



Statistics Sweden

Statistiska centralbyrån

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**CPA 59 Motion picture, video and television
programme production, sound recording and music
publishing services**

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CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

1. Classification and Scope

- CPA 59 is comprised of two major groups:
 1. 59.1 - Motion picture, video and television programme services; and
 2. 59.2 - Sound recording and music publishing services.
- Sweden produces product based PPIs. CPA 59 is currently under development in Sweden.
- Essentially covers the following activity phases:
 - Production
 - Post-production
 - Distribution
- Streaming services are currently out-of-scope for Sweden within CPA 59 (SPIN 2007*).

CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

1. Classification and Scope

- CPA 59 is worth circa 21 billion Swedish kronas to the Swedish economy (USD 2.5billion).

Structure and Weights: 59 - Motion picture, video & television programme production, soundrecording & music publishing

Structure - CPA 2008 / SPIN 2007 (5-digit level)		Weight (%) within:			
CPA SPIN	Description	SPPI	Section	Division (2-digit level)	
J	INFORMATION AND COMMUNICATION	8.48%			
58	Publishing services	1.21%	14.3%		
59	Motion picture, video and TV programme production, sound recording...	0.42%	5.0%		
59.1	Motion picture, video and television programme services	0.29%	3.4%	67.7%	
59.11	Motion picture, video and television programme production services	0.21%	2.5%	50.5%	50.5%
59.110	Motion picture, video and television programme production services	0.21%	2.5%	50.5%	50.5%
59.12	Motion picture, video and television programme post-production services	0.01%	0.2%	3.5%	3.5%
59.120	Motion picture, video and television programme post-production services	0.01%	0.2%	3.5%	3.5%
59.13	Motion picture, video and television programme distribution services	0.02%	0.3%	5.6%	5.6%
59.130	Motion picture, video and television programme distribution services	0.02%	0.3%	5.6%	5.6%
59.14	Motion picture projection services	0.03%	0.4%	8.1%	8.1%
59.140	Motion picture projection services	0.03%	0.4%	8.1%	8.1%
59.2	Sound recording and music publishing services	0.14%	1.6%	32.3%	
59.20	Sound recording and music publishing services	0.14%	1.6%	32.3%	32.3%
59.200	Sound recording and music publishing services	0.14%	1.6%	32.3%	32.3%
60	Programming and broadcasting services	0.39%	4.6%		
61	Telecommunications	2.16%	25.4%		
62	Computer programming, consultancy and related services	4.03%	47.6%		
63	Information services	0.27%	3.2%		

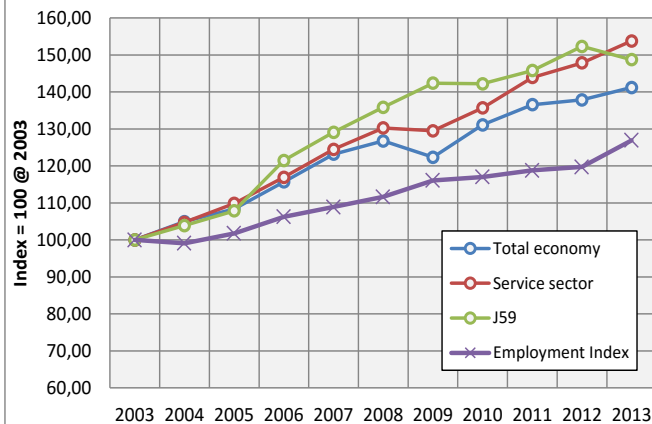
No action taken
 Not a priority
 Under development
 Production

CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

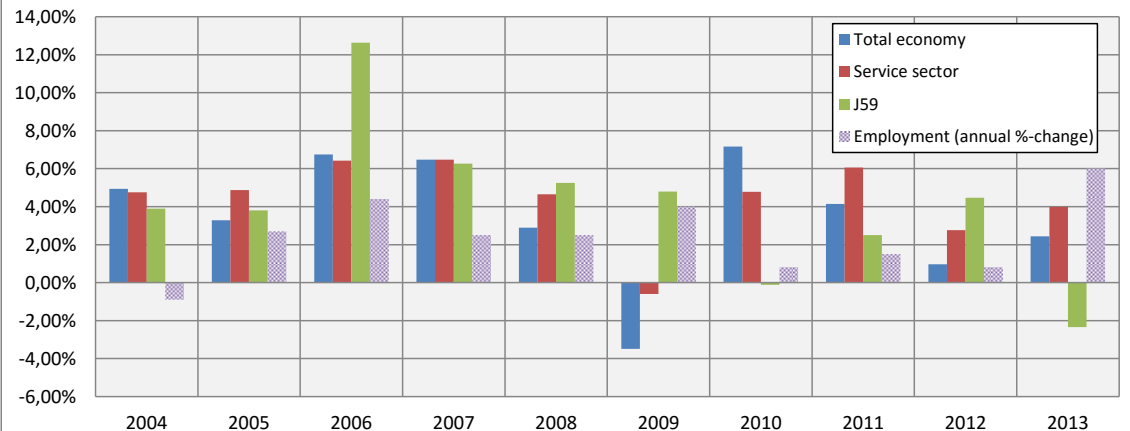
2. Market conditions and constraints – Turnover & Gross Value Added

CPA 59 - Turnover Data				
SPIN 2007	Description	% of Section J	% of NACE 59	Turnover (SEK million)
59.110	Motion picture, video and television programme production services (<i>Production services</i>)	2.5%	50.5%	10481 Mkr
59.120	Motion picture, video and television programme post-production services (<i>Post-production services</i>)	0.2%	3.5%	732 Mkr
59.130	Motion picture, video and television programme distribution services (<i>Distribution services</i>)	0.3%	5.6%	1171 Mkr
59.140	Motion picture projection services	0.4%	8.1%	1679 Mkr
59.200	Sound recording and music publishing services	1.6%	32.3%	6703 Mkr
Total		5.0%	100.0%	20766 Mkr

J59 - GVA (trend index)

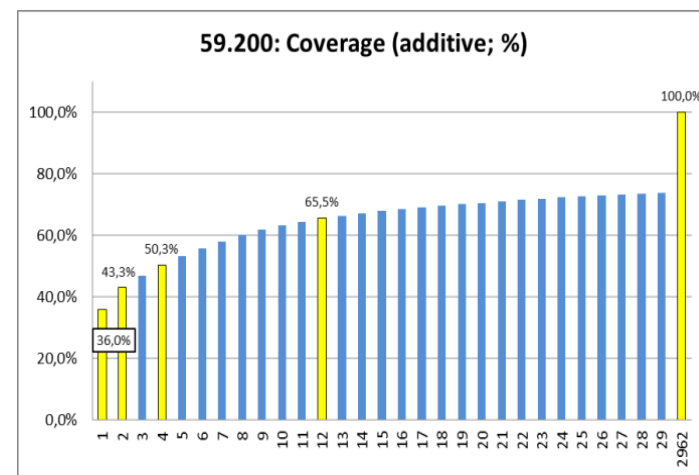
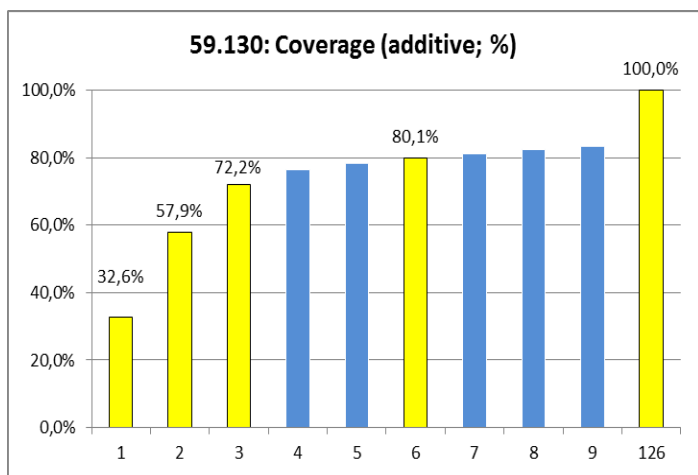
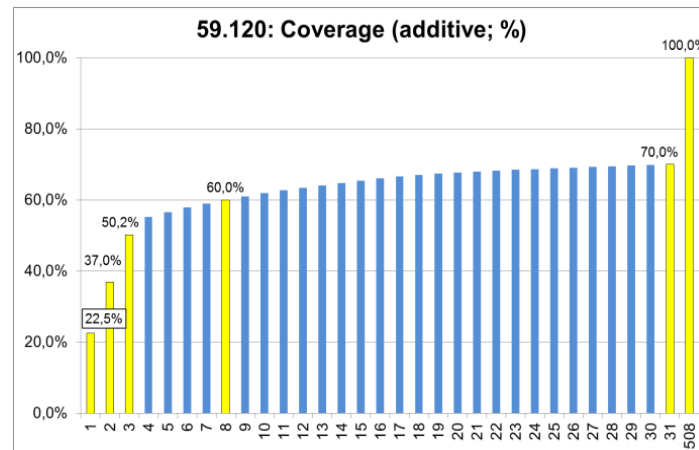
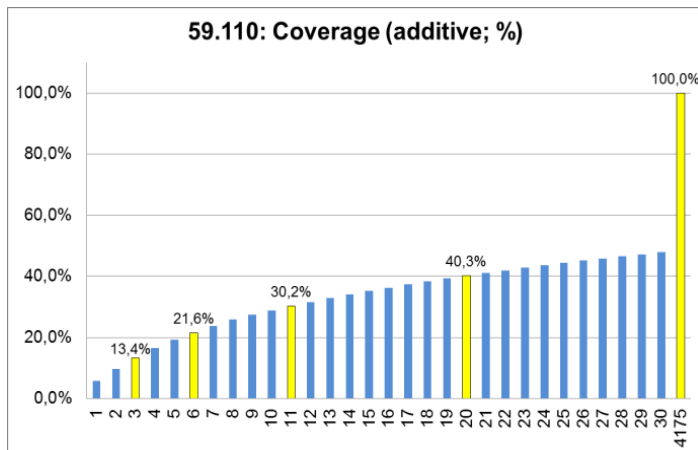


J59 - GVA (annual %-change)



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

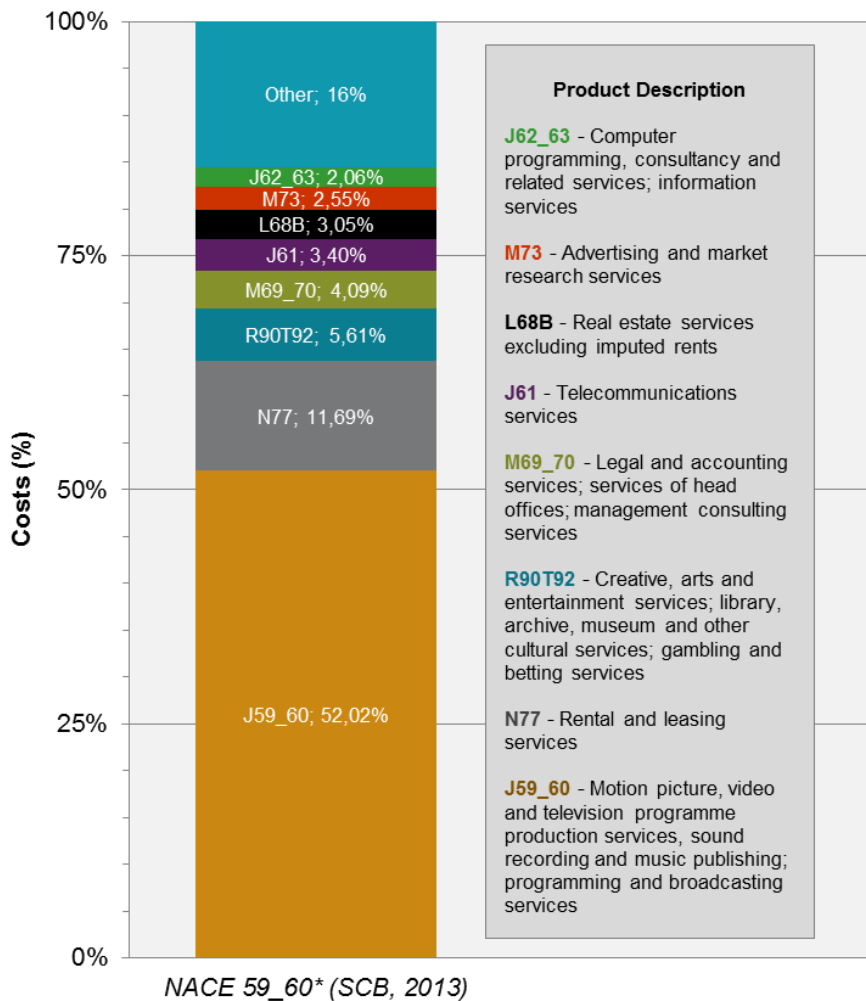
2. Market conditions and constraints – Population and Coverage



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

2. Market conditions and constraints – Cost Structure

NACE 59 (incl. 60) - Cost Structure



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

2. Market conditions and constraints – Market Trends

- **Technology – quality and productivity.**
- **Low entry barriers and high competition.**
- **Distribution and consumption.**

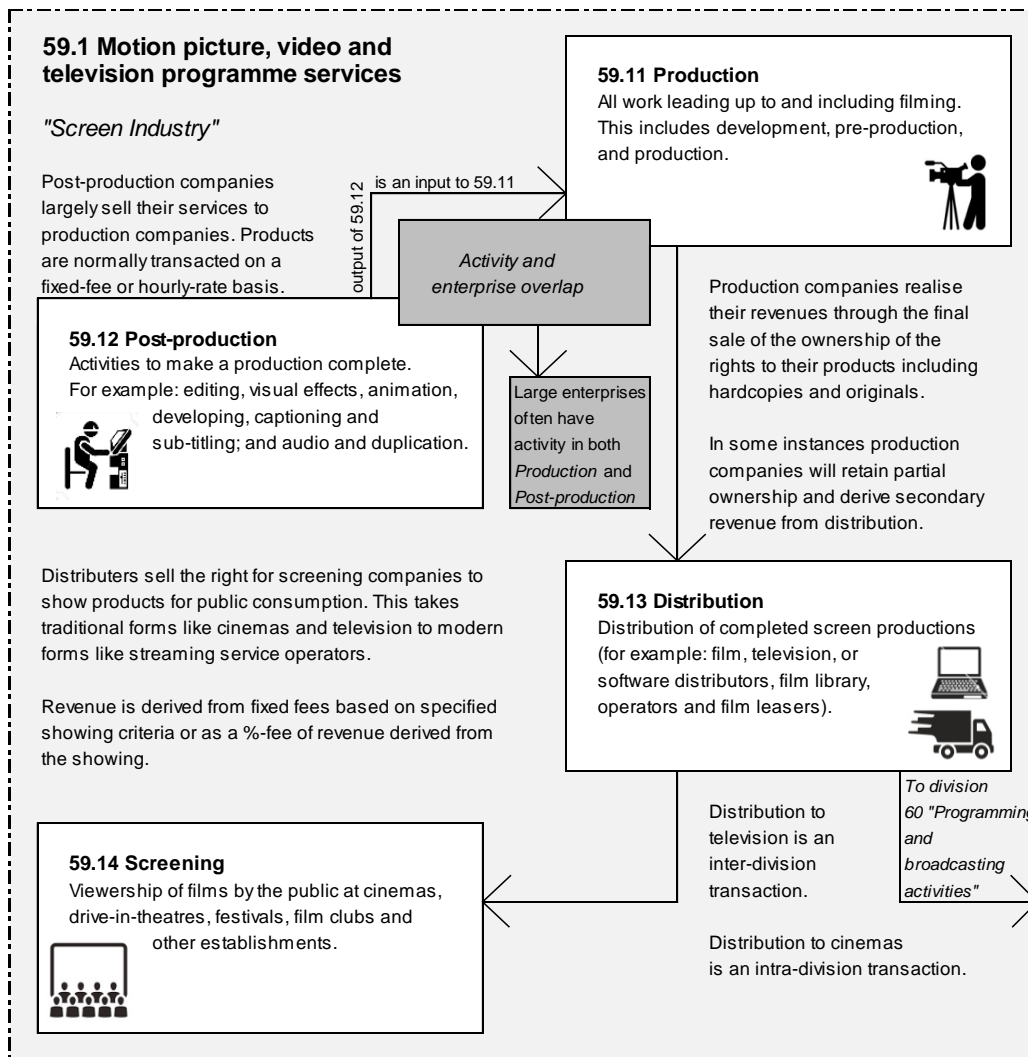
”prices of television production have decreased even though we usually do an indexation of productions when reorders are made. The reason is that our customers are few and we have an over establishment of production companies, while for some years the TV-channels have ordered less domestic production in favour of foreign productions. The production companies [due to increased competition] therefore sell new productions with lower margins than before. In other words, while we have received the same or slightly higher prices for a production that has passed one or more seasons with good viewing figures, it has been difficult to sell new ideas with the same margin as the older production.”

Respondent, CPA 59 Pilot Study, 2016 (SCB).



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

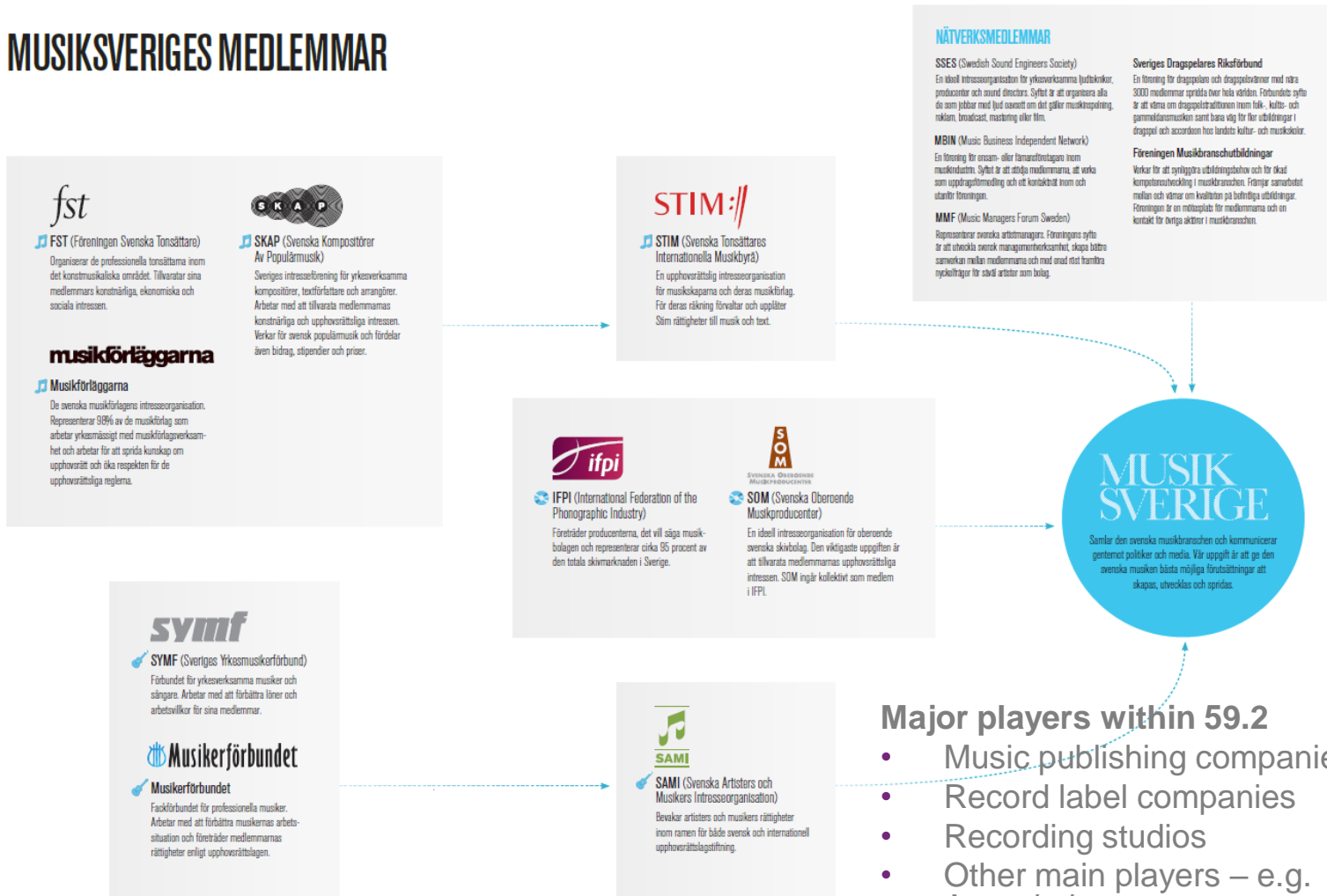
2. Market conditions and constraints – 59.1 Overview



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

2. Market conditions and constraints – 59.2 Overview

MUSIKSVERIGES MEDLEMMAR



Major players within 59.2

- Music publishing companies
- Record label companies
- Recording studios
- Other main players – e.g. Associations.

This overview is sourced from Musiksverige (<http://www.musiksverige.org>).

CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

3. National accounts concepts and measurement issues related to GDP

Deflators		
SPIN 2007	Description	Deflator
59.1	Motion picture, video and television programme production activities	WPI (wage index)
59.2	Sound recording and music publishing activities	CPI - Audio-visual, photographic and information processing equipment

- Current use of WPI and CPI proxy indices will be phased out once CPA 59 indices are officially implemented into the suite of PPIs.
- Price statistics are delivered to a number of internal users who either use them directly (as product deflators) or further transform them to create industry deflators.
- Structural Business Statistics and Business Register underpins both National Accounts and Price Statistics development and production.



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

4. Pricing criteria, units and methods – 59.110

Pricing Criteria

- Non-recurring productions (NRPs) (e.g. film production)
- Recurring productions (RPs) (e.g. series production)

Pricing Units

- NRPs - Price per film
- RPs - Price per episode of a given series
Specification example (1): Production of “Reality Show ABC”, price in SEK per episode.

Pricing Methods

- “Buyer-side” pricing adjusted to basic prices
- Direct use of repeated services; contract pricing; component pricing; model pricing

Special Treatments

- Adjustment to isolate movements to be purely attributable to 59.110



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

4. Pricing criteria, units and methods – 59.120

Pricing Criteria

- Recurring Post-Production services (for example: editing, titling, subtitling, computer-produced graphics, animation and special effects)

Pricing Units

- Price per hour
 - Specification example (1): Colour grading of film; feature film; operator and studio incl.; one hour.*
 - Specification example (2): Editing of TV reality shows; operator and pc equipment with editing software; one hour.*
 - Specification example (3): Sound editing; film/TV based commercial; operator and studio; one hour.*
- Price per service (fixed fee)

Pricing Methods

- Direct use of repeated services



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

4. Pricing criteria, units and methods – 59.130

Pricing Criteria

- Sale of physical and/or digital products
- Distribution to cinemas (profit-sharing)
- Distribution to TV (note: under development)

Pricing Units

- Price per physical and/or digital unit
Specification example (1): New release; Blu-ray; physically sold; average price; reference period sales.
- Price per film (based % ticket sales)

Pricing Methods

- Direct use of repeated services
- Percentage fee method



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

4. Pricing criteria, units and methods – 59.140

Pricing Criteria

- Sale of tickets for screenings

Pricing Units

- Price per ticket

Pricing Methods

- Direct use of repeated services
- Representative CPI, ex-tax (basic prices)



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

4. Pricing criteria, units and methods – 59.200

Pricing Criteria

- License fees connected to the consumption of music across various platforms (music publishers and record labels)
- Sale studio time (recording studios)

Pricing Units

- Price per type of music consumption
Specification example (1): License “music in sales area”; Annual fee; opening days > 312, square meters area 501-600 sq. fixed annual fee.
Specification example (2): License “live music”; free entrance; price per person
- Price per hour
Specification example (1): Studio time; one hour.

Pricing Methods

- Centralised collection of license fees per repeated types of music consumption
- Direct use of repeated services

Special Treatments

- Public Radio – i. Input cost factor method or ii. unit cost method



CPA 59: Motion picture, video and television programme production, sound recording and music publishing services

5. Summary/ Q&A

- **Outcome of research.**
- **Classification and segmentation.**
- **Respondent engagement and sample maintenance.**
- **Pricing methods.**

