SPPI for Software Publishing in Sweden

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28th Voorburg Group Meeting
Tokyo, Japan
October 8, 2013
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Definition of the survey

- Industrial classification of software publishing

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<tr>
<th>NACE Division</th>
<th>NACE Group</th>
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<th>SNI 2007</th>
<th>Name</th>
<th>ISIC 5820</th>
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<td>58</td>
<td>58.2</td>
<td>58.21</td>
<td>58.210</td>
<td>Publishing of computer games</td>
<td>5820</td>
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<tr>
<td></td>
<td>58.29</td>
<td>58.290</td>
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<td>Other software publishing</td>
<td>5820</td>
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</tbody>
</table>

- Only 58.29 Other software publishing is being covered

- 58.29 is 82% of 58.2
Unit of measure to be priced

• 58.21, computer games for all platforms
  • Including online games

• 58.29, non-customised software
  • Includes translation or adaptation of operating systems and other applications on own account
Market conditions

- Close connection with Computer programming (62)
- About one third of the turnover by product in 58.2 is classified as Computer programming
- Confusing for respondents
- Price for actual publishing hard to measure
Pricing methods

- Hourly charge out rates
- System designers, system technicians, computer programmers and project leaders
- Customised software is common
National Accounts concepts

• About one third of the production within 58.2 is estimated as being exported

• Export prices not explicitly covered by SPPI

• Foreign controlled enterprises common

• About 20% of production consumed by households
Background to the Swedish SPPI

- Development started in 2001
- Subgroup in 72, Computer and related activities
- Index was back casted for NACE rev.2
Price development from 2002

58.29 Other software publishing

The graph shows the price development from 2002 to 2013 for other software publishing. The prices have fluctuated over the years, with a significant drop around 2005 and a steady increase towards 2013.
Questions?

- Thank you for your attention!

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