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STANDARD SURVEYS

**COMPUTER SERVICES, TELECOMMUNICATION,
AUDIOVISUAL, MARKET RESEARCH AND ADVERTISING
SERVICES**

RESULTS FOR 1991 IN FRANCE

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**I - RESULTS FOR 1991, AS TO THE FOUR STANDARD SURVEYS ON
COMPUTER SERVICES, TELECOMMUNICATION SERVICES,
AUDIOVISUAL SERVICES, MARKET AND ADVERTISING SERVICES**

STANDARD SURVEYS

COMPUTER SERVICES, TELECOMMUNICATION SERVICES, AUDIOVISUAL SERVICES, MARKET AND ADVERTISING SERVICES

I - RESULTS FOR 1991, AS TO THE FOUR STANDARD SURVEYS

The answers to the four proposed standard surveys are organised according to the presentation established by Statistics Canada. They are obtained mainly from the ten years old annual survey on service enterprises, but some data are drawn from employment statistics (separation between males and females). Most of the modules could be completed. However, some data were only available for enterprises with 20 or more wage earners, and are estimated for the other enterprises. It should be noted that the limit of 20 wage earners will be put to a lower level in the surveys starting in 1996, within the framework of the complete revision of the French annual surveys on enterprises.

Module 1 : Revenues from the sale of goods and services

There is a strong coherence between the proposed classifications and the French classification for the annual survey.

The heading M "Royalties and patent fees received" can be filled only for enterprises with 20 or more wage earners. It is assumed that, for the other enterprises, the amounts can be neglected. The same remark is applied to the heading P "Operating subsidies".

Module 2 : Goods and services used in the operations

The heading A.b. "Employees' benefits" can be filled only for enterprises with 20 or more wage earners. It is assumed that the ratio "Employees' benefits/Wage and salaries" calculated on the restricted scope is applicable for all enterprises.

The heading M "Royalties and patents" can be filled only for enterprises with 20 wage earners or more. It is assumed that, for the other enterprises, the amounts can be neglected.

The heading J "Depreciation" can be filled only for enterprises with 20 or more wage earners. The ratio "Depreciation/Value added" calculated on the restricted scope of enterprises is applied for all enterprises.

Many headings (insurance, telecommunication, ...) are not available at a detailed level ; they are collapsed in the heading K "Others".

Module 3 : Purchases of goods and services for resale.

The total is available, but not always the detailed proposed breakdown.

Question : Should sub-contracts integrated in the products which are sold be mentioned in module 2 or in module 3 ?

Module 4 : Inventories

Only variations are available, and not levels. This information is, in general, available for enterprises with 20 or more wage earners, except in the case of activities

where the inventory level is important such as building promotion ; for other enterprises, the amounts are assumed to be negligible.

Module 5 : Supplementary question concerning the basis of accounting.

The answer is always "accrual basis".

Module 6 : Exports

Only the total exports are available. An estimate of the breakdown by product can be made by assigning the total exports of an enterprise to the product corresponding to its most detailed principal activity.

Module 7 : Imports

This information is generally not available, except for activities where imports are important, homogeneous and made, for their major part, of the principal product.

Module 8 : not available

Module 9 : Employment numbers

This information is available, but the sex and the characteristic "full time/part time" cannot be crossed. Specialized personnel cannot be separated from other persons. A specialized source can provide the qualifications of wage earners, but it was not used here.

Module 10 : Fixed assets, additions and disposals

Only annual additions are available, and not according to the proposed classification. The nomenclature used in the French survey has become old and will be reviewed in 1996.

Module 11 : Production added to the fixed assets, research and development.

Only the total is available, and only for current expenditures. This heading is important because it is necessary for the calculation of value added.

II - COMPUTER SERVICES

II - COMPUTER SERVICES

Modifications made to the 1990 survey for the 1991 survey

Compared to the French answers to the standard survey based on the 1990 annual survey on service enterprises, there are no changes.

As made clear at the Williamsburg meeting, the item "provision of personnel for computer services" has been considered to be part of heading Bd "System analysis and programming services".

As to module 6 "Exports", the answer is provided by industry and not by product ; it is more robust this way.

Considerations on the carrying out of the survey

About 4,000 questionnaires were sent out : all enterprises with 10 or more wage earners were surveyed and a sample survey was carried out for smaller enterprises. A more precise figure is not available since the French classification takes together in the same heading the management services and the computer services

The rate of non responses amounted to 8 %.

The rate of enterprises which has ceased their activity amounted to 10 %.

The rate of "non existing" enterprises amounted to 3 %.

The rate of "dormant" enterprises amounted to 1 %.

At last, 6 % of the enterprises were allowed not to answer to the survey.

In total, 72 % of the questionnaires could be processed, but only 70 % of the enterprises exercised computer services as their main activity.

The "non respondant" enterprises as well as those which were allowed not to answer to the survey have been subject to an extrapolation procedure. So, the ratio of the number of enterprises after and before the extrapolation procedure is 1.22 ; in terms of number of wage earners, or of value added, the impact of the extrapolation procedure is divided by two (1.11).

Among the processed questionnaires, 76 % were considered to be correct (no error, no partial non response) after the verification procedure ; one questionnaire has been controlled an average of 2.6 times.

An automatic imputation programme exists as to partial non responses and uncorrect responses. The imputation percentages are as follows :

	In terms of questionnaires	In terms of "amounts"
Expenditures	2 %	1 %
Investments	3 %	2 %
Remunerations	2 %	1 %
Number of wage earners	1 %	1 %

For the other variable, the percentages are negligible.

Results

Globally for 1991, it is observed that 19,900 enterprises operate in the activities covered and that they employ 168,000 wage earners; they have invested FF 4,180 millions (over US \$ 700 millions); their revenues totalled to FF 97 billions (over US \$ 16 billions); their value added was FF 52 billions (over US \$ 9 billions) and their operating surplus was FF 9.6 billions (around US \$ 1.6 billions).

The French model for questionnaire (at least, the part devoted to sales breakdowns according to product) is presented on the following page with the corresponding classification.

COMPUTER SERVICES - 1991

Breakdown of turnover, receipts, production added to immobilisation or of commissions (including exports).

- . Provide this breakdown preferably excluding deductible VAT
- . Enter with headings which correspond the best to your activity, the re-embursable charges, the services provided to fellows as sub-contractant and the advantages in kind granted to the personnel.
- . If you do not hold a precise account of your sales, provide at least approximations, for example by applying percentages.

HEADINGS IN THE ANNUAL SURVEY	CORRESPONDENCE WITH THE CLASSIFICATION
TECHNICAL STUDIES (excluding delivery of material and installation) . Technical studies, give precisions	-
ORGANISATION . Studies in organisation, advises in operation and management . Specific training of enterprises personnel . Adult formation and continuous formation (the latter activity requires to be authorised and entered in the files of a formation center) . Advises in recruitment, personnel selection	- - - -
COMPUTER STUDIES AND COMPUTER SERVICES MADE TO ORDER . System engineering (excluding delivery of material and installation) . Computer studies and advises . Sale or rental of application softwares prepared by the enterprise . Training in computer . Custom (non standard) software development, technical assistance . Provision of personnel in the framework of a computer service contract . "Third party" maintenance of application softwares . Data entry and preparation . Computer services made to order other than data entry and preparation . Provision of computer materials and networks (including servers, excluding material) . Management of the computer function ("facilities management") . Computer centres management and assistance (operation management) . Maintenance and repair of computers and of computer equipment . Sales of documents and supplies . Production of computer services added to immobilisations, expenditures on research and development	Ba Bb Ab L Ac Bg1 or Bd ? Bf Cb Ca2 Ca1 Be1 Be2 or Ca ? E H Module 11
DELIVERY OF MATERIAL AND INSTALLATION (only in the case of turnkey operation, excluding billing for studies) . Delivery of material and installation (buildings, infrastructures, manufacture) . Delivery of material and installation (computer, organisation)	- H
WHOLESALE AND RETAIL TRADE . Wholesale of main frame computers and equipment, of micro-computers, of application softwares . Retail sale of micro-computers, standard softwares, other computer supplies . Commissions on sales of computer material	H G G
ECONOMICAL AND SOCIOLOGICAL STUDIES Economical and sociological studies, urbanistical studies	-
OTHER ACTIVITIES . Management and dissemination of data banks . Advises and researches in documentation . Rental, provision of personnel . Expertise (give precisions on the principal field) . Other activities (give precisions)	D - -

MODULE 1 : REVENUES FROM THE SALE OF GOODS AND SERVICES

millions of FF

SECTION 1 : REVENUES FROM THE PROVISION OF COMPUTER SERVICES

	VALUE
A - PACKAGED SOFTWARE PRODUCTS (OF OWN DESIGN)	
a) Systems and user tools software	0
b) Application software	6,939
B - PROFESSIONAL COMPUTER SERVICES	
a) Consultancy services related to the installation of hardware	5,526
b) Systems and technical consulting services	19,046
c) Custom software development services	11,309
d) Systems analysis and programming services	3,054
e) Computer facilities management services	
e1) facilities management services	2,140
e2) operations management services	872
f) Systems maintenance services	1,188
g) Other professional computer services	707
C - COMPUTER PROCESSING SERVICES	
a) Data processing and tabulation services	
a1) provision of computer material and network	5,018
a2) custom made computer services	13,182
b) Data entry services	3,950
c) Other computer processing services	1,344
D - DATA BASE SERVICES (Electronic information services)	1,139
E - COMPUTER REPAIR AND MAINTENANCE SERVICES	927
F - OTHER COMPUTER SERVICES	1,162
TOTAL - COMPUTER SERVICES (A to F)	77,503

**SECTION 2 : REVENUES FROM THE SALE OF COMPUTER RELATED
GOODS AND SERVICES**

G - PACKAGED SOFTWARES (RESOLD)	4,653
H - HARDWARE SALES (PURCHASED FOR RESALE)	8,225
I - COMPUTER SERVICES (PURCHASED FOR RESALE)	
J - COMPUTER HARDWARE LEASING AND/OR RENTAL SERVICES	86
K - NETWORK SERVICES	
L - COMPUTER RELATED TRAINING SERVICES	1,748
TOTAL - COMPUTER RELATED GOODS AND SERVICES (G to L)	14,712

SECTION 3 : OTHERS

M - ROYALTIES AND PATENT FEES RECEIVED	541
N - SERVICES TO RELATED PARTIES NOT INCLUDED ABOVE (Research and development charges, management fees, ...)	0
O - OTHER GOODS AND SERVICES	3,872
TOTAL - REVENUES FROM OTHER SOURCES (M to O)	4,413

P - OPERATING SUBSIDIES	151
GRAND TOTAL - OPERATING REVENUES (A to P)	96,779

MODULE 2 : GOODS AND SERVICES USED IN THE OPERATIONS

millions of FF

A - WAGES, SALARIES AND EMPLOYEES' BENEFITS	
a) Wages and salaries	28,422
b) Employees' benefits	11,626
C - RENTAL AND LEASING OF MACHINERY (CPC 83)	
and	
F - RENTAL AND LEASING OF LAND AND BUILDINGS (CPC 82)	7,177
E - MATERIALS AND SUPPLIES FOR OWN USE	2,267
G - PROPERTY AND OTHER NON COMMODITY INDIRECT TAXES	2,245
H - ROYALTIES AND PATENT FEES PAID	910
J - DEPRECIATION	4,314
K - OTHER OPERATING, ADMINISTRATION AND GENERAL EXPENSES: b.business services,d.telecommunications,fb.utilities	15,981
TOTAL : CURRENT OPERATING, ADMINISTRATION AND GENERAL EXPENSES	72,942

MODULE 3 : PURCHASES OF GOODS AND SERVICES FOR RESALE

millions of FF

A - COMPUTER HARDWARE (SYSTEMS ENGINEERING SERVICES)	4,745
C - SUBCONTRACTED SERVICES	9,383
D - OTHER GOODS FOR RESALE	6,737
TOTAL : GOODS AND SERVICES FOR RESALE	20,865

MODULE 4 : INVENTORIES

millions of FF

a) Goods purchased for resale	- 21
b) Goods purchased for use in the operation	- 35
c) Other inventories : stocks related to production	+ 94

**MODULE 5 : SUPPLEMENTARY QUESTION CONCERNING
THE BASIS OF ACCOUNTING**

A - Did you report revenues (module 1) on
an accrual or cash basis ?

accrual basis

MODULE 6 : EXPORTS

millions of FF

COMPUTER SERVICES

Hardware consultancy	2,611
Software consultancy and supply	1,994
Data processing	282
Data base activities	34

TOTAL EXPORTS (A to L)	4,921
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MODULE 9 : EMPLOYMENT NUMBERS AS OF 31 DECEMBER 1990

	MALES	FEMALES	TOTAL
Working proprietors and partners			
- Full time			18,378
- Part time**			157
TOTAL	14,500	4,035	18,535
Paid Employees			
- Full time			143,007
- Part time**			6,920
TOTAL	92,187	57,740	149,927
TOTAL	106,687	61,775	168,462

MODULE 10 : FIXED ASSET, ADDITIONS AND DISPOSALS

millions of FF

	ADDITION DURING THE YEAR
Land	19
Building	165
Other construction	686
Motor vehicles an other transport equipment	204
Other plants, machinery and equipment	3,110
TOTAL	4,184

MODULE 11 : PRODUCTION ADDED TO FIXED ASSETS, RESEARCH AND DEVELOPMENT

millions of FF

B Current expenditures on software, R & D	
a) Salaries and wages	
b) Other current costs	
TOTAL	2,038

III - TELECOMMUNICATION SERVICES

III - TELECOMMUNICATION SERVICES

The answers are made of three parts :

- A. "Private telecommunication enterprises" : the data are drawn from the annual survey on service enterprises ;
- B. "Public telecommunication services" : the data are drawn from the annual report by the Administration ;
- C. "Public and private altogether" : the set of data is forcefully poorer, since it is the intersection of the two preceding sets.

This paper presents considerations on part A only. It is hoped to provide further discussions and results on parts B and C for the Oslo meeting.

A. Private telecommunication services

Scope

The scope is made of enterprises whose main activities are telecommunication services (ISIC 64.20). In 1991, the activities linked to telephone were performed by the Administration and were not therefore included in the survey scope (the survey is carried out on market service enterprises).

The present coverage concerns all private telecommunication enterprises, including the affiliates of Administration (TRANSPAC, Public data network services, Telediffusion de France, program transmission services, ...).

In the present answers, because of the absence of FRANCE TELECOM, several products linked to the fixed public telephone network are void or incomplete :

A. "Public telephone services" : void (see para. B).

B. "Telegraph, telex and TWX services" : void (see para. B).

A abc : void (see para. B).

Mb "Paging services" : incomplete, the main service "Alphapage", provided by FRANCE TELECOM, is missing (see para. B).

Ic "Value added services" : the main service "Minitel", provided by FRANCE TELECOM, is missing (see para. B).

Remarks

Compared to the 1990 questionnaire, the questionnaire for the 1991 survey includes a new product heading "construction of networks and communication lines" which is included in heading N "telecommunication and related equipment maintenance".

Considerations on the carrying out of the survey

168 questionnaires were sent out : all enterprises with 10 or more wage earners were surveyed and a sample survey was carried out for smaller enterprises (1

out of 5 enterprises with 0 to 5 wage earners, 1 out of 2 enterprises with 6 to 9 wage earners).

The rate of non responses amounted to 7 %.

The rate of enterprises which has ceased their activity amounted to 12 %.

The rate of "non existing" enterprises amounted to 2 %.

The rate of enterprises out of the scope of the survey amounted to 1 %.

The rate of "dormant" enterprises amounted to 6 %.

At last, 4 % of the enterprises were allowed not to answer to the survey.

In total, 113 questionnaires (68 %) could be processed, but only 97 enterprises exercised telecommunication services as their main activity.

The "non respondant" enterprises as well as those which were allowed not to answer to the survey have been subject to an extrapolation procedure. So, the number of enterprises after the extrapolation procedure amounted to 116 (+ 20 %) ; in terms of number of wage earners (+ 8 %), or of value added (+ 1 %), the impact of the extrapolation procedure is smaller.

Among the processed questionnaires, 67 % were considered to be correct (no error, no partial non response) after the verification procedure ; one questionnaire has been controlled an average of 2.9 times.

An automatic imputation programme exists as to partial non responses and uncorrect responses. The imputation percentages are as follows :

	In terms of questionnaires	In terms of "amounts"
Expenditures	10 %	1 %
Investments	3 %	0 %
Remunerations	2 %	1 %
Number of wage earners	3 %	0 %

For the other variable, the percentages are negligible.

Results

For 1991, globally, it is observed that 283 enterprises operate in the activities covered and that they employ 10,400 wage earners ; they have invested for the equivalent of FF 2,700 millions (over US \$ 450 millions) ; their revenues amounted to FF 13 billions (over US \$ 2 billions) ; their value added was FF 6 billions (over US \$ 1 billion) and their brut operating surplus was FF 3.0 billions (around US \$ 0.5 billion), while their net operating surplus was FF 1.2 billions (over US \$ 200 millions).

The French model for questionnaire (at least, the part devoted to sale breakdown according to product) is presented on the following page with the corresponding classification.

TELECOMMUNICATION SERVICES -1991

Breakdown of turnover, receipts, production added to immobilisation or of commissions (including exports).

- . Provide this breakdown preferably excluding deductible VAT
- . Enter with headings which correspond the best to your activity, the re-embursable charges, the services provided to fellows as sub-contractant and the advantages in kind granted to the personnel.
- . If you do not hold a precise account of your sales, provide at least approximations, for example by applying percentages.

HEADINGS IN THE ANNUAL SURVEY	CORRESPONDENCE WITH STAT CAN CLASSIFICATION
INFRASTRUCTURE SERVICES (transport of information)	
. Package commutation	B
. Mobile radiocommunication :	
. unilateral paging (type : Alphapage, Operator, Eurosignal)	Hb
. radiotelephone	Ha
. other (including message transmission (private) services)	Hc
PRIVATE NETWORKS SERVICES	
. Services of private or cooperative enterprises lines or networks, of local networks of buildings or of local units	C-D
SO-CALLED VALUE ADDED SERVICES (These services include processing of what is included in the information)	
. Value added services of universal type such as gateways (as a phonic or non phonic server) :	
. on access telephone numbers 3613, 3614, 3615	Id
. on other access telephone numbers (3616, 3617, ...)	Id
. Message transmission and electronical information services non gateways (in particular X400, services of the EDI type, ...)	Id
. Other value added services (teleconference, audioconference, ...)	Id
HIGH FLOW SERVICES	
. High flow services of broadcasting and dissemination of pictures (cable TV, Satellite TV, videotransmission, ...)	E
OTHER PRODUCTS RELATED TO TELECOMMUNICATIONS	
. Rental, installation and maintenance of sub-marine cables	J
. Rental of telecommunication material (terminals, modems, multiplexers, ...)	J
. Provision of telecommunication material and networks	J
. Sale of telecommunication material	K
. Telecommunication system engineering (including maintenance, excluding delivery and installation)	M
. Construction of networks and communication lines	N
. Delivery and installation of telecommunication material (installation of the cables, etc.; excluding turnkey operations)	K
. Delivery and installation of telecommunication material in the framework of a turnkey operation	K
. Studies, conceptions and technical advises in telecommunication	M
. Economical and sociological studies	-
OTHER ACTIVITIES	
. Rental of computers and of computer material	-
. Revenues from local television subscriptions (local operating companies)	-
. Provision of softwares created by the enterprise	-
. Other activities, give precisions	-

A. PRIVATE TELECOMMUNICATIONS

(private telecommunications)

MODULE 1 : REVENUES FROM THE SALE OF GOODS AND SERVICES

millions of FF

SECTION 1 : REVENUES FROM THE PROVISION OF TELECOMMUNICATION SERVICES

	VALUE
A. Public telephone services	nd
B. Public data network services	3,880
C. Private (leased) network services (except for programm transmission) and	272
D. Virtual private network services	
E. Program transmission services	
a) Television broadcast transmission services and	3,360
b). Radio broadcast transmission services	
F. Interconnection services (payments from other carriers, foreign or domestic)	0
G. Telegraph, telex and TWX services	nd
H. Mobile telecommunication services	
a) Cellular telephone services	855
b) Paging services	355
c) Other mobile telecommunication services	588
I. Other telecommunication services	
a) Teleconferencing services	nd
b) Call management services	nd
c) Centrex services	nd
d) Value added services	394
e) Other telecommunication services n.e.c.	147
TOTAL - TELECOMMUNICATION SERVICES (A to I)	9,851

(private telecommunications)

millions of FF

**SECTION 2 : REVENUES FROM THE SALE OF TELECOMMUNICATION
RELATED GOODS AND SERVICES**
1.2 Revenues from the sale of telecommunication related goods and services

J. Telecommunication equipment rental services	1,004
K. Telecommunication equipment sales	1,136
L. Connection services (access charges)	0
M. Telecommunication consulting services	109
N. Telecommunication and related equipment maintenance	333
O. Directory advertising services	nd
P. Other telecommunication related services	—

TOTAL - TELECOMMUNICATION RELATED GOODS AND SERVICES (J to P)	2,582
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millions of FF

SECTION 3 : OTHERS

Q - ROYALTIES AND PATENT FEES RECEIVED	99
R - SERVICES TO RELATED PARTIES NOT INCLUDED ABOVE (Research and development charges, management fees, ...)	28
S - OTHER GOODS AND SERVICES	800
TOTAL - REVENUES FROM OTHER SOURCES (Q to S)	927

millions of FF

T - OPERATING SUBSIDIES	1
GRAND TOTAL - OPERATING REVENUES (A to T)	13,361

(private telecommunications)

MODULE 2 : GOODS AND SERVICES USED IN THE OPERATIONS

millions of FF

A - WAGES, SALARIES AND EMPLOYEES' BENEFITS	
a) Wages and salaries	1,896
b) Employees' benefits	820
C - RENTAL AND LEASING OF MACHINERY (CPC 83) and Fa - RENTAL AND LEASING OF LAND AND BUILDINGS (CPC 82)	429
E - MATERIALS AND SUPPLIES FOR OWN USE	422
G - PROPERTY AND OTHER NON COMMODITY INDIRECT TAXES	264
H - ROYALTIES AND PATENT FEES PAID	180
J - DEPRECIATION	1,789
K - OTHER OPERATING, ADMINISTRATION AND GENERAL EXPENSES: b.business services,d.telecommunications,fb.utilities	2,245
TOTAL : CURRENT OPERATING, ADMINISTRATION AND GENERAL EXPENSES	8,045

MODULE 3 : PURCHASES OF GOODS AND SERVICES FOR RESALE

millions of FF

A - TELECOMMUNICATION EQUIPMENTS (SYSTEMS ENGINEERING SERVICES)	30
C - SUBCONTRACTED SERVICES	1,058
D - OTHER GOODS FOR RESALE (licence fees, rental of network...)	2,905
TOTAL : GOODS AND SERVICES FOR RESALE	3,993

MODULE 4 : INVENTORIES (VARIATION)

millions of FF

a) Goods purchased for resale	- 30
b) Goods purchased for use in the operation	+ 12
c) Other inventories : stocks related to production	+ 4

(private telecommunications)

**MODULE 5 : SUPPLEMENTARY QUESTION CONCERNING
THE BASIS OF ACCOUNTING**

<p>A - Did you report revenues (module 1) on an accrual or cash basis ?</p>	<p>accrual basis</p>
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MODULE 6 : EXPORTS

millions of FF

TELECOMMUNICATION SERVICES

Mobile telecommunication services

723

C. Other goods and services

50

TOTAL EXPORTS

773

MODULE 7 : IMPORTS

millions of FF

TELECOMMUNICATION SERVICES

A. Payment made to foreign carriers

43

B. Other goods and services

44

TOTAL IMPORTS

87

MODULE 8 : VACANT

(private telecommunications)

MODULE 9 : EMPLOYMENT NUMBERS AS OF 31 DECEMBER 1991

	MALES	FEMALES	TOTAL
Working proprietors and partners			
- Full time			201
- Part time**			0
TOTAL			201
Paid Employees			
- Full time			9,872
- Part time**			359
TOTAL	7,146	3,085	10,231
TOTAL			10,432

MODULE 10 1 : FIXED ASSET, ADDITIONS AND DISPOSALS

millions of FF

	ADDITION DURING THE YEAR
Land	19
Building	30
Other construction	355
Motor vehicles an other transport equipment	35
Other plants, machinery and equipment	2,278
TOTAL	2,717

(private telecommunications)

MODULE 10.2. EXPENDITURES ON OWN ACCOUNT PRODUCTION

This module deals with units having own account production which is added to immobilisations.

millions of FF	
- wages and salaries (including social benefits)	_____
- purchases of goods and services, and changes in user's inventories	_____
TOTAL	60

IV - AUDIOVISUAL SERVICES

IV - AUDIOVISUAL SERVICES

Compared to the 1990 questionnaire, the 1991 questionnaire includes refinements for the revenue headings; in particular, now a separation is made between pre-sales and sales and between resident and non resident entities.

However, there is no separation between pre-sales and sales for the editors of videodisks or videocassettes (96112C and 96112F) and for the non resident entities. The heading 96112D "Production of television and video programmes in flow" is linked to section 3 "Revenues in connection with television and video programme production"; it is thought that it should, in fact be included in section 9 "Revenues from television services".

Considerations on the carrying out of the survey

2,325 questionnaires were sent out: all enterprises with 10 or more wage earners were surveyed and a sample survey was carried out for smaller enterprises (sample ratio from 1 to 0.1).

The rate of non responses amounted to 14 %.

The rate of enterprises which has ceased their activity amounted to 9 %.

The rate of "non existing" enterprises amounted to 4 %.

✱ The rate of enterprises out of the scope of the survey amounted to 1 %.

The rate of "dormant" enterprises amounted to 2 %.

At last, 4 % of the enterprises were allowed not to answer to the survey.

In total, 1,537 questionnaires (66 %) could be processed, but only 1,522 enterprises exercised audiovisual services as their main activity.

The "non respondent" enterprises as well as those which were allowed not to answer to the survey have been subject to an extrapolation procedure. So, the number of enterprises after extrapolation procedure amounted to 1,900 (+ 25 %) ; in terms of number of wage earners (+ 9 %), or of value added (+ 4 %), the impact of the extrapolation procedure is smaller.

Among the processed questionnaires, 68 % were considered to be correct (no error, no partial non response) after the verification procedure ; one questionnaire has been controlled an average of 2.7 times.

An automatic imputation programme exists as to partial non responses and uncorrect responses. The imputation percentages are as follows :

	In terms of questionnaires	In terms of "amounts"
Expenditures	5 %	0 %
Investments	1 %	1 %
Remunerations	1 %	0 %
Number of wage earners	7 %	2 %

For the other variable, the percentages are negligible.

Results

Globally, for 1991, it is observed that 3,900 enterprises operate in the activities covered (2,500 producers and 800 radio-TV) and that they employ 49,000 wage earners ; they have invested for the equivalent of FF 3,200 millions (over US \$ 500 millions) ; their revenues amounted to FF 56 billions (over US \$ 9 billions) ; their value added was FF 27 billions (over US \$ 5 billions) and their operating surplus was FF 13 billions (around US \$ 2 billions).

The French model for questionnaire (at least, the part devoted to sales breakdown according to product) is presented on the following page with the corresponding classification.

AUDIOVISUAL SERVICES (ISIC 9211 & 9212) - 1991

Breakdown of turnover, receipts, production added to immobilisation or of commissions (including exports).

. Provide this breakdown preferably excluding deductible VAT

. Enter with headings which correspond the best to your activity, the re-embursable charges, the services provided to fellows as sub-contractant and the advantages in kind granted to the personnel.

. If you do not hold a precise account of your sales, provide at least approximations, for example by applying percentages.

HEADINGS IN THE ANNUAL SURVEY	CORRESPONDENCE WITH INSEE CLASSIFICATION
MANAGEMENT OF MOVIE THEATRES	
. Net box office receipts (excluding taxes)	96121A
. Taxes on box office receipts, excluding VAT (additional tax, fiscal stamp)	9612 A
. Rights for programming motion picture works	Other
. Revenues from advertising	96121B
. Sale of confectionnery and bar products	63100
. Other revenues (rental of the premises, ...), give precisions	
DISTRIBUTION OF AUDIOVISUAL WORKS in France and abroad	
. Revenues from the rental or the sale of motion picture works designed principally for projection in commercial movie theatres (direct contract with the exploitation) :	
. in resident movie theatres (commercial or not)	96113A
. resident television channels	96113B
. resident editors of videocassettes or videodisks	96113C
. non resident entities	96113D
. Revenues from sale, concession or distribution of television or video works to resident entities	96113F
. Revenues from sale, concession or distribution of television or video works to non resident entities	96113G
. Revenues linked to the commercialisation of audiovisual rights in hand	96113H
. Share received from the rental of movies distributed by other distributors	96113E
. Revenues from physical distribution (stock, copy forwarding, excluding rental)	Other
PRODUCTION OF AUDIOVISUAL WORKS	
. Revenues received from the distributors of motion picture works	96112A
. Revenues received from the distributors of television works	96112B
. Direct revenues from the sale or rental of motion picture works designed principally for projection in commercial movie theatres :	
. pre-sales of rights to resident television entities	96112B
. sales of rights to resident television entities	96112E
. pre-sales or sales of rights to resident editors of videocassettes or videodisks	96112C-96112F
. pre-sales or sales of rights to non resident entities	96112D-96112G
. Pre-sales of rights on television or video programmes in inventories to resident entities	96112K
. Sales of rights on television or video programmes in inventories to resident entities	96112M
. Pre-sales or sales of rights on television or video programmes in inventories to non resident entities	96112L-96112N
. Production of television and video programmes in flow	96112O
. Production on order of advertising movies	96111A
. Production on order of motion pictures (industry, training, ...)	96111B
. Production of motion pictures works added to immobilisations	96112H
. Production of television works added to immobilisations	96112P
. Revenues from royalties of exploitation of television programmes (derived rights)	96112I/96112Q
. Other production revenues (remake rights, ...)	96114C

.../...

PROVISION OF PRODUCTION SERVICES . Post production (sonorisation, dubbing, finition, special effects, ...) . Technical services for shooting and of recording studios (including eventually the personnel) . Other provisions of production services OTHER PRODUCTS . Rental of material or accessoires for production . Other revenues, give precision	96114B 96114A 96114C
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. Provide this breakdown preferably excluding deductible VAT

. Enter with headings which correspond the best to your activity, the re-embursable charges, the services provided to fellows as sub-contractant and the advantages in kind granted to the personnel.

. If you do not hold a precise account of your sales, provide at least approximations, for example by applying percentages.

HEADINGS IN THE ANNUAL SURVEY	CORRESPONDENCE WITH INSEE CLASSIFICATION
RADIODIFFUSION AND TELEVISION	
· Taxes	96131A/96132A(1)
· Television and cable subscriptions	96132C/96132D(1)
· Revenues linked to the sale of advertising space	96131B/96132B(1)
· Revenues linked to sponsorship and maecenate	96131C/96132E(1)
· Revenues from teleshopping	96132F
· Revenues linked to programme operations in derived forms (derived rights)	96112I/96112P(1)
· Production of radio shows	96133A
· Revenues linked to the use of beams for radio and television	Telecommunications
· Other revenues from operations on radio or television, give precisions	96131D/96132F(1)
PRODUCTION OF AUDIOVISUAL WORKS	
· Revenues received from the distributors of motion picture works	96112A
· Revenues received from the distributors of television works	96112B
· Direct revenues from the sale or rental of motion picture works designed principally for projection in commercial movie theatres :	
· pre-sales of rights to resident television entities	96112B
· sales of rights to resident television entities	96112E
· pre-sales or sales of rights to resident editors of videocassettes or videodisks	96112C-96112F
· pre-sales or sales of rights to non resident entities	96112D-96112G
· Pre-sales of rights on television or video programmes in inventories to resident entities	96112K
· Sales of rights on television or video programmes in inventories to resident entities	96112M
· Pre-sales or sales on television or video programmes to non resident entities	96112L-96112N
· Production of television or video programmes in flow	96112O
· Production of motion pictures works added to immobilisations	96112H
· Production of television works added to immobilisations	96112P
DISTRIBUTION OF AUDIOVISUAL WORKS in France and abroad	
· Revenues from the rental or the sale of motion picture works designed principally for projection in commercial movie theatres (direct contract with the exploitation) :	
· movie theatres on the national territory	96113A
· resident television entities	96113B
· resident editors of videocassettes or videodisks	96113C
· non resident entities	96113D
· Revenues from sales, concessions or distribution of television or video works to resident entities	96113F
· Revenues from sales, concessions or distribution of television or video works to non resident entities	96113G

.....

<p>OTHER PRODUCTS</p> <ul style="list-style-type: none"> . Rental of studios for recording or shooting, of videomobiles (including, eventually, the personnel) . Post production (sonorisation, dubbing, finition, special effects, ...) . Rental of material, accessories for movie or television programme production . Revenues linked to the use of electronic beams by other clients than radio and television . Other revenues, give precisions 	<p>96114A</p> <p>96114B Other</p> <p>Telecommunications</p>
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MODULE 1. REVENUES FROM THE SALE OF GOODS AND SERVICES AND OWN ACCOUNT PRODUCTION

This section is concerned with the revenue generated by this organization from the sale of goods and services both to the domestic and the export market, and the own account production. For the purpose of this survey, transactions with related parties (sales at market prices or transfers at internal prices) should be included. Please exclude from the amounts reported any taxes collected by this organization on behalf of the government.

	VALUE
SECTION 1 REVENUES FROM SERVICES IN CONNECTION WITH PROMOTION OR ADVERTISING	
96111A Production on order of advertising movies	1,289
96111B Production on order of other movies (industry training..)	1,204
SECTION 2 REVENUES AND OWN ACCOUNT PRODUCTION FROM SERVICES IN CONNECTION WITH MOTION PICTURE PRODUCTION	
96112A Revenues of producers from distributors on motion pictures.	544
96112B Pre-sales of rights on motion pictures to resident television companies	311
96112C Pre-sales of rights on motion pictures to resident editors of videocassettes and videodisks and 96112F Sales of rights on motion pictures to resident editors of videocassettes and videodisks	310
96112E Sales of rights on motion pictures to resident television companies	963
96112D Pre-sales of rights on motion pictures to non resident entities and 96112G Sales of rights on motion pictures to non resident entities	345
96112H Production of motion pictures added to fixed assets.	1,600
96112I Receipts from royalties of exploitation of motion pictures (derived rights)	53
SECTION 3 REVENUES AND OWN ACCOUNT PRODUCTION FROM SERVICES IN CONNECTION WITH TELEVISION AND VIDEOPROGRAMMES PRODUCTION	
96112J Revenues of producers from distributors on television works...	165
96112K Pre-sales of rights on TV or video "programmes in inventories" to resident companies	454
96112M Sales of rights of television or video programmes to resident companies and 96112L Pre-sales of rights on television or video programmes to non-resident entities	616
96112N Sales of rights on television or video programmes to non-resident entities	119

96112O Production of television and video "programmes in flow"	547
96112P Production of television and videoworks added to fixed assets	6,477
96112Q Revenus from royalties of exploitation of TV programme (derived rights)	
SECTION 4 REVENUES FROM OTHER SERVICES IN CONNECTION WITH PRODUCTION	
96114A Technical services for movie shooting and of recording studios	951
96114B Technical services for post-production	1,415
96114C Other production revenues (remake rights,...)	1,352
SECTION 5 REVENUES FROM SERVICES IN CONNECTION WITH MOTION PICTURE DISTRIBUTION	
96113A Revenues from the distribution, motion picture works to movie theatres on the national territory	864
96113B Revenues from the distribution, motion picture works to resident television companies	873
96113C Revenues from the distribution, motion picture works to resident editors of video cassettes and videodisks.	647
96113D Revenues from the distribution, motion picture works to non resident entities.	371
96113E Share on movie pictures rentals distributed by other distributors	82
XXXX Others revenues from distribution	91
SECTION 6 REVENUES FROM SERVICES IN CONNECTION WITH TV AND VIDEO TAPE DISTRIBUTION	
96113F Revenues from transfers, concessions or distribution of television and video works to resident entities	761
96113G Revenues from transferts, concessions or distribution of television an video works to resident entities	197
96113H Revenues linked to the commercialisation of audiovisual and motion picture rights in hand.	204
SECTION 7 REVENUES FROM MOTION PICTURE PROJECTION SERVICES	
96121A Revenues from entrances to movie theatres	3,023
96121B Provision of advertising space	106
96122A Video tape projection services	0
63100 Retail trades of sugar confectionery and beverage	124
XXXXXX Others revenues from movie theatres	80

SECTION 8 REVENUES FROM RADIO SERVICES

96131A Radio duty received	2,050
96131B Revenues from sales of advertising space	851
96131C Revenues linked to sponsorship and mecenate	38
96131D Other revenues from radio services : voluntary assessments, sales of programmes, ...	1,291

SECTION 9 REVENUES FROM TELEVISION SERVICES

96132A Television tax received	5,271
96132B Revenues from sales of advertising space	9,137
96132C Subscription and pay television, "payment per view"	6,280
96132D Subscription and payment to cable network	687
96132E Revenues linked to sponsorship and mecenate	488
96132F Other revenues television or cable network	1,631

SECTION 10 REVENUES FROM COMBINED PROGRAMME MAKING AND BROADCASTING SERVICES

96133A Commercialisation by television companies of "programmes in flow" produced on own account	68
96133B Commercialisation by radio companies of own account produced works	

SECTION 11 REVENUES FOR OTHER SERVICES (NOT INCLUDED ABOVE)

ROYALTIES AND PATENT FEES RECEIVED (except "derive rights" included above)	715
SERVICES TO RELATED PARTIES NOT INCLUDED ABOVE (RESEARCH AND DEVELOPMENT CHARGES, MANAGEMENT FEES, ETC.)	3
OTHER GOODS AND SERVICES (please specify)	732
TOTAL - SECTIONS 1 TO 11	55,662
OPERATING SUBSIDIES	406
GRAND TOTAL - OPERATING REVENUES	56,068

MODULES 2 AND 3 : GOODS AND SERVICES USED IN THE OPERATIONS.

This section is concerned with the expenses incurred by this organization for goods and services used in the regular conduct of its business. For the purpose of this survey, transactions with related parties (purchases at market prices or transfers at internal prices) should be included. Please exclude capital expenditures and income taxes.

A - PURCHASES OF GOODS AND SERVICES FOR RESALE AND SUBCONTRACTING	7,410
B - PURCHASES OF RIGHTS ON MOTION PICTURE AND TV VIDEO WORKS	
- Back-payment on revenues from theater entrances to distributors	1,444
- Back-payment of the producer's share to the producer	768
- Expenditures on rentals or purchases of motion pictures by TV or videocompanies	2,313
- Expenditures on rentals of television works "in inventories" by television and video companies	1,021
- Expenditures on purchases of television works "in flow" by television and video companies	1,786
C - WAGES, SALARIES AND EMPLOYEE BENEFITS	
a) Wages and salaries	8,919
b) Employees' benefits	3,507
E - RENTAL AND LEASING OF MACHINERY (CPC 83) and	
Ha - Rental and leasing of land and buildings (CPC 82)	1,769
G - MATERIALS AND SUPPLIES FOR OWN USE	1,397
I - PROPERTY AND OTHER NON-COMMODITY INDIRECT TAXES	1,980
J - ROYALTIES AND PATENT FEES PAID	1,820
L - DEPRECIATION	11,573
M - OTHER OPERATING, ADMINISTRATIVE AND GENERAL EXPENSES (please specify : D, F, Hb, K)	10,140
TOTAL - CURRENT OPERATING, ADMINISTRATIVE AND EXPENSES (A TO M)	55,847

(1) If your expenditures on rentals or purchases of motion pictures or audiovisual works is excluded from the "goods and services used in the operations" but added to the immobilisations, cf. module 2 bis.

MODULE 2bis EXPENDITURES ON RIGHTS ON MOTION PICTURES AND AUDIOVISUALS WORKS ADDED TO FIXED ASSETS

If your expenditures (and not own account production) on rights on motion pictures audiovisuals works are added to fixed assets (capital expenditures) :

- Expenditures on rentals or purchases of motion pictures by radio, TV or video companies	_____
- Expenditures, on rentals or purchases of audiovisual works by radio, TV or video companies	_____
TOTAL	n.d.

MODULE 4. INVENTORIES

This section is concerned with the change in the level of the various types of inventories held by your organization during the period covered by this report

	Variations
a) Goods purchased for resale	+ 14
b) Goods purchased for use in the operation	- 37
c) Other inventories	+ 102

MODULE 5. SUPPLEMENTARY QUESTION CONCERNING THE BASIS OF ACCOUNTING

A). Did your report revenues (module 1) on an accrual or cash basis ?	accrual basis
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MODULE 6. EXPORTS

This section is concerned with exports of goods and services. If this organization has foreign clients, please provide an estimate of the proportion of total sales to non-residents for each of the following products. Sales or transfers to foreign related parties should be included.

	value (millions FF)
A Services in connection with motion pictures for promotion or advertising	141
B Services in connection with motion picture production	356
C Services in connection with TV and video programme production	182
D Other services in connection with production	252
E Services in connection with motion picture distribution	220
F Services in connection with TV and video tape distribution	44
G Radio services	40
H Television services	403
I Commercialisation by TV companies of "programmes in flow" produced on own account	0
J Commercialisation by radio companies of own account produced works	0
K Other goods and services please specify.)	79
TOTAL EXPORTS	1,717

MODULES 7 and 8 : VACANT**MODULE 9 : EMPLOYMENT NUMBERS**

	MALES	FEMALES	TOTAL
Working proprietors and partners			
- Full Time			3,349
- Part Time			60
- Total	2,526	883	3,409
Wage earners as on December 31st			
- Full time			33,369
- Part Time			12,127
TOTAL WAGE EARNERS	26,372	19,124	45,496
TOTAL	28,898	20,007	48,905

* No definition of part-time is provided as it differs between countries. Each country define part-time according to its own conventions.

AVERAGE NUMBER OF WAGE-EARNERS PER TRIMESTER

	1st trimester	2nd trimester	3rd trimester	4th trimester
Permanent	30,651	30,896	30,329	31,171
Non permanent (casual worker)	19,776	21,813	21,782	20,734
TOTAL	50,427	52,709	52,111	51,905

WAGE EARNERS AS OF 31 DECEMBER

	Number	Wages and salaries (millions FF)
Permanent	31,358	6,375
non permanent (casual worker)	14,138	2,544
TOTAL	45,496	8,919

MODULE 10. FIXED ASSETS, ADDITIONS AND DISPOSALS

Include all fixed assets shown on your book of accounts and all assets operated by your business under finance lease arrangements. Exclude expenditures on maintenance and on intangible assets such as goodwill

	ADDITION DURING THE YEAR
Land	71
Building	77
Other construction	679
Motor vehicles and other transport equipment	78
Other plant, machinery and equipment	2,275
TOTAL	3,180

MODULE 11. EXPENDITURES ON OWN ACCOUNT PRODUCTION

This module deals with units having own account production of motion picture or audiovisual works which are added to immobilisations (items 96112F and 96112L in module 1). It is requested, in the present module, to provide a breakdown of the value of production added to immobilisations (at cost price) according to :

- wages and salaries (including social benefits)	_____
- purchases of goods and services, and changes in user's inventories	_____
TOTAL (must equal the total of values of items 96112I and 96112P in module 1)	8,359
- taxes linked to production	n.d.
- transfer to amortisations	n.d.
GRAND TOTAL	n.d.

V. MARKET RESEARCH AND ADVERTISING SERVICES

V. MARKET RESEARCH AND ADVERTISING SERVICES

Remarks

In general, answering to the proposed model survey poses the same problems as answering to the other model surveys inspired by the proposal for computer services.

It should be noted that, in module 9, the separation between permanent and casual employees is not available.

In module 3, "goods and services for resale", the full detail is not available.

The enterprises have no special difficulty to answer to the French survey.

It should be noted, however, that marketing research enterprises have sometimes some problems to separate their revenue between "marketing research" and "public opinion polling". So the enterprises classified in the sector ISIC 7413 have, in 1991, a revenue of FF 8,047 millions, of which 2,176 cannot be detailed (cf. module 1, section 1). Similarly, in module 0, out of 17,260 enterprises, 3,451 have an activity which cannot be given with the required precision; one half of them are enterprises which declare to exercise the activity 7413 without any other indication. One can conclude from this remark that the literary product headings are not enough adapted.

Considerations on the carrying out of the survey

5,432 questionnaires were sent out: all enterprises with 10 or more wage earners were surveyed and a sample survey was carried out for smaller enterprises (sample ratio from 1 to 0.1).

The rate of non responses amounted to 5 %.

The rate of enterprises which has ceased their activity amounted to 16 %.

The rate of "non existing" enterprises amounted to 4 %.

The rate of enterprises out of the scope of the survey amounted to 1 %.

The rate of "dormant" enterprises amounted to 3 %.

At last, 9 % of the enterprises were allowed not to answer to the survey.

In total, 3,385 questionnaires (62 %) could be processed, but only 3,377 enterprises exercised marketing research or advertising services as their main activity.

The "non respondent" enterprises as well as those which were allowed not to answer to the survey have been subject to an extrapolation procedure. So, the number of enterprises after extrapolation procedure amounted to 4,313 (+ 29 %); in terms of number of wage earners (+ 11 %), or of value added (+ 16 %), the impact of the extrapolation procedure is smaller.

Among the processed questionnaires, 66 % were considered to be correct (no error, no partial non response) after the verification procedure ; one questionnaire has been controlled an average of 2.6 times.

An automatic imputation programme exists as to partial non responses and uncorrect responses. The imputation percentages are as follows :

	In terms of questionnaires	In terms of "amounts"
Expenditures	7 %	2 %
Investments	2 %	1 %
Remunerations	3 %	2 %
Number of wage earners	3 %	2 %

For the other variable, the percentages are negligible.

Results

Globally, for 1991, it is observed that 17,260 enterprises operate in the activities covered and that they employ 143,000 wage earners ; they have invested for the equivalent of FF 2,200 millions (over US \$ 400 millions) ; their revenues amounted to FF 118 billions (over US \$ 20 billions) ; their value added was FF 30 billions (over US \$ 5 billions) and their operating surplus was FF 6 billions (around US \$ 1 billions).

The French model for questionnaire (at least, the part devoted to sales breakdown according to product) is presented on the following page with the corresponding classification.

ADVERTISING AND MARKETING RESEARCH SERVICES -1991

Breakdown of turnover, receipts, production added to immobilisation or of commissions (including exports).

- . Provide this breakdown preferably excluding deductible VAT
- . Enter with headings which correspond the best to your activity, the re-embursable charges, the services provided to fellows as sub-contractant and the advantages in kind granted to the personnel.
- . If you do not hold a precise account of your sales, provide at least approximations, for example by applying percentages.

HEADINGS IN THE ANNUAL SURVEY	CORRESPONDENCE WITH INSEE CLASSIFICATION
SALES OR LEASING OF ADVERTISING SPACE OR TIME	
1. Activities of advertising and media buying agencies	
. Sales or leasing of space or time, including commissions	87110B/87120A(1);
. Commissions on sales or leasing of space or time (In the case of direct billing by the medium to the advertiser)	→ 87120A
2. Activities of media representatives (press, radio, television, outdoor advertising, free newspapers, ...)	
. Sale or leasing of space or time, amount invoiced to the agency or to the advertiser	87110A
. Commissions on sales or leasing of space or time (In the case of direct billing by the medium to the advertiser)	87110A
OTHER ELEMENTS OF THE TURNOVER	
. Advertising creation, redaction and conception (graphism, model, ...)	87120C
. Advertising publishing (excluding advertising space or time management)	22190
. Production, conception, realisation of advertising movies	961110
. Invoicing of technical costs (printing, manufacturing, ...)	
. Advices on advertising (fees)	87120B
. Advertising brokerage	→ Other
. Sale of classified ads	87110A
. Sales promotion, point of sale advertising	87190A/87190C
. Direct advertising by visit (in the medical field)	87190D
. Distribution of leaflets and samples	87190E
. Revenues from the sale of paying advertising artefacts (the part funded by the advertiser must be entered as advertising creation, edition or technical expense)	
. Telemarketing	87190B
. Poster setting, maintenance of advertising panels, of outdoor furnishing	87110C
. Advertising mailing	
. Other advertising activities ; give precisions :	
. Marketing research, public opinion polling, campaign studies	
. Provision of documentation (all media)	
. Other non advertising activities ; give precisions :	

(1) According to the main activity : media buying agency or advertising agency

MODULE O : ACTIVITIES OF THE ENTERPRISE

Indicate your main activity during the last accounting period ; tick only one entry for the main activity.

	MAIN ACTIVITY
- Market studies, economic studies	1,700
- Public opinion polling	218
- Publishers' advertising representative	2,033
- Radio advertising representative AND	206
- TV advertising representative	
- Aerial advertising services	?
- Poster setting, outside advertising representative	528
- Classified ads representative	77
- Other media (cinema, ...) representative	217
- Media central buying services	226
- Advertising posters, outdoor furnishing setting and maintenance	271
- Advertising agency	2,858
- Advertising counselling and/or creation	4,436
- Sales promotion and/or telemarketing services	513
- Point of sale advertising and/or advertising by visitors AND	
- Leaflets and samples distribution	427
- Other (publishing, manufacturing of advertising artefacts, advertising decorators and window dressers, mailing, advertising movies production, photographic services...)	3,451
TOTAL	17,260

MODULE 1. REVENUES FROM THE SALE OF GOODS AND SERVICES AND OWN ACCOUNT PRODUCTION

This section is concerned with the revenue generated by this organization from the sale of goods and services both to the domestic and the export market, and the own account production. For the purpose of this survey, transactions with related parties (sales at market prices or transfers at internal prices) should be included. Please exclude from the amounts reported any taxes collected by this organization on behalf of the government.

	VALUE
Section I Revenues from market research and public opinion polling services	
86401A Marketing research services for consumers products	3,482
86401C Economic studies	1,420
86402A Public opinion polling services	969
8640 Others	2176
Section II Revenues from sale or leasing services of advertising space or time by media representatives	
87110A Sale or leasing services of advertising space or time by advertising sales representatives.	36,695
87110B Sale or leasing services of advertising space or time by media buying agencies	16,659
87110C Auxiliary services to advertising space management	1,647
Section III Revenues from planning, creating and placement services of advertising	
87120A Integrated services of advertising agencies	13,138
87120B Advertising consulting services	4,658
87120C Services of advertising creation	11,419
Section IV Revenues from other advertising services	
87190A Sales promotion (except direct advertising and telephone selling) AND 87190C Point of sale advertising	3,676
87190B Telemarketing	380
87190D Direct advertising by visit	1,419
87190E Distribution of leaflets and samples	1,438

87190 Others advertising services	4,523
Section V Revenues from non advertising activities	
22190 Advertising publishing	798
36940 Manufacture of advertising artefacts	9,091
74990 Services of advertising decorators	?
96110 Production of advertising movies	928
Section VI Revenues from other services (not included above)	
- ROYALTIES AND PATENT FEES RECEIVED	612
- PRODUCTION ADDED TO FIXED ASSETS	191
- SERVICES TO RELATED PARTIES NOT INCLUDED ABOVE (RESEARCH AND DEVELOPMENT CHARGES, MANAGEMENT FEES, ...)	66
- OTHER GOODS AND SERVICES (please specify)	2,714
TOTAL - SECTIONS I TO VI	
- OPERATING SUBSIDIES	27
GRAND TOTAL - OPERATING REVENUES	118,126

MODULE 2 : GOODS AND SERVICES USED IN THE OPERATIONS

millions of FF

A - WAGES, SALARIES AND EMPLOYEES' BENEFITS	
a) Wages and salaries	15,911
b) Employees' benefits	6,370
C - RENTAL AND LEASING OF MACHINERY (CPC 83) and	
F - RENTAL AND LEASING OF LAND AND BUILDINGS (CPC 82)	3,152
E - MATERIALS AND SUPPLIES FOR OWN USE	1,256
G - PROPERTY AND OTHER NON COMMODITY INDIRECT TAXES	1,554
H - ROYALTIES AND PATENT FEES PAID	552
J - DEPRECIATION	1,521
K - OTHER OPERATING, ADMINISTRATION AND GENERAL EXPENSES: b.business services,d.telecommunications,fb.utilities	12,443
TOTAL : CURRENT OPERATING, ADMINISTRATION AND GENERAL EXPENSES	42,759

MODULE 3.
EXPENDITURES ON GOODS AND SERVICES FOR RESALE AND SUBCONTRACTING

millions of FF

A. Back payments or usage rights paid to the owners of advertising media by the media representatives	22,871
B. Purchase or renting of advertising space or time on the account of the advertisers by the advertising agencies or the media central buying agencies	25,392
C. Sub-contracting of market studies and of public opinion polling services	1,074
D. Sub-contracting of advertising creation services	7,007
AND	
F. Sub-contracting of advertising manufacturing, publishing and printing, of advertising movie production, of mailing, of advertising decorators and window setters, of photographic services	
E. Sub-contracting of sales promotion and of direct advertising	VACANT
G. Other purchases of goods and services for resale and sub-contracting	14,289
TOTAL : GOODS AND SERVICES FOR RESALE AND SUB CONTRACTING (A TO G)	70,633

MODULE 4. INVENTORIES (VARIATIONS)

millions of FF

This section is concerned with the change in the level of the various types of inventories held by your organization during the period covered by this report

a) Goods purchased for resale	- 8
b) Goods purchased for use in the operations	+ 13
c) Other inventories	+ 10

MODULE 5. SUPPLEMENTARY QUESTION CONCERNING THE BASIS OF ACCOUNTING

A). Did your report revenues (module 4) on an accrual or cash basis ?

accrual basis

MODULE 6. EXPORTS

This section is concerned with exports of goods and services. If this organization has foreign clients, please provide an estimate of the proportion of total sales to non-residents for each of the following products. Sales or transfers to foreign related parties should be included.

millions of FF

A Sales or leasing of advertising space	1,082
B Sales of other advertising services	1,128
C Other goods and services (please specify.) : market research	1,124
TOTAL EXPORTS (A to C)	3,334

MODULE 7 - IMPORTS : VACANT**MODULE 8 : VACANT**

MODULE 9 : EMPLOYMENT NUMBERS

	MALES	FEMALES	TOTAL
Working proprietors and partners - Full Time	16,603
- Part time	239
Total	12,834	4,008	16,842
Wage earners on December 31st - Full time	74,188
- Part time	51,949
Total	59,165	66,972	126,137
TOTAL	71,999	70,980	142,979

** No definition of part-time is provided as it differs between countries. Each country define part-time according to its own conventions.*

AVERAGE NUMBER OF WAGE-EARNERS PER TRIMESTER

	1st quarter	2nd quarter	3rd quarter	4th quarter
Permanent
non permanent (casual worker)
TOTAL	101,359	103,963	102,533*	106,012

MODULE 10. FIXED ASSETS, ADDITIONS AND DISPOSALS

Include all fixed assets shown in your accounts and all assets operated by your business under finance lease arrangements. Exclude expenditures on maintenance and on intangible assets such as goodwill

	ADDITION DURING THE YEAR
Land	15
Building	116
Other construction	651
Motor vehicles and other transport equipment	337
Other plant, machinery and equipment	1,120
TOTAL	2,239