

# Informations Rapides



31 mai 2011 - n° 136 CONJONCTURE

## Services Producer Price Indices – First quarter of 2011

### Services Producer Price Indices : marked increase in the 1<sup>st</sup> quarter of 2011

In the first quarter of 2011, B to B services prices were rather markedly oriented upwards. This was true for IT, publishing (of softwares, books and periodicals), employment services, legal services, accounting and rental, particularly rental of construction equipment. Even advertising services, after three years of decline, showed a slight increase of their prices. Telecommunications services, on the other hand, fell again in the fourth quarter of 2010.

#### • Information and communication

##### *Increasing prices, except for telecoms*

Prices of telecommunications services fell in the fourth quarter of 2010 (-4.5 %), which led to a -3.1% decline over one year. Prices of computer programming and consultancy increased by 0.3 %, while those of computer facilities management services decreased in the first quarter (-0.9 %). Prices of publishing and news agencies services increased respectively by 0.9 % and 1.0 %.

#### • Employment services

##### *Increasing prices, too*

Prices of employment placement agencies services and temporary employment agency services increased by 0.5 % over the quarter. Over one year, they gained 2.0 %.

#### • Advertising and market studies

##### *Advertising prices recovered*

Prices of market research and polling services fell during this quarter (-0.3 %), leading to a quasi-stability over one year (+0.1 %). On the other hand, the advertising services prices seemed to have stopped their continuous decline since 2008 (+0.2 %). Over one year, their prices had nevertheless decreased by 1.5 %.

#### Services Producer Price Indices: French market

CPA rev. 2 - Base 2005=100 except (n)		Weights	Indices Q1 2011	Changes in %	
				Q/ Q-1	Q/ Q-4
38.1 & 38.2 <sup>(1)</sup>	Waste collection, treatment and dis- posal	21 252	99.7	-0.4	-0.6
53.20	Other postal and courier services	555	99.2	-0.3	0.1
<b>Information and communication</b>					
58.1 <sup>(1)</sup>	Publishing of books and periodicals	15 313	100.9	0.9	0.4
58.29	Software publishing	6 336	105.1	2.1	4.1
61 <sup>(2)</sup>	Telecommunications	12 650	87.5 *	-4.5	-3.1
62.01 & 62.02	Computer program- ming and consultancy	39 983	103.9	0.3	1.6
62.03	Computer facilities management	5 135	93.9	-0.9	0.8
63.91 <sup>(3)</sup>	News agencies	725	99.3	1.0	1.1
<b>Professional, scientific and technical services</b>					
69.10 <sup>(4)</sup>	Legal services	19 168	110.1	1.6	0.0
69.20	Accounting, tax con- sulting	13 346	107.8	0.4	0.7
70.2	Management consult- ing	22 565	103.3	0.4	0.3
71.1 <sup>(5)</sup>	Architectural, engi- neering	44 420	109.5	-0.1	0.5
71.20	Technical testing and analysis	5 461	99.5	2.1	3.0
73.1	Advertising	17 539	95.5	0.2	-1.5
73.20 <sup>(4)</sup>	Market research, public opinion polling	2 533	108.8	-0.3	0.1
<b>Administrative and support services</b>					
77.1	Rental of motor vehi- cles	8 121	106.8	0.9	1.8
77.32	Rental of construction equipment	8 465	93.4	2.5	1.1
78.1 & 78.2	Placement and temp. employment agencies	27 649	112.6	0.5	2.0
80.1 & 80.2	Security	6 581	112.6	0.8	1.8
81.2	Cleaning	11 123	115.1	1.3	1.4
82.20 <sup>(5)</sup>	Call centre	4 864	102.5	-0.7	2.2

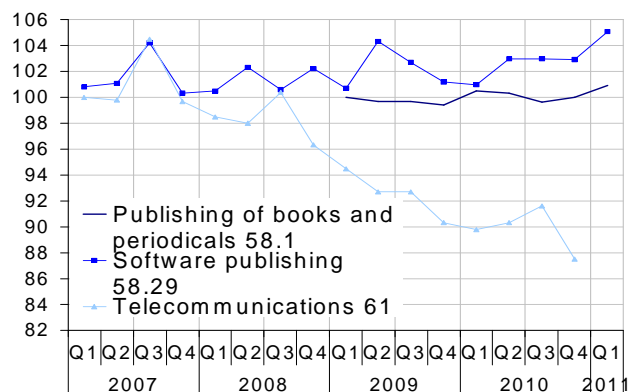
u : unavailable s : statistical secret

(1) : T1 2009 = 100 - (2) : T1 2007 = 100 - (3) : T1 2008 = 100 -  
(4) : T1 2006 = 100 - (5) : T4 2005 = 100

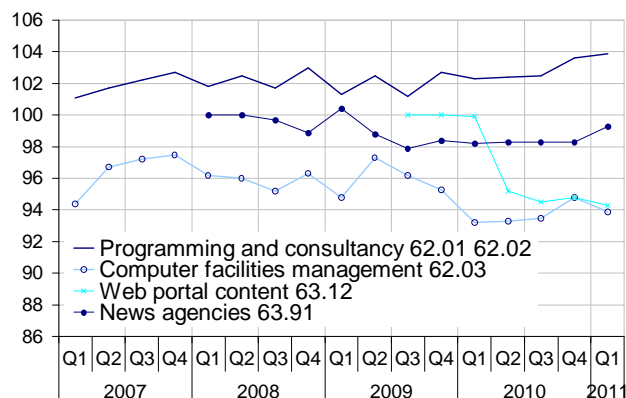
\*: Telecommunications prices are known with one quarter delay.

Source : INSEE. "Observation des prix de l'industrie et des services  
aux entreprises" survey

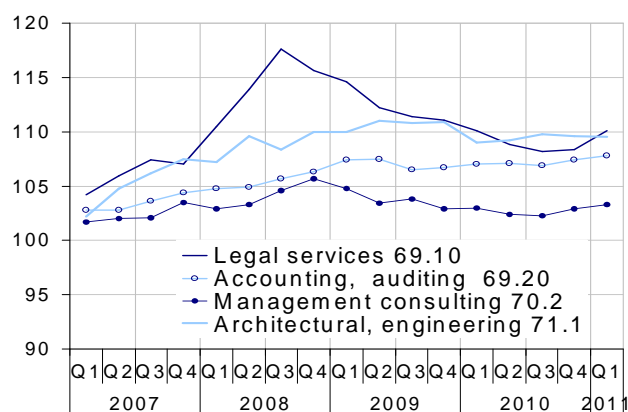
### Publishing and telecommunications



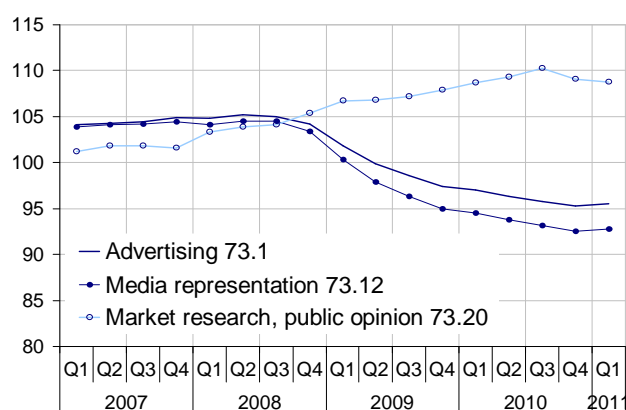
### Computer programming and information



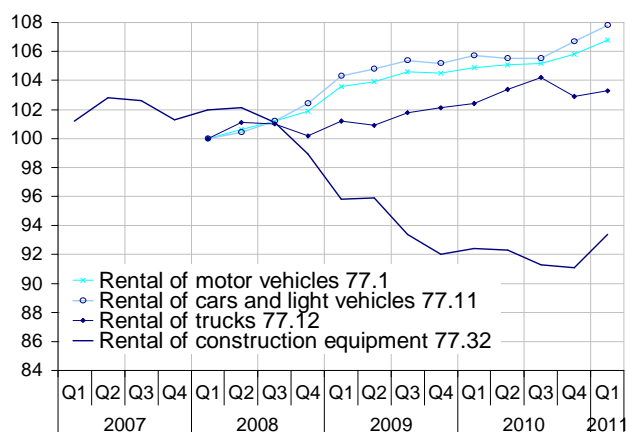
### Professional, scientific and technical services



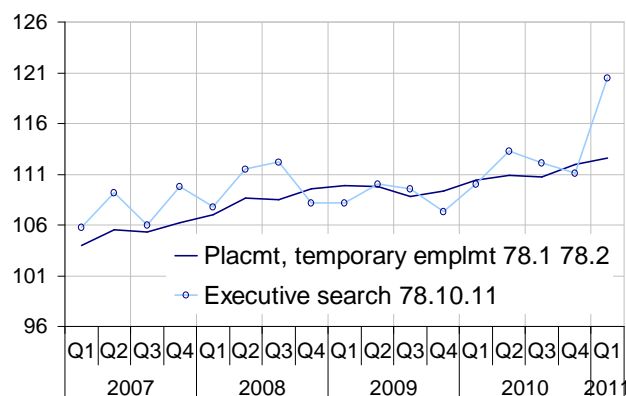
### Advertising and market studies



### Rental and leasing services



### Employment services



#### To know more about French S-PPI :

The services producer price indices measures changes in levels of prices excluding VAT, for a range of services provided by French enterprises to other French enterprises (B to B), according to the European regulation n°1165/98. The indices are compiled to base 2005=100 except for the more recent series.

- Complementary data (backseries, methodology, webpages...) can be accessed on : <http://www.insee.fr/en/themes/info-rapide.asp?id=100>
- Historical data are available on the BDM : [G1099](#)
- Press contact : [bureau-de-presse@insee.fr](mailto:bureau-de-presse@insee.fr)

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