

Information sector: towards a 2007 classification

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ACN conference

Paris, November 21-22, 2001

First of all

- This presentation is
 - a contribution for a convergence of the point of views
 - enlarging the debate to other linked problems
 - probably with more questions than answers
- These views include the constraints linked to the whole classification
 - and not only the Information sector ones
- The target remains the international convergence
 - not the national one with its local juridical and organisational aspects.

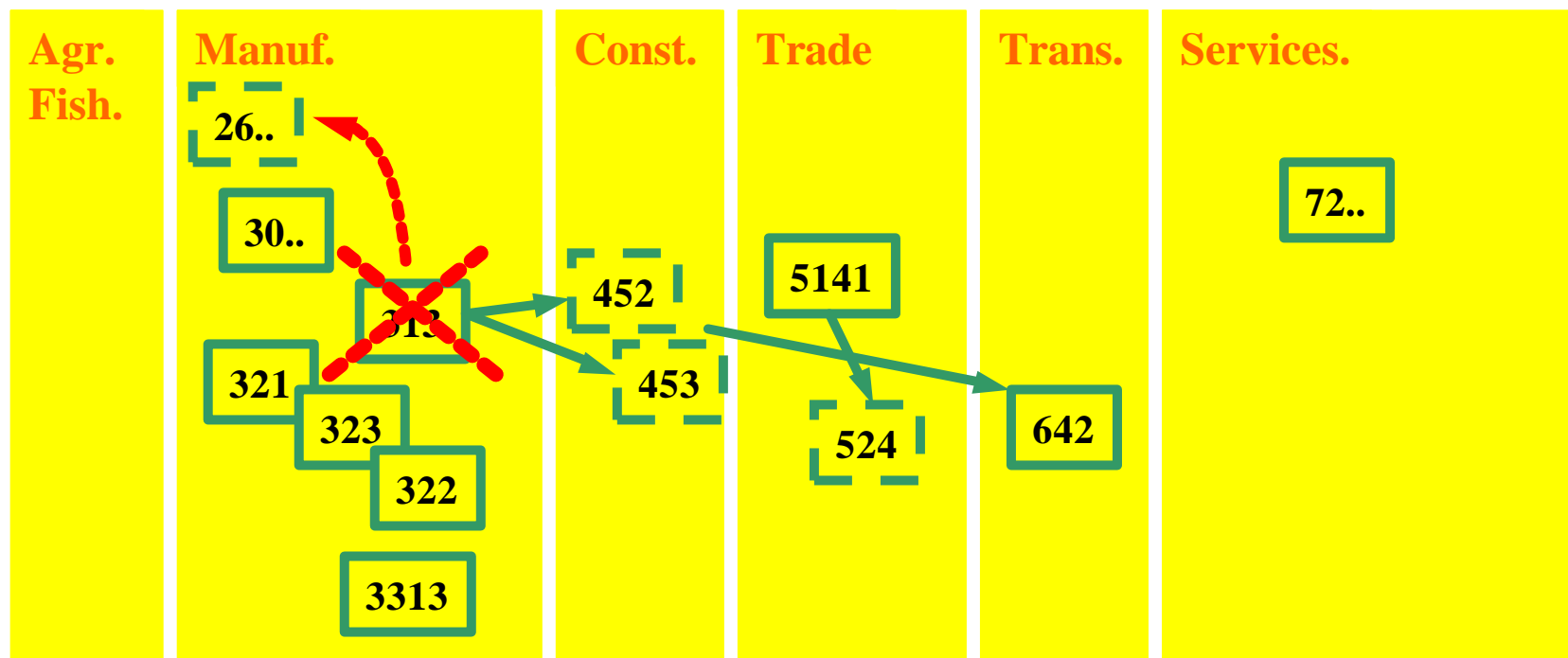
ICTs, Information sector and contents:
not actually co-ordinated

ISIC rev3.1 reference

Agr. Fish.	Manuf.	Const.	Trade	Trans.	Services.
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The (present) ICTs definition

Activities which contribute to the display, processing, storing and transmission of information through electronic means.



The NAICS information sector

Activities which produce and disseminate or allow to disseminate information and cultural products.



The proposed sector of contents

Activities primarily engaged in publishing and/or electronic distribution of contents products.



The proposed sector of contents

Two remarks concerning the content of the contents

- Advertising
 - There is a content
 - Not published (or the publisher is the announcer)
 - A service to this announcer, only
- Combined activities (many exemples in this area:
publishing/reproduction, broadcast/transmission, production/distribution of
films, distribution/projection of films)
 - common rules?
 - to the downstream activity, depending on the value added
 - or specific analysis?

A basic clarification

Groupings versus classification

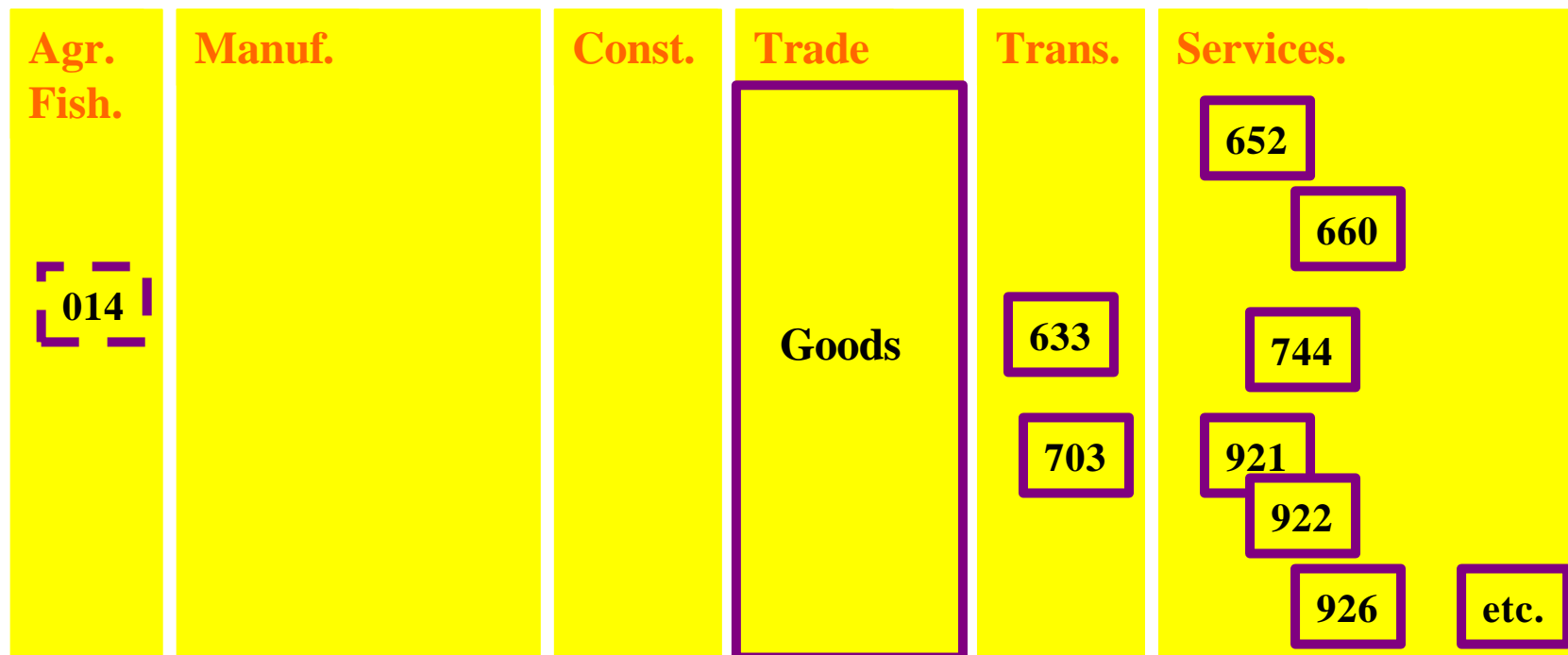
- The NAICS objective:
 - An information sector in a given classification
- The OECD objective:
 - An alternate grouping for a given purpose
- The content objective:
 - An activity network about the content definition

Second clarification

- According to running activity classifications, only **goods** can be traded in the trade section
- Since only services are consumed as soon as they are produced, trade of services is not put apart from **production** of services
- Trade of services is mentionned only in explanatory notes of services section.
- Therefore, classification of trade is **heterogeneous**

Second clarification

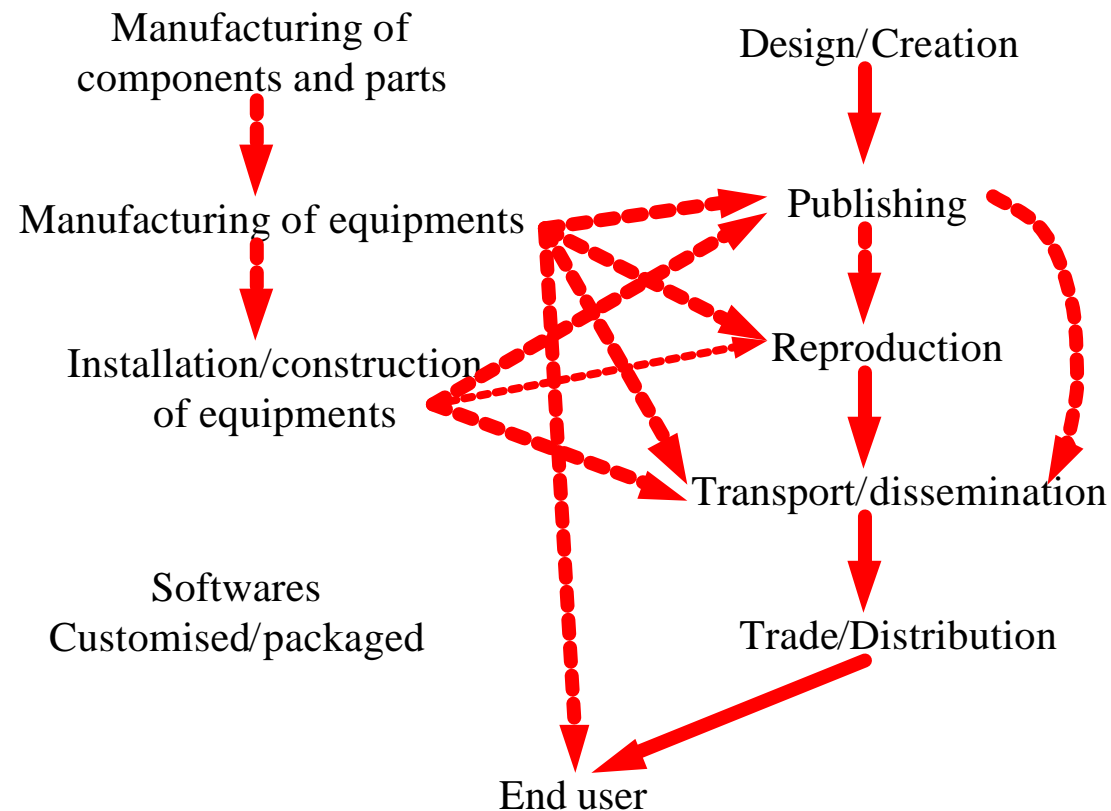
Consequence:



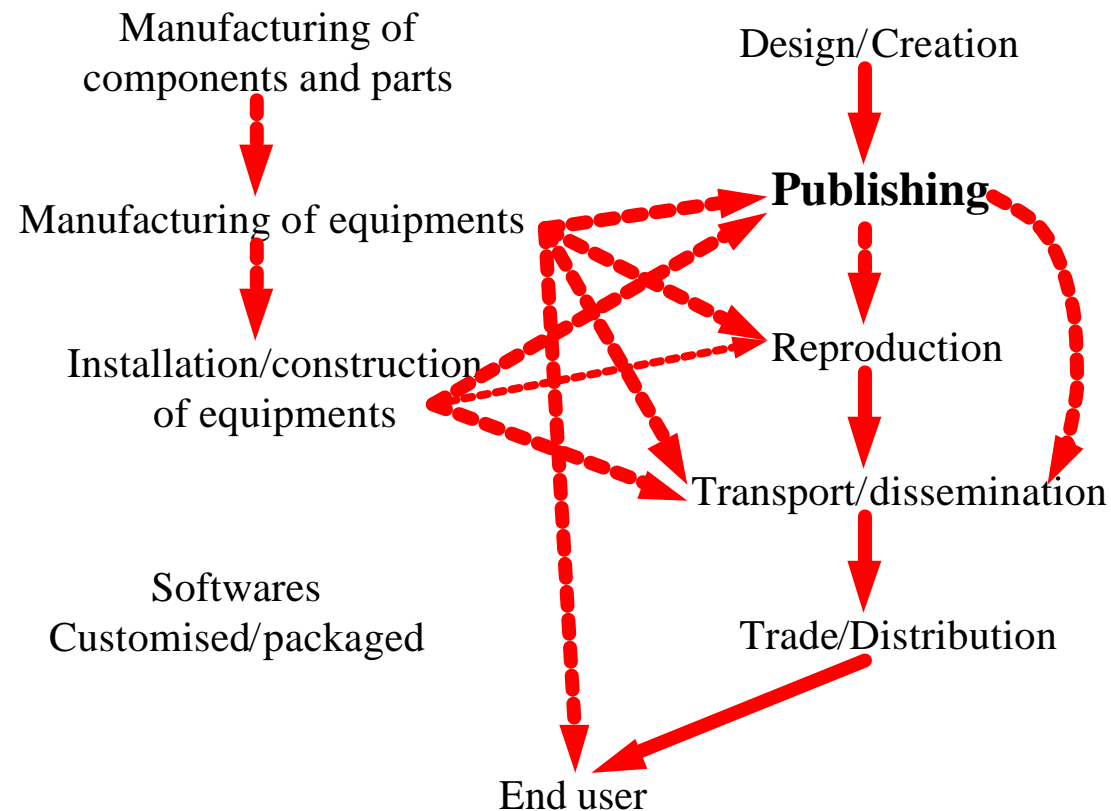
Reminder

- A classification is not only a definition corpus but a **structure as well**
 - Groupings, hierarchy
 - According to general principles
- An economic activity is the conjunction of three inseparable elements:
 - Input ➔ Process ➔ Output (+ Destination maybe)
 - For services: input is a secondary element
- Present exceptions: car services (50), hard/software services (72). ...
- **Concepts for an « information » sector must be coherent with classification concepts**

An attempt of modelling the activities involved in « information »



The core of an information sector: publishing



Why publishing the core?

- Prior to publishing: the original
 - Sure, there is a true activity (if performed by a «professional»)
 - which is a service
 - But what is the output?
 - either nothing (not known, no transaction)
 - or an asset (valued at its production cost)
- The input of publishing
 - The right of use the original (exclusive or not)
 - And an asset (before to be really «used»)
- The output of the publishing:
 - a content or an information product
 - an «**intangible good**»
 - materialized later or not

Media material vs dissemination: two networks

Media material

- A necessary reproduction
 - a manufacturing process: from an intangible good to a tangible one
 - but no change of the product «nature»
 - So, an industrial service
- The process
 - as for goods (conventional transports and trade ways)

Dissemination

- No reproduction process
- Broadcasting and telecommunication provide the reproduction and the transport means
- The distribution problem

The trade of services problem

The «books» case

- Books can be on paper, on CD-Rom, on line
- But it is still the same «product» (the media do not change the content)
- So, why various items for trading books in classifications?

More generally

- distributors/traders of services go between suppliers and users as other units of the trade section.
- With their growing number why not grouping them with the other trading activities?

Useful grouping(s) for information?

At least six different groupings (instead of about 25 nowadays)

- Manufacturing
 - Equipments for the information
 - Reproduction services
- Construction (of telecommunication networks)
- Trade
 - Trade of services
 - With the other trading activities?
- Telecommunications (transport)
- Publishers (grouped together)
- Other services (softwares, customised but also packaged?)

What consequences?

Groupings + Transfers



What consequences?

**Groupings
+ Transfers**

Components difficult to group



What consequences?

**Groupings
+ Transfers**

Equipments

**Possible information
equipment grouping**

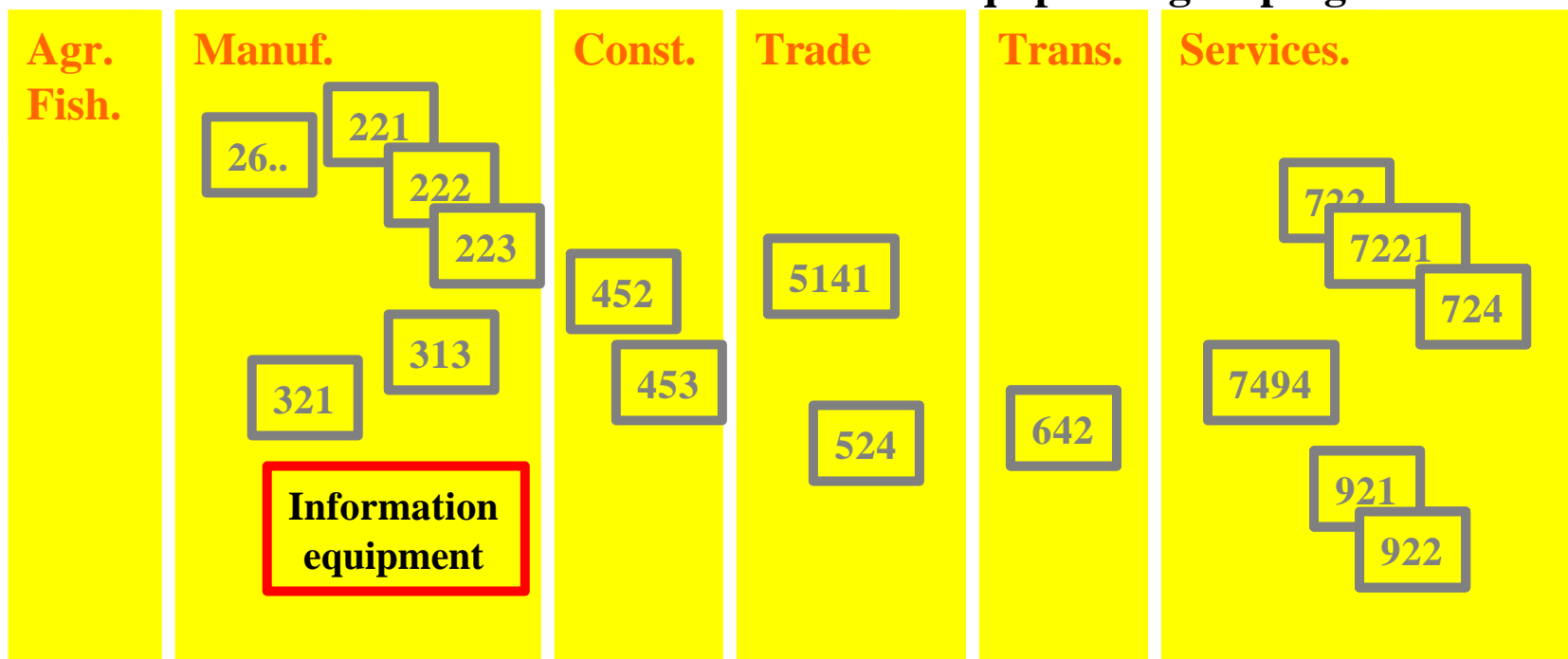


What consequences?

**Groupings
+ Transfers**

Equipments

**Possible information
equipment grouping**



What consequences?

**Groupings
+ Transfers**

Reproduction

**Possible grouping as
«reproduction services»**



What consequences?

**Groupings
+ Transfers**

Reproduction

**Possible grouping as
«reproduction services»**



What consequences?

**Groupings
+ Transfers**

Construction

**difficult grouping
(building and civil works)**



What consequences?

**Groupings
+ Transfers**

Trade

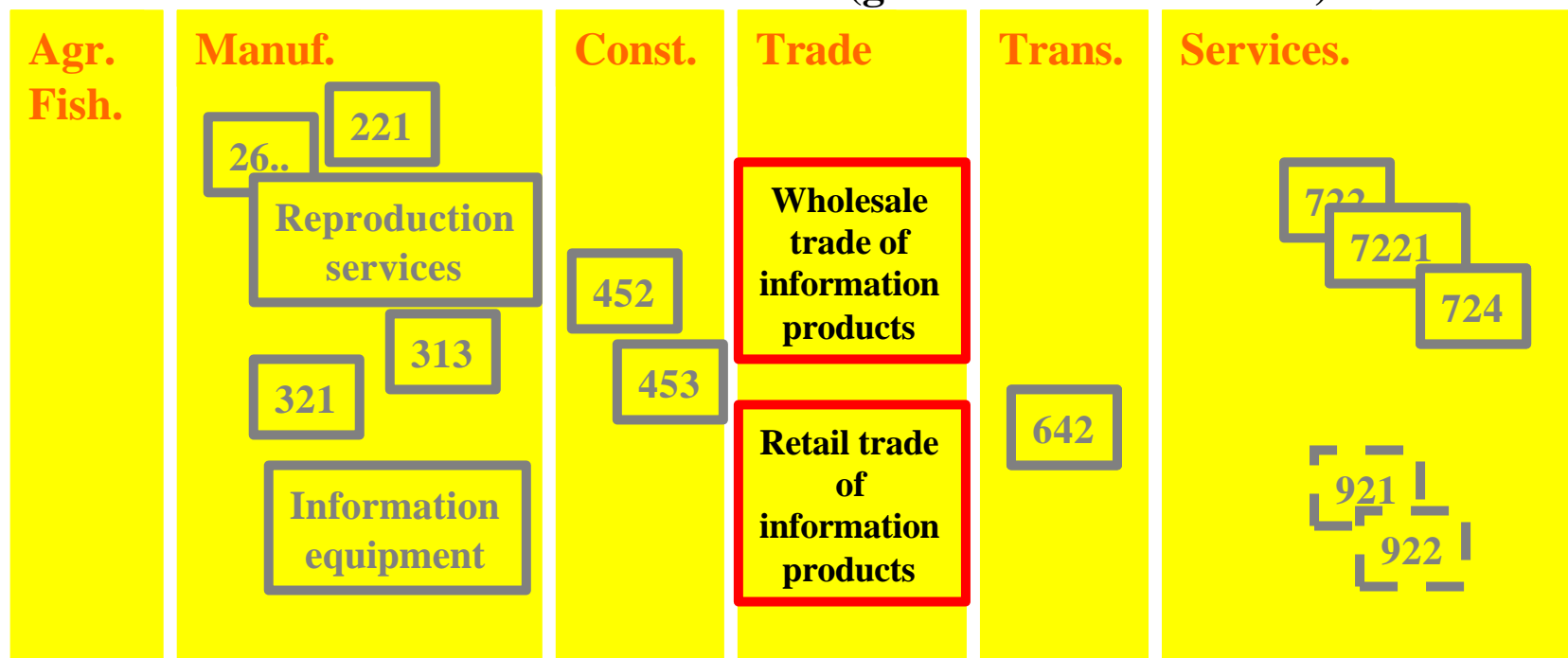
**Possible information trade grouping
(goods + material media)**



What consequences?

**Groupings
+ Transfers**

Trade **Possible information trade grouping
(goods + material media)**

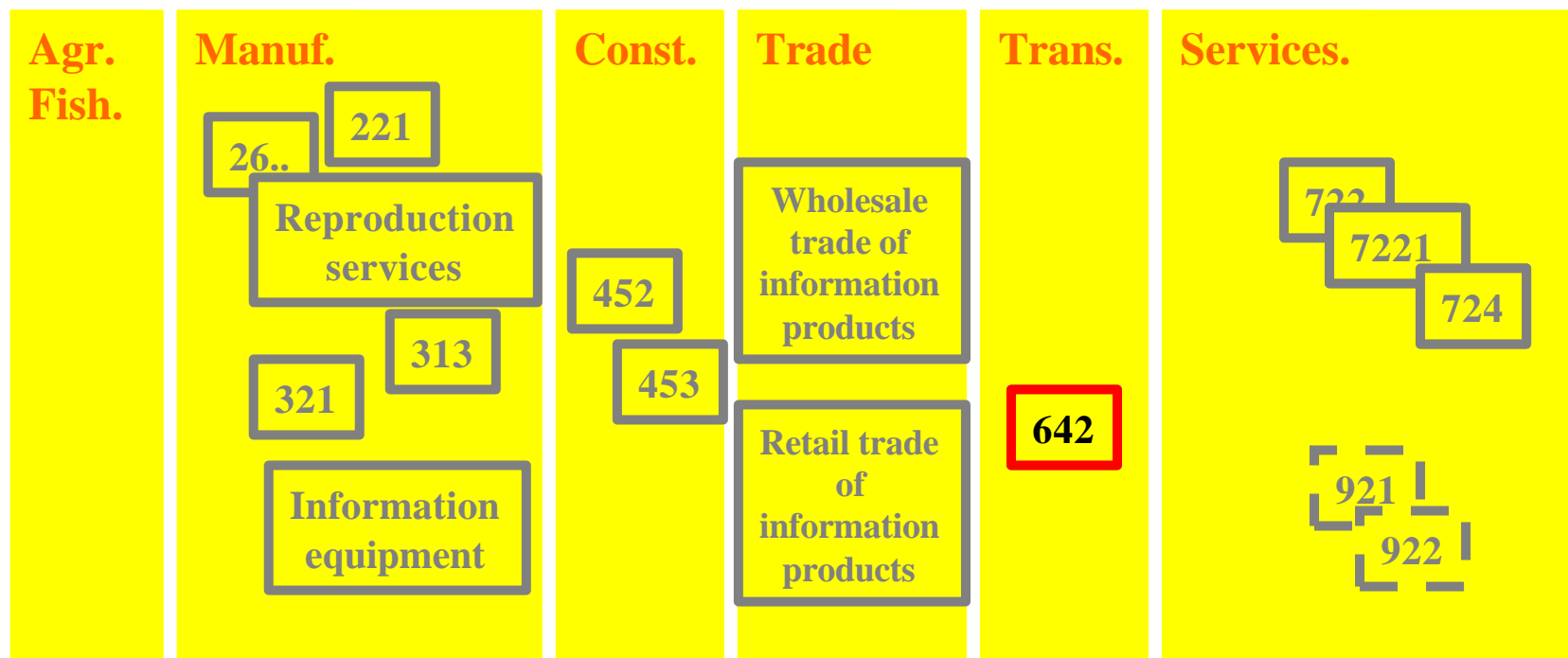


What consequences?

**Groupings
+ Transfers**

Telecommunications

**No change (telecom. are not only
for information products)**

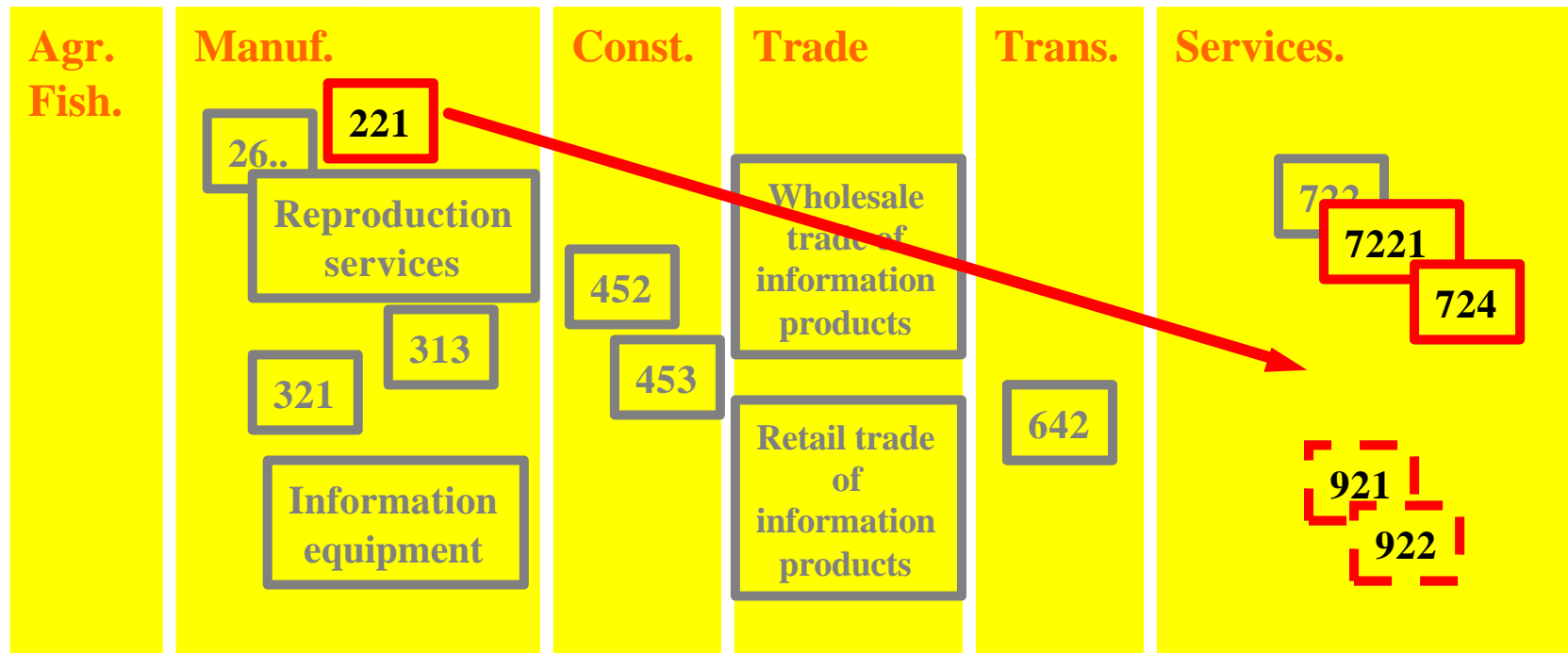


What consequences?

**Groupings
+ Transfers**

Publishing

**A publishing grouping is wished
Pb: packaged and game softwares...?**

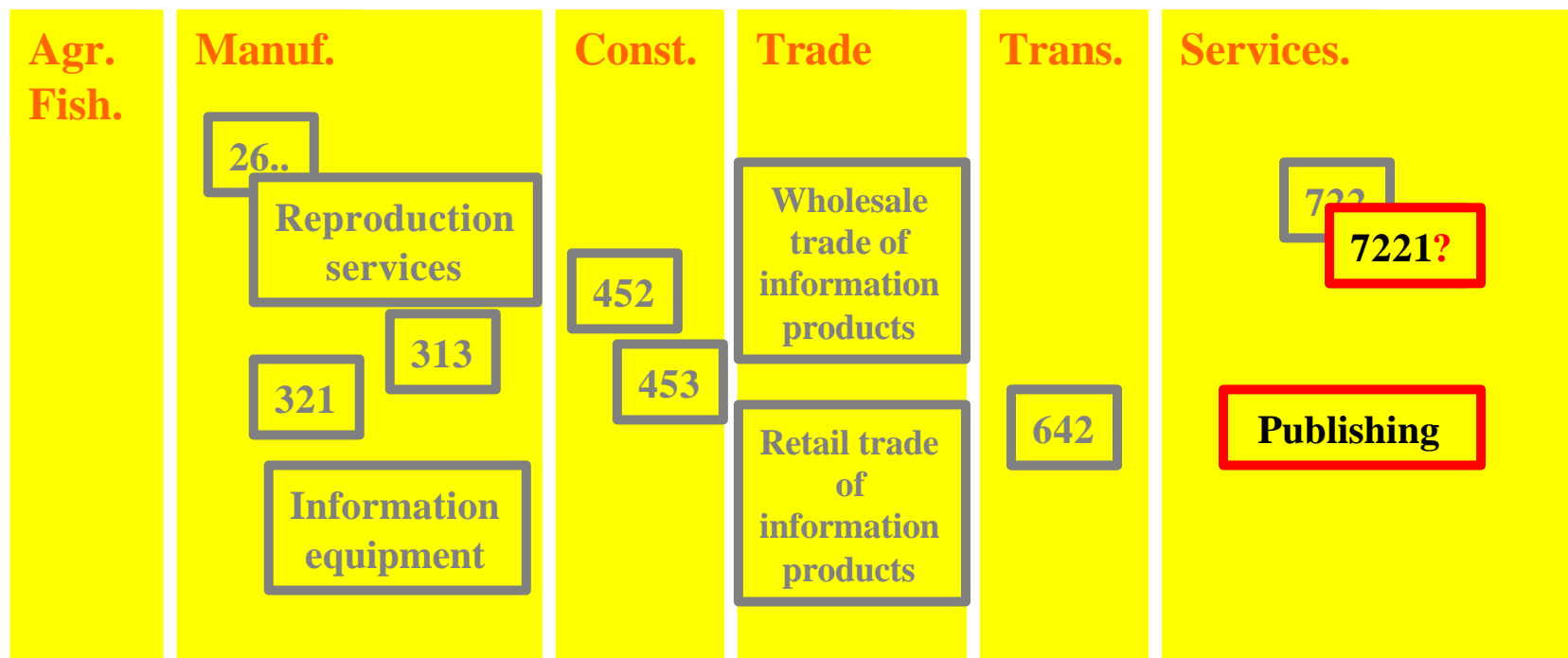


What consequences?

**Groupings
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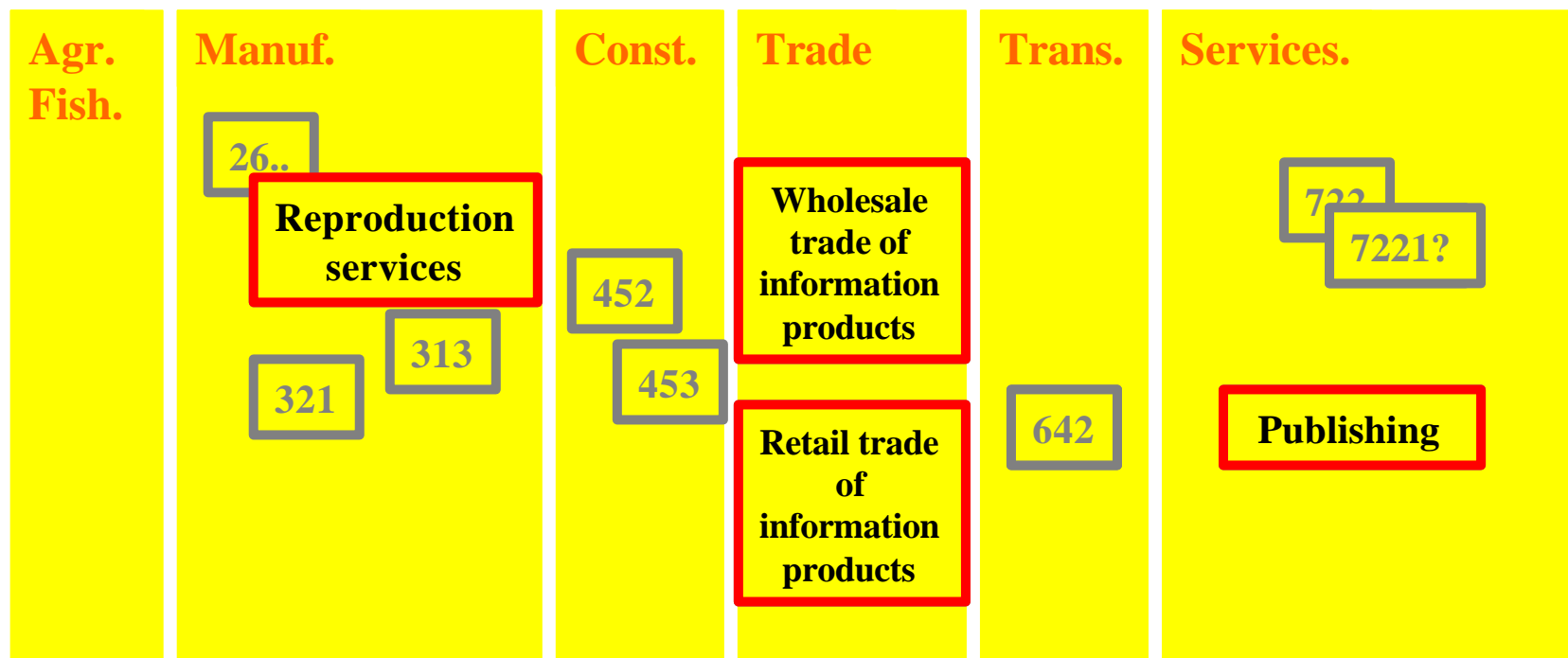
Publishing

**A publishing grouping is wished
Pb: packaged and game softwares...?**



What consequences?

... a lot!!



... to 2007

Thank you

Questions?