



ISIC Rev.4 draft, Section K “Information and communication”

United Nations Statistics Division

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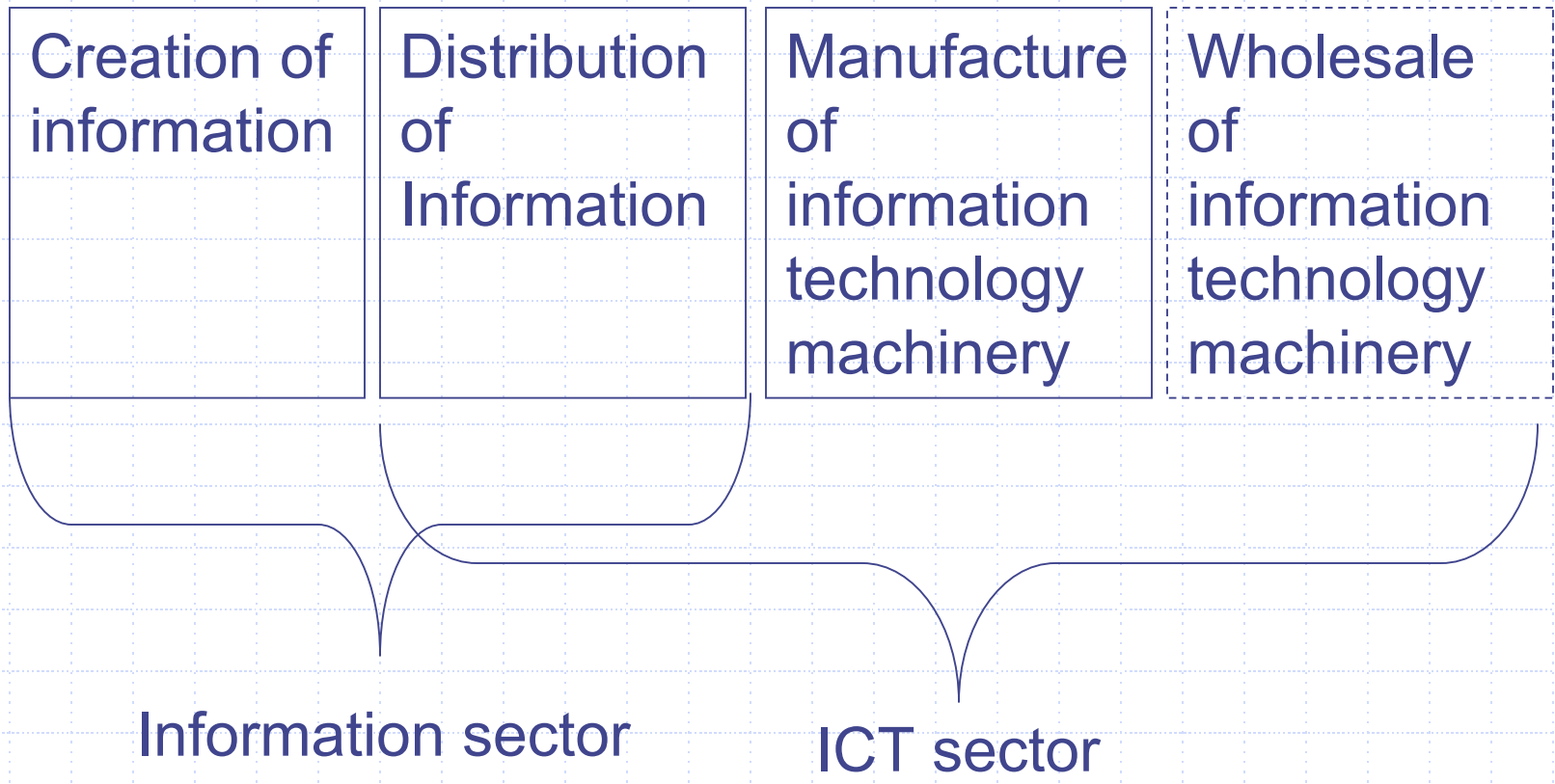
Why this section?

◆ First questionnaire:

- How should ISIC reflect the growing importance of information in the economy and in society? Should a high level category be introduced to deal with this? What should the boundaries be? The OECD has defined Information and telecommunication technologies (ICTs) whereas NAICS has adopted the Information sector (division 51). To what extent should the ISIC revision be guided by these examples?

Concept, scope

◆ Two different approaches



Concept, scope

- ◆ Based generally on mass distribution concept
- ◆ It includes:
 - Creation, processing information and cultural products
 - Distribution of these products other than through the traditional wholesale and retail channels
 - Telecommunications
 - Information technology, data processing services and other services

Concept, scope

◆ IT services

- Require specific skills and expertise, therefore fit better with professional, scientific and technical services
- Do not comply with the mass distribution concept
BUT,
- the majority of countries (second questionnaire) wanted to have all IT services in the "Information and communication" section!

Specific characteristics of Information and Communication products

- ◆ An information or cultural product does not necessarily have tangible qualities
 - The traditional order “physical production”-distribution is no longer always valid
 - Value lies on content not on format
 - Protected from unlawful reproduction by copyright laws

- ◆ No direct contact between supplier and consumer is needed, many ways of distributing

Structure of Section K

53 – Publishing activities

54 – Motion picture and sound recording activities

55 – Broadcasting

56 – Telecommunications

57 – Information technology, internet service providers, web search portals and other information service activities

Affected ISIC 3.1 categories:

- ◆ 221 "Publishing" (in "Manufacturing")
- ◆ 72 "Computer and related activities" except 725
(in "Real estate, renting and business activities")
- ◆ 642 "Telecommunications" (in "Transport, storage
and communications")
- ◆ 92 "Recreational, cultural and sporting activities"
9211, 9212, 9213, 9220, 9231
(in "Other community, social and personal service
activities")

Improved relevance of affected ISIC sections

- ◆ Publishing (ISIC 3.1 221) removed from Manufacturing
 - Printing and reproduction of recorded media remain in Manufacturing
- ◆ ISIC 3.1 Section K completely reorganized
 - IT services (the larger part of former 72) placed in Information and Communication
- ◆ Telecommunications removed from ISIC 3.1 "Transport, storage and communications" section;
 - ISIC Rev.4 section H has transport, storage, postal and courier activities
- ◆ ISIC 3.1 section O reorganized:
 - Portions of former 92 in "Information and communication"
 - Section R "Arts, entertainment and recreation" created
 - Other changes: Section E "Water supply, sewerage...", section S "Other service activities"

ISIC 4, 53			Publishing activities	ISIC 3.1
	531		Publishing of books, periodicals and other publishing activities	
		5311	Book publishing	2211*, 7240*
		5312	Publishing of newspapers, journals and periodicals	2212, 7240*
		5319	Other publishing	2219, 7240*
	532	5320	Software publishing	7221, 7240*

ISIC Rev.4 draft, Div.53

◆ 531 scope:

- Publishing of books, periodicals, mailing lists, other works of art
 - ◆ Characterized by intellectual property required in their development
 - ◆ Usually protected by copyright
 - ◆ Includes distribution if carried out in connection with publishing
 - ◆ All forms of publishing included (in print, electronic, on-line, audio)
 - ◆ On-line publishing breaks the continuity at class level to ISIC 3.1

ISIC Rev.4 draft, Div.53

◆ 532 scope:

- Production, supply and documentation, i.e. publishing of software
- Internet publishing added to the scope of former 7221
- Distinct from the activities of 5711!
 - ◆ Publishing (may include creation) vs. creation (writing, modifying, testing) only

ISIC 4, 54			Motion picture and sound recording activities	ISIC 3.1
	541		Motion picture activities	
		5411	Motion picture, video and television programme production	9211*, 9213*
		5412	Motion picture, video and television programme distribution	9211*
		5413	Motion picture projection activities	9212
	542		Sound recording activities	
		5421	Sound recording production and distribution activities	2213*, 9211*, 9213*, 7499*
		5422	Music publishing activities	2213*, 7499*

ISIC Rev. 4 draft, Div 54

◆ 541 scope:

- Production of motion pictures and supporting activities
- Distribution of motion pictures and other film productions
- Motion picture projection

ISIC Rev. 4 draft, Div.54

◆ 542 scope:

- Production of original sound master recordings
- Releasing, promoting and distributing sound recordings to wholesalers, retailers or directly to the public
- Publishing of music

ISIC 4, 55			Broadcasting	ISIC 3.1
	551		Radio and television broadcasting	
		5511	Radio broadcasting	9213*, 7240*
		5512	Television broadcasting	9213*, 7240*
	552	5520	Cable and other subscription programming	9213*

ISIC Rev.4 draft, Div 55

◆ New detail introduced

- Part of ISIC 3.1 9213 "Radio and television activities"
- Internet broadcasting also included

◆ 55 scope

- Creating/acquiring the right/assembling content and subsequently broadcasting it
- Broadcasting is the necessary portion!
- All possible technologies for broadcasting

Questions in the ISIC Rev.4 draft:

◆ 5520 “Cable and other subscription programming”

- Is there support for keeping this class or should it be put together with Television Broadcasting (5512)?

◆ Internet publishing and broadcasting:

- Do you support the approach taken in the draft regarding internet publishing and broadcasting or would you like to see it separately identified as a division?

ISIC 4, 56			Telecommunications	ISIC 3.1
	561	5610	Wired telecommunications activities	6420*
	562		Wireless telecommunications activities	
		5621	Wireless telecommunications activities (except satellite)	6420*
		5622	Satellite telecommunications activities	6420*
	563	5630	Cable and other subscription programming distribution	6420*
	564	5640	Other telecommunications activities	6420*

ISIC Rev. 4 draft, Div 56

◆ New detail introduced

- Part of ISIC 3.1 6420 “Telecommunications”
- Former class elevated to a division, activities better identified

◆ Includes

- Providing telecommunications, i.e. transmitting voice, data, text, sound and video
- Commonality of activities: transmission of activities without being involved in creation

ISIC 4, 57			Information technology, internet service providers, web search portals and other information service activities	ISIC 3.1
	571		Information technology service activities	
		5711	Computer programming activities	7229*
		5712	Hardware and software consultancy activities	7210, 7229*
		5713	Computer facilities management activities	7230*
		5714	Other computer related activities, n.e.c.	7290

ISIC Rev.4 draft, 571

◆ concept of this group in 5th slide

◆ Scope:

- Creating (writing, modifying, testing, supporting) software – 5711
- Planning, designing computer systems (hardware, software and communication technologies integrated) - 5712
- On-site management and operation of clients' computer systems and/or data processing facilities -5713
- n.e.c. activities: computer disaster recovery, software installation, etc

	572		Internet service providers, web search portals and data processing hosting and related activities	ISIC 3.1
		5721	Internet service providers	6420*
		5722	Web search portals	7240*
		5723	Data processing, hosting and related activities	7230*
	573			
		5731	News agency activities	9220*
		5732	Library and archives activities	9231, 7514*
		5739	Other information services, n.e.c.	7499*

ISIC Rev. 4 draft, 572

- ◆ Internet services provides and web search portals combined
- ◆ News agency activities, library and archives activities, removed from “Recreational, cultural and sporting activities” (former 92) and placed here according to mass distribution concept