

Production of statistics for the Norwegian content sector

Author of the Paper: Mads Hansen-Møllerud, Statistics Norway

Presented by: Asbjørn Wethal, Statistics Norway

Our plans.....

- is to produce statistics for the content sector for the reference year 2002 during 2003 using preliminary definitions

Our purpose with the paper

- is to describe the background for this decision and the definitions and delimitations that form the basis for production of the statistics

Background

- Strategic areas for the Norwegian government
- A lack of international statistics for the content sector
- UN, OECD, Eurostat have presented proposals for definitions and delimitations for the content sector
- Different sources for production of the statistics, is available within Statistics Norway

Definitions

Content

- **Content can be understood as a text, sound, image or any combination/series of these, intended for human beings.**

Content product

- **A content product is a content which is open to the public and is published by a communication medium. The content has an organised message intended for human beings.**

Content industry

- **A content industry is an industry which is primarily engaged in the publishing and/or the distribution of content products.**

Content sector (based on NACE)

- 22.11 Publishing of books
- 22.12 Publishing of newspapers
- 22.13 Publishing of journals and periodicals
- 22.14 Publishing of sound recordings
- 22.15 Other publishing
- 22.21 *Printing of newspapers***
- 22.31 *Reproduction of sound recording***
- 22.32 *Reproduction of video recording***
- 74.30 Advertising*
- 72.40 Database activities*
- 92.11 Motion Pictures and Video Production
- 92.12 Motion Pictures and Video Distribution
- 92.13 Motion picture projection
- 92.20 Radio and television activities
- 92.40 News agency activities*

*are borderline cases which have been included in the content sector

** are borderline cases which have not been included.

Statistical sources

- Structural business statistics
- Accounts statistics
- Salary statistics
- Bankruptcy proceedings

Discussion points

- Views on "our" proposal to delimit the content sector and the arguments we have used for including/excluding borderline cases
- What is your opinion concerning our decision to publish data for the content sector based on a preliminary definition?
- Have any other countries such plans? If so, we would be interested in exchanging data/views