services of graphic, interiors and industrial design with an advertising objective. It also includes, when rendered in an integrated way and altogether with design, the execution of advertising material in posters, awnings, vinyl, in vehicles and other supports

Other advertising related services

Photography services related to advertising

- Photographing of industrial products, fashion clothes, machinery, persons, brochures and catalogues etc.

Production of film for advertising

Public relations services

- Advisory, guidance and operational assistance services concerning methods to improve the image and relations of an organisation or individual with the general public, government, voters, shareholders and others.

Compiling and selling list services

- Services consisting in selling lists of names and addresses compiled from telephone directories and other sources. Exploration of listings of companies, products or brand names with the intention of promoting a sale or a service.

Market research services

- market analysis, analysis of competition and behaviour of consumers, use of research monographs, statistics, econometric models, surveys, etc.

Business and management consultancy services

- General management consulting services (advisory, guidance and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organisation)
- Financial management consulting services except corporate tax (advisory, guidance and operational assistance services concerning decision areas that are financial in nature)
- Human resources management consulting services (advisory, guidance and operational assistance services concerning the human resources management of an organisation)
- Other business and management consultancy services (marketing management consulting services, production management consulting services, public relations services, project management services other than for construction, arbitration and conciliation services etc.)

Computer services**Hardware consultancy services**

- Provision of advice and assistance on matters related to the management of businesses' and institutions' computer resources)

Software and other computer consultancy services

- Development and sale of packaged software, development and sale of customised software, other software and computer consultancy services)

Other computer related services

- Computer facilities management services and data processing services, database services, systems maintenance services, computer hardware servicing, repair and maintenance of computing machinery and equipment

Training services