



VOORBURG 2004



Advertising



Producer Price Indexes for Services Industries

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Advertising Services in Austria

Structure and size of service sector 74.4

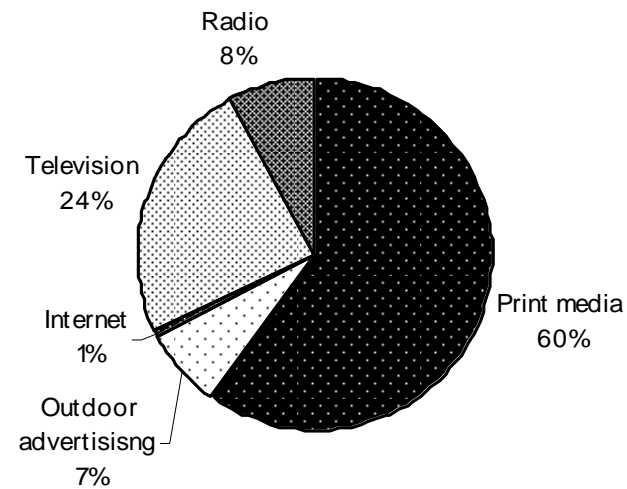


ÖNACE code	Description	ÖCPA code	Description	Share of the total Production Value 2001	Share of the Production Value of ÖNACE 50 – 93 2001	Share of the turnover of ÖNACE 74 2001
74.40	Advertising			0,89 %	1,77 %	
74.40-01	Creation of advertising campaigns	74.40.12	Planning, creating and placement services of advertising			66 %
74.40-02	Other advertising activities	74.40.11	Sale of advertising space or time in commission			34 %
		74.40.13	Other advertising services			
		74.40.20	Sale of advertising space or time n.e.c.			

Number and size of enterprises by employees and turnover

Business Service ÖNACE	Employees	Number of enterprises	Share on turnover of ÖNACE 74.40 2001
74.4 Advertising			
Total	16.433	4464	in 1000 € 3.139.490
	1 – 4	3739	18,68 %
	5 – 9	428	15,17 %
	10 – 19	183	18,19 %
	20 – 49	80	26,65 %
	50 – 99	24	9,15 %
	100 – 249	6	6,66 %
	250 – 499	4	5,50 %

Advertising value in percentage of total placement Average 2003



Basket of services

Criteria for the selection of service definitions

- Relevance
- Representativity
- Continuity



Number of price observations and enterprises

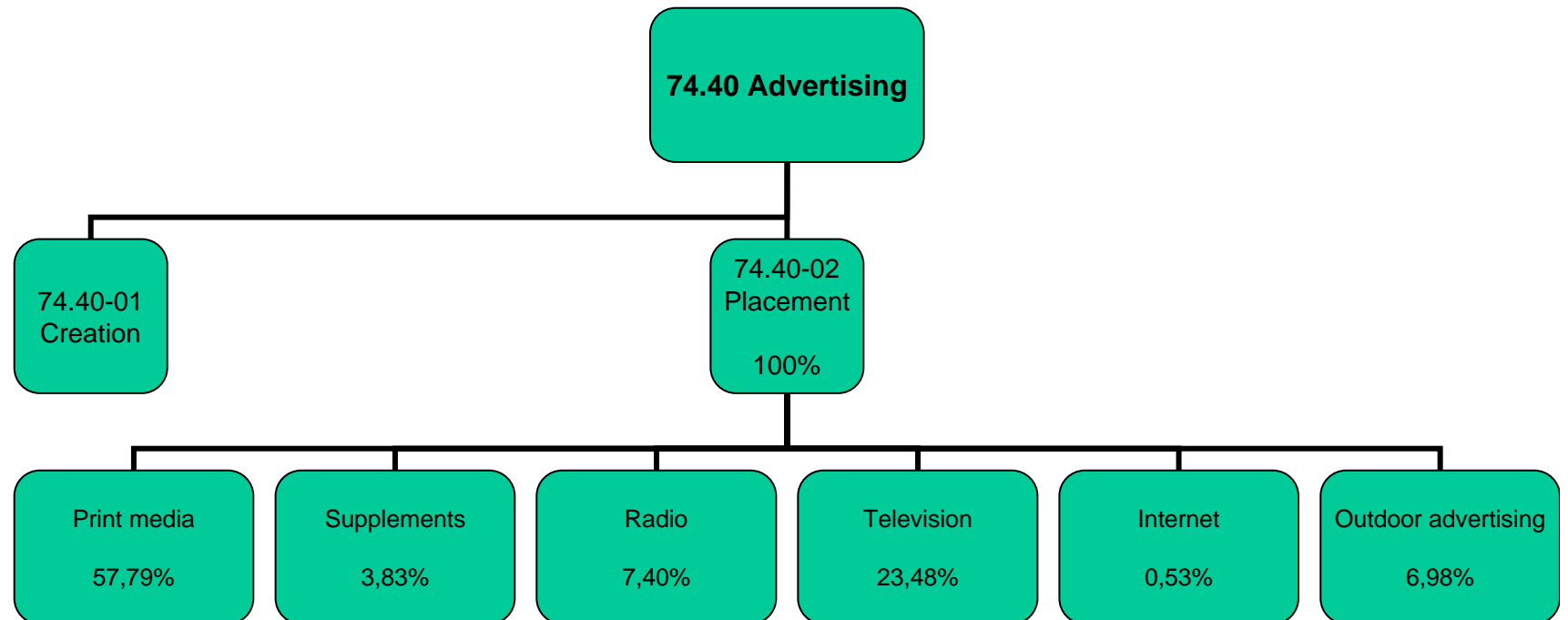


Goods	Number of price observations	Number of services	Number of enterprises
Print media	84	4	15
Supplements	7	1	7
Radio	16	2	6
Television	18	2	2
Internet	9	2	5
Outdoor advertising	17	3	2
Total	151	14	37

Computation of the index

- ratios of average prices
- average prices: simple averages or weighted averages
- ratios of average prices: put together to an average ratio using the weighted geometric average
- average index for placement: calculated according to Laspeyres-formula

Weighting structure



PPI for Advertising Services 2003 and 2004

