

STATISTICAL OFFICE OF THE EUROPEAN COMMUNITIES

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Proposal for the CPA concerning Audiovisual Services

session 1

Abstract: Within Eurostat/D2 a proposal for revision of the CPA concerning Audio-visual services has been elaborated. The background is the radical changes in the Audio-visual services markets that have taken place in the 80's and 90's. The proposal, with accompanying explanatory notes, has been discussed several times in the Working Group for Statistics on Audio-visual Services and was finally endorsed by this Working Group in its meeting in September 1997. It has been officially transmitted by Eurostat/D2 to the unit Eurostat/D3 for inclusion in the CPA. The proposal comprises Motion Picture and Video Services and Radio and Television Services and contains 24 positions on the 6-digit level. On the 4-digit level the headings are 92.11 Motion picture and video production services; 92.12 Motion picture and television or video distribution services; 92.13 Motion picture and video film projection services and 92.20 Radio and television services.

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STATISTICAL OFFICE OF THE EUROPEAN COMMUNITIES

**D2 PROPOSAL FOR THE CPA
CONCERNING AUDIOVISUAL SERVICES**

Revised version

Date: February 1997 (linguistic revision June 1997)

D2 proposal for the CPA concerning Audiovisual Services

Revised version of January 1997

92 AUDIOVISUAL, RECREATIONAL, CULTURAL AND SPORTING SERVICES

92.1 MOTION PICTURE AND VIDEO SERVICES

92.11 Motion picture and video production services

92.11.1 Cinematographic film, exposed and developed

92.11.11 Cinematographic film, exposed and developed, of a width of 35 mm or more

92.11.12 Cinematographic film, exposed and developed, other

92.11.2 Magnetic tapes with sound and vision recordings

92.11.20 Magnetic tapes with sound and vision recordings

92.11.3 Production services for advertising and institutional films made to order

92.11.31 Production services for advertising films made to order

92.11.32 Production services for institutional films made to order

92.11.4 Production services for cinematographic films or for television or video films (fiction, documentaries)

92.11.41 Production services for cinematographic films

92.11.42 Production services for television or video films (fiction, documentaries)

92.11.5 Auxiliary services in connection with the production of cinematographic, television or video films

92.11.50 Auxiliary services in connection with the production of cinematographic, television or video films

92.12 Motion picture and television or video film distribution services

92.12.1 Distribution services for cinematographic, television or video films and other related services in connection with film distribution

92.12.11 Distribution services for cinematographic films

92.12.12 Distribution services for television or video films

92.12.13 Other distribution services

92.12.14 Other related services in connection with film distribution

92.12.2 Management of marketing portfolios of audiovisual rights and sales of copyrights on films

92.12.20 Management of marketing portfolios of audiovisual rights and sales of copyrights on films

92.13 Motion picture and video film projection services

92.13.1 Cinematographic and video film projection services

92.13.11 Cinematographic film projection services

92.13.12 Video film projection services

92.2 RADIO AND TELEVISION SERVICES

92.20 Radio and television services

- 92.20.1 Radio and television programme services
- 92.20.11 Radio programme services
- 92.20.12 Television programme services
- 92.20.13 Other programme services
- 92.20.14 Sales management of broadcasting rights for radio programmes produced on own account
- 92.20.15 Sales management of broadcasting rights for television programmes produced on own account
- 92.20.2 Production services for television programmes for third parties and auxiliary services in connection with television and radio programme production n.e.c.
- 92.20.21 Production services for television programmes for third parties
- 92.20.22 Auxiliary services in connection with television and radio programme production n.e.c.
- 92.20.3 Radio and television services in connection with the operation of direct-broadcasting satellites or cable networks
- 92.20.31 Radio and television services in connection with the operation of direct-broadcasting satellites or cable networks
- 92.20.32 Other radio and television services in connection with the operation of direct-broadcasting satellites or cable networks

Explanatory Notes to the Eurostat D2 proposal for the CPA concerning Audiovisual Services

Revised version of January 1997

92 AUDIOVISUAL, RECREATIONAL, CULTURAL AND SPORTING SERVICES

92.1 MOTION PICTURE AND VIDEO SERVICES

92.11 Motion picture and video production services

92.11.1 Cinematographic film, exposed and developed

92.11.11 Cinematographic film, exposed and developed, of a width of 35 mm or more

92.11.12 Cinematographic film, exposed and developed, other

92.11.2 Magnetic tapes with sound and vision recordings

92.11.20 Magnetic tapes with sound and vision recordings

92.11.3 Production services for advertising and institutional films made to order

92.11.31 Production services for advertising films made to order

Production services for films, whether stored on cinematographic film or on a video medium, intended for public advertising in television programmes, in cinemas, in the open air or in other projection facilities.

Exclusion: production services for institutional films are classified under 92.11.32

92.11.32 Production services for institutional films made to order

Production services for films, whether stored on cinematographic film or on a video medium, intended for the internal (information, training) or external use (public relations) of public or private organisations or other bodies.

Exclusion: production services for advertising films are classified under 92.11.31

92.11.4 Production services for cinematographic films or for television or video films (fiction, documentaries)

92.11.41 Production services for cinematographic films

Production services for films, whether stored on cinematographic film or on a video medium, intended for projection in cinemas. Cinematographic films include all kinds of animated cartoon. They may also be broadcast on television or sold or rented to private households on video tape or video disc.

Exclusions: production services for advertising films intended for projection in cinemas are classified under 92.11.31; production services for television or video films (fiction, documentaries) are classified under 92.11.42

92.11.42 Production services for television or video films (fiction, documentaries)

Production services for theatrical films (fiction, including animated films) or non- theatrical films (documentaries) which are audiovisual works within the meaning of copyright law, whether stored on film or on a video medium, intended for broadcasting by television or for sale or rental to private households on video tape or video disc. The products concerned may be for public entertainment, for education or for information.

Exclusions: Production services for advertising films intended for television broadcasting are classified under 92.11.31; production services for cinematographic films are classified under 92.11.41; own production by television stations or other programme services of programmes other than television films (i.e. other than fiction, including animated films and documentaries)

is classified under 92.20.12 or 92.20.13; the production of television programmes other than films (fiction or documentaries) for third parties is classified under 92.20.21

92.11.5 Auxiliary services in connection with the production of cinematographic, television or video films

92.11.50 Auxiliary services in connection with the production of cinematographic, television or video films

Other services upstream or downstream of production itself (pre-production, post-production), not elsewhere classified, in connection with the production of cinematographic, television or video films classified under 92.11.31 to 92.11.42, such as special effects, dubbing, film title printing, addition of soundtrack, cutting, mixing etc.

Exclusions: Auxiliary services in connection with the production of television programmes other than films are classified under 92.20.22; the duplication of films and audio or video tapes from master copies is classified under 22.3; film processing services not related to the film or television industries are classified under 74.81.32; leasing or rental services concerning other machinery and equipment without operator are classified under 71.34.10; services rendered by authors, composers and other independent artists are classified under 92.3

92.12 Motion picture and television or video film distribution services

92.12.1 Distribution services for cinematographic, television or video films and other related services in connection with film distribution

92.12.11 Distribution services for cinematographic films

Distribution services for cinematographic films intended for cinema projection (including open-air projection), television broadcasting or sale or rental to private households on video tape or disc. These services may include the organisation of dubbing and the adaptation of films to the technical standards of broadcasters. They include film booking, storage of film copies, logistical services, marketing etc. They may also include sales of distribution rights for cinematographic films to be shown in cinemas abroad.

Exclusions: Retail trade services for video tapes are classified under 52.45; leasing or rental services concerning video tapes are classified under 71.40.12

92.12.12 Distribution services for television or video films

Distribution services for television or video films (fiction, documentaries) intended for television broadcasting or for sale or rental to private households on video tape or disc. These services may include the organisation of dubbing and the adaptation of films to the technical standards of broadcasters. They may also include the organisation of video film reproduction, logistical services, marketing etc.

Exclusions: Retail trade services for video tapes are classified under 52.45; leasing or rental services concerning video tapes are classified under 71.40.12

92.12.13 Other distribution services

Other distribution services not elsewhere classified. These may include new methods of distribution such as those connected with video-on-demand services, etc.

92.12.14 Other related services in connection with film distribution

This category includes the physical distribution of copies of cinematographic films (including transportation and delivery) at the request of the film distributor.

92.12.2 Management of marketing portfolios of audiovisual rights and sales of copyrights on films

92.12.20 Management of marketing portfolios of audiovisual rights and sales of copyrights on films
Management services for rights to exploit cinematographic, television or video films owned within a marketing portfolio of audiovisual rights, for the purpose of selling these rights for a certain period to third parties (distributors or television broadcasters classified under 92.12.11, 92.12.12, 92.20.12 or 92.20.13). These services may include the purchase of rights to the audiovisual broadcasting of public events (such as sports events) and sales of these rights to television broadcasters.

92.13 Motion picture and video film projection services

92.13.1 Cinematographic and video film projection services

92.13.11 Cinematographic film projection services

Services in connection with the projection, in cinemas or in open-air cinemas, of any kind of motion picture stored on cinematographic film. These may include the projection in private screening rooms of motion pictures stored on cinematographic film.

Exclusion: Services in connection with the projection of any kind of film stored on video tape or video disc are classified under 92.13.12

92.13.12 Video film projection services

Services in connection with the projection of any kind of film stored on video tape or video disc, in private screening rooms or other projection facilities. These may include the projection of video films in cinemas.

Exclusion: Services in connection with the projection of any kind of motion picture stored on cinematographic film are classified under 92.13.11

92.2 RADIO AND TELEVISION SERVICES

92.20 Radio and television services

92.20.1 Radio and television programme services

92.20.11 Radio programme services

Production and compilation of schedules of radio programmes, either live or stored on tape or other recording medium, for reception by the general public (radio broadcasting). The radio programmes concerned may be produced with own production equipment or be purchased from other radio programme service companies. They may be intended for entertainment, education, training or information. Radio programme services may be financed by selling advertising time or by sponsorship, public subsidies, licence fees, sales of subscriptions or voluntary contributions from listeners. The radio signals may be scrambled or otherwise.

Exclusions: Radio broadcasting services are classified under 64.20.22; radio and television cable broadcasting services are classified under 64.20.30; radio services in connection with the operation of direct-broadcasting satellites or cable networks are classified under 92.20.3

92.20.12 Television programme services

Production and compilation of schedules of television programmes, whether produced with own production equipment (or subcontracted to companies producing television programmes for third parties) or purchased from film production or distribution companies or from other television programme service companies. The television programmes concerned may be live or stored on video tape or other recording medium, for reception by the general public (television broadcasting). They may be intended for entertainment, education, training or information. Television programme services may be financed by selling advertising time or by sponsorship, public subsidies, licence fees, sales of subscriptions or voluntary contributions from viewers, or be sold directly to subscribers or to other television broadcasters. The television signals concerned may be scrambled or non-scrambled.

Exclusion: Television broadcasting services are classified under 64.20.21; radio and television cable transmission services are classified under 64.20.30; television services in connection with the operation of direct-broadcasting satellites or cable networks are classified under 92.20.3.

92.20.13 Other programme services

Other programme services not elsewhere classified, particularly in connection with the development of digital broadcasting technology: for example, the compilation of a catalogue of programmes offering a broad or limited choice of audiovisual programmes of all kinds (produced by or purchased from third parties) which may be broadcast, separately or by package, according to the wishes of the subscriber, either on demand (immediate provision of the programme selected) or on quasi-demand (the same programme broadcast at short intervals on a number of channels). These new programme services are usually financed by subscribers under pay-per-view arrangements.

Exclusion: Television broadcasting services are classified under 64.20.21; radio and television cable transmission services are classified under 64.20.30; television services in connection with the operation of direct-broadcasting satellites or cable networks are classified under 92.20.3.

- 92.20.14 Sales management of broadcasting rights for radio programmes produced on own account
Sales to radio stations of rights to broadcast radio programmes produced on own account (e.g. news programmes) are classified under 92.20.11
- 92.20.15 Sales management of broadcasting rights for television programmes produced on own account
Sales to television stations of rights to broadcast television programmes, other than fiction and documentaries, produced on own account (e.g. news programmes) are classified under 92.20.12 and 92.20.13
- 92.20.2 Production services for television programmes for third parties and auxiliary services in connection with television and radio programme production n.e.c.
- 92.20.21 Production services for television programmes for third parties
The production, at the request of a television station or other programme service classified under 92.20.12 or 92.20.13, of television programmes which are not audiovisual works within the meaning of copyright law. These may be live broadcasts of sporting events or other events of public interest, or pre-recorded television programmes which are normally broadcast once only, such as game shows or news or educational programmes.
Exclusion: production services for television or video films are classified under 92.11.42
- 92.20.22 Auxiliary services in connection with television and radio programme production n.e.c.
Other services upstream or downstream of production itself (pre-production, post-production), not elsewhere classified, in connection with the production of television programmes other than films (i.e. other than fiction and documentaries) or in connection with the production of radio programmes of all kinds: special effects, dubbing, film title printing, addition of soundtrack, cutting, mixing etc.
Exclusions: Auxiliary services in connection with the production of television films (fiction, including animated films, or documentaries) are classified under 92.11.5; the duplication of films and audio or video tapes from master copies is classified under 22.3; leasing or rental services concerning other machinery or equipment without operator are classified under 71.34.10; services rendered by authors, composers and other independent artists are classified under 92.3
- 92.20.3 Radio and television services in connection with the operation of direct-broadcasting satellites or cable networks
- 92.20.31 Radio and television services in connection with the operation of direct-broadcasting satellites or cable networks
Own-account selection and packaging of existing radio and television programme services classified under 92.20.11, 92.20.12 and 92.20.13 by operators of direct-broadcasting satellites or cable networks (compilation of existing programme services). This category may include the maintenance of satellite decoders or cable networks and cable-network connection and subscription services. It may also include the production of own information programmes broadcast by satellite or cable network to own subscribers.
Exclusion: Radio and television cable transmission services proper are classified under 64.20.30
- 92.20.32 Other radio and television services in connection with the operation of direct-broadcasting satellites or cable networks
Other television and radio services, not elsewhere classified, rendered by the operator of a direct-broadcasting satellite or cable network.
Exclusion: radio and television cable transmission services proper are classified under 64.20.30