

Statistics on Products in the Services Sector

Methodology

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1. Introduction

The Statistics on Products in the Services Sector (SPSS) is an annual structural statistical operation whose data collection is carried out by means of questionnaires attached to the Structural Business Statistics: Services Sector questionnaire and addressed to the same units included in its sample. These two operations are therefore fully integrated and share the same methodology in their scope of study, survey design, classification variables, collection and processing of information. All these aspects are detailed in the methodological notes on the Structural Business Statistics: Services sector.

Note regarding the Structural Business Statistics (SBS): *Services Sector*.

In accordance with the European Statistical System, for the 2018 financial year, a new practical application of the statistical concept of 'Company'² has been implemented for the Structural Business Statistics. Under this new approach, a Company can be made up of one or more Legal Units. In the latter case, the Statistical Company will condense the economic and employment variables for all the Legal Units that comprise it. This criterion differs from that previously applied, by which each separate Legal Unit was considered a company. Although the new approach affects only Legal Units that are part of business groups -being highly relevant entities in terms of economics and employment- the statistical results of the SBS and its distribution by activities and sizes is affected. In order for users to compare SBS data under the traditional approach (based on separate Legal Units) and the new approach (based on Statistical Companies), for the 2018 reference year, the INE has released both versions of the statistical results for the SBS.

Note Regarding *Statistics on Products in the Services Sector*.

For statistical result purposes, the 2018 SPSS is integrated with the SBS for the same year, under the version based on Legal Units.

The SPSS, like the Structural Business Statistics, falls under the category of structural operations according to Regulation 295/2008 of the European Parliament and of the Council concerning structural business statistics. Specifically, the SPSS investigates companies engaged in certain activities related to Non-Financial Market Services.

2. Objectives

The main objective of this survey is to ascertain the specific characteristics of each of the sub-sectors that make up the Non-Financial Market Services Sector, in order to carry out a more precise sectoral analysis adapted to each economic activity.

3. Statistical unit

The statistical unit used has been **the company** that provides as its main economic activity some of the services included in the population scope.

A company is defined as any organisational unit for the production of goods and services, which enjoys a certain degree of decision-making autonomy, particularly when it comes to using its current resources. The company can exercise one or more activities in one or several places.

Note: Like that of previous years, the 2018 SPSS considers each Legal Unit that produces goods or services a Company. As such, its results are integrated with the *Structural Business Statistics: Services Sector* under the traditional approach based on Legal Units.

The companies studied are classified according to their main activity, according to the National Classification of Economic Activities(CNAE-2009). Likewise, all of the study variables referring to the company were assigned to said activity.

² The reasons and details for the adaptation of the statistical concept of the "Company" were announced by the INE in a Press Release dated December 17, 2019.

4. Scope of the statistics

The scope of the statistic is defined in relation to the population investigated, to the time and space.

4.1. Population scope

The population scope of this survey is defined according to the main activity carried out by the company.

The sub-sectors analysed are the following:

Sub-sectors under investigation	Activities CNAE-2009 included
Interurban passenger rail transport Freight rail transport	49.1 and 49.2.
Passenger land transport, except rail transport.	49.31 and 49.39
Freight transport by road and removal services.	49.4
Water transport.	50
Air transport.	51
Postal and courier activities	53
Hotels and similar accommodation	55.10, with at least 50 employees
Computer services: software publishing (group 58.2), programming, consultancy and other IT-related activities (division 62), data processing, hosting and web portal-related activities (group 63.1) and repair of computers and peripheral equipment (class 95.11)	58.2, 62, 63.1, 95.11
Audiovisual services.	59 and 60
Legal activities	69.1
Economic consultancy and advisory services: accounting, bookkeeping, auditing and tax consultancy (class 69.20) and business management and consultancy activities (group 70.2).	69.20, 70.2
Architectural and engineering activities; technical testing and analysis	71.1 and 71.20
Advertising services	73.1
Market research and public opinion polling services	73.20
Recruitment and placement services	78
Travel agency and tour operator activities	79.1, with at least 20 employees
Industrial cleaning services	81.2

For each of the sub-sectors investigated, a different questionnaire is used.

4.2. Territorial or geographical scope

All statistical units located in the Spanish territory are the object of the research.

4.3. Temporal scope

The reference period of the survey is the calendar year.

5. Design and sample

For the activities under study, the SPSS investigates the same sample of companies selected for the *Structural Business Statistics: Services Sector*, except for the Hotels and similar accommodations sub-sector for which this statistic is only aimed at companies with at least 50 employees, and for the Travel Agencies and tour operators sub-sector for which the SPSS is aimed at companies with at least 20 employees.

The details relating to the population frame (CBR), type of sampling (stratified), allocation between strata (optimum), sample selection (random in each stratum of a non-comprehensive type), sample estimators and sampling errors can be consulted in the Methodological Notes of the *Structural Business Statistic: Services sector*.

6. Variables and Definitions

Although there is a specific questionnaire for each sub-sector of activity analysed, all of them have a similar structure. The variables studied may be classified into three types:

- 6.1. Breakdown of turnover by products
- 6.2. Breakdown of turnover by type or sector of activity of the customers.
- 6.3. Other specific variables for each particular sub-sector.

6.1. Breakdown of turnover by activities carried out and services rendered

For each of the sub-sectors, companies are requested to provide a breakdown of turnover according to the products or services they offer. The relation of each one of these products or services for each specific activity is consistent with those included in the Classification of Products by Activity, although in some cases it differs from this classification, incorporating new products or services, or including others from neighbouring activities so that companies can make a more appropriate distribution to their turnover.

Definition: Turnover includes the total amounts invoiced by the company during the reference period for sales of goods and services supplied to third parties, taking into account both those made directly by the observation unit itself and those from any incidental out-sourcing.

These sales of goods or services are accounted for in net terms, that is to say, including amounts charged to the client (transportation, packaging, etc.), even if they are invoiced separately, but deducting prompt payment discounts on sales, sale returns or the value of returned packaging, as well as volume discounts on sales. Taxes and fees on goods or services invoiced by the unit are included, but VAT is excluded from the customer.

From an administrative point of view, the General Accounting Plan (GAP) (RD 1514/2007, of 16 November) defines the "Total net turnover" by the following accounting items: C700+C701+C702+C703+C704+C705-C706-C708-C709 being:

- C700 Sales of merchandise
- C701 Sales of finished goods
- C702 Sales of semi-finished goods
- C703 Sales of Containers and packaging
- C704 Sales of containers and packaging
- C705 Rendering of services
- C706 Prompt payment discounts
- C708 Sales returns and similar transactions
- C709 Volume discounts

The turnover does not include, therefore, subsidies or other operating income, nor does it include financial,

extraordinary or other income affecting the results for the year.

There are several reasons for including this section in subsectors analysed:

- a) Allows to correctly assign the main activity of the company. Each of the statistical units studied (companies) frequently carries out different activities that should be classified in separate classes of the CNAE-2009. In general, the activities carried out by an economic unit may be one of three types: main, secondary and auxiliary activities. The main activity is different from secondary as it is the one that generates the greater value added; in turn, auxiliary activities are those which generate services that are not sold on the market and which only serve the unit on which they depend (administration department, transport or storage services).
- b) The population framework for these product statistics, is obtained from the Central Business Register (CBR), generated from Administrative Registers. The economic activity that each company has in the CBR is determined from the tax heading present in the Tax on Economic Activities and the CNAE-2009 activity code that appears in the Social Security Contribution Accounts. However, given that companies usually carry out more than one activity, they must be registered under several headings of the tax on economic activities and, in order to be able to assign a main activity, the Directories Unit of the INE applies a series of filters and criteria. This main activity may not be the correct one and the information provided by the company on the breakdown of its turnover is very adequate information to correctly allocate the main activity it carries out.
- c) A more detailed knowledge of the products and services provided by companies will also be useful for the different statistical adaptations that the changes in the CNAE entail.
- d) Allows to know the degree of specialisation of the companies. On the basis of the breakdown of turnover, it is possible to determine whether companies in a given sector are engaged exclusively in the supply of a given product or service or in a small number of them or, on the contrary, they diversify their activity among many products or services.
- e) It allows to obtain very valuable information for the analysis of certain sub-sectors. In the case of Hotels and similar accommodations and Travel Agencies companies, the breakdown of the turnover of these companies allows additional information to be obtained for the analysis of tourism, as this information is incorporated into the estimates made for the Tourism Satellite Account.
- f) It provides information necessary for the elaboration of price indices from the point of view of the supply of each of the sub-sectors. When calculating a price index, it is necessary to decide what is the scope of application, to select the products whose prices are to be measured, to develop a system of weights, calculating the weightings and the prices, the most suitable aggregative formula for calculating the index, etc.
- g) The breakdown of turnover by product for each activity makes it possible to identify the most representative and frequently offered services, while at the same time providing the information needed to obtain a weighting system (calculated on the basis of the relative weight of each of the elementary services in the total) for calculating the aggregate price indices for that sub-sector.

6.2. Breakdown of turnover by type of customer or sector of activity of the customer

This information is requested in the questionnaires for all the subsectors analysed, although the reasons may be different for each of them.

In the case of Hotels and Travel Agencies, the distribution of turnover by clients (households, national or non-national tour operators, other national or non-national travel agencies, other companies) constitutes a very valuable source of information for the estimates of the Tourism Satellite Account.

For the other activities under study, the questionnaires collect information on the sector of activity of the clients (households, public administration or companies differentiating the economic sector to which they belong). This breakdown allows us to know the demand for market services made by the rest of the sectors of the economy. In the case of the demand made by companies, knowing the sector in which they carry out their activity makes it possible to know the degree of outsourcing that each of the subsectors has been able to carry out.

6.3. Other specific variables for each particular sub-sector

In some of the sub-sectors studied, companies are asked to provide certain specific variables to help identify the specific characteristics of the sub-sector or to assess the changes they may be undergoing.

Some of these variables are listed below:

- For **carriage of passengers or freight by road, sea or air** companies, the questionnaires include a specific section to find out the characteristics of the company's fleet of vehicles: number of vehicles by type, capacity (seats or payload) and years of age. Information on the breakdown of consumption of raw materials and other consumables is also requested.
- For **postal service** companies, information of the turnover breakdown according to the geographical scope of the service performed and the breakdown of the consumption of raw materials and other consumables is requested. Information regarding the vehicle fleet is also requested.
- For **advertising service** companies, the consumption of advertising space and time for resale is requested.
- For **recruitment and placement services** companies, a section to find out the number of hours invoiced according to the type of personnel supplied is included (IT and telecommunications, office, commerce, transport, industry, hotels and restaurants, transport, health, education, IT and others).
- For **travel agencies** that obtain part of their turnover from the sale of tourist packages made by themselves, they are asked to provide details of the services purchased to form these packages (transport services, accommodation, catering, car rental, recreational and cultural services, financial and insurance services). In this way the composition of these packages is known, information that is very useful for the estimates of the Tourism Satellite Account.

7. Information collection

The information is collected annually at the same time as the *Structural Business Statistics: Services Sector*, through the INE Collection Units. The completion of the questionnaire via the Internet is encouraged, although in any case, respondents have other response channels available (fax, postal mail, telephone).

The collection units are also responsible for attending the telephone lines so as to answer respondents' questions, and for recording and cleaning the questionnaires. Telephone contact are made with companies in cases where there is no response within the established deadline or where the response is considered insufficient or inconsistent.

The data collection process for the Structural Business Statistics and for the SPSS for the reference year t is carried out as from the second quarter of the year $t+1$.

8. Processing of the information

The processing of the information, starting from the data collection itself, through the recording, coding and cleaning-validation, to the micro and macro-cleaning phases of the final files, is carried out in an integrated way with the *Structural Business Statistics*.

Some details of these processes can be found in the methodological document of the *Structural Business Statistics: Services sector*.

9. Dissemination of information

The periodicity of the dissemination is annual and takes place at the same time as the dissemination of the *Structural Business Statistics*:

Dissemination plan: below is a link to the website where you can find the list of published results tables:

http://www.ine.es/dyngs/INEbase/en/operacion.htm?c=Estadistica_C&cid=1254736176898&menu=resultados&idp=1254735576778

Annex 1. Activities of the CNAE-2009 included in the scope of the survey

The target population of the *Statistics on Products in the Services Sector* is made up of companies whose main activity is described in the following activities, groups and classes of the National Classification of Economic Activities (CNAE-2009):

Section H. Transport and storage

49.10 Interurban passenger rail transport

This class includes:

- rail transportation of passengers using railroad rolling stock on mainline networks, spread over an extensive geographic area
- passenger transport by interurban railways
- operation of sleeping cars or dining cars as an integrated operation of railway companies

This class excludes:

- passenger transport by urban and suburban transit systems (see 49.31)
- passenger terminal activities (see 52.21)
- operation of railroad infrastructure and related activities such as switching and shunting (see 52.21)
- operation of sleeping cars or dining cars when operated by separate units (see 55.90 and 56.10)

49.20 Freight rail transport

This class includes:

- freight transport on mainline rail networks as well as short line freight railroads

This class excludes:

- warehousing and storage (see 52.10)
- freight terminal activities (see 52.21)
- operation of railroad infrastructure and related activities such as switching and shunting (see 52.21)
- cargo handling (see 52.24)

49.31 Urban and suburban passenger land transport

This class includes:

- land transport of passengers by urban or suburban transport systems. This may include different modes of land transport, such as by bus, tramway, trolley bus, underground and elevated railways, etc. The transport is carried out on scheduled routes normally following a fixed time schedule, entailing the picking up and setting down of passengers at normally fixed stops.

This class also includes:

- town-to-airport or town-to-station lines
- operation of funicular railways, aerial cableways, etc., if part of urban or suburban transit systems.

This class excludes:

- passenger transport by interurban railways (see 49.10)

49.39 Other passenger land transport n.e.c.

This class includes:

- other passenger road transport
- scheduled long-distance bus services
- charters, excursions and other occasional coach services, etc.
- airport shuttles
- operation of funiculars, cable railways, ski and cable lifts, etc., if not part of urban or suburban transit systems.

This class also includes:

- operation of school buses and buses for transport of employees
- passenger transport by man or animal-drawn vehicles

This class excludes:

- ambulance transport (see 86.90)

49.41 Freight transport by road

This class includes:

- all freight transport services by road:
- logging haulage
- stock haulage
- refrigerated haulage
- heavy haulage
- bulk haulage, including haulage in tanker trucks including milk collection at farms
- haulage of automobiles
- transport of residues and waste materials, without collection or disposal

This class also includes:

- renting of trucks with driver
- freight transport by man or animal-drawn vehicles

This class excludes:

- log hauling within the forest, as part of logging operations (see 02.40)
- distribution of water by trucks (see 36.00)
- operation of terminal facilities for handling freight (see 52.21)
- crating and packing activities for transport (see 52.29)
- post and courier activities (see 53.10 and 53.20)
- waste transport as integrated part of waste collection activities (see 38.11 and 38.12)

49.42 Removal services

This class includes:

- removal services to businesses and households by road transport

50.10 Sea and coastal passenger water transport

This class includes:

- transport of passengers over seas and coastal waters, whether scheduled or not:
- operation of excursion, cruise or sightseeing boats
- operation of ferries, water taxis, etc.

This class also includes:

- renting of pleasure boats with crew for sea and coastal water transport (e.g. for fishing cruises)

This class excludes:

- restaurant and bar activities on board ships, when provided by separate units (see 56.10 and 56.30)
- renting of pleasure boats and yachts without crew (see 77.21)
- renting of commercial ships or boats without crew (see 77.34)
- operation of "floating casinos" (see 92.00)

50.20 Sea and coastal freight water transport

This class includes:

- transport of freight over seas and coastal waters, whether scheduled or not
- transport by towing or pushing of barges, oil rigs, etc.

This class also includes:

- renting of vessels with crew for sea and coastal freight water transport

This class excludes:

- storage of freight (see 52.10)
- harbour operation and other auxiliary activities such as docking, pilotage, lighterage, vessel salvage (see 52.22)
- cargo handling (see 52.24)
- renting of commercial ships or boats without crew (see 77.34)

50.30 Inland passenger water transport

This class includes:

- transport of passengers via rivers, canals, lakes and other inland waterways, including inside harbours and ports

This class also includes:

- renting of pleasure boats with crew for inland water transport

This class excludes:

- renting of pleasure boats and yachts without crew (see 77.21)

50.40 Inland freight water transport

This class includes:

- transport of freight via rivers, canals, lakes and other inland waterways, including inside harbours and ports

This class also includes:

- renting of vessels with crew for inland freight water transport

This class excludes:

- cargo handling (see 52.24)
- renting of commercial ships or boats without crew (see 77.34)

51.10 Passenger air transport

This class includes:

- transport of passengers by air over regular routes and on regular schedules
- charter flights for passengers
- scenic and sightseeing flights

This class also includes:

- renting of air transport equipment with operator for the purpose of passenger transportation
- general aviation activities, such as:
- transport of passengers by aero clubs for instruction or pleasure

This class excludes:

- renting of air transport equipment without operator (see 77.35)

51.21 Freight air transport

This class includes:

- transport freight by air over regular routes and on regular schedules
- non-scheduled transport of freight by air

This class also includes:

- renting of air transport equipment with operator for the purpose of freight transportation

51.22 Space transport

This class includes:

- launching of satellites and space vehicles
- space transport of freight and passengers

53.10 Postal activities under universal service obligation

This class includes the activities of postal services operating under a universal service obligation. The activities include use of the universal service infrastructure, including retail locations, sorting and processing facilities, and carrier routes to pickup and deliver the mail. The delivery can include letter-post, i.e. letters, postcards, printed papers (newspaper, periodicals, advertising items, etc.), small packets, goods or documents. Also included are other services necessary to support the universal service obligation.

This class includes:

- pickup, sorting, transport and delivery (domestic or international) of letter-post and (mail-type) parcels and packages by postal services operating under a universal service obligation. One or more modes of transport may be involved and the activity may be carried out with either self-owned (private) transport or via public transport.
- collection of letter-mail and parcels from public letter-boxes or from post offices

This class excludes:

- postal giro, postal savings activities and money order activities (see 64.19)

53.20 Other postal and courier activities

This class includes:

- pickup, sorting, transport and delivery (domestic or international) of letter-post and (mail-type) parcels and packages by firms operating outside the scope of a universal service obligation. One or more modes of transport may be involved and the activity may be carried out with either self-owned (private) transport or via public transport.

This class also includes:

- home delivery services

This class excludes:

- transport of freight, [see (according to mode of transport) 49.20, 49.41, 50.20, 50.40, 51.21 and 51.22]

Section I. Accommodation and food service activities

55.10 Hotels and similar accommodation

This class includes the provision of accommodation, typically on a daily or weekly basis, principally for short stays by visitors. This includes the provision of furnished accommodation in guest rooms and suites. Services include daily cleaning and bed-making. A range of additional services may be provided such as food and beverage services, parking, laundry services, swimming pools and gym, recreational facilities as well as conference and convention facilities.

This class includes accommodation provided by:

- hotels
- tourist resorts
- suite/apartment hotels
- motels

This class excludes:

- provision of homes and furnished or unfurnished flats or apartments for more permanent use, typically on a monthly or annual basis (see division 68)

Section J. Information and communication

58.21 Publishing of computer games

This class includes:

- publishing of computer games for all platforms

58.29 Other software publishing

This class includes:

- publishing of ready-made (non-customised) software, including translation or adaptation of non-customised software for a particular market on own account.
- operating systems
- business and other applications

This class excludes:

- reproduction of software (see 18.20)
- retail sale of non-customised software (see 47.41)
- production of software not associated with publishing, including translation or adaptation of non-customised software for a particular market on a fee or contract basis (see 62.01)
- on-line provision of software (application hosting and application service provisioning) (see 63.11)

59.12 Motion picture, video and television programme post-production activities

This class includes post-production activities such as editing, film/tape transfers, titling, subtitling, credits, closed captioning, computer-produced graphics, animation and special effects, developing and processing motion picture film, as well as activities of motion picture film laboratories and activities of special laboratories for animated films.

This class also includes:

- activities of stock footage film libraries, etc.

This class excludes:

- film duplicating (except reproduction of motion picture film for theatrical distribution), as well as audio and video tape, CD or DVD reproduction from master copies (see 18.20)
- wholesale of recorded video tapes, CDs and DVDs (see 46.43)
- wholesale of blank video tapes and CDs (see 46.52)
- retail trade of video tapes, CDs and DVDs (see 47.63)
- film processing other than for the motion picture industry (see 74.20)
- renting of video tapes, DVDs to the general public (see 77.22)
- activities of own account actors, cartoonists, directors, stage designers and technical specialists (see 90.0)

59.14 Motion picture projection activities

This class includes:

- activities of motion picture or video tape projection in cinemas, in the open air or in other projection facilities
- activities of cine-clubs.

59.15 Motion picture and video production activities

This class includes:

- motion picture and video production
- film production for television

This class excludes:

- film duplicating (except reproduction of motion picture film for theatrical distribution), as well as audio and video tape, CD or DVD reproduction from master copies (see 18.20)
- wholesale of recorded video tapes, CDs and DVDs (see 46.43)
- wholesale of blank video tapes and CDs (see 46.52)
- retail trade of video tapes, CDs and DVDs (see 47.63)
- post-production activities (see 59.12)
- sound recording and book recording on tape (see 59.20)
- television broadcasting (see 60.2)
- creation of the complete programme of a television channel (see 60.2)
- film processing other than for the motion picture industry (see 74.20)
- activities of theatrical and artistic agents or agencies (see 74.90)
- renting of video tapes, DVDs to the general public (see 77.22)
- real-time (i.e. simultaneous) subtitling of meetings, conferences, etc. broadcasted live on television (see 82.99)
- activities of own account actors, cartoonists, directors, stage designers and technical specialists (see 90.0)

59.16 Television programme production activities

This class includes:

- the production of television programmes (series, documentaries, etc.) and television commercials

This class excludes:

- film duplicating (except reproduction of motion picture film for theatrical distribution), as well as audio and video tape, CD or DVD reproduction from master copies (see 18.20)
- wholesale of recorded video tapes, CDs and DVDs (see 46.43)
- wholesale of blank video tapes and CDs (see 46.52)
- retail trade of video tapes, CDs and DVDs (see 47.63)
- post-production activities (see 59.12)
- film production for television (see 59.15)
- sound recording and book recording on tape (see 59.20)
- television broadcasting (see 60.2)
- creation of the complete programme of a television channel (see 60.2)
- film processing other than for the motion picture industry (see 74.20)
- activities of theatrical and artistic agents or agencies (see 74.90)
- renting of video tapes, DVDs to the general public (see 77.22)
- real-time (i.e. simultaneous) subtitling of meetings, conferences, etc. broadcasted live on television (see 82.99)
- activities of own account actors, cartoonists, directors, stage designers and technical specialists (see 90.0)

59.17 Motion picture and video distribution activities

This class includes:

- distribution of celluloid motion pictures, video tapes, DVDs and similar products to cinemas, television stations and channels and exhibition companies

This class also includes:

- acquisition of distribution rights for celluloid films, video tapes and DVDs

This class excludes:

- film duplicating, as well as audiovisual material reproduction from master copies (see 18.20)
- wholesale of recorded video tapes, CDs and DVDs (see 46.43)
- retail trade of video tapes and DVDs (see 47.63)

59.18 Television programme distribution activities

This class includes:

- distribution of television programmes to television stations and channels

This class excludes:

- film duplicating, as well as audiovisual material reproduction from master copies (see 18.20)
- wholesale of recorded video tapes, CDs and DVDs (see 46.43)
- retail trade of video tapes and DVDs (see 47.63)

59.20 Sound recording and music publishing activities

This class includes the activities of production of original (sound) master recordings, such as tapes, CDs; releasing, promoting and distributing sound recordings to wholesalers, retailers or directly to the public. These activities might be integrated or not with the production of master recordings in the same unit. If not, the unit exercising these activities has to obtain the reproduction and distribution rights to master recordings. This class also includes sound recording service activities in a studio or elsewhere, including the production of taped (i.e. non-live) radio programming.

This class also includes the activities of music publishing, i.e. activities of acquiring and registering copyrights for musical compositions, promoting, authorising and using these compositions in recordings, radio, television, motion pictures, live performances, print and other media. Units engaged in these activities may own the copyright or act as administrator of the music copyrights on behalf of the copyright owners. Publishing of music and sheet books is included here.

60.10 Radio broadcasting

This class includes:

- activities of broadcasting audio signals through radio broadcasting studios and facilities for the transmission of aural programming to the public, to affiliates or to subscribers.

This class also includes:

- activities of radio networks, i.e. assembling and transmitting aural programming to the affiliates or subscribers via over-the-air broadcasts, cable or satellite.
- radio broadcasting activities over the Internet (Internet radio stations).
- data broadcasting integrated with radio broadcasting.

This class excludes:

- the production of taped radio programming (see 59.20)

60.20 Television programming and broadcasting activities

This class includes the creation of a complete television channel programme, from purchased programme components (e.g. movies, documentaries etc.), self produced programme components (e.g. local news, live reports) or a combination thereof.

This complete television programme can be either broadcast by the producing unit or produced for transmission by a third party distributor, such as cable companies or satellite television providers.

The programming may be of a general or specialised nature (e.g. limited formats such as news, sports, education or youth oriented programming). This class includes programming that is made freely available to users, as well as programming that is available only on a subscription basis. The programming of video-on-demand channels is also included here.

This class also includes data broadcasting integrated with television broadcasting.

This class excludes:

- the production of television programme elements (movies, documentaries, talk shows, commercials etc.) not associated with broadcasting (see 59.11)
- the assembly of a package of channels and distribution of that package, without programming (see 61)

62.01 Computer programming activities

This class includes the writing, modifying, testing and supporting of software.

This class includes:

- designing the structure and content of, and/or writing the computer code necessary to create and implement:
 - systems software (including updates and patches)
 - software applications (including updates and patches)
 - databases
 - web pages
- customising of software, i.e. modifying and configuring an existing application so that it is functional within the clients' information system environment

This class excludes:

- publishing packaged software (see 58.29)
- translation or adaptation of non-customised software for a particular market on own account (see 58.29)
- planning and designing computer systems that integrate computer hardware, software and communication technologies, even though providing software might be an integral part (see 62.02)

62.02 Computer consultancy activities

This class includes the planning and designing of computer systems which integrate computer hardware, software and communication technologies. Services may include related users training.

This class excludes:

- sale of computer hardware or software (see 46.51, 47.41)
- installation of mainframe and similar computers (see 33.20)
- installation (setting-up) of personal computers (see 62.09)
- installation of software, computer disaster recovery (see 62.09)

62.03 Computer facilities management activities

This class includes the provision of on-site management and operation of clients' computer systems and/or data processing facilities, as well as related support services.

62.09 Other information technology and computer service activities

This class includes other information technology and computer related activities not elsewhere classified, such as:

- computer disaster recovery services
- installation (setting-up) of personal computers
- software installation services.

This class excludes:

- installation of mainframe and similar computers (see 33.20)
- computer programming (see 62.01)
- computer consultancy (see 62.02)
- computer facilities management (see 62.03)
- data processing and hosting (see 63.11)

63.11 Data processing, hosting and related activities

This class includes:

- provision of infrastructure for hosting, data processing services and related activities
- specialized hosting activities such as:
 - Web hosting
 - streaming services
 - application hosting
- application service provisioning
- general time-share provision of mainframe facilities to clients
- data processing activities:
 - complete processing of data supplied by clients
 - generation of specialized reports from data supplied by clients
 - provision of data entry services

This class excludes:

- activities where the supplier uses the computers only as a tool (classified according to the nature of the services rendered)

63.12 Web portals

This class includes:

- operation of web sites that use a search engine to generate and maintain extensive databases of Internet addresses and content in an easily searchable format.
- operation of other websites that act as Internet portals, such as media sites providing periodically updated content.

This class excludes:

- publishing of books, newspapers, journals etc. via Internet (see division 58)
- broadcasting via Internet (see division 60)

Section M. Professional, scientific and technical activities

69.10 Legal activities

This class includes:

- legal representation of one party's interest against another party, whether or not before courts or other judicial bodies by, or under supervision of, persons who are members of the bar:
 - advice and representation in civil cases
 - advice and representation in criminal cases
 - advice and representation in connection with labour disputes
- general counselling and advising, preparation of legal documents:
 - articles of incorporation, partnership agreements or similar documents in connection with company formation
 - patents and copyrights
 - preparation of deeds, wills, trusts, etc.
 - other activities of notaries public, civil law notaries, bailiffs, arbitrators, examiners and referees

This class excludes:

- law court activities (see 84.23)

69.20 Accounting, bookkeeping and auditing activities; tax consultancy

This class includes:

- recording of commercial transactions from businesses or others
- preparation or auditing of financial accounts
- examination of accounts and certification of their accuracy
- preparation of personal and business income tax returns
- advisory activities and representation on behalf of clients before tax authorities

This class excludes:

- data-processing and tabulation activities (see 63.11)
- management consultancy on accounting systems, budgetary control procedures (see 70.22)
- bill collection (see 82.91)

70.21 Public relations and communication activities

This class includes the provision of advice, guidance and operational assistance, including lobbying activities, to businesses and other organisations on public relations and communication.

This class excludes:

- advertising agencies and media representation services (see 73.1)
- market research and public opinion polling (see 73.20)

70.22 Business and other management consultancy activities

This class includes the provision of advice, guidance and operational assistance to businesses and other organisations on management issues, such as corporate strategic and organisational planning, business process reengineering, change management, cost reduction and other financial issues; marketing objectives and policies; human resource policies, practices and planning; compensation and retirement strategies; production scheduling and control planning.

This provision of business services may include advice, guidance or operational assistance to businesses and the public service regarding:

- design of accounting methods or procedures, cost accounting programmes, budgetary control procedures
- advice and help to businesses and public services in planning, organisation, efficiency and control, management information, etc.

This class excludes:

- design of computer software for accounting systems (see 62.01)
- legal advice and representation (see 69.10)
- accounting, bookkeeping and auditing activities, tax consulting (69.20)
- architectural and engineering advisory activities (see 71.11 and 71.12)
- environmental, agronomy, security and similar consulting activities (see 74.90)
- executive placement or search consulting activities (78.10)
- educational consulting activities (see 85.60)

71.11 Architectural activities

This class includes:

- architectural consulting activities:
- building design and drafting
- town and city planning and landscape architecture

This class excludes:

- activities of computer consultants (see 62.02 and 62.09)
- interior decorating (see 74.10)

71.12 Engineering activities and related technical consultancy

This class includes:

- engineering design (i.e. applying physical laws and principles of engineering in the design of machines, materials, instruments, structures, processes and systems) and consulting activities for:
- machinery, industrial processes and industrial plant
- projects involving civil engineering, hydraulic engineering, traffic engineering
- water management projects
- projects elaboration and realisation relative to electrical and electronic engineering, mining engineering, chemical engineering, mechanical, industrial and systems engineering, safety engineering
- elaboration of projects using air conditioning, refrigeration, sanitary and pollution control engineering, acoustical engineering, etc.
- geophysical, geologic and seismic surveying
- geodetic surveying activities:
 - land and boundary surveying activities
 - hydrologic surveying activities
 - subsurface surveying activities
 - cartographic and spatial information activities

This class excludes:

- test drilling in connection with mining operations (see 09.10 and 09.90)
- development or publishing of associated software (see 58.29 and 62.01)
- activities of computer consultants (see 62.02 and 62.09)
- technical testing, (see 71.20)
- research and development activities related to engineering (see 72.19)
- industrial design (see 74.10)
- aerial photography (see 74.20)

71.20 Technical testing and analysis

This class includes the performance of physical, chemical and other analytical testing of all types of materials and products, such as:

- acoustics and vibration testing
- testing of composition and purity of minerals, etc.
- testing activities in the field of food hygiene, including veterinary testing and control in relation to food production
- testing of physical characteristics and performance of materials, such as strength, thickness, durability, radioactivity, etc.
- qualification and reliability testing
- performance testing of complete machinery: motors, automobiles, electronic equipment, etc.
- radiographic testing of welds and joints
- failure analysis
- testing and measuring of environmental indicators: air and water pollution, etc.
- certification of products, including consumer goods, motor vehicles, aircraft, pressurised containers, nuclear plants, etc.

- periodic road-safety testing of motor vehicles
- testing with use of models or mock-ups (e.g. of aircraft, ships, dams, etc.)
- operation of police laboratories

This class excludes:

- testing of animal specimens (see 75.00)
- diagnostic imaging, testing and analysis of medical and dental specimens (see 86)

73.11 Advertising agencies

This class includes the provision of a full range of advertising services (i.e., through in-house capabilities or subcontracting), including advice, creative services, production of advertising material, and buying. It includes:

- creation and realisation of advertising campaigns:
- creating and placing advertising in newspapers, periodicals, radio, television, the Internet and other media.
- creating and placing of outdoor advertising on posters, billboards, bulletins and frames, window dressing, showroom design, car and bus advertising, etc.
- aerial advertising
- distribution or delivery of advertising material or samples
- creation of stands and other display structures and sites
- conducting marketing campaigns and other advertising services aimed at attracting and retaining customers
- promotion of products
- point-of-sale marketing
- direct mail advertising
- marketing consulting

This class excludes:

- publishing of advertising material (see 58.19)
- production of commercial messages television and film (see 59.11)
- production of commercial messages for radio (see 59.20)
- market research (see 73.20)
- advertising photography (see 74.20)
- convention and trade show organisers (see 82.30)
- mailing activities (see 82.19)

73.12 Media representation

This class includes:

- media representation, i.e. sale or re-sale of time and space for various media soliciting advertising

This class excludes:

- sale of advertising time or space directly by owners of the time or space (publishers etc.), see the corresponding activity class
- public-relations activities (see 70.21)

73.20 Market research and public opinion polling

This class includes:

- investigation into market potential, awareness, acceptance and familiarity of goods and services and buying habits of consumers for the purpose of sales promotion and development of new goods and services, including statistical analyses of the results
- investigation into collective opinions of the public about political, economic and social issues and statistical analysis thereof

Section N. Administrative and support service activities

78.10 Activities of employment placement agencies

This class includes listing employment vacancies and referring or placing applicants for employment, where the individuals referred or placed are not employees of the employment agencies

This class includes:

- personnel search, selection referral and placement activities, including executive placement and search activities
- activities of casting agencies and bureaus, such as theatrical casting agencies
- activities of on-line employment placement agencies

This class excludes:

- activities of personal theatrical or artistic agents or agencies (see 74.90)

78.20 Temporary employment agency activities

This class includes the activities of supplying workers to clients' businesses for limited periods of time to temporarily replace or supplement the working force of the client, provided that they are not employees of the temporary employment agency. However, units classified here do not provide direct supervision of their employees at the clients' work sites.

78.30 Other human resources provision

This class includes the activities of providing human resources for client businesses. The units classified here represent the employer of record for the employees on matters relating to payroll, taxes, and other fiscal and human resource issues, but they are not responsible for direction and supervision of employees.

The provision of human resources is typically done on a long-term or permanent basis and the units classified here perform a wide range of human resource and personnel management duties associated with this provision.

This class excludes:

- provision of human resources functions together with supervision or running of the business (see the class in the respective economic activity of that business)

- provision of human resources to temporarily replace or supplement the workforce of the client (see 78.20)

79.11 Travel agency activities

This class includes:

- activities of agencies, primarily engaged in selling travel, tour, transportation and accommodation services on a wholesale or retail basis to the general public and commercial clients.

79.12 Tour operator activities

This class includes:

- arranging and assembling tours that are sold through travel agencies or directly by tour operators. The tours may include any or all of the following:
 - transportation
 - accommodation
 - food
 - visits to museums, historical or cultural sites, theatrical, musical or sporting events.

81.21 General cleaning of buildings

This class includes:

- general (non-specialized) cleaning of all types of buildings, such as:
 - offices
 - houses and apartments
 - factories
 - shops
 - institutions
- general (non-specialized) cleaning of other business and professional premises and multiunit residential buildings.

These activities are mostly interior cleaning although they may include the cleaning of associated exterior areas such as windows or passageways.

This class excludes:

- specialised cleaning activities, such as window cleaning, chimney cleaning, cleaning of fireplaces, stoves, furnaces, incinerators, boilers, ventilation ducts, exhaust units (see 81.22)

81.22 Other building and industrial cleaning activities

This class includes:

- exterior cleaning of buildings of all types, including offices, factories, shops, institutions and other business and professional premises and multiunit residential buildings
- specialised cleaning activities for buildings such as window cleaning, chimney cleaning and cleaning of fireplaces, stoves, furnaces, incinerators, boilers, ventilation ducts and exhaust units
- cleaning of industrial machinery
- other building and industrial cleaning activities, n.e.c.

This class excludes:

- steam cleaning and blasting and similar activities for building exteriors (see 43.99)

81.29 Other cleaning activities

This class includes:

- swimming pool cleaning and maintenance activities
- cleaning of trains, buses, planes, etc.
- cleaning of the inside of road and sea tankers
- disinfecting and exterminating activities
- bottle cleaning
- street sweeping and snow and ice removal
- other cleaning activities, n.e.c.

This class excludes:

- agriculture pest control (see 01.61)
- automobile cleaning, car wash (see 45.20)

Section S. Other service activities

95.11 Repair of computers and peripheral equipment

This class includes the repair of electronic equipment, such as computers and computing machinery and peripheral equipment.

This class includes the repair and maintenance of:

- desktop computers
- laptop computers
- magnetic disk drives, flash drives and other storage devices
- optical disk drives (e.g., CD-RW, CD-ROM, DVD-ROM, DVD-RW)
- printers
- monitors
- keyboards
- mice, joysticks and trackball accessories
- internal and external computer modems
- dedicated computer terminals
- computer servers
- scanners, including bar code scanners

- smart card readers
- virtual reality helmets
- computer projectors

This class also includes the repair and maintenance of:

- computer terminals like automatic teller machines (ATM's); point-of-sale (POS) terminals, not mechanically operated
- hand-held computers (PDA's)

This class excludes:

- the repair and maintenance of carrier equipment modems (see 95.12)