

Integrated publishing/printing of others materials

Turnover/output

Session: Other Publishing Activities



**INSTITUTO NACIONAL
DE ESTADÍSTICA Y GEOGRAFÍA**

**The 28th meeting of the Voorburg Group
on Service Statistics**

October 7th to 11th, 2013

Tokyo, Japan

I. - Definition of service being collected

Integrated publishing/printing of others materials, comprises establishments primarily engaged in the edition of other materials, such as:

- ⇒ **catalogues**
- ⇒ **agendas**
- ⇒ **brochures**
- ⇒ **programs**
- ⇒ **shows**
- ⇒ **calendars**
- ⇒ **postcards**
- ⇒ **greeting cards**
- ⇒ **Lithographs, etc.**

And edition of these publications integrated with printing on paper or recording in electronic formats.



II. - Unit of measure to be collected

The ***Revenues from the provision of services*** is the main concept for measuring economic evolution, through the Economic Surveys and Census. However, other variables are collected in short-term statistics (monthly basis), for example, the following items:

- ⇒ Days worked
- ⇒ Personnel directly employed by the firm
- ⇒ Personnel not directly employed by the firm
- ⇒ Remunerations
- ⇒ **Expenditures on goods and services consumption**
- ⇒ **Expenditures not derived from the activity**
- ⇒ **Revenues for services rendered and goods sold**
- ⇒ **Revenues not derived from the activity**



III. – Market conditions and constraints

⇒ **61 establishments**, representing about 5% of the *Newspaper, magazine, book, software and other materials publishing and integrated publishing/printing these publications.*

⇒ Currently employing about **876 people**

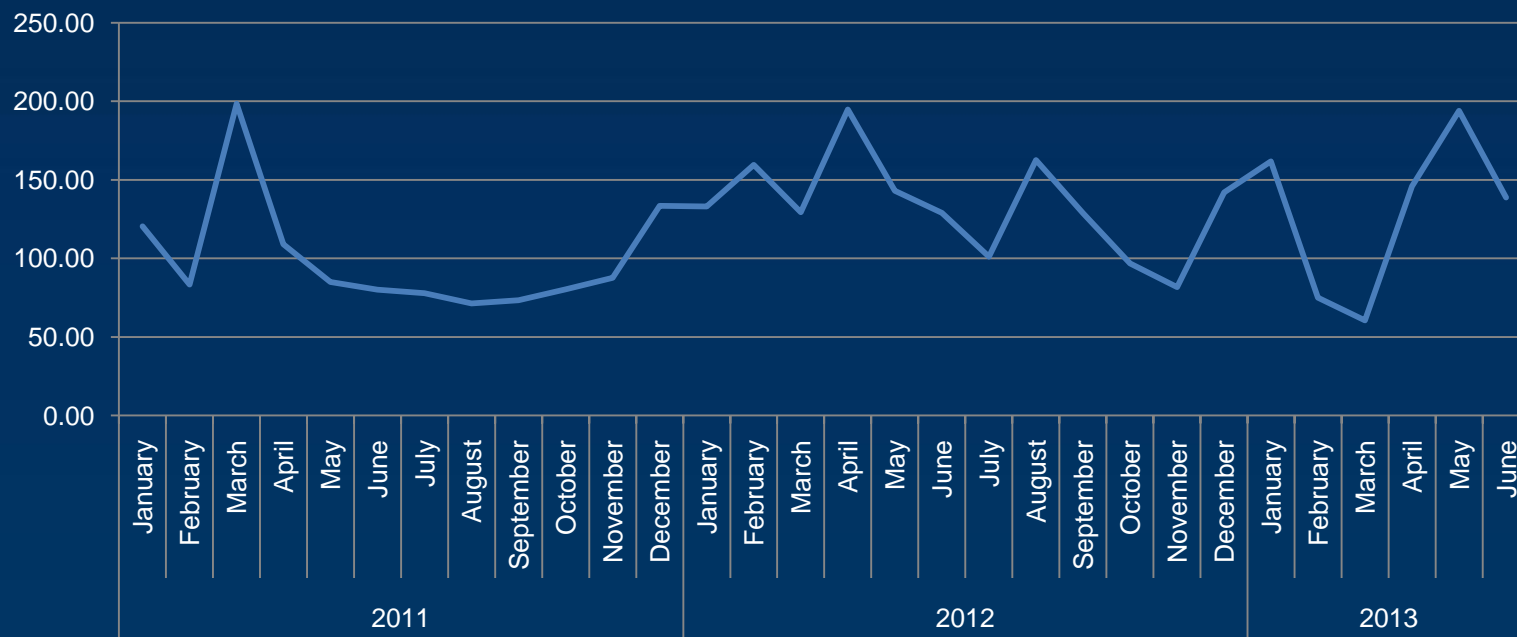
⇒ Generating annual revenues of **332,860** (thousand pesos).

⇒ In average each establishment employs **14 people**.



III. – Market conditions and constraints

Integrated publishing/printing of other materials
Original series
Incomes index
(2011=100)



IV. – Standard classification structure and product details/levels

51, Mass media information

511, Newspaper, magazine, book, software and other materials publishing and integrated publishing/printing these publications

5111, Newspaper, magazine, book, software, and other materials publishing and integrated publishing/printing of these publications

51119, Other materials publishing, and integrated publishing/printing of other materials

511191, Other materials publishing

511192, Integrated publishing/printing of other materials

North American Industry Classification System, Mexico, 2007.



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V. – Evaluation of standard vs. definitions and market conditions

⇒ The definitions of variables into the questionnaires of the Economic Census and Economic Surveys correspond with the concepts and definitions of the National Accounts System (NAS)

⇒ As well as with the accounting concepts that the enterprises are reporting.



VI. – National Accounts concepts and measurement issues related to GDP measurement

For National Accounts estimates (**Gross Domestic Product**) Censuses and Surveys provides, among others, the following variables of basic statistics:

⇒ Personnel

⇒ Remunerations

⇒ Expenditures on goods and services consumption

⇒ Revenues for services rendered and goods sold

⇒ Stocks

⇒ Fixed assets



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