Discussant remarks ISIC 60

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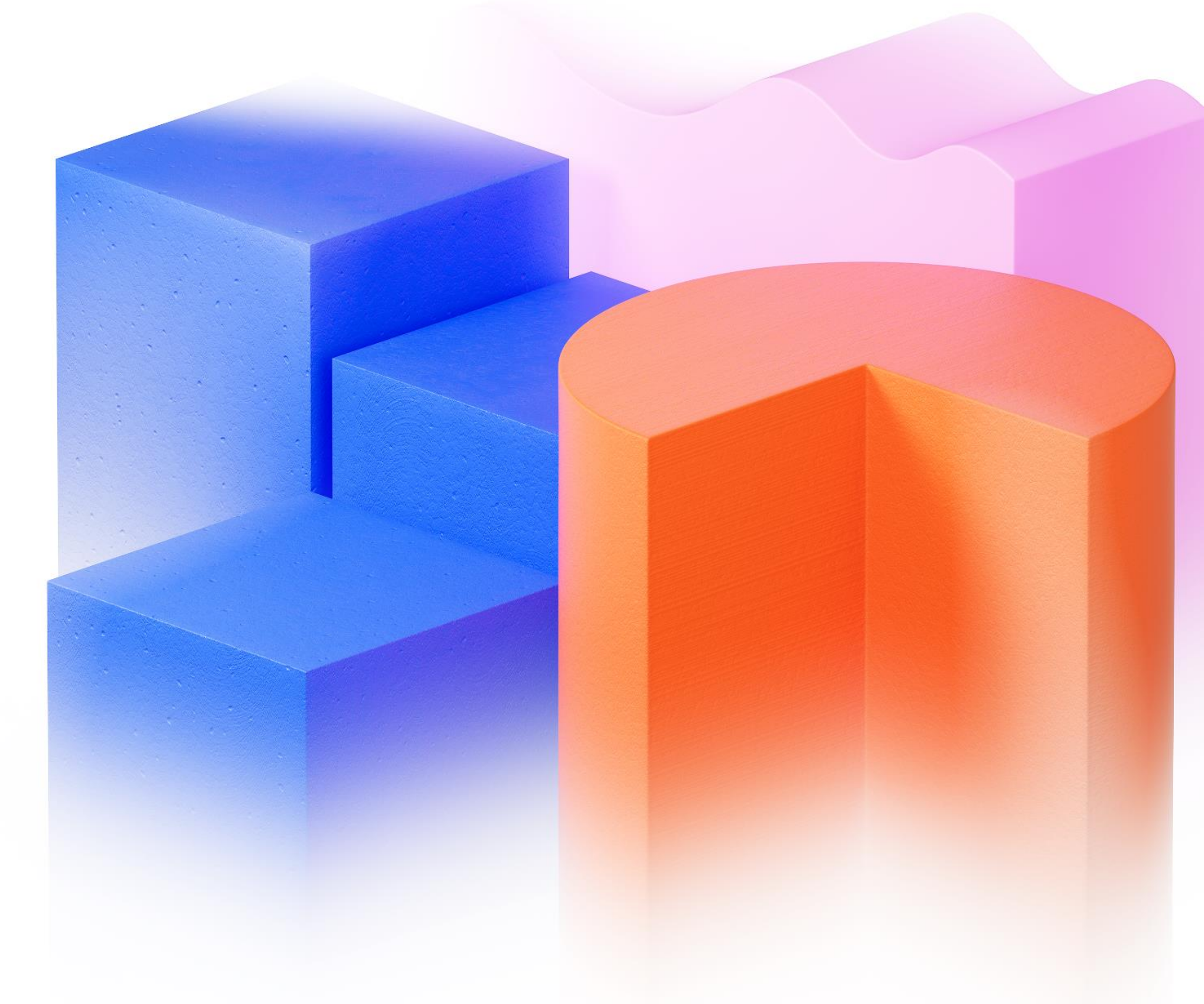

Classification updates

- Much like in the US, the new European classifications (NACE Rev. 2.1 and CPA 2.2), now explicitly includes streaming services in 60
- The previous classifications were not clear on where to classify streaming services, and hence it was spread out in different groups
- The European classifications also categorise TV programming packages as Telecommunications
- All the industry classifications; ISIC, NAICS and NACE seem to be aligned going forward

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Swedish market

- The structure of the Swedish market is similar both to the US and the Czech Republic
- Radio is smaller in Sweden than in the US, but bigger than in the Czech Republic. About one tenth compared to TV, in revenue
- The main revenue is advertising
- Cost per point (CPP) is the most common pricing unit for radio stations
- RBS (Run by Station) or Specifics for different time periods is the most common pricing unit for TV stations

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Swedish market

- Public service TV and radio is not part of business statistics, as those companies are part of the public sector
- The market is dominated by a few large TV networks
- Most of the Swedish TV networks have operations in all Nordic countries as well as other countries, meaning there is a substantial amount of exports and imports

Swedish market

- Streaming of video, music and audio books, were previously not in 60 (mostly 59 and 63)
- No statistics have been produced in NACE Rev. 2.1 or CPA 2.2 yet, but the Business register is double coded for 2026
- This indicates that the new classifications will have a major impact on 60, as Sweden has some large streaming companies
- Section J accounts for approximately 7 % of Sweden's GDP. A shift in importance from 59 and 63 to 60 is expected when the new classifications are introduced in 2028

Questions or comments?

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