

28 meeting of the Voorburg Group on service statistics

Presentation of discussant remarks on mini
presentation for Software Publishing

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Mini Presentation

Turnover output: Canada (Mary Beth Garneau,
Sweden (Jonas Franstrand)

SPPI's: Germany (Johanna Von Borstel) Sweden Marcus
Friden), US (Bonnie Murphy)

Main Issues

- Classification
- Market condition
- Turnover / output
- Pricing and quality control

Market condition

- Market condition has implication on classification, turnover and prices:
- Diversification in services
- Bundled services
- Innovation and new technologies
- Export of services
- Foreign companies

Classification

ISIC Rev. 4, NACE Rev. 2, and NAICS 511210 are comparable

ISIC and NACE

Section J – Information & Communication

58 Publishing Activities

582 Software Publishing

5821 publishing of computer games

5829 other software publishing

Classification

NAICS 511210 Software Publishing

- Operating systems
- Business and other application
- Computer games

Classification issues

- In the previous classification ISIC Rev. 3 Software Publishing was included in Computer Programming
- Relation to 62–63 computer programming consultancy and related activities; data processing hosting and related activities, web portals is higher than to other publishing activities
- Companies classified in this industry involve in activities of 62 63 and other activities
- It is hard to define what is the primary and secondary activities

Pricing issues

- Identification of price characteristics
- Specifying services of software publishing
- Covering Export prices (foreign controlled companies – transfer prices?)
- Measuring prices for private consumer for NA needs (games software)

Pricing issues

Main pricing methods:

- Direct price of repeated services for standard and regularly transacted software (list prices and discounts for private licenses)
- Average Unit Value (total turnover from particular license for specified software for a specified buyer divided by no. of licenses)
- Model pricing, component pricing (complex business software, variation in licensing configuration, infrequently transactions, price variation between buyer types)
- Charge out rates

Quality Issues

- No quality adjustment methods (Germany, Sweden)
- quality adjustment based on production costs if available (US)