

# Information sector: towards a 2007 classification

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16<sup>th</sup> Voorburg Group meeting  
Örebro – 17-21 September, 2001

# First of all

- Sorry, sorry, sorry !
- Sorry for a so late paper
  - But the convergence was a little more longer than expected
- Sorry for a so long paper
  - But it is difficult to write on concepts in very few lines
- Sorry for a may so « rough » translation
  - But I didn't

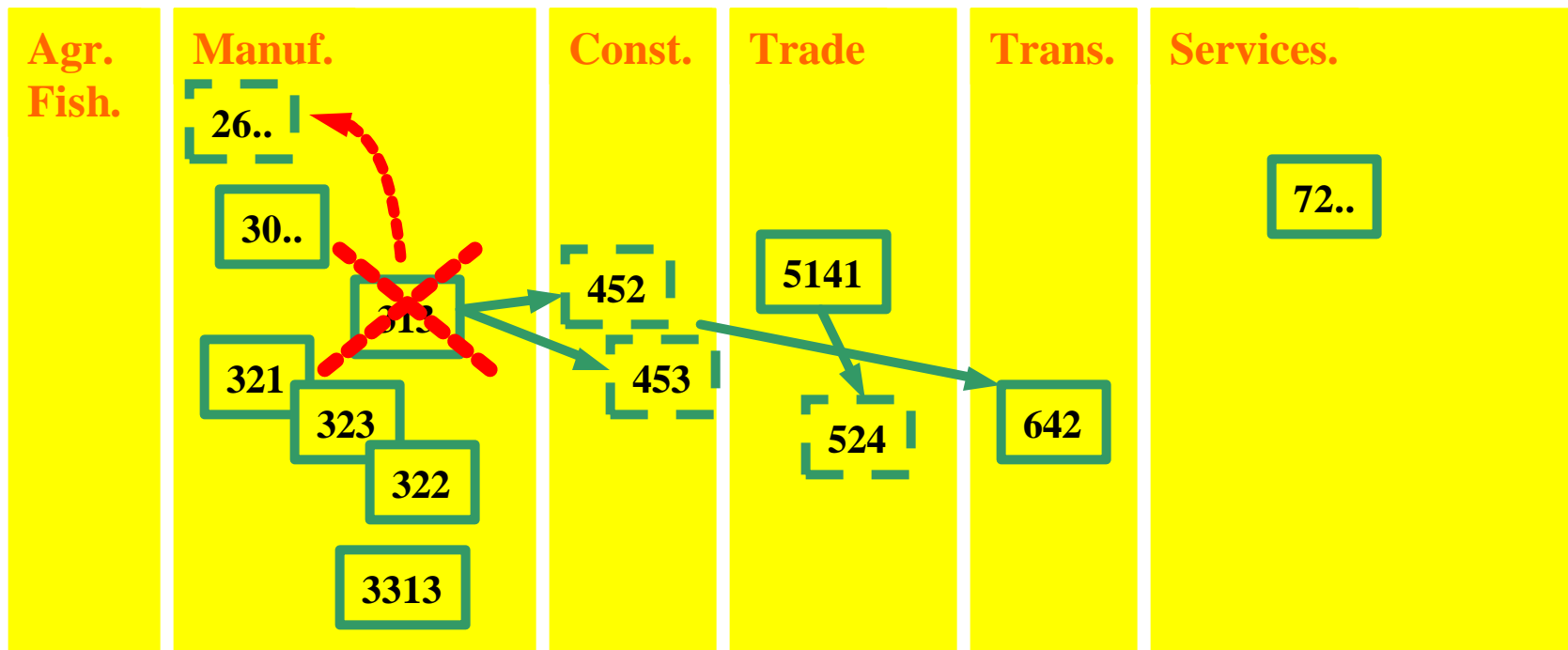
# ICTs, Information sector and contents: not actually co-ordinated

ISIC rev3.1 reference

<b>Agr. Fish.</b>	<b>Manuf.</b>	<b>Const.</b>	<b>Trade</b>	<b>Trans.</b>	<b>Services.</b>
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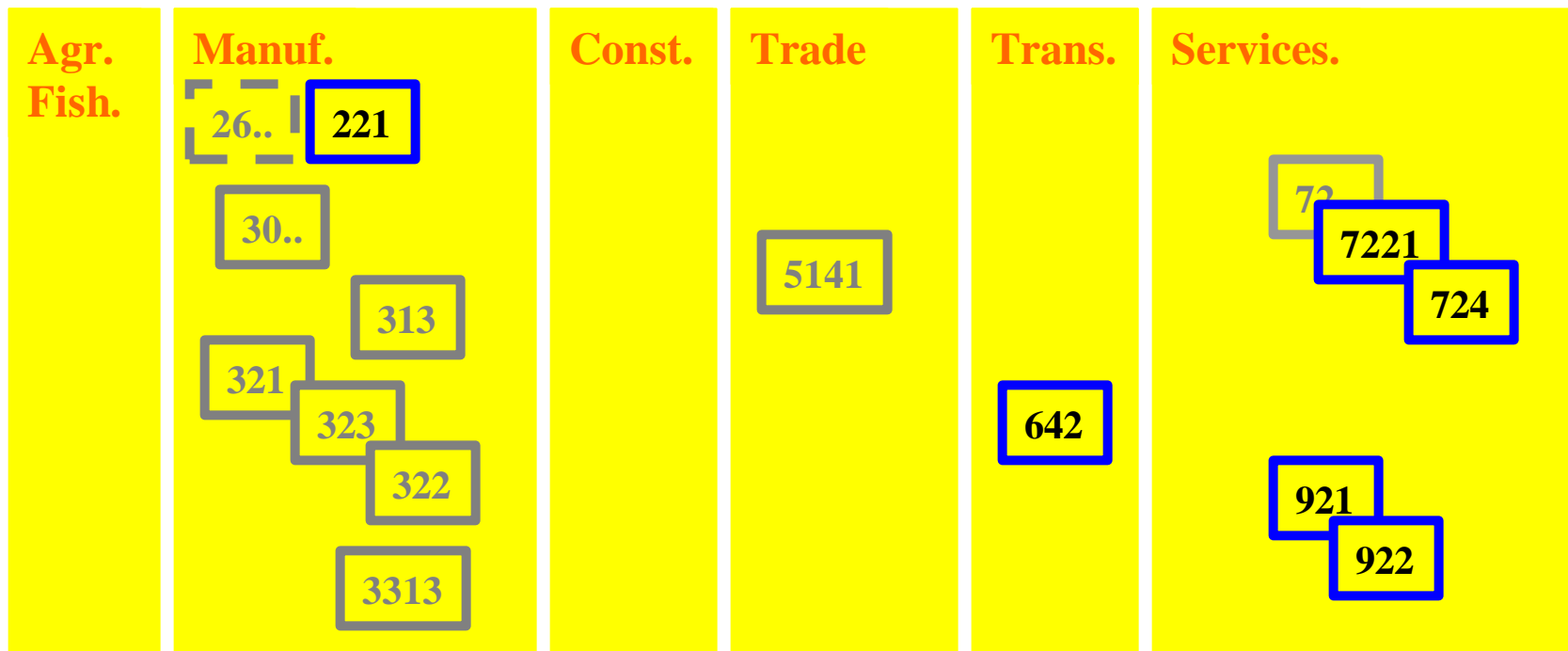
# The (present) ICTs definition

Activities which contribute to the display, processing, storing and transmission of information through electronic means.



# The NAICS information sector

Activities which produce and disseminate or allow to disseminate information and cultural products.



# The proposed sector of contents

Activities primarily engaged in publishing and/or electronic distribution of contents products.



# The proposed sector of contents

Two remarks concerning the content of the contents

- Advertising
  - There is a content
  - Not published (or the publisher is the announcer)
  - A service to this announcer, only
- Combined activities (many examples in this area: publishing/reproduction, broadcast/transmission, production/distribution of films, distribution/projection of films)
  - common rules?
    - to the downstream activity, depending on the value added
  - or specific analysis?

# A basic clarification

## Groupings versus classification

- The NAICS objective:
  - An information sector in a given classification
- The OECD objective:
  - An alternate grouping for a given purpose
- The content objective:
  - An activity network about the content definition

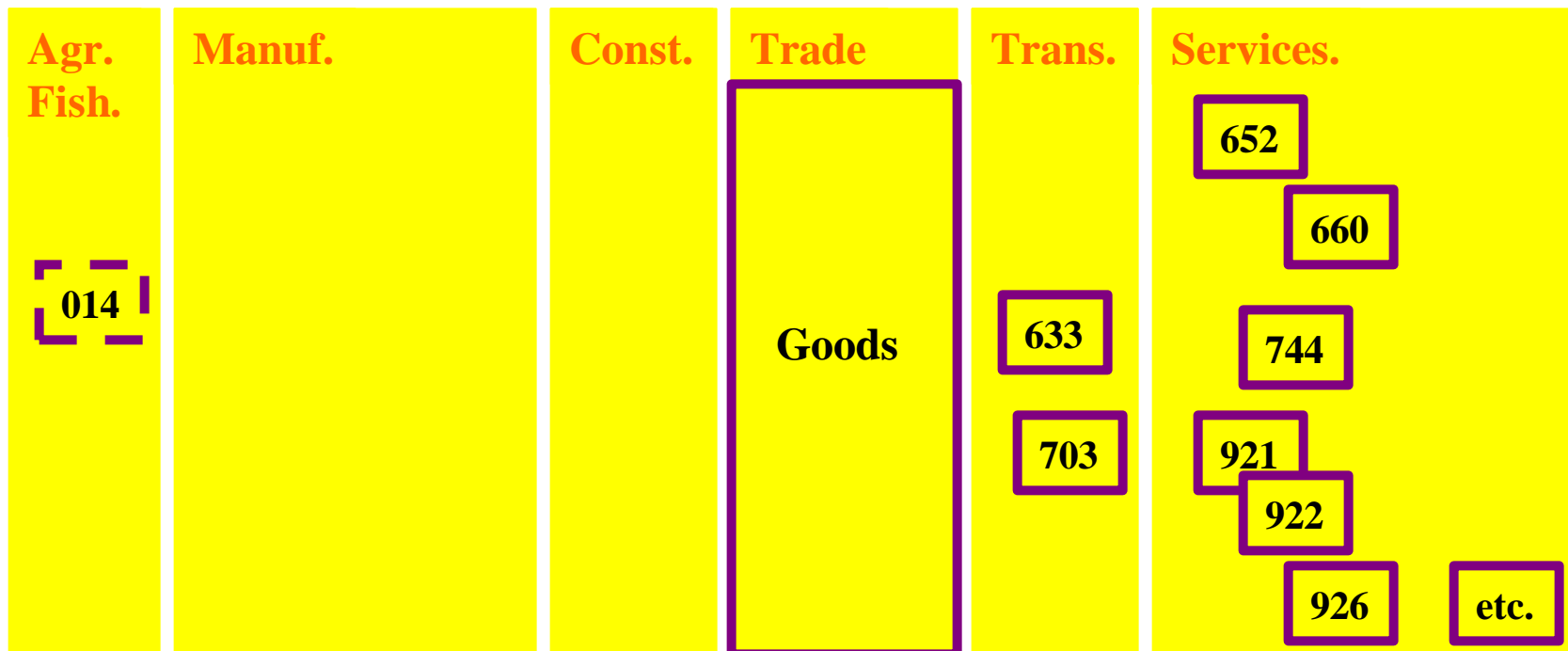


## Second clarification

- According to running activity classifications, only **goods** can be traded in the trade section
- Since only services are consumed as soon as they are produced, trade of services is not put apart from **production** of services
- Trade of services is mentioned only in explanatory notes of services section.
- Therefore, classification of trade is **heterogeneous**

# Second clarification

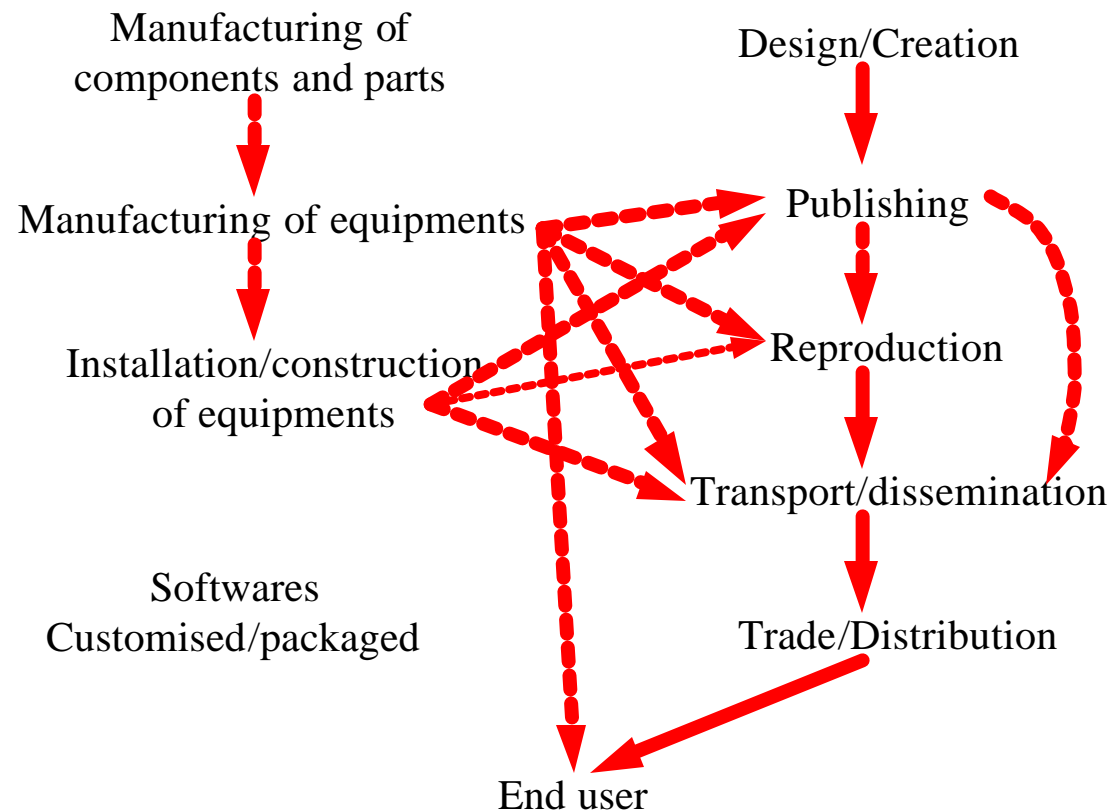
Consequence:



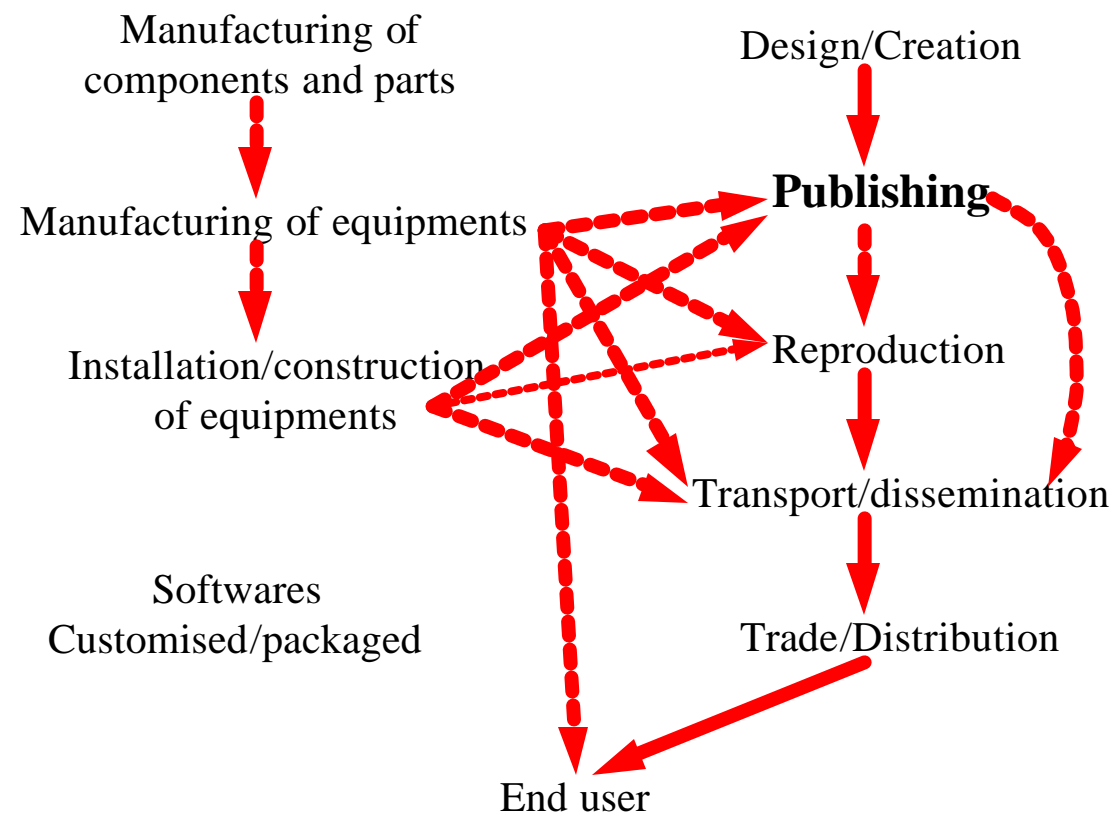
# Reminder

- A classification is not only a definition corpus but a **structure as well**
  - Groupings, hierarchy
  - According to general principles
- An economic activity is the conjunction of three inseparable elements:
  - Input → Process → Output (+ Destination maybe)
  - For services: input is a secondary element
- Present exceptions: car services (50), hard/software services (72). ...
- **Concepts for an « information » sector must be coherent with classification concepts**

# An attempt of modelling the activities involved in « information »



# The core of an information sector: publishing



# Why publishing the core?

- Prior to publishing: the original
  - Sure, there is a true activity (if performed by a «professional»)
    - which is a service
  - But what is the output?
    - either nothing (not known, no transaction)
    - or an asset (valued at its production cost)
- The input of publishing
  - The right of use the original (exclusive or not)
  - And an asset (before to be really «used»)
- The output of the publishing:
  - a content or an information product
  - an «**intangible good**»
  - materialized later or not

# Media material vs dissemination: two networks

## **Media material**

- A necessary reproduction
  - a manufacturing process: from an intangible good to a tangible one
  - but no change of the product «nature»
  - So, an industrial service
- The process
  - as for goods (conventional transports and trade ways)

## **Dissemination**

- No reproduction process
- Broadcasting and telecommunication provide the reproduction and the transport means
- The distribution problem

# The trade of services problem

## The «books» case

- Books can be on paper, on CD-Rom, on line
- But it is still the same «product» (the media do not change the content)
- So, why various items for trading books in classifications?

## More generally

- distributors/traders of services go between suppliers and users as other units of the trade section.
- With their growing number why not grouping them with the other trading activities?



# Useful grouping(s) for information?

**At least six different groupings** (instead of about 25 nowadays)

- Manufacturing
  - Equipments for the information
  - Reproduction services
- Construction (of telecommunication networks)
- Trade
  - Trade of services
  - With the other trading activities
- Telecommunications (transport)
- Publishers (grouped together)
- Other services (softwares, customised but also packaged?)

# What consequences?

## Groupings + Transfers



# What consequences?

**Groupings  
+ Transfers**

**Components difficult to group**



# What consequences?

**Groupings  
+ Transfers**

**Equipments**

**Possible information  
equipment grouping**



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**Groupings  
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**Equipments**

**Possible information  
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# What consequences?

**Groupings  
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**Reproduction**

**Possible grouping as  
«reproduction services»**



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**Groupings  
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**Reproduction**

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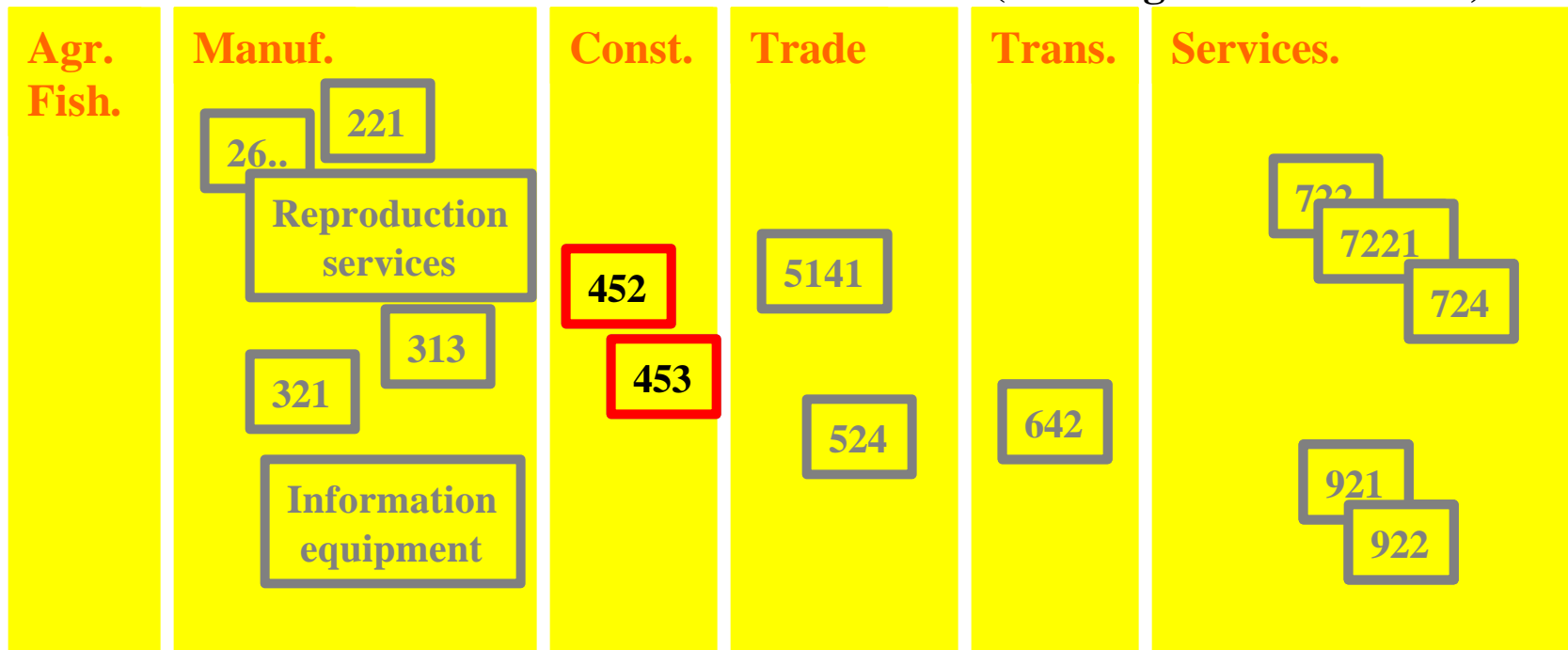


# What consequences?

**Groupings  
+ Transfers**

**Construction**

**difficult grouping  
(building and civil works)**

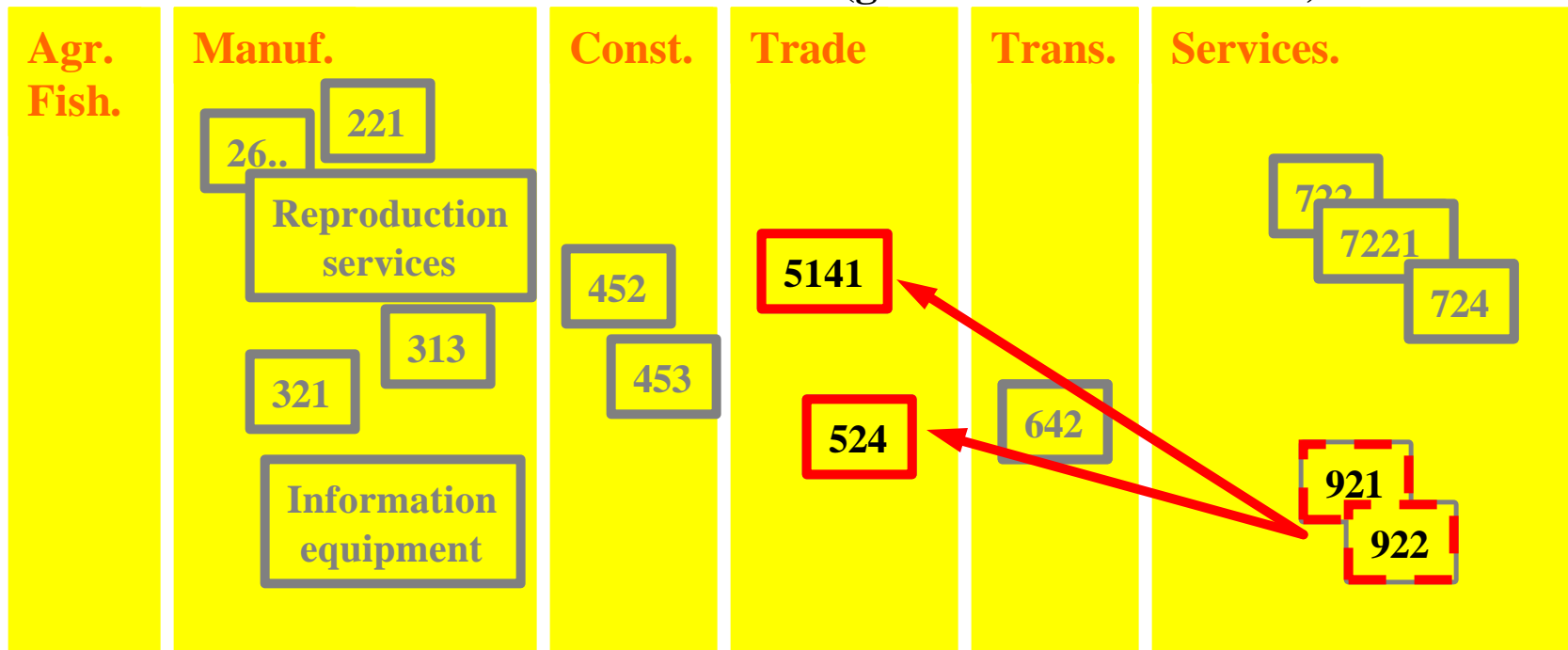




# What consequences?

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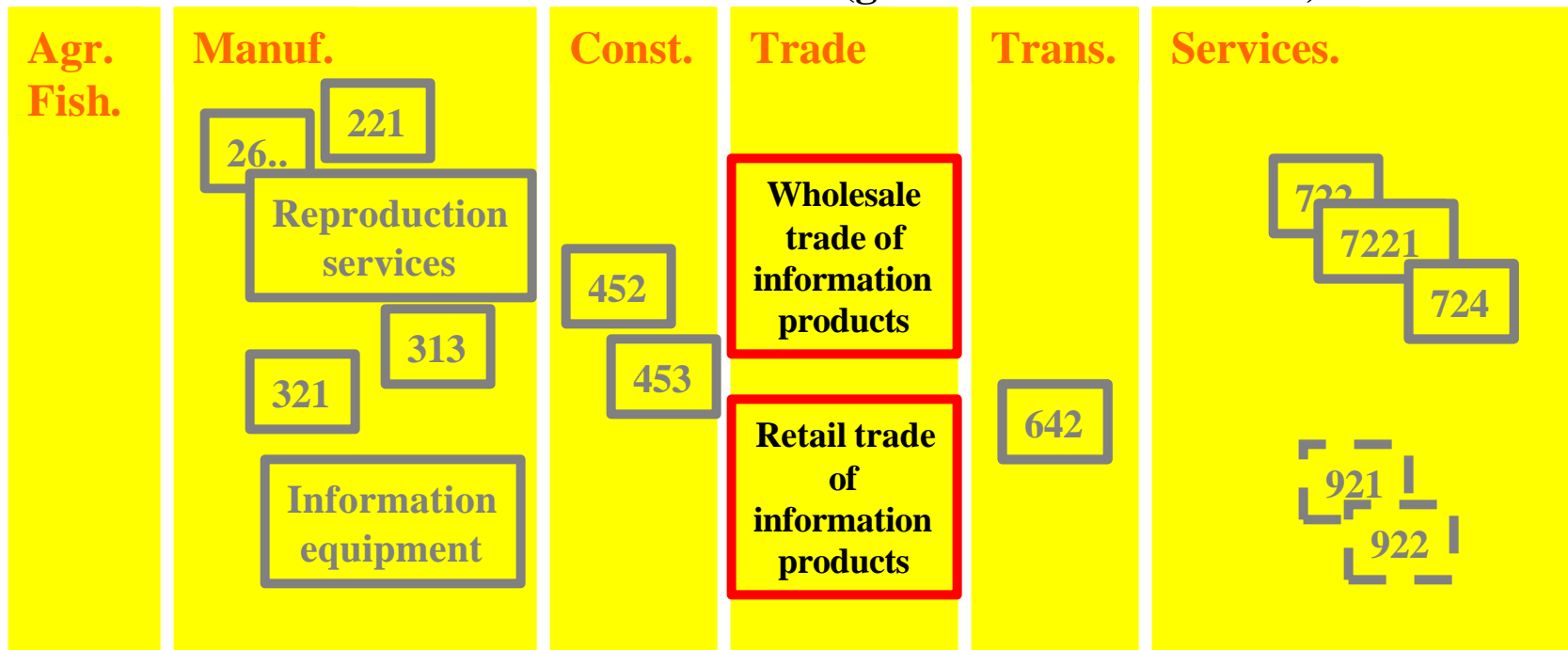
**Trade**      **Possible information trade grouping  
(goods + material media)**



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**Trade**      **Possible information trade grouping  
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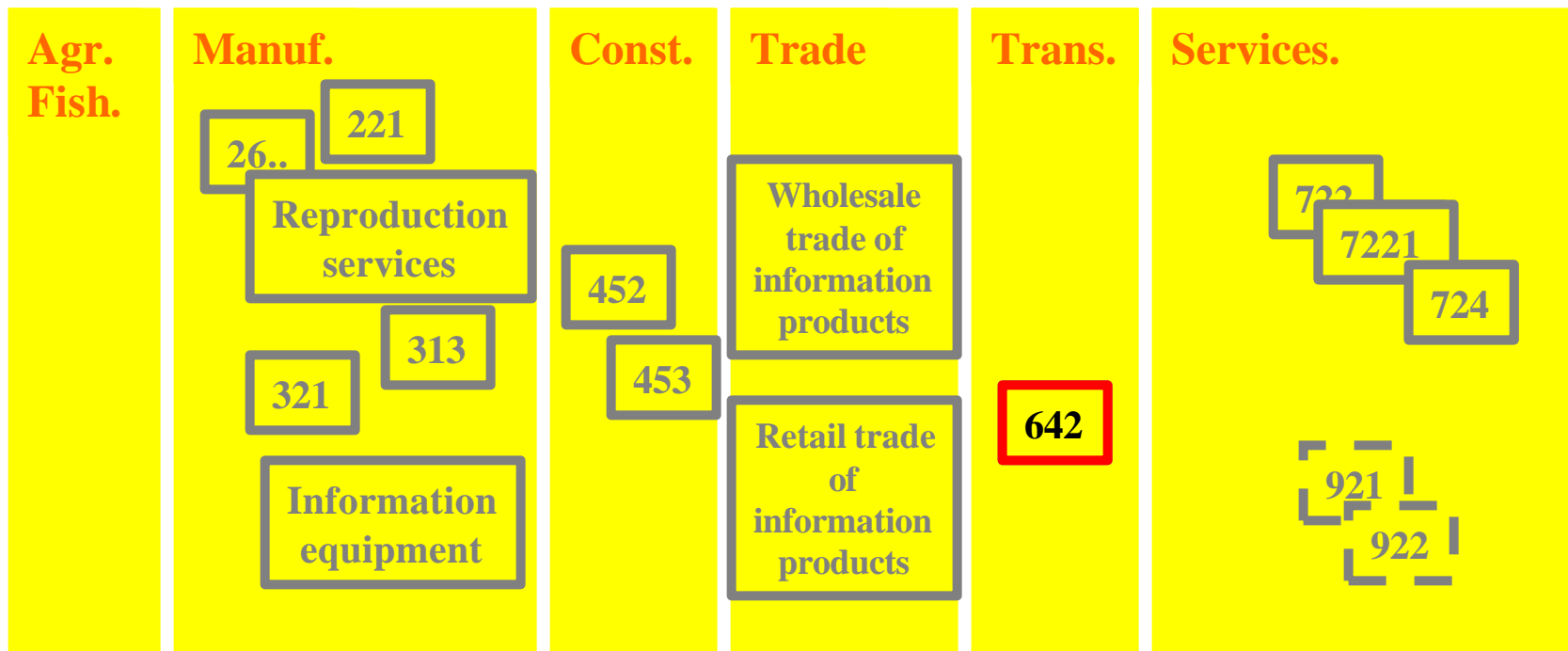


# What consequences?

**Groupings  
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**Telecommunications**

**No change (telecom. are not only  
for information products)**

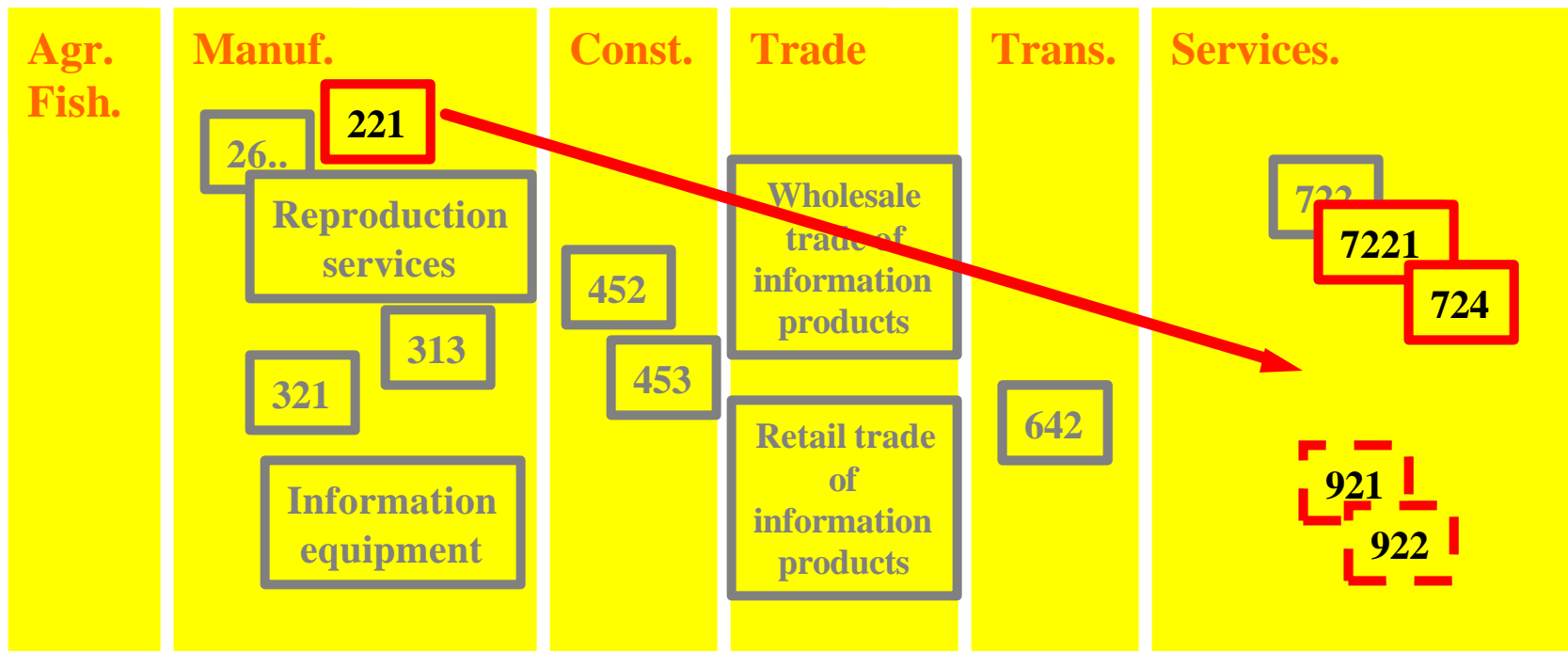


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**Groupings  
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**Publishing**

**A publishing grouping is wished  
Pb: packaged and game softwares...?**

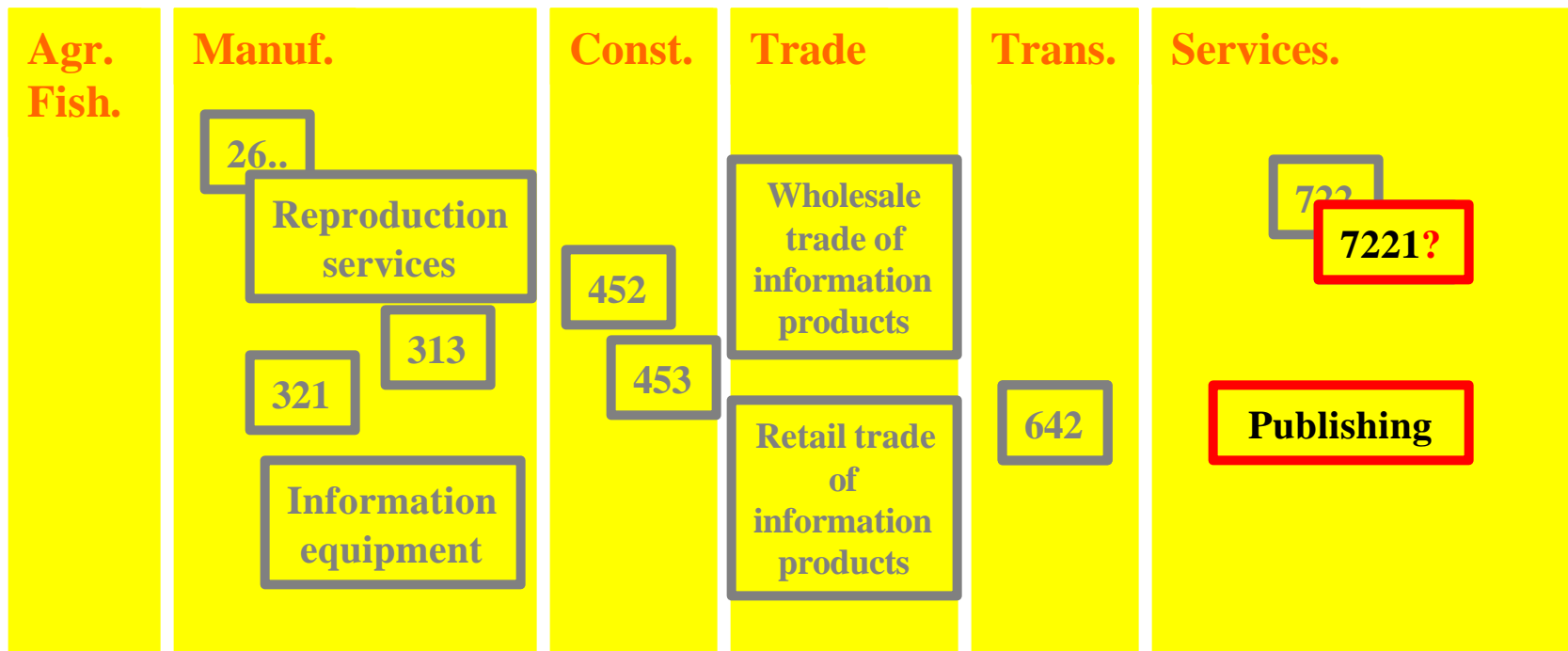


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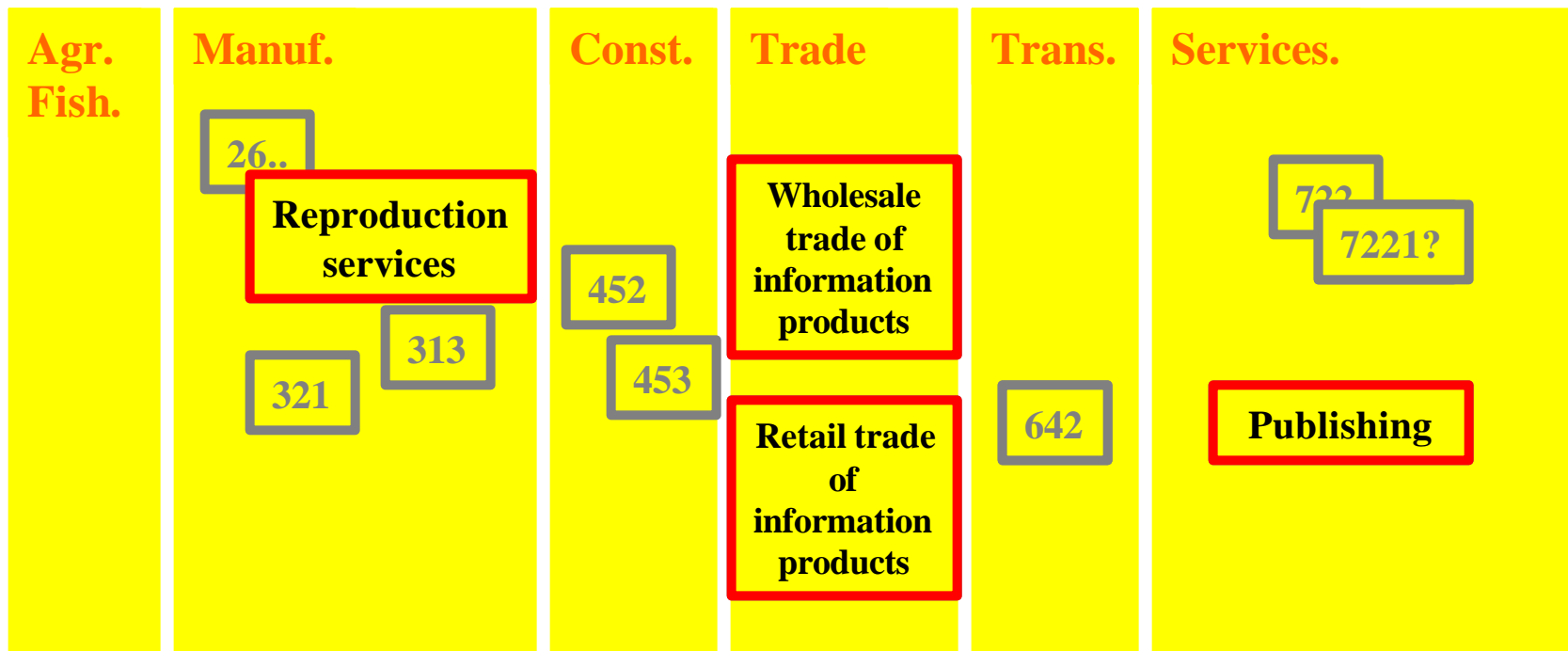
**Publishing**

**A publishing grouping is wished  
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# What consequences?

... a lot!!



... to 2007

Thank you

Questions? ...oh yes