



Discussant Remarks on ISIC 7310 Advertising

Susanna Tåg

34th Voorburg Group Meeting, Paris, 30 September - 4 October 2019

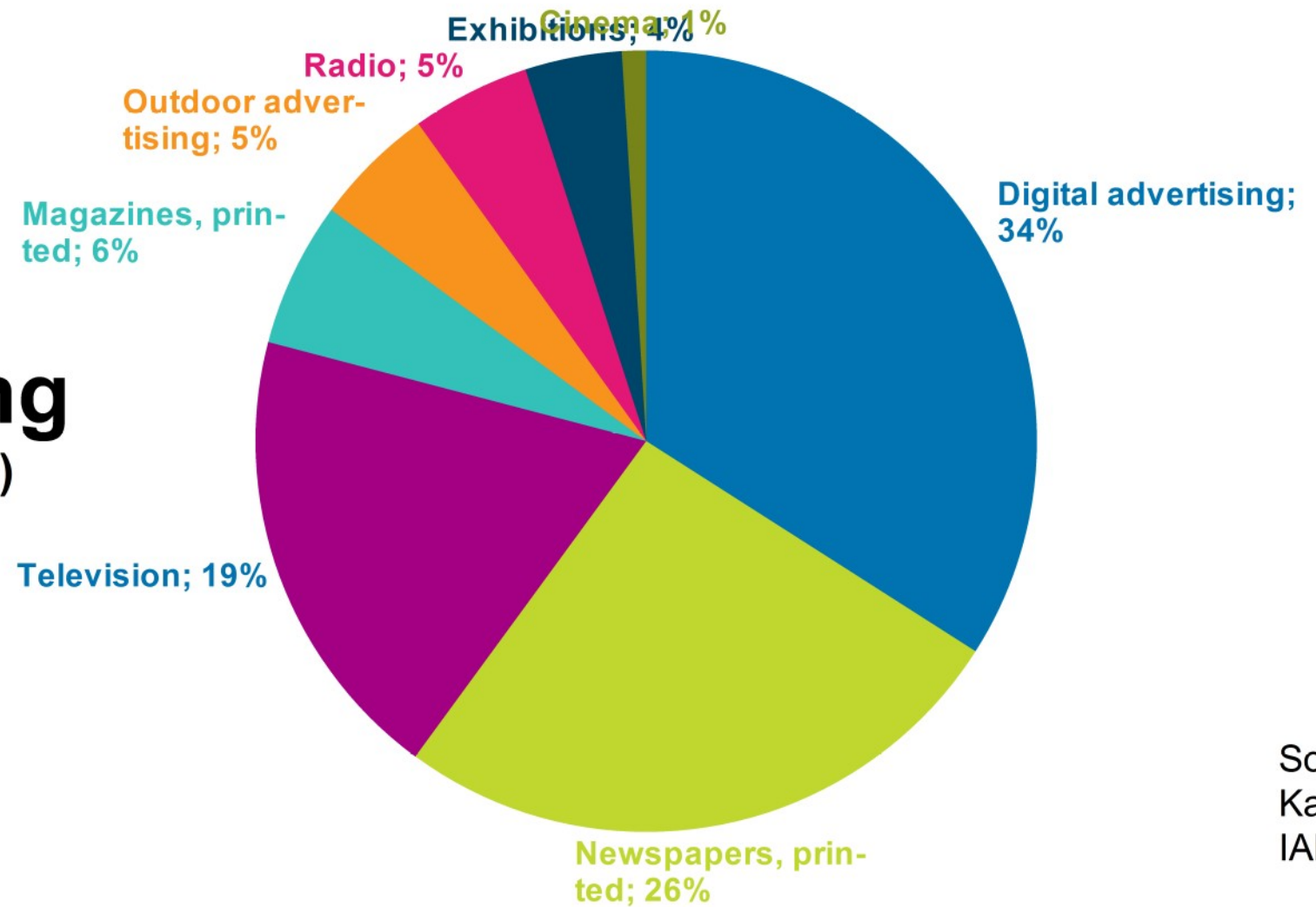
Shift from
traditional to
digital
advertising

HIGHLIGHTS FROM THE PAPERS

Trends and issues of advertising

Media Advertising

in Finland in 2018 (total 1,2 M€)



Source:
Kantar TNS,
IAB Finland

**Shift from
traditional to
digital
advertising**

Globalisation

HIGHLIGHTS FROM THE PAPERS

Trends and issues of advertising



EFFECTS OF GLOBALISATION ON ADVERTISING

Growth of exports

Multinational enterprises which provide services to their affiliated units → Transfer pricing

HIGHLIGHTS FROM THE PAPERS

Trends and issues of advertising

Shift from traditional to digital advertising

Globalisation

Measurement of output

Measurement of Output – Net vs. Gross vs. Mix

- “Identifying which of the business models is prevalent in a national industry is essential for the accurate measurement of turnover of the industry.”
[SPPI manual](#)
- “To ensure that an SPPI can be used as a suitable deflator in the national accounts, it is imperative that the billing method used is determined and matched to the turnover that is collected.”
[Pegler, K., Borstel, J. and Jenkins, C. 2011. Quality Adjustment paper on: ISIC 7310 Advertising](#)

HIGHLIGHTS FROM THE PAPERS

Trends and issues of advertising

Shift from traditional to digital advertising

Globalisation

Measurement of output

Classification



OVERLAP WITH OTHER INDUSTRIES

Programmatic advertising involves several industries: advertising, publishing, and IT service activities

→ Classification issue?

Time for discussion

**Shift from
traditional to
digital
advertising**

Globalisation

**Measurement
of output**

Classification