



INSTITUTO NACIONAL DE ESTADÍSTICA



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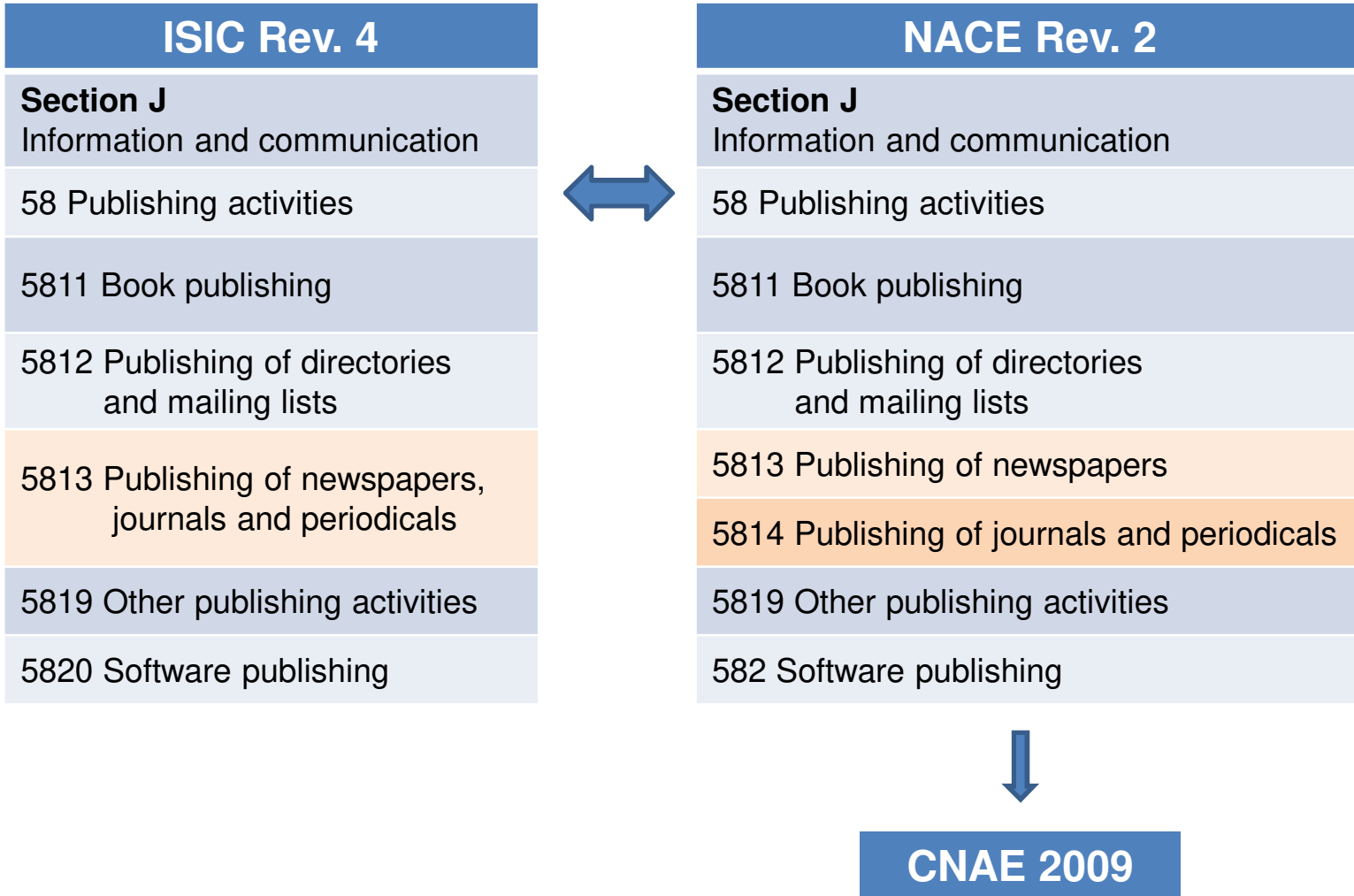


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CLASSIFICATION

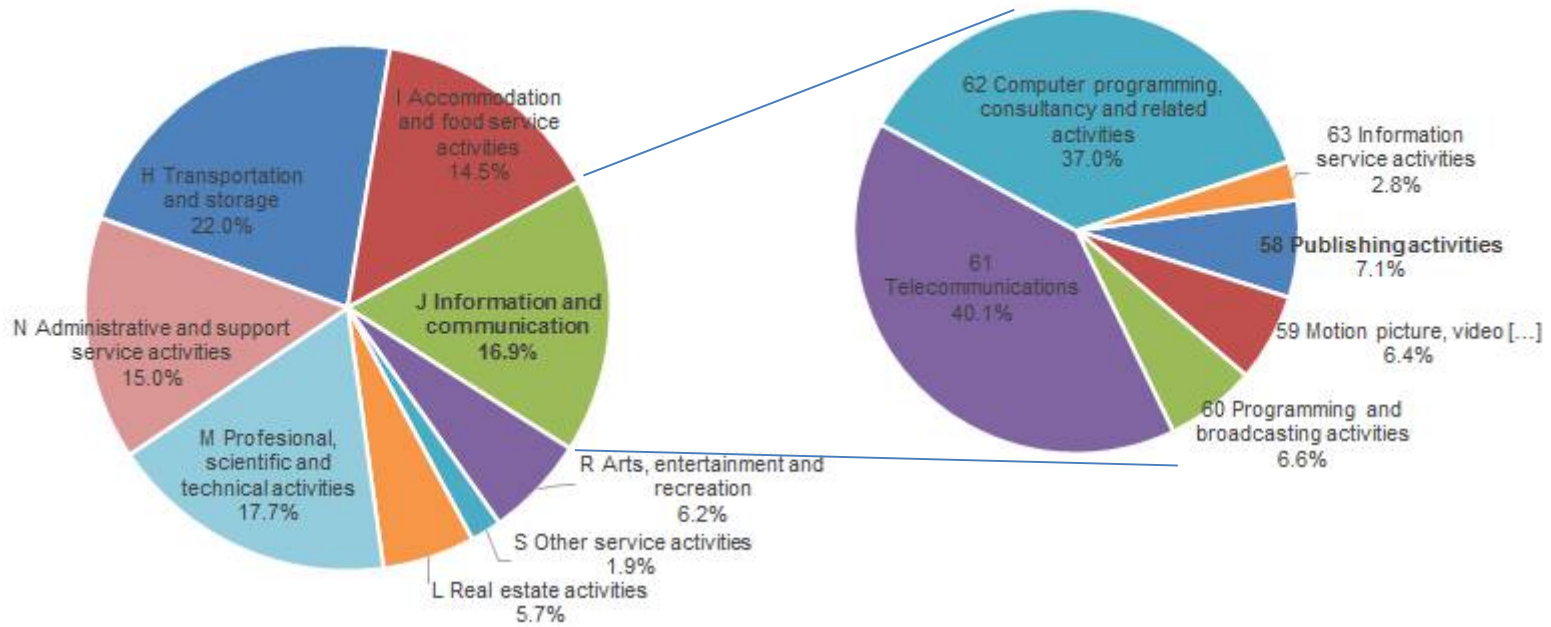


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MARKET

Non-financial services sector Turnover breakdown Spain - Year 2017

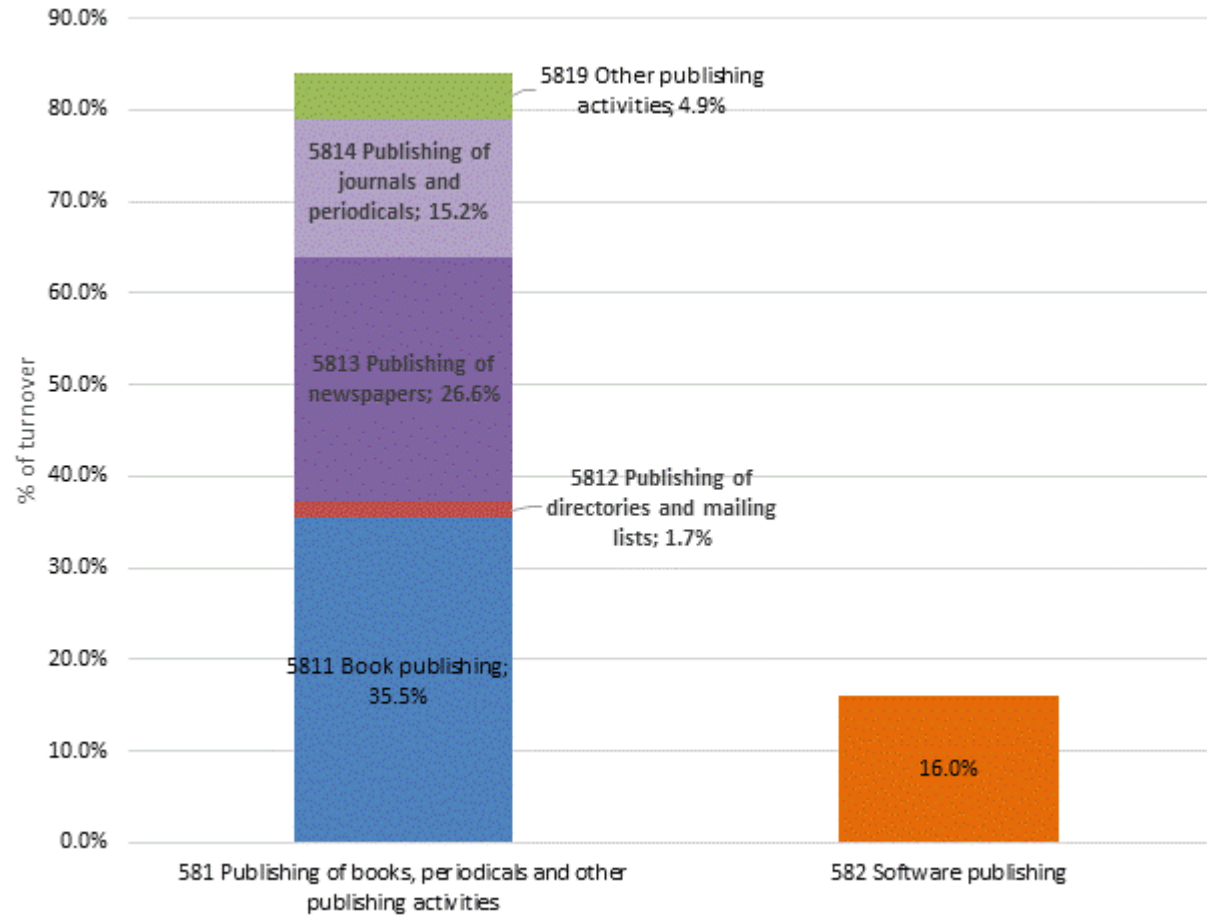


Source: SBS 2017



MARKET

58 Publishing activities



Source: SBS 2017

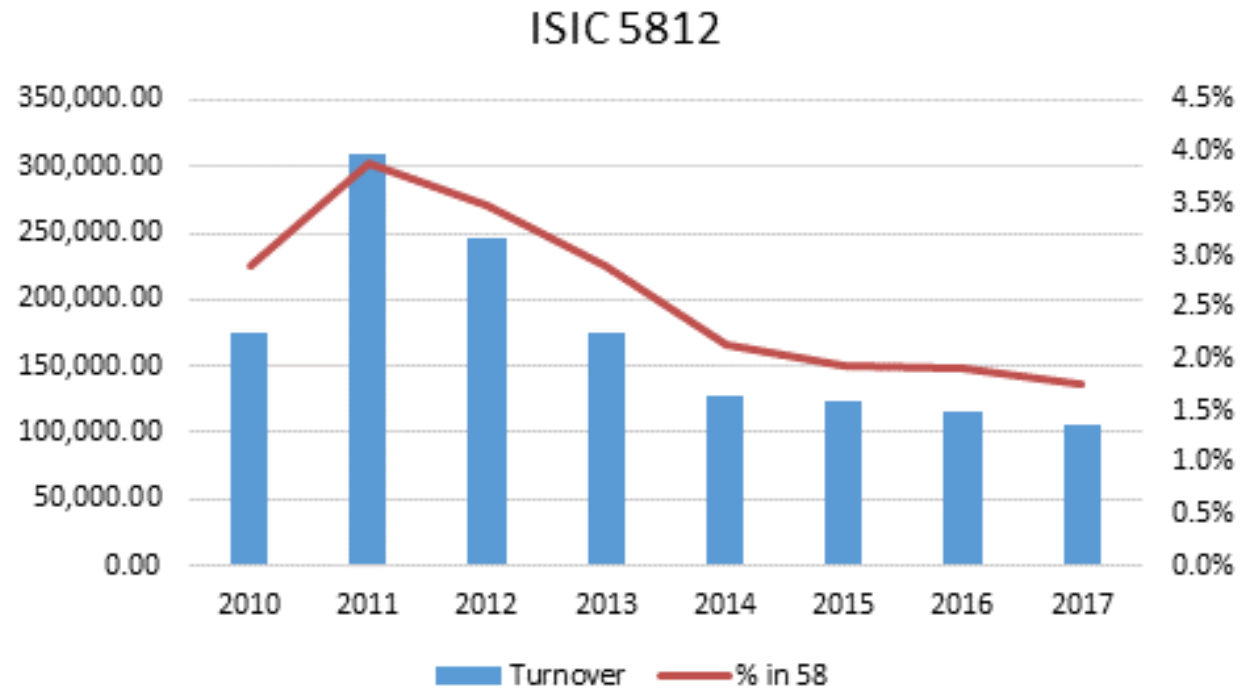
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MARKET



5812 Publishing of directories and mailing lists



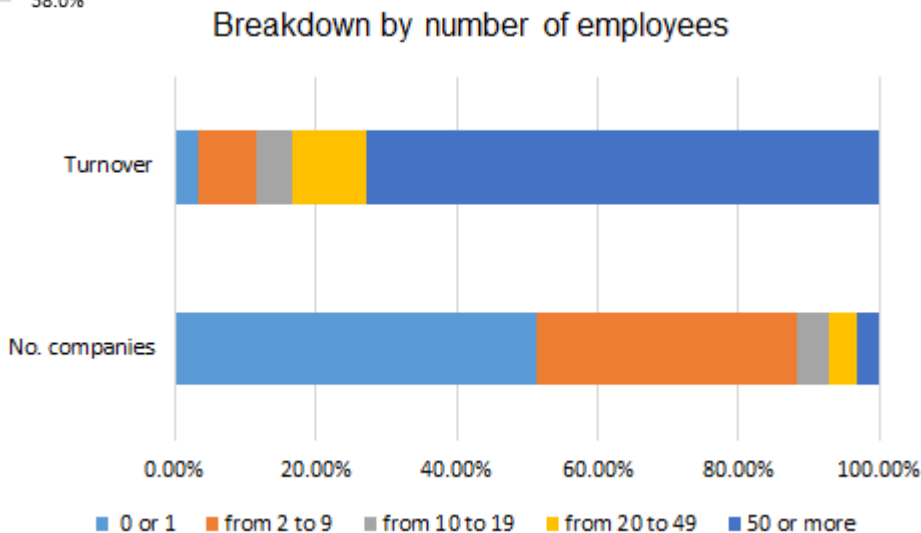
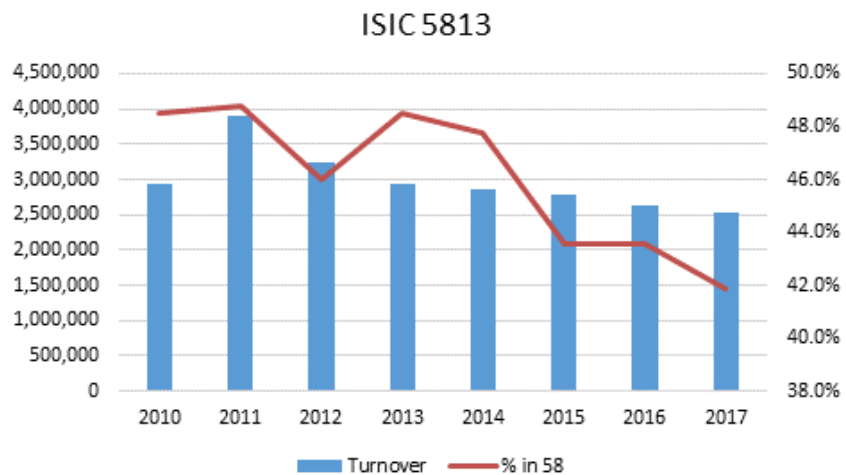
Source: SBS 2017

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MARKET

5813 Publishing of newspapers, journals and periodicals



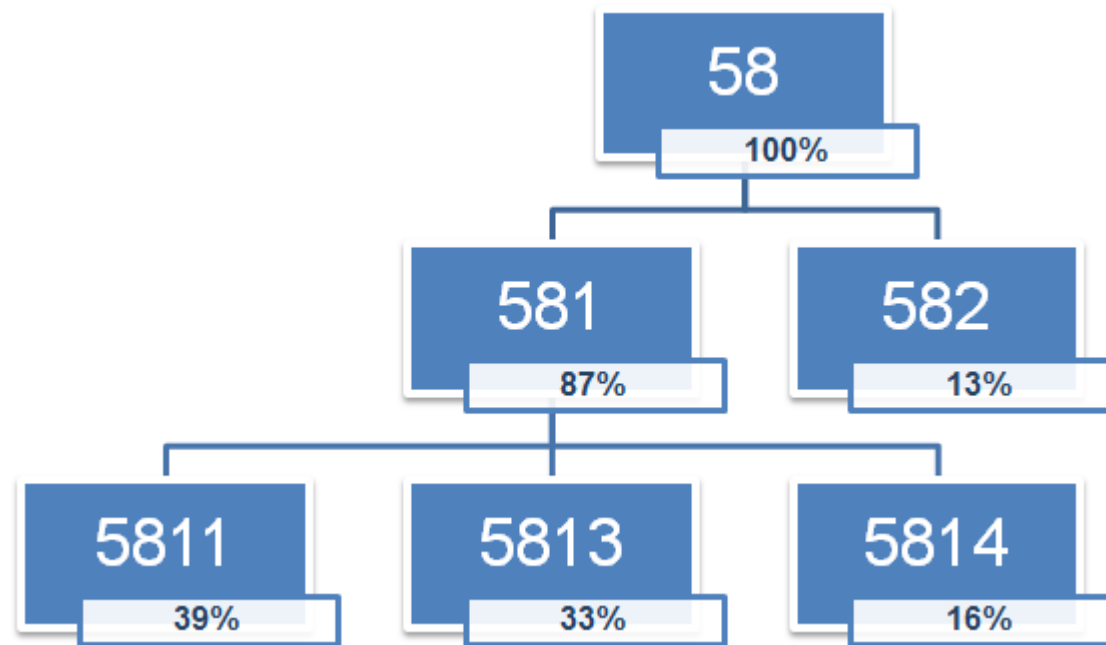
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SPPI - Characteristics

- Chained Laspeyres index
- Quarter periodicity
- B2AII
- Cut-off
- Based on product



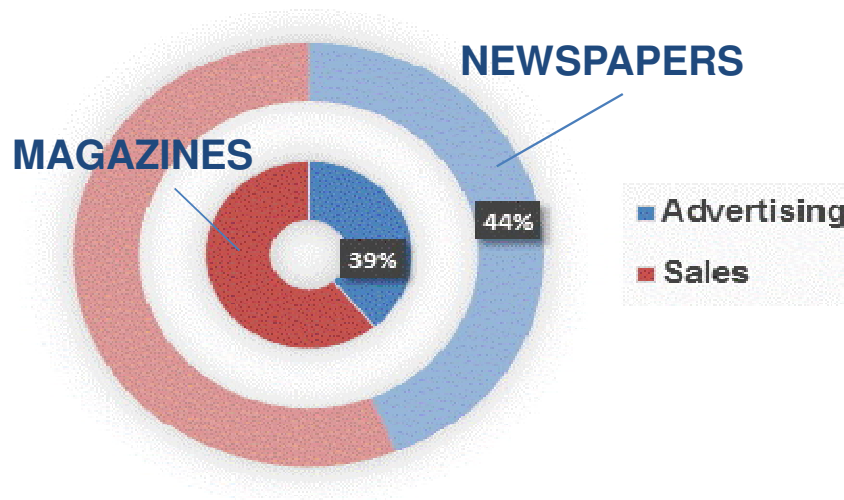
Weight structure



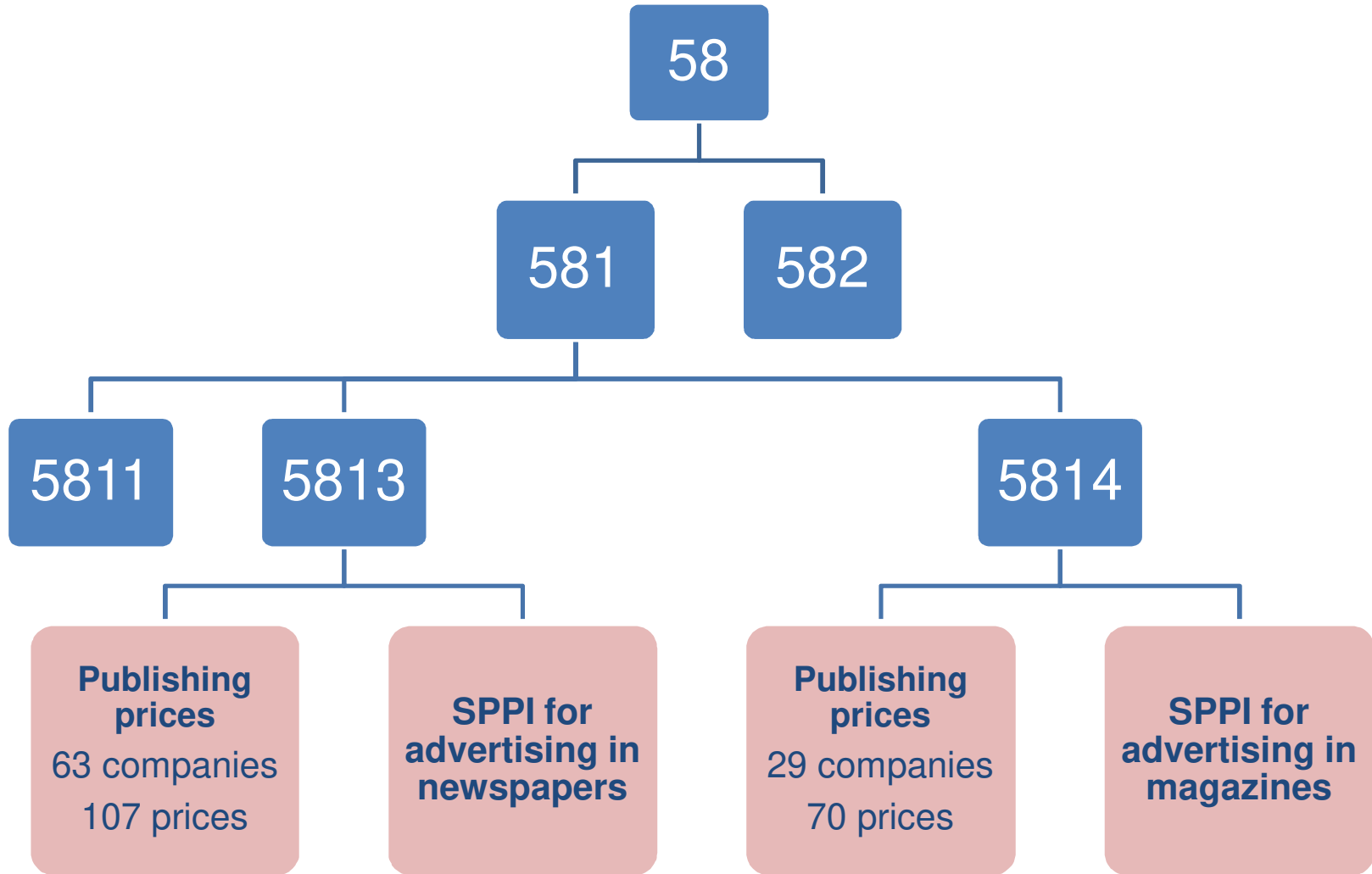
SPPI - Products

Classification of products by activity (CPA 2.1):

58.13	Publishing services of newspapers
58.13.1	Printed newspapers
58.13.2	On-line newspapers
58.13.3	Advertising space in newspapers
58.14	Publishing services of journals and periodicals
58.13.1	Printed journals and periodicals
58.13.2	On-line journals and periodicals
58.13.3	Advertising space in journals and periodicals



SPPI - Calculation



SPPI – Pricing methods

SALES

Direct use of prices
of repeated services

- ❖ Type of periodical
- ❖ Periodicity
- ❖ Edition format
- ❖ Type of distribution

ADVERTISING

Unit value

$$price = \frac{advertising\ turnover}{occupancy}$$

- ❖ Type of periodical

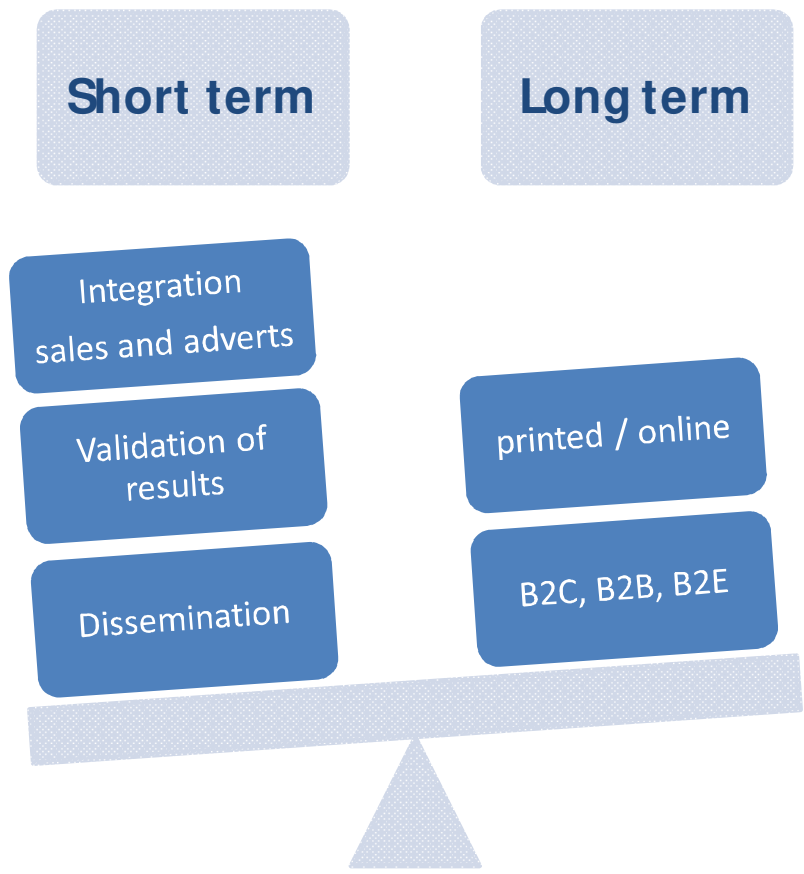
Newspapers:

Sports
Economic
National
Regional
Free

Magazines:

Automobile
Decoration
Economy-finance-business
Fashion
General information
Men's magazines
Maternity
Motorcycle
Sports
Tabloid magazines
Travel and tourism
Rest

SPPI – Future challenges



Thanks for your attention!



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