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**The Classification of cultural products and industries as part of a new Global
Standard: International Recommendations for a Culture Satellite Account**

UNESCO Institute for Statistics



United Nations
Educational, Scientific and
Cultural Organization



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as part of a new Global Standard:
International Recommendations for a Culture Satellite Account*

Introduction

This paper to present the proposed new classification of cultural products and industries produced for the International Recommendations for a Culture Satellite Account. The UNESCO Institute for Statistics (UIS) is leading this work.

Background

As part of its work on the measurement of the economic dimension of culture and its work to develop new methodologies and international standards, the UIS is developing the global standard for Culture Satellite Account (CSA). The new standard will provide the model for the development of national culture satellite account and facilitate international comparability of Culture Satellite Account.

UIS started this process in 2015 by commissioning a study that described and assessed existing examples of national culture satellite account systems globally, summarise the country experience in their development and summarised what has been learned. The report also made initial recommendations for the development and implementation of an international standard methodology.

In 2016, a consultant team was commissioned to produce an initial draft of the International Recommendations for Culture Satellite Account. As part of this process, UIS set up the UIS CSA expert group consisting of UNSD and country representatives that already have experience with the CSA (Canada, Australia and Spain). This Expert Group provided their feedback and review on the draft. The draft was completed in July 2017. UIS is planning to undertake a global consultation of the draft recommendations in 2018. UIS is aiming for the adoption of the International Recommendations for Culture Satellite Account by the UN Statistical Commission in 2019.

International Recommendations for a Culture Satellite Account

As part of the work on the CSA, two major tasks are related to classifications and standards:

- The 2009 UNESCO Framework for cultural statistics (2009 UNESCO FCS) will need to be reviewed and updated. Meanwhile, in the CSA, some amendments were made to adjust the concept of culture for economic purposes. These changes are presented in this paper.
- To fulfill the CSA requirements, a list of cultural products and industries using the CPC 2.1 and ISIC Rev. 4 is produced

Defining culture in economic terms

To fulfill the 2008 System of National Accounts, boundaries of the culture sector and its respective industries and products were defined. The starting point was the definition of domains provided in the 2009 UNESCO FCS¹. The proposal includes a new domain “cultural management”. Within each domain, more homogeneous groupings, called subdomains, are distinguished.

Table 1: Classification of culture according to the domains and subdomains (not for dissemination)

Domains	Subdomains: Detailed segmentation
A: Cultural and Natural Heritage	Museums
	Archeological and historical sites
	Cultural Landscapes
	(Botanical gardens, Zoological gardens, Nature reserves)
B: Performance and Celebration	Performing arts (Theater, Opera, Dance, Puppetry)
	Music (Live music, Sound recording)
	Festivals, Fairs and Feasts
C: Visual Arts and Crafts	Fine Arts (Paintings Drawings sculpture)
	Photography
	Crafts
D: Books and Press	Books
	Newspaper and Magazine
	Other printed matter
	Library
	Book Fairs
E: Audio-visual and Interactive Media	Film
	Video
	Radio
	Television
	On line Games

¹ http://uis.unesco.org/sites/default/files/documents/unesco-framework-for-cultural-statistics-2009-en_0.pdf

F: Design and Creative Services	Fashion Design
	Graphic Design
	Interior Design
	Landscape design
	Architectural Services
	Advertising Services
G: Cultural Education and Training	Cultural Education
H: Cultural Management	General government
	Private entities

Source: UIS, 2017, draft International recommendations for a Culture Satellite Account

Identifying the classification of cultural products and industries using ISIC and CPC

In order to set up the tables required for the CSA, a detailed analysis of the production activities within the domain is necessary. To do so the list of cultural products and industries had to be built.

The 2009 UNESCO FCS identified a list of cultural products and industries according to each domain using the CPC 2 and ISIC Rev. 4. The CPC 2.1 is used in the CSA.

All products are assigned to the industry that typically produces them. Since the relation was not sometimes straight forward, a further desegregation of both was necessary. In order to assign a product to its respective industry, further disaggregation of both ISIC Rev. 4 and CPC was required.

Therefore, the CSA includes a revised list of cultural products using the CPC 2.1 at 6- digit and a revised of cultural industries using ISIC Rev. 4 at 5-digit level.

The disaggregation was done according to the following principles:

- Some products or industries are too aggregated to be assigned to a unique domain. For instance, the case of ISIC classification 9000, “Creative arts and entertainment activities”, is assigned at the same time to cultural domains A. Cultural and Natural Heritage, C. Visual Arts and Crafts, and D. Books and Press. (See Table 1 on the segmentation of the code 9000 into 5-digit)
- Some products are split up according to the formats of transmission or type of content
- Some products or industries included non cultural components
- The need to distinguish between characteristic and connect products
- The use of national classifications which already offer further breakdown such as Australia

Characteristic products include those products typical of the field, for which there is interest in knowing how they are produced, “what kinds of producers are involved, what kinds of labor and fixed capital they use.

Connected products include those that “are interesting because they are clearly covered by the concept of expenditure in a given field, without being typical.”².

The table 2 presents the Classification of cultural products and industries in the CSA using the CPC 2.1 at 6-digit and ISIC Rev. 4 at 5-digit.

Conclusions

The CSA will go through a global consultation in 2018; therefore, the present classification may most likely be subject to some changes. However, UIS and the members of the UIS CSA expert group do not anticipate any major change to the current structure.

The Members of the Expert Group on international classifications are invited to:

- Inform UIS if the classification of products and industries need further review in terms of the international classification principles
- Provide recommendations on how to align this classification to the international classification principles

² 2008 SNA para 29.60

Table 1: Segmentation of ISIC rev 4 code 9000 to ISIC-CUL

ISIC	Description	ISIC-CUL	Description	Domain
9000	Creative, arts and entertainment activities	90001	Activities of production and promotion of live performances, events or exhibits intended for public viewing	Performance and celebrations
		90002	Activities of restoring of works of art such as paintings and other visual arts produced by sculptors, painters, cartoonists, engravers, etc.	Visual arts
		90003	Activities of individual writers and independent journalists	Books and Press
		90004	Activities of individual authors, actors, directors, lecturers or speakers, stage-set designers and builders, etc.	Audiovisual and Media
		90005	Activities of individual authors and musicians.	Performance and celebrations

Source: UIS, 2017, draft International recommendations for a Culture Satellite Account

Table 2: Classification of cultural products and industries using CPC 2.1 ISIC Rev 4

CPC (6 Digits)	Descriptive	ISIC (5Digits)	Description
A. Cultural and Natural Heritage			
964110	Museum services except for historical sites and buildings”	91020	Museums activities and operation of historical sites and buildings
964120	Services for the management of historical sites and monuments and similar tourist attractions		
964210	Botanical and zoological garden services	91030	Botanical and zoological gardens and nature reserves activities
964220	Nature reserve services, including wildlife preservation services		
B. Performance and Celebration			
CPC (6 Digits)	Descriptive	ISIC (5 Digits)	Description
962100	Performing arts event promotion and organization services	90001	Activities of production and promotion of live performances, events or exhibits intended for public viewing
962200	Performing arts event production and presentation services		
962900	Other performing arts and live entertainment services		
963101	Services of performing artists for theatre, opera, ballet, musical and concert performances; puppet shows, and circus performances.		
963201	Services of authors and composers		
963301	Original works of composers, original score of music, not the copyrighted master recording produced from it		
383100	Pianos and other keyboard stringed musical instruments	32200	Manufacture of musical instruments
383200	Other string musical instruments		
383300	Pipes, harmonium or similar organs; Accordions and similar instruments; harmonicas; Wind instruments		
383400	Musical instruments, the sound of which is produced, or must be amplified, electrically		
383500	Percussion instruments, musical boxes and and fairground organs		

383601	Parts and accessories of musical instruments of guitars, pianos, harps, according to the number 9202		
325200	Music, printed or in manuscript	59200	Sound recording and music publishing activities
476100	Musical audio disks, tapes or other physical media		
843211	Musical audio downloads		
843212	Streamed music		
961110	Sound recording services		
961120	Live recording services		
961130	Sound recording originals		
733201	Licensing services for the right to reproduce, distribute or incorporate sound recordings		
891231	Reproduction services from master copies of gramophone records, compact discs and tapes with music or other sound recordings	18201	Reproduction from master copies of gramophone records, compact discs and tapes with music or other sound recordings
625422	Retail trade services of recorded audio and video disks and tapes	47620	Retail sale of music and video recordings in specialized stores
622421	Specialized store retail trade services of recorded audio and video disks and tapes		

C. Visual Arts and Crafts domain

CPC (6 Digits)	Descriptive	ISIC (5 Digits)	Description
389610	Original works by painters, graphic artists and sculptors	90002	Activities of restoring of works of art such as paintings and other visual arts produced by sculptors, painters, cartoonists, engravers, etc.
963202	Services of sculptors and other artists		
733202	Licensing services for the right of reproduction of original artworks		
382400	Jewellery and articles of goldsmiths	32111	Manufacture of jewellery and related articles of precious metal (gold and silver)
838110	Photography Studios services	74201	Commercial and consumer photograph production
838120	Advertising and related photographic services		
838131	Photographic and video services for ceremonies		
838140	Specialty photography services		
838201	Photographic development and printing services		
838150	Restoration and retouching services of photography		

D. Books and Press

CPC (6 Digits)	Descriptive	ISIC (5 Digits)	Description
963203	Services of authors	90003	Activities of individual writers and independent journalists
963302	Original works of authors, i.e. book manuscripts		
733203	Licensing services for the reprinting and copying of manuscripts and books		
733204	Licensing services for journals and periodicals.		
322100	Educational textbooks, in print	58111	Book publishing
322200	General reference books in print		
322910	Professional, technical and scholarly books, in print		
322920	Children's books, in print		
322991	Dictionaries and encyclopedias in print		
322992	Other books, brochures, leaflets and similar articles, printed		
476910	Audio books on disk, tape or other physical media		
476920	Text-based disks, tapes or other physical media		
843110	On-line books		
323000	Newspapers and periodicals, daily, in print		
843121	On-line newspapers		
843122	Online magazines and periodicals		
324100	General interest newspapers and periodicals, other than daily, in print		
324200	Business, professional or academic newspapers and periodicals, other than daily, in print		
324900	Other magazines and periodicals, other than daily, in print		
844100	News agency services to newspapers and periodicals	63910	News agency activities
844200	News agency services to audiovisual media	91010	Library and archives activities
845100	Library services		
845200	Archive services	47620	Retail sale of books, newspapers and stationary in specialized stores
622511	Specialized store retail trade services of books*		
622512	Specialized store retail trade services of newspapers and magazines*		

E. Audiovisual and Interactive Media

CPC (6 Digits)	Descriptive	ISIC (5 Digits)	Description
963102	Services of actors and television personality hosts/presenters	90004	Activities of individual authors, actors, directors, musicians, lecturers or speakers, stage-set designers and builders, etc.
963204	Services of other artists, except performing artists		
963303	Original works of other artists other than performing artists, painters and sculptors.		
733202	Licensing services for the right to reproduce, distribute or incorporate broadcasting and showing of original films and television programmes.		
389500	Originals of motion picture film	59110	Motion picture, video and television programme production activities
476200	Films and other video content on disks, tape or other physical media		
843310	Films and other video downloads		
843320	Streamed video content		
961230	Motion picture, videotape, television and radio programme originals		
961310	Audiovisual editing services	59120	Motion picture, video and television programme post-production activities
961330	Colour correction and digital restoration services		
961340	Visual effects services		
961350	Animation services		
961360	Captioning, titling and subtitling services		
961390	Other post-production services		
961370	Sound editing and design services	59200	Sound recording and music publishing activities
961401	Other cinematographic, video and television program distribution services (Main)	59130	Motion picture, video and television programme distribution activities
961500	Motion picture projection services	59140	Motion picture projection activities
961211	Production of movies	60200	Television programming and broadcasting activities
961212	Production of merchandising videos		
961213	Production of television content		
846220	Television channel programmes		
846120	Television broadcast originals		
846310	broadcasting services	60100	Radio broadcasting
846111	Radio broadcast originals (on the Internet)		
846112	Radio broadcast originals (not Internet)		
961220	Radio programme production services		
846210	Radio channel programmes		
843910	On-line games		

478220	Computer game software, packaged		
385820	Software cartridges for video game consoles		
F. Design and Creative Services			
CPC (6 Digits)	Descriptive	ISIC (5 Digits)	Description
325500	Plans and drawings for architectural purposes; photographic reproductions and carbon copies of the foregoing	74100	Specialized design activities
832140	Historical restoration architectural services		
832320	Landscape architectural services in protect areas		
839200	Design originals		
G. Cultural Education			
CPC (6 Digits)	Descriptive	ISIC (6 Digits)	Description
929111	School services and dance teachers	85420	Cultural education
929112	School services and music teachers		
929113	School services and other arts classes		
929114	Other cultural education services		
H. Cultural administration			
CPC (6 Digits)	Descriptive	ISIC (5 Digits)	Description
911241	Public administrative services related to culture	84121	Regulation of the activities providing cultural services
959970	Cultural and recreational associations (other than sports or games)	94991	Activities of other membership organizations with cultural purposes.