



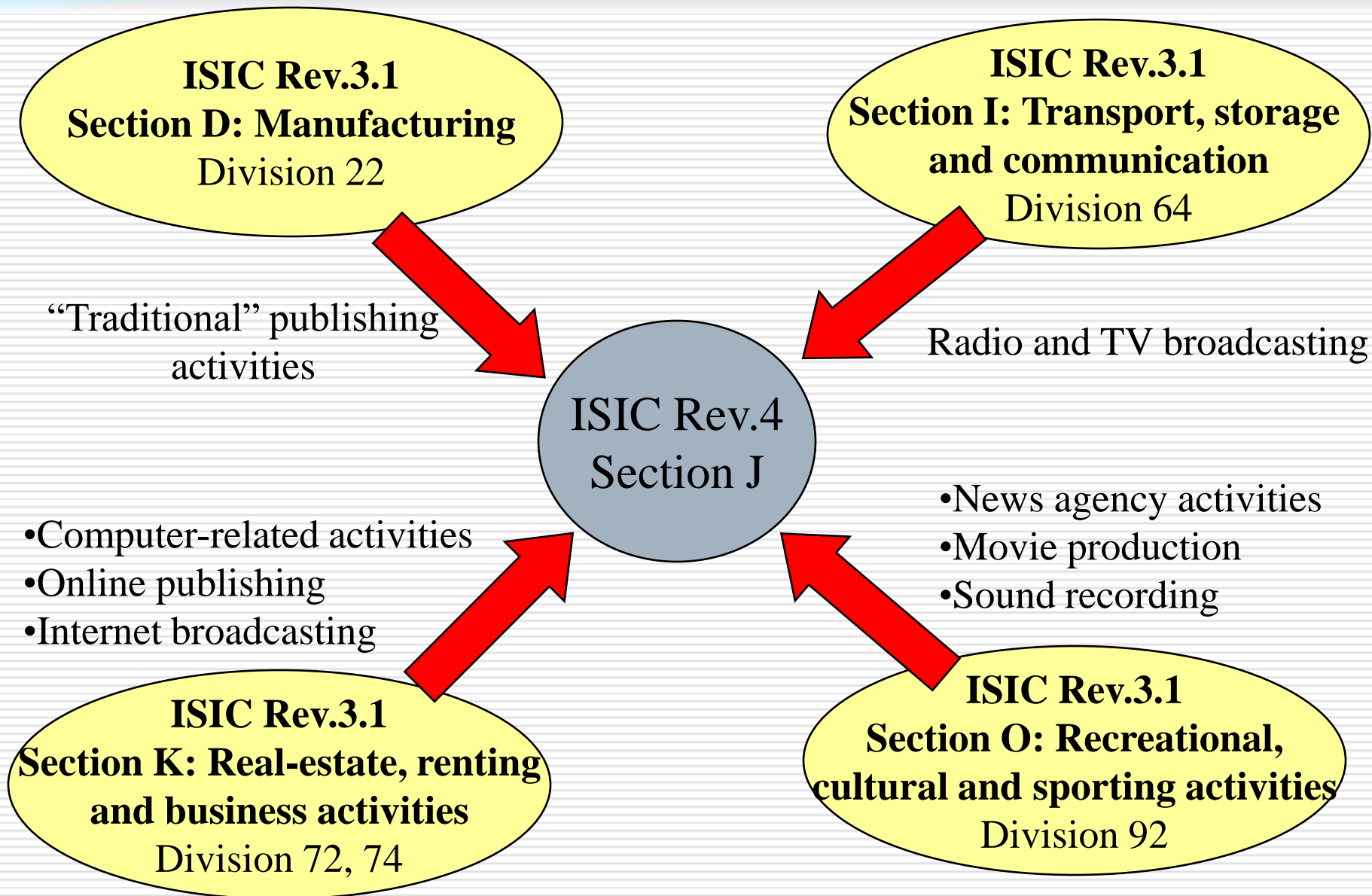
ISIC Rev. 4 Section J:

“Information and
communication”



Section J: “Information and Communication”

- Completely new section – no counterpart in ISIC Rev.3.1
- Includes:
 - Creation and processing of information and cultural products
 - Distribution/publishing of these product
 - Information technology services
- Information and cultural products
 - Value lies in content, not in format
 - Protected from unlawful reproduction by copyright laws





“Information sector” is different from the “ICT Sector”

- ISIC Section J is a way of defining the “Information Sector”
 - Creation of content/information
 - Distribution of content/information
- OECD has defined an “ICT Sector”
 - Distribution of content/information
 - Manufacture and wholesale of IT equipment
- We see that these definitions are different
 - The “ICT Sector” is also available in ISIC as an alternative aggregation



Divisions

Division 58: Publishing activities

Division 59: Motion picture, video and television programme production, sound recording and music publishing activities

Division 60: Programming and broadcasting activities

Division 61: Telecommunications

Division 62: Computer programming, consultancy and related activities

Division 63: Information service activities



Division 58: Publishing activities

- ❑ Publishing is:
 - Acquisition of copyrights
 - Making content available to public (print, electronic, etc.)
- ❑ Publishing is *not*:
 - Creation of content
 - Printing or other reproduction (found in division 18)
- ❑ This division contains *most* publishing activities, but *not*:
 - Publishing of motion pictures (division 59)
 - Music publishing (division 59)
 - Broadcasting (division 60)



Division 58: Publishing activities

Group	Class	Title
581		Publishing of books, periodicals and other publishing activities
	5811	Book publishing
	5812	Publishing of directories and mailing list
	5813	Publishing of newspapers, journals and periodicals
	5819	Other publishing activities
582	5820	Software publishing



Division 59: Motion picture, video and television programme production, sound recording and music publishing activities

- ☐ Contains activities related to:
 - Recording
 - Production
 - Distribution
 - Projectionof:
 - Motion pictures
 - Sound master recordings (including music)
 - Individual radio and TV programmes (“non-live content”)
- ☐ Also contains:
 - Music publishing (audio *and* printed music)
- ☐ Does *not* contain:
 - Broadcasting
 - Video rental
 - Retail sale of film productions
 - Reproduction of recordings



Division 59: Motion picture, video and television programme production, sound recording and music publishing activities

Group	Class	Title
591		Motion picture, video and television programme activities
	5911	“production”
	5912	“post-production”
	5913	“distribution”
	5914	“projection”
592	5920	Sound recording and music publishing activities



Division 60: Programming and broadcasting activities

- Special case of publishing
 - Basically: radio and TV
- Distinguishing feature: *programming*
 - assembling together audio/visual components into a complete daily programme.
 - Also: production of own content, including *live* content
- The actual transmission can be carried out by the same or a different unit.
 - But if all you do is transmission, you are classified in division 61.
 - Being in division 60 requires that you are involved in *shaping* the content in some way.
- Programmes can be transmitted in several ways, such as *over the air, by satellite, by cable* or over the *internet*



Division 60: Programming and broadcasting activities

Group	Class	Title
601	6010	Radio broadcasting
602	6020	Television broadcasting and broadcasting activities



Division 61: Telecommunications

- This division contains activities related to provision of telecommunications
 - “Telecommunications”: transmission of audio, video, text or other data)
- Units classified here are engaged in the transmission, but not content creation
 - If you are producing content AND broadcasting it → you are in Division 60 – “Broadcasting”.
 - If you broadcast on behalf of others, you are in Division 61
 - If you provide on-line content or software, you are in Division 58 or 59. If you only provide the technical means for transmitting the content, you are here.
- This division is broken down by **type of infrastructure operated**.



Division 61: Telecommunications

Group	Class	Title
611	6110	Wired
612	6120	Wireless
613	6130	Satellite
614	6140	Other



Review: Division 59 – 61 and radio/television-related activities

- To summarize this important point:
 - Making of individual radio/TV recordings → **Division 59** – “*Motion picture, video and television program production, sound recording and music publishing activities*”
 - Assembling of radio/TV recordings into complete daily programmes (schedules), whether or not combined with transmitting → **Division 60** – “*Programming and broadcasting activities*”
 - Transmitting finished radio/TV daily programmes (schedules), without any involvement in the shaping of the content → **Division 61** – “*Telecommunications*”



Division 62: Computer programming, consultancy and related services

- Provision of IT expertise
 - Writing, modifying, testing, supporting software
 - Planning/designing computer systems
 - On-site computer systems management and operation
 - Etc.



Division 62: Computer programming, consultancy and related services

Group	Class	Title
	6201	Computer programming activities
	6202	Computer consultancy and computer facilities management services
	6209	Other information technology and computer service activities



Division 63: Information service activities

Group	Class	Title
631		Data processing, hosting and related activities; web portals
	6311	Data processing, hosting and related activities
	6312	Web portals
639		Other information service activities
	6391	News agency activities
	6399	Other information service activities n.e.c.



End of presentation