

TURNOVER BY PRODUCT
ADVERTISING SECTOR
74.4 NACE REV.1.1

Voorburg Group
Ottawa (Canada)

EU PROJECT

- **Objectives:** improve and increase the information the information available on business services
- **Statistics on:**
 - turnover by products
 - turnover by type of client
 - turnover by residence of client

EU PROJECT

- **Phases:**
 - **1st phase:** computer services
 - **2nd phase:** computer services, consultancy services, market research services, architectural and engineering services and advertising services
 - **3rd phase:** computer services, consultancy services, market research services, architectural and engineering services, advertising services, legal services, technical testing and analysis, labour recruitment and provision of personnel

CLASSIFICATIONS

- Spanish activity classification (CNAE Rev.1.1)

74.40 Advertising

74.401 Advertising consulting agencies

74.402 Advertising space selling activity

CLASSIFICATIONS

- National Product Classification (CNPA)

74.40 Advertising services

74.40.1 Advertising services

74.40.11 Sale or leasing of advertising space or time on commission

74.40.12 Planning, creating and placement services of advertising

74.40.13 Other advertising services

74.40.2 Sale or leasing of advertising n.e.c.

MAIN VARIABLES

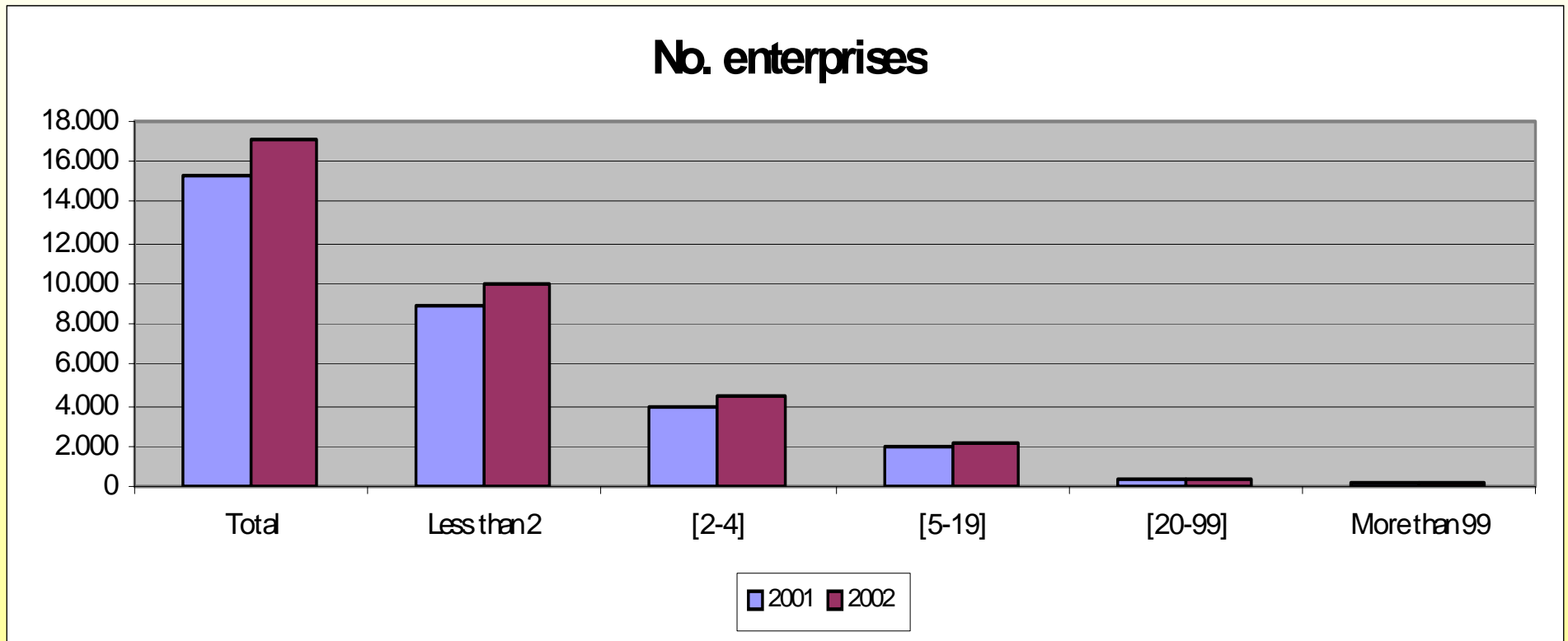
2001

	Total	Less than 2	[2-4]	[5-19]	[20-99]	More than 99
No. enterprises	15.332	8.973	3.904	2.031	317	107
Turnover	17.336,106	821,330	996,441	3.047,211	3.718,187	8.752,936
No. persons employed	108.682	8.410	11.402	18.169	13.853	56.849

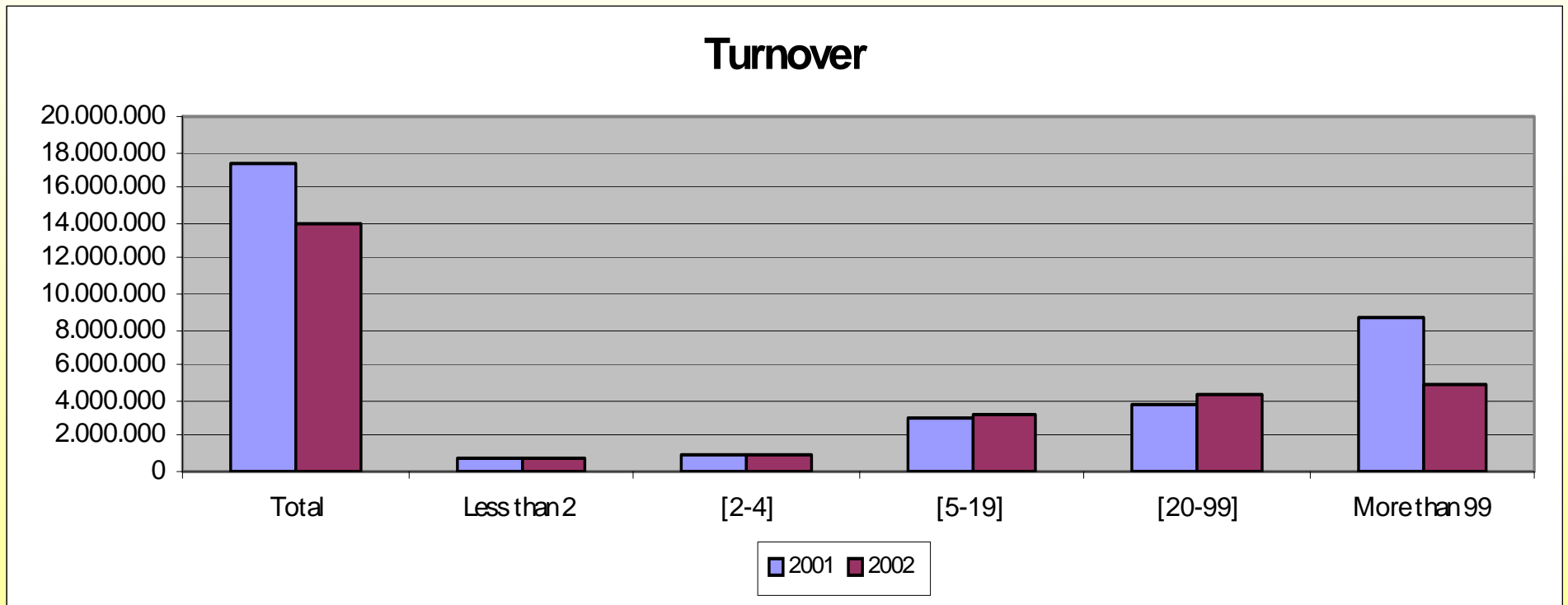
2002

	Total	Less than 2	[2-4]	[5-19]	[20-99]	More than 99
No. enterprises	17.064	9.991	4.441	2.195	344	92
Turnover	13.931,064	702,724	1.009,615	3.113,346	4.277,378	4.828,001
No. persons employed	89.712	10.015	12.429	21.224	14.574	31.469

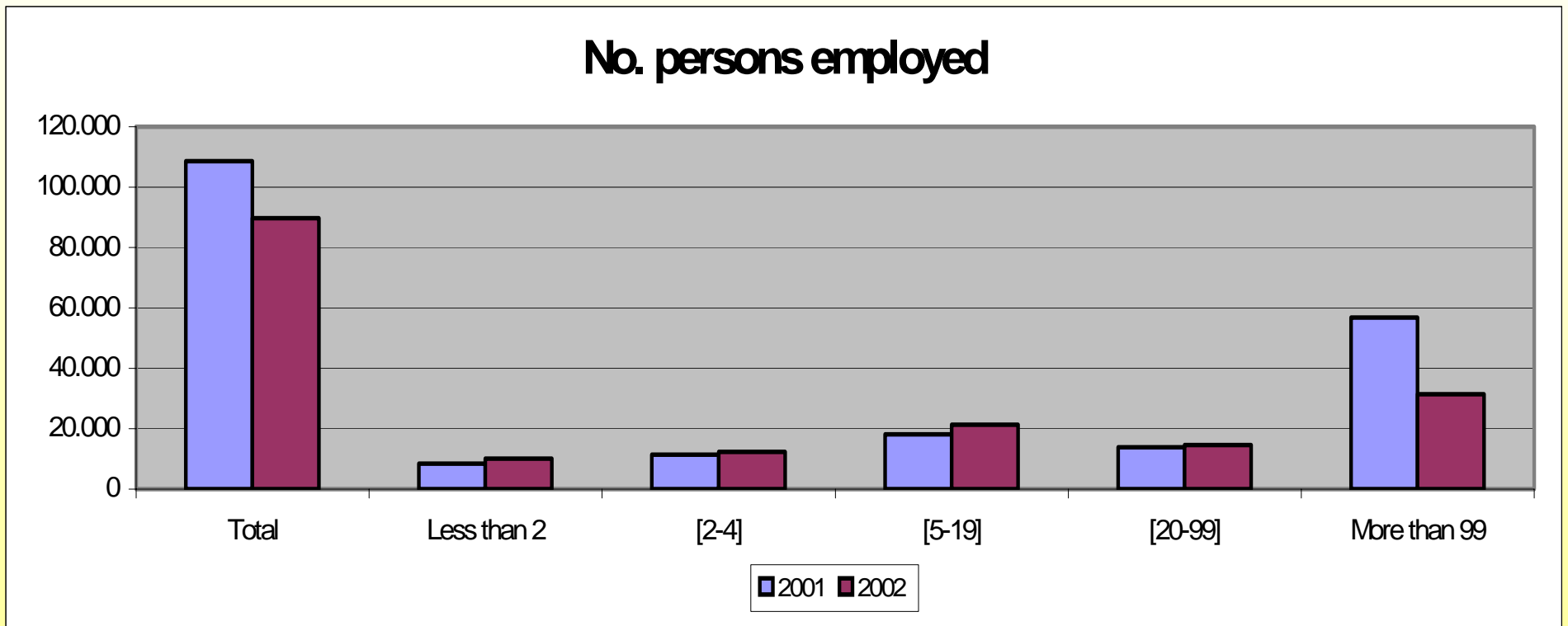
GRAPH 1



GRAPH 2



GRAPH 3



METHODOLOGY

- **Population:** enterprises classified in 74.4
 - 2001: 15.332 enterprises
 - 2002: 17.064 enterprises
- **Frame of the survey:** official register of enterprises (DIRCE)
- **Statistical unit:** enterprise
- **Sampling:**
 - 2001: 957 enterprises
 - 2002: 1.031 enterprises

VARIABLES

- **Turnover by products**

- Purchase, sale or leasing of advertising space or time
- Planning, creating and placement services of advertising (*)
- Other advertising related services (*)
- Market research services
- Business and management consultancy activities
- Computer services (*)
- Training (*)
- Other services

VARIABLES

Planning, creating and placement services of advertising

- Full service advertising
- Direct marketing
- Advertising design
- Other advertising services

VARIABLES

Other advertising related services

- Photography services
- Production of advertising films
- Public relation services
- Compiling and selling lists
- Mailing
- Other services related to advertising n.e.c.

VARIABLES

Computer services

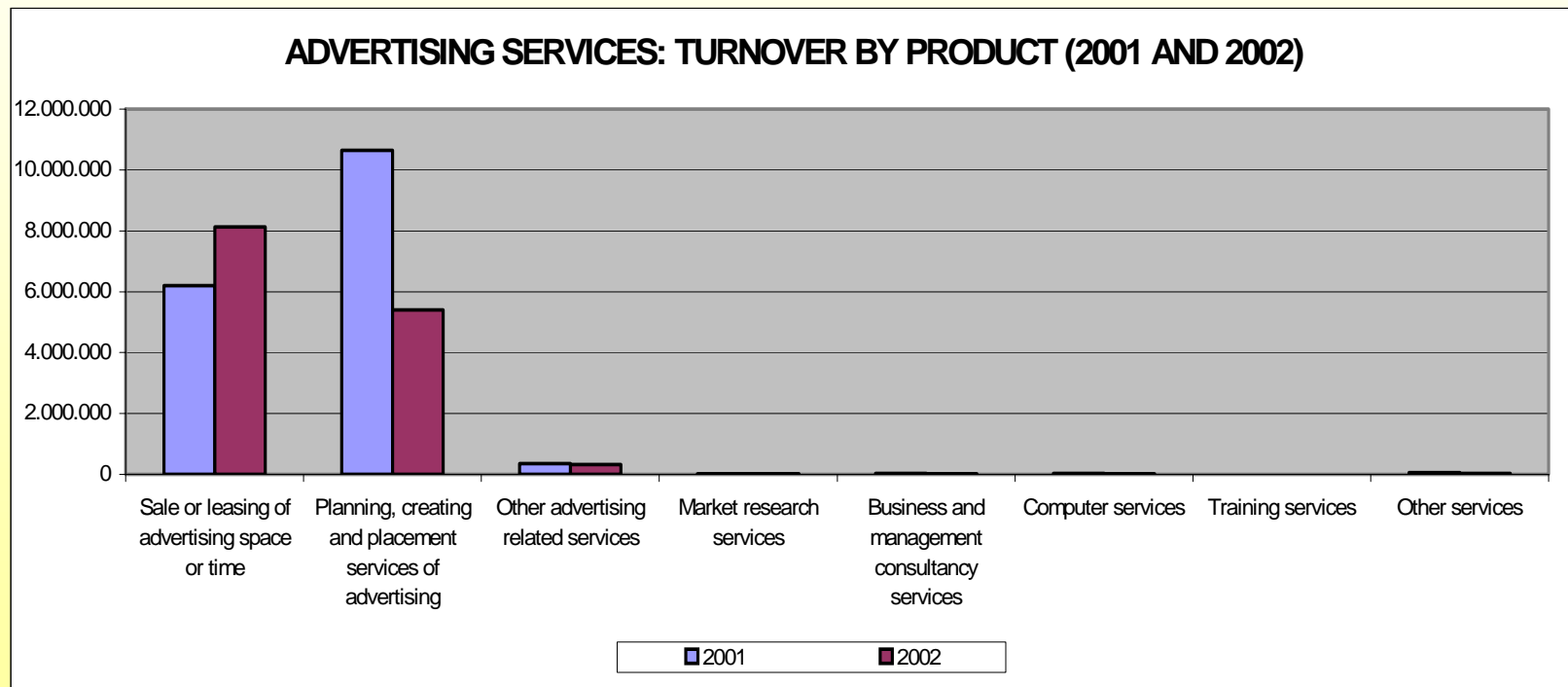
- Hardware consultancy services
- Software and other computer consultancy
- Other computer services

Training

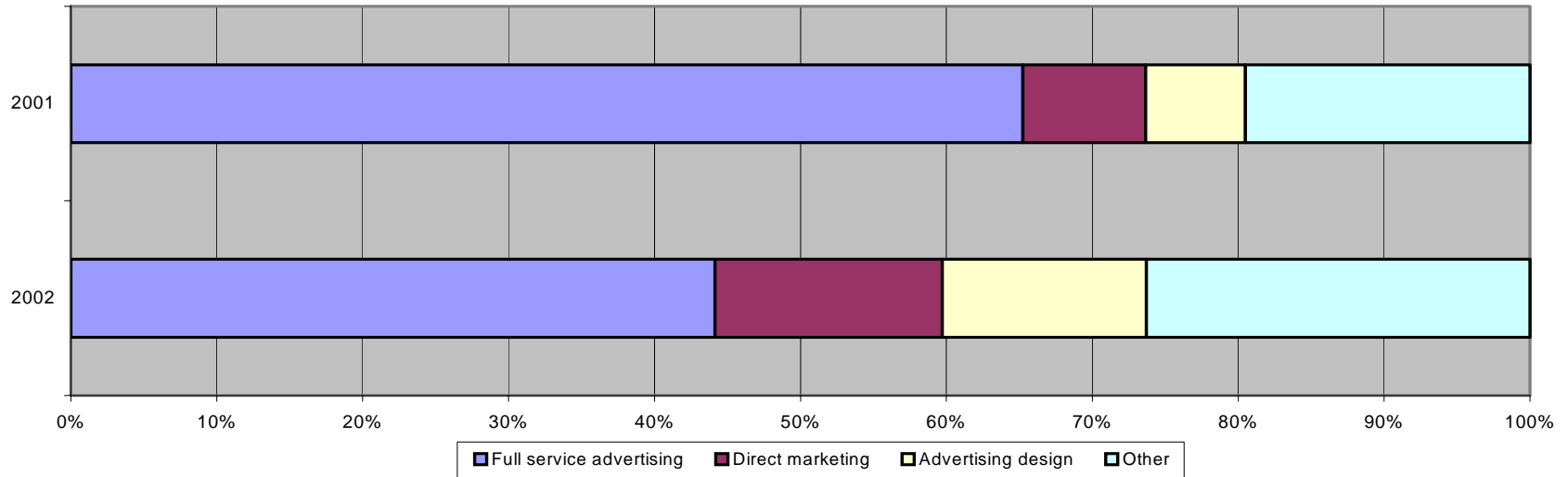
- IT training
- Other training

		2001	2002
Sale of advertising space		35,75	58,34
Planning, creating and placement services of advertising	Full service advertising	40,09	17,14
	Direct marketing	5,16	6,05
	Advertising design	4,20	5,44
	Other advertising services	11,98	10,21
Other advertising related services	Photography services	0,23	0,48
	Production of films	0,74	0,66
	Public relation services	0,33	0,40
	Compiling and selling lists	0,12	0,08
	Mailing	0,21	0,26
	Other services related to advertising n.e.c.	0,43	0,39
Market research services		0,10	0,08
Business and management consulting		0,16	0,11
Computer services	Hardware consultancy	0,04	0,01
	Software supply	0,06	0,01
	Other computer services	0,05	0,10
Training services	IT training services	0,00	0,00
	Other training services	0,01	0,02
Other products n.e.c.		0,33	0,22
Total		100	100

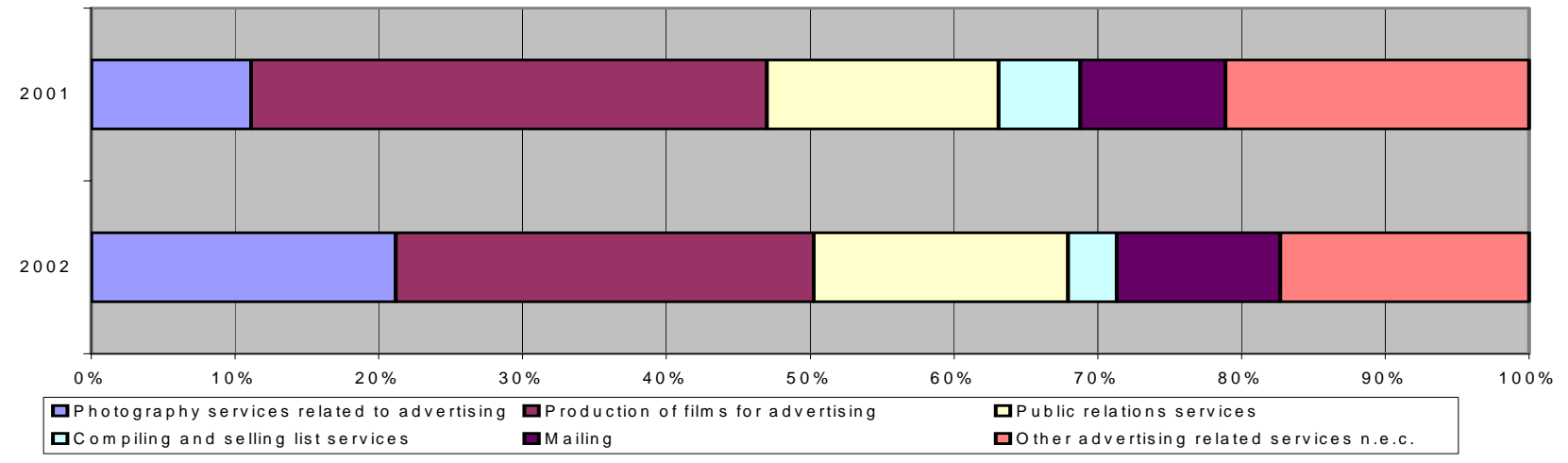
BREAKDOWN



PLANNING, CREATING AND PLACEMENT SERVICES OF ADVERTISING



OTHER ADVERTISING RELATED SERVICES



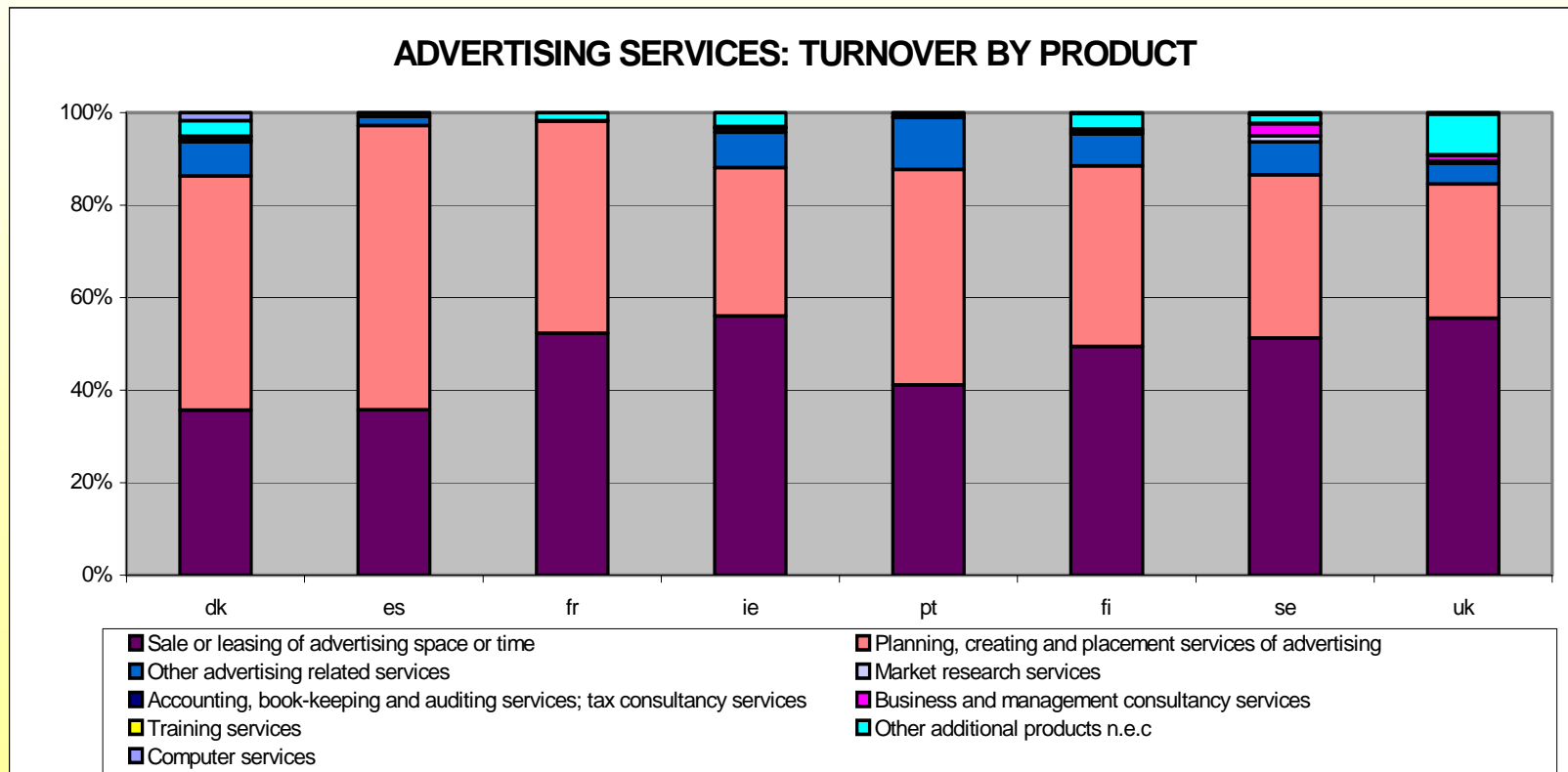
EU PROJECT

- Member States

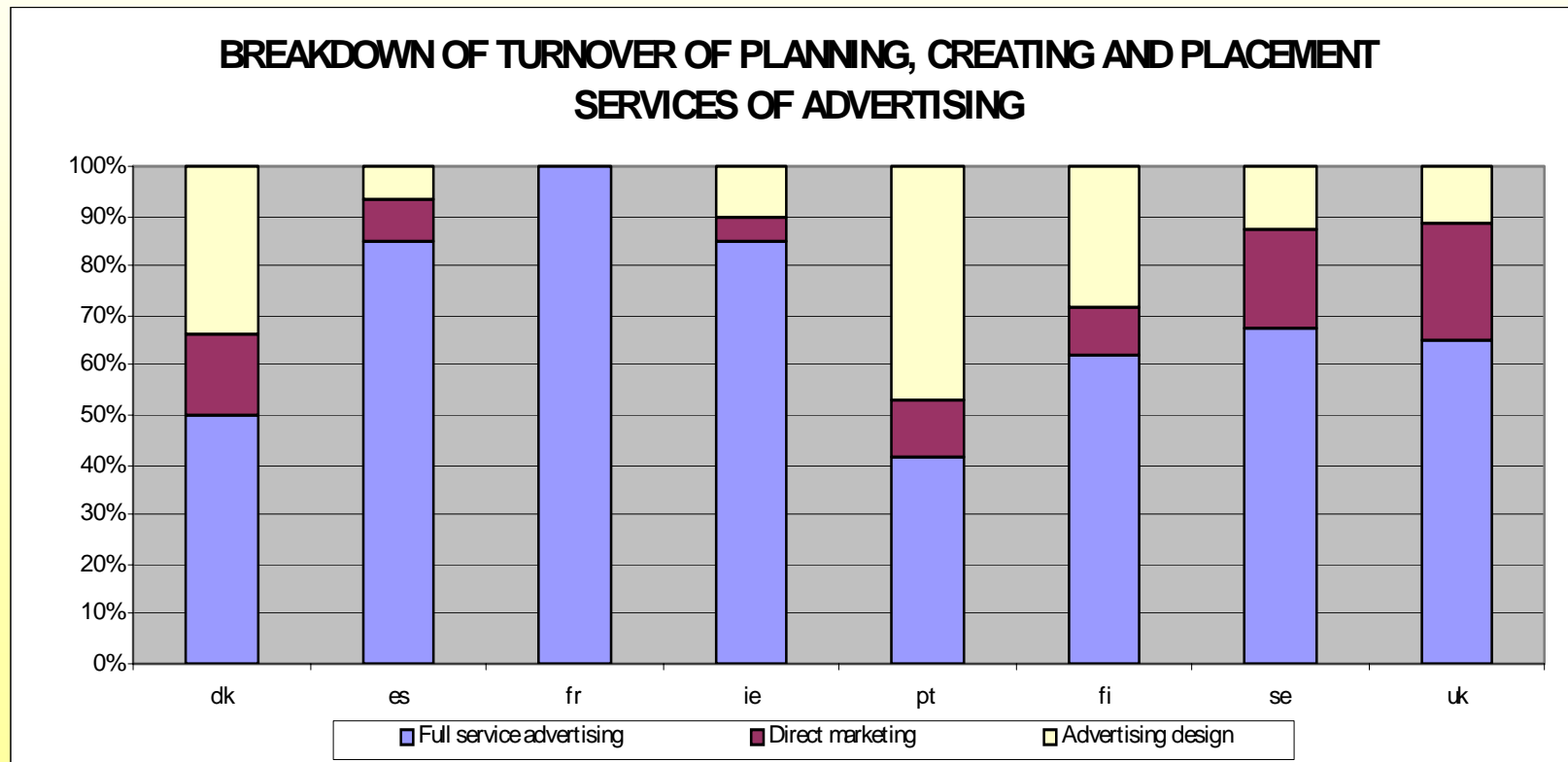
- Denmark
- Spain
- France
- Ireland
- Portugal
- Finland
- Sweden
- United Kingdom

	DK	ES	FR	IE	PT	FI	SE	UK
Software supply	0,7	0,0	0,0	0,0	0,0	0,0	0,3	0,1
Sale of advertising space	47,8	35,8	52,4	56,6	62,2	49,4	51,4	59,6
Full service advertising	18,0	52,1	45,8	27,3	16,1	25,2	25,1	18,1
Direct marketing	13,8	5,2	0,0	1,4	4,1	3,8	7,2	7,2
Advertising design	10,8	4,2	0,0	3,3	9,7	11,1	4,9	2,9
Photography services	0,7	0,2	0,0	0,1	0,1	2,9	0,4	0,3
Production of films	2,3	0,7	0,0	0,9	0,2	0,4	0,7	1,5
Public relation services	0,8	0,3	0,1	0,0	0,0	0,4	1,0	0,6
Compiling and selling lists	0,1	0,1	0,0	0,6	0,7	0,0	1,2	0,2
Other advertising services	1,7	0,6	0,0	6,0	5,7	3,2	4,2	1,6
Market research services	0,4	0,0	0,0	0,8	0,1	0,2	1,5	0,4
Other products n.e.c.	2,9	0,8	1,7	3,0	1,1	3,4	2,1	7,5
Total	100	100	100	100	100	100	100	100

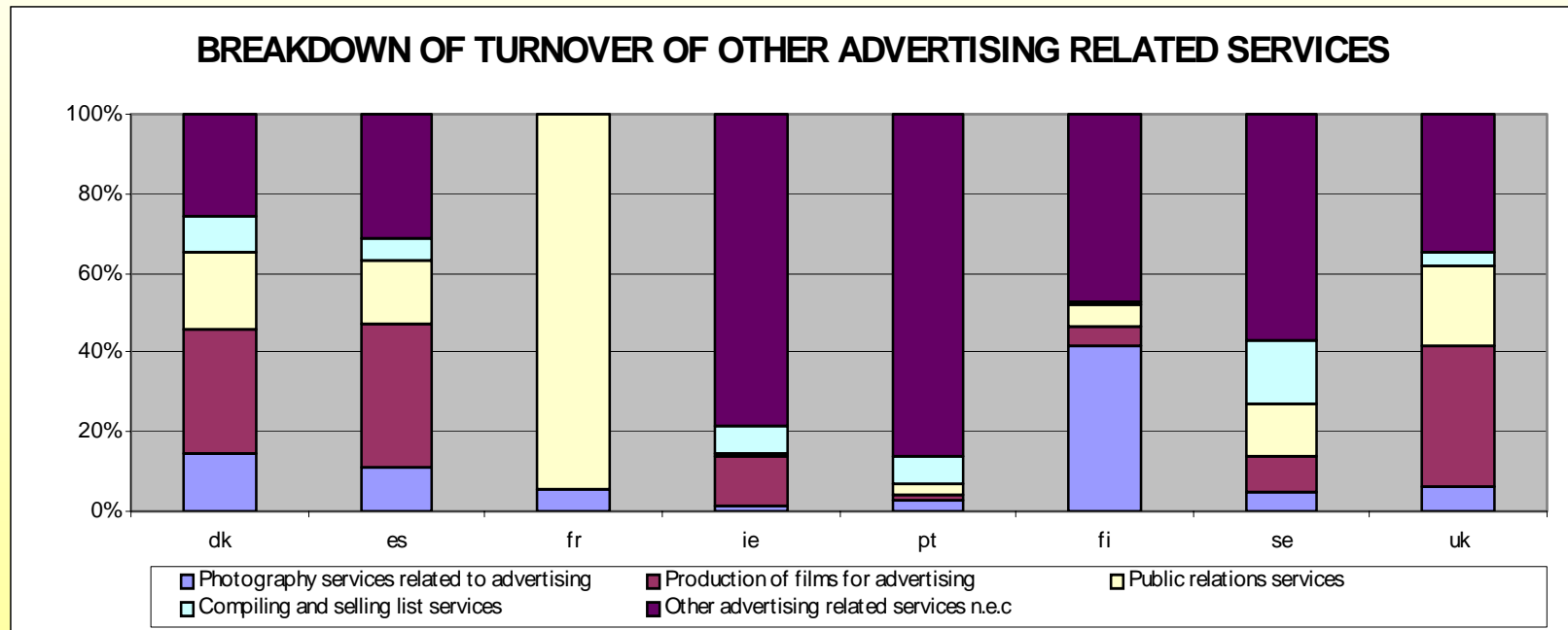
EU FIGURES 1



EU FIGURES 2



EU FIGURES 3



CONCLUSIONS

- The EU product project list work well
- **Improvements**
 - *Sale or leasing of advertising space or time*
 - *on commission*
 - *not on commission*
 - Delete other business services (computer services, market research services,...) → **burden on enterprises**

THANKS FOR YOUR
ATTENTION !!