



Output Measurement

In the Periodical, Newspaper, and Directory and Mailing List Publishing Industries

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Delivering insight through data for a better Canada

Presentation Outline

- Industry Classification
- Industry Data
- Data Released
- Value-Added by Industry
- Challenges
- Future Considerations
- Digital & Publishing Services in Policy Today



Industry Classification

Newspaper Publishing Industry (NEWS)

- NAICS 511110 / ISIC J5813
- Activities related to producing & distributing newspapers

Periodical Publishing Industry (PERI)

- NAICS 511120 / ISIC J5813
- Activities related to producing and distributing magazines and other periodicals

Database, Directory, and Specialty Publishing Industry (DDSP)

- NAICS 511140 / ISIC J5812
- Activities in publishing compilations and collections of information or facts that are logically organized

- In 2017, NAICS was updated to include online-only publishers; previously, online-only publishers were classified to NAICS 519130 (Internet publishing and broadcasting and web search portals).



Industry Data

Newspaper, Periodical, and Directory and Mailing List Publishing Services in Canada

Industry	Main Revenue	Concentration
Newspaper Publishing Industry (NEWS)	Advertising Revenue (63.0%) Circulation Revenue (23.3%)	Top 10 account for 59.5% of the industry (2017)
Periodical Publishing Industry (PERI)	Advertising Revenue (53.9%) Circulation Revenue (34.0%)	Top 10 account for 44.0% of the industry (2016)
Database, Directory, and Specialty Publishing Industry (DDSP)	Not Published	



Data Released

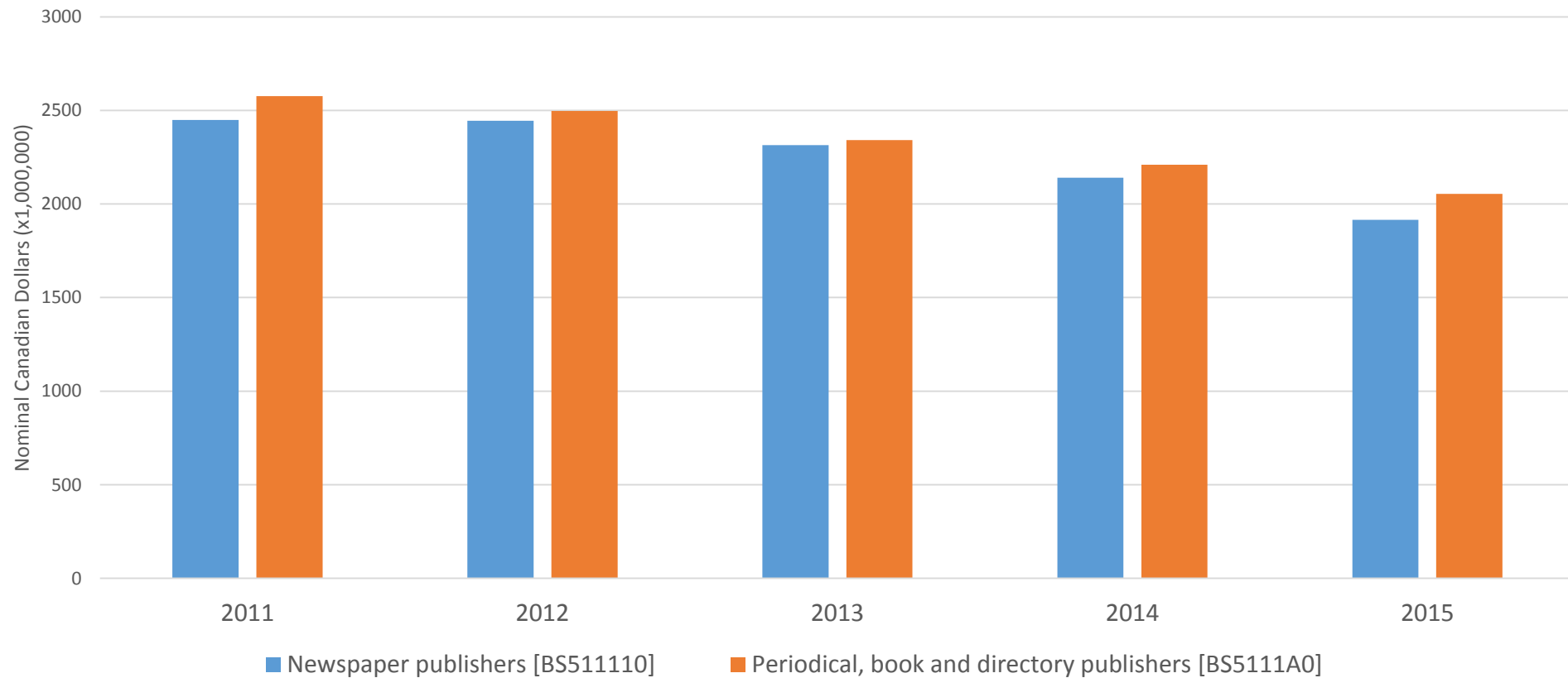
- Generic Published Data:

- Operating Revenue
- Operating Expenses
- Operating Profit Margin
- Salaries, Wages, Commissions & Benefits
- Industry Expenditures

Additional Variables (NEWS)	Additional Variables (PERI)
<ul style="list-style-type: none">• Advertising and Circulation Sales by Type of Paper• Breakdown of Total Sales• Circulation Sales by Type of Format• Advertising Sales by Type of Format• Sales by Type of Advertising• Breakdown of Operating Expenses for Print and Digital Format	<ul style="list-style-type: none">• Sales by Activity• Advertising, Circulation and Custom Publishing Revenue• Published Titles by Language• Published Titles by Type (including Print & Digital)• Print Circulation by Type of Periodical• Print Circulation by Channel of Distribution



Value-Added by Industry in Canada



Statistics Canada. [Table 36-10-0401-01 Gross domestic product \(GDP\) at basic prices, by industry \(x 1,000,000\)](#)

Output Measurement: Challenges

- Continuously changing industry:
 - Declining advertising revenue (due to new options on the Internet)
 - Digital publishing advertising does not generate as much revenue as print advertising did previously
 - Businesses continually restructuring and trying new business models

Summary Statistics, Periodical Publishing Industry



Statistics Canada. [Table 21-10-0053-01 Periodical publishers, summary statistics](#)

Output Measurement: Future Considerations

- Survey Design & Industry Change
- Industry Definitions & Availability of Data
- Intellectual Property Measurement
- In-house Capital & User Data

DIGITAL & PUBLISHING SERVICES IN POLICY TODAY

IN THE NEWS:

- Declining revenues and establishment counts in the newspaper industry can be partly attributed to rising competition from online advertising space retailers
- Recently, Groupe Capitales Medias filed for creditor protection and received a \$5 million loan from Investissement Quebec
- Trudeau plans to discuss how we can address “tech giants”, media ad revenues, and their role in this industry’s decline at the G7

STAR BUSINESS JOURNAL

Trudeau says falling news revenues and tech giants will be discussed at G7 summit

By **Stephanie Marin** The Canadian Press
Tues., Aug. 20, 2019 2 min. read

THANK YOU

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