

Publishing ISIC 58.12 and 58.13 Discussion

Voorburg Group Meeting
Paris, France
30th September – 4th October 2019

Eveli Šokman



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- The situation in publishing activity
- Comparability of activities classifications
- Challenges: Turnover/Output
- Challenges: Prices/price indices



In general

Publishing activity in general is needed to share all kind of information (news).

The publishers are preparing information and sharing or selling it to the users.



The situation in publishing activity

Yesterday we had the opportunity to read only printed newspapers and watch TV.

Thanks to the Internet, our possibilities of reading and seeing the news have increased tremendously.

Each person has their own options (printed newspaper, electronic newspaper, Facebook, Podcasts, electronic news feeds, etc.).

The paper is shrinking and online information sharing is a growing trend.

This trend is seen in country reviews presented today.



The situation in publishing activity (2)

The Reuters Institute for the Study of Journalism has conducted several surveys to follow the trends in the news media.

Link: <http://www.digitalnewsreport.org/>



Pay models across countries (newspapers and weeklies only),

Simon, F., Graves, L. 2019. Pay Models for Online News in the US and Europe: 2019 Update.

Oxford: Reuters Institute for the Study of Journalism.

2019	Free access (%)	Freemium (%)	Metered paywall (%)	Hard paywall (%)	Average monthly price (€)	Netflix basic subscription price (€)	N
Finland	13.40	46.70	40.00	0	16.14	7.99	15
France	4.76	61.90	33.40	0	15.11	7.99	21
Germany	42.86	47.62	9.52	0	14.51	7.99	21
Italy	50.00	30.00	20.00	0	14.45	7.99	20
Poland	19.04	57.14	14.28	9.52	9.05	7.49	21
UK	66.67	5.56	16.70	11.20	17.45	6.90	18
US	32.03	0	65.51	3.45	11.93	8.04	29
Total	32.68	35.56	30.34	3.45	14.09	7.77	145

Challenges in classifications

To be comparable between countries is needed:

- ISIC 5813=NACE (5813+5814)=NAICS (511110+511120)
- NACE 5813 and 5814, ISIC 5813 includes online-only publishing

Should NAICS definitions be revised concerning online-only publishers?

Challenges: Turnover/Output

5812 – only few enterprises with main activity and low turnover. It could be the secondary activity of enterprises (telecommunication, retail sale, research etc).

5813 – dominated by big enterprises and biggest turnover share in 581.

Detailed information by products is usually available when census is performed.



Challenges: Turnover/Output (2)

Turnover and number of persons employed are in a constant decrease trend.

Availability of turnover by products:

1. publishing (traditional format and online)
2. advertising (traditional format and online)



Challenges: Prices/price indices

The main purpose is to measure price changes.

It was presented from countries that prices and pricing methods are numerous in this industry.

Bundles of services (paper, online text and Podcast, etc.).

Are the advertising price changes the same here as in industry 73?

Do we need to investigate corporate input costs to better understand what is going on?

How to measure quality change?



THANK YOU!

Additional information:

Eveli Šokman

Tatari 51, 10134 Tallinn, Estonia

Phone +372 6259241

Eveli.Sokman@stat.ee