

INSTITUTO NACIONAL DE ESTADÍSTICA Y GEOGRAFÍA

511192, Integrated publishing/printing of others materials

turnover/output, basic economic statistics

Session: Other Publishing Activities

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Production of basic economic statistics, turnover/output, for integrated publishing/printing of other materials, from Census and Surveys.

Content

Issue	Page
I.- Definition of service being collected	3
II.- Unit of measure to be collected	3
III.- Market conditions and constraints	6
IV.- Standard classification structure and product details/levels	9
V.- Evaluation of standard vs. definition and market conditions	11
VI.- National accounts concepts and measurement issues related to GDP measurement	11
VII.- Turnover/output data methods and criteria for choosing various output methods	11
VIII.- Evaluation of comparability of turnover/output data with price index practices	12

I. - Definition of service being collected

According to the North American Industry Classification System (NAICS 2007), *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, and edition of these publications integrated with printing on paper or recording in electronic format, for example on compact disc (CD). Establishments under these economic activity of editing are characterized by intellectual creativity required for the development of their activities, publish copies of works which have a copyright, either because they performed a self-created, or, because they acquired the rights of reproduction through licensing; they can count with the necessary infrastructure to carry out the activities of distribution of their products or make arrangements for the distribution of them; they can also arrange for printing. Its revenues are for sale and licensing of these materials.

Also includes: establishments primarily engaged in the edition of books to illuminate and maps; the edition of these publications integrated with printing on paper or in electronic format recording, and book publishing for illuminating, maps and other materials, such as catalogues, agendas, brochures, programs, shows, calendars, postcards, greeting cards, lithographs, integrated with printing on paper or with the recording in electronic format combined with its dissemination through the Internet.

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 are collected several variables related to incomes, 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**

While for structural statistics (annual basis), there are higher level of disaggregation:

- 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**
- Fixed assets
- Identification of suppliers and customers

And for Economic Census (every five years), among others variables, collect:

- Participation of foreign capital
- Organization forms
- Occupied personnel
- Remuneration
- **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**
- **The production value**
- Stocks
- Fixed assets
- Units and transport equipment
- Innovation and research

Revenues for the provision of services are defined as:

Revenues

It includes the monetary revenue obtained by this establishment during the month of reference as a result of the lending of the service and complementary activities, as well as by concept outside to its activities.

Operating revenues

It is the amount of the revenue obtained by all the services rendered and complementary activities realized by this establishment in the month of reference. The asked for concepts are:

- Revenues by the rendering of services.
- Net sales of merchandise acquired for its resale. It is the amount of the sales of merchandise realized by this establishment. To this value it must reduce to it the amount of the discounts, reductions and returns on these sales plus the expenses realized by delivery service, if there were them.
- Revenues by other concepts derived from its activities like commissions on sales; sales of rejection materials; the amount of the repair and maintenance services lent to third parties; for the services of rent of personal property and real states; by the storage; and by use of patents, marks and franchises, etcetera.

Non operating revenues

It is the amount of the revenues received by this establishment, during the month of reference, by concept outside to its activities.

Include

Donations; third party received dividends
Interests derived from financial activities
Surcharges and Foreign exchange profits and subsidies.

Exclude

The amount of the loans or credits received
The sale of fixed assets
The partner contributions (increases to the capital).

III. – Market conditions and constraints

According to the results of last Economic Census (2009), *Other materials publishing, and integrated publishing/printing of other materials*, there are only **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** and generating annual revenues of **332,860 (thousand pesos)**. In average each establishment employs 14 people.

Main characteristics of the economic units, 2008¹

Share of number of establishments and total occupied personnel by economic activity sector, 2008

NAICS code	Number of establishments		Total occupied personnel	
	Abs.	%	Abs.	%
51, Mass media information	11,354	11.39	293,550	16.36
511, Newspaper, magazine, book, software and other materials publishing and integrated publishing/printing these publications	1,293	4.72	48,022	1.82
5111, Newspaper, magazine, book, software, and other materials publishing and integrated publishing/printing of these publications	1,219		46,410	
51119, Other materials publishing, and integrated publishing/printing of other materials	61	100.00	876	100.00
511191, Other materials publishing	21	34.43	205	23.40
511192, Integrated publishing/printing of other materials	40	65.57	671	76.60

¹ Source: INEGI, 2009 Economic Census, National Results; www.inegi.org.mx

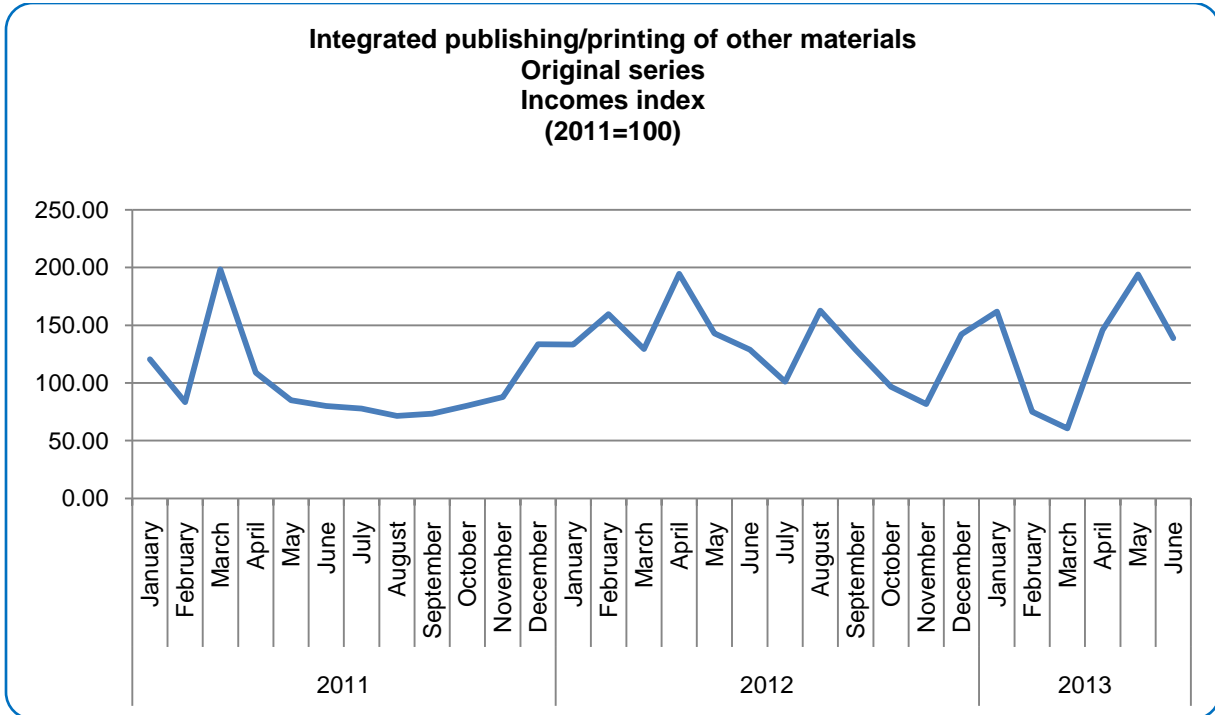
Share of total income for provision of goods and services by economic activity sector, 2008

NAICS code	Total income for provision of goods and services (thousand pesos)	
	Abs.	%
51, Mass media information	453,228,566	6.80
511, Newspaper, magazine, book, software and other materials publishing and integrated publishing/printing these publications	30,815,688	1.08
5111, Newspaper, magazine, book, software, and other materials publishing and integrated publishing/printing of these publications	28,841,089	
51119, Other materials publishing, and integrated publishing/printing of other materials	332,860	100.00
511191, Other materials publishing	99,205	29.80
511192, Integrated publishing/printing of other materials	233,655	70.20

Share of total expenditure for consumption of goods and services by economic activity sector, 2008

NAICS code	Total expenditure for consumption of goods and services (thousand pesos)	
	Abs.	%
51, Mass media information	284,023,550	6.37
511, Newspaper, magazine, book, software and other materials publishing and integrated publishing/printing these publications	18,096,520	0.97
5111, Newspaper, magazine, book, software, and other materials publishing and integrated publishing/printing of these publications	16,382,451	
51119, Other materials publishing, and integrated publishing/printing of other materials	175,228	100.00
511191, Other materials publishing	24,480	13.97
511192, Integrated publishing/printing of other materials	150,748	86.03

In addition to the structural statistics of Economic Censuses and Annual Surveys, the economic evolution of the *other materials publishing, and integrated publishing/printing of other materials* in the short term, is measured by the Monthly Service Survey, then its main results.



IV. – Standard classification structure and product details/levels

The **North American Industry Classification System (2007, NAICS - Mexico)**, aims to provide a unique, consistent and updated framework for the collection, analysis and report of economic statistics, which reflects the structure of the Mexican economy. NAICS Mexico is the basis for the generation, presentation and dissemination of all economic statistics.

Sector 51, *Mass media information.*

NAICS² structure

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

² North American Industry Classification System, Mexico, 2007.

Product details/levels

Collection and processing of the *Other materials publishing, and integrated publishing/printing of other materials*, products, were used preliminary a lists of products with those obtained incomes by type of product, as an example the following table³. However, there have not been incorporated products on short-term statistics; we are currently evaluating the questionnaires (annually and monthly) to collect products detail.

NAICS code/Product	Revenues from the provision of services (thousand pesos)	
	Market	
	Domestic	International
511191, Other materials publishing		
Calendars and address books	68,988	0
Printed calendars and address books	68,988	0
511192, Integrated publishing/printing of other materials		
Greeting cards	26	0
Printed greeting cards	26	0
Calendars	38,844	0
Printed calendars	38,844	0
Postcards	1,118	0
Printed postcards	1,118	0
Coloring books	18,863	0
Printed coloring books	14,482	0
Printed coloring books in other means	4,381	0
Lithographs (fine art prints)	1,500	0
Printed lithographs (fine art prints)	1,500	0
Posters and prints of minor format	9,372	0
Printed posters and prints of minor format	9,372	0
Brochures and advertising material	61,297	0
Printed brochures and advertising material	61,297	0
Catalogues	1,000	31,161
Printed catalogues	1,000	31,161
Editing of other materials	5,067	0
Editing of other materials	5,067	0
Licencing of rights for the use of literary and artistic works protected by Copyright	14,743	805
Licencing of rights for the use of literary and artistic works protected by Copyright	14,743	805
Other services	15,333	0
Other services	15,333	0

³ Source: INEGI, 2009 Economic Census, <http://www.inegi.org.mx/est/contenidos/Proyectos/ce/Default.aspx>

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 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
 - Stocks
- **Fixed assets**
 - Units and transport equipment
 - Innovation and research

VII. – Turnover/output data methods and criteria for choosing various output methods

Generation of economic statistics (input for the calculation of National Accounts) and the generation of different indicators to measure economic evolution, is performed through an Integrated Surveys System in Economic Units, based on current legislation (LSNIEG, Article 22, paragraph II).

This system of surveys in economic units carried out monthly and annually, based on sample surveys; the monthly surveys covers basic variables, as employed personnel, wages, incomes and expenses, while the annual surveys covers structural variables: fixed assets, among others.

The output of *other materials publishing, and integrated publishing/printing of other materials* is measured as turnover. Data are collected for short-term and structural statistics; turnover is measured in thousands of Mexican pesos and the statistical observation unit is the establishment. At present turnover by product is not available.

VIII. - Evaluation of comparability of turnover/output data with price index practices

Currently, products of *other materials publishing, and integrated publishing/printing of other materials* do not form an integral part of the calculation of producer price indices.