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Mini presentation on “Publishing activities in France” (turnover and SPPI)

**ISIC 4.0 : 581
NACE rev.2 : 58.1**

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Introduction

The purpose of this paper is to provide an overview of the structural and short term statistics established by Insee on publishing activities (ISIC 581), especially the establishment of the turnover by products by the structural business survey, the treatments requested by French national accounts and the calculation of the producer price indices.

1 Classification

Unquestionably, the major change of ISIC rev.4 is the creation of section J "Information and communication"

This new grouping has given coherence to activities focussed on **the production and the dissemination of an intellectual content** (books, newspapers...), previously scattered in the classification according to the material or immaterial "container" (printed books, on-line books, printed newspapers, on-line newspapers). That seems now more natural on the point of view of the activity, but that has led to a new border between "industry" and "services", with an inversion of the traditional conventions (industry is defined first), and that has brought some paradoxes.

Scheme 1: changes from ISIC 3.1 to ISIC 4

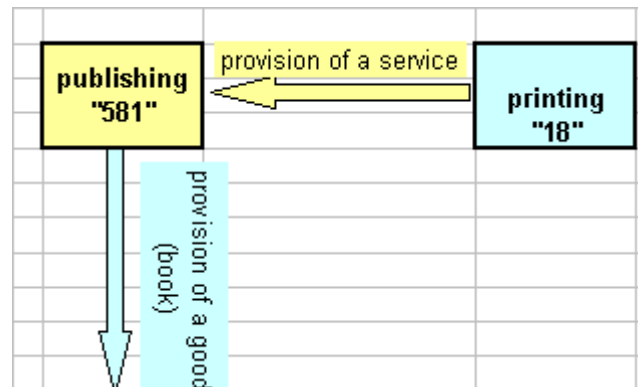
ISIC Rev 3			ISIC Rev 4
publishing and printing "22"	publishing "221"	→	publishing "581"
	printing "222"	→	printing "18"
Database activities and online distribution of electronic content ISIC "7740"		→	publishing "581"
industrial activity			
service activity			

Marriage of complementary contents, but divorce between publishing and printing.

The paradoxes are that:

- printing, classified in industry because it consists in a physical or chemical transformation of a good, produces only... (industrial) services, because printers do not own the intellectual content (otherwise they have to be classified as publishers). Its output is considered as an industrial service, even if the printer provides the paper (main physical input). Compilers of industrial PPI can have difficulties with the approach of industrial services, not described properly in Prodcom items;
- publishing, classified in services because of the intellectual content (immaterial by essence), produces in majority... goods, with possible trade and transport margins between the basic price and the purchaser's price, atypical for services.

Scheme 2: goods or services? industry or services?



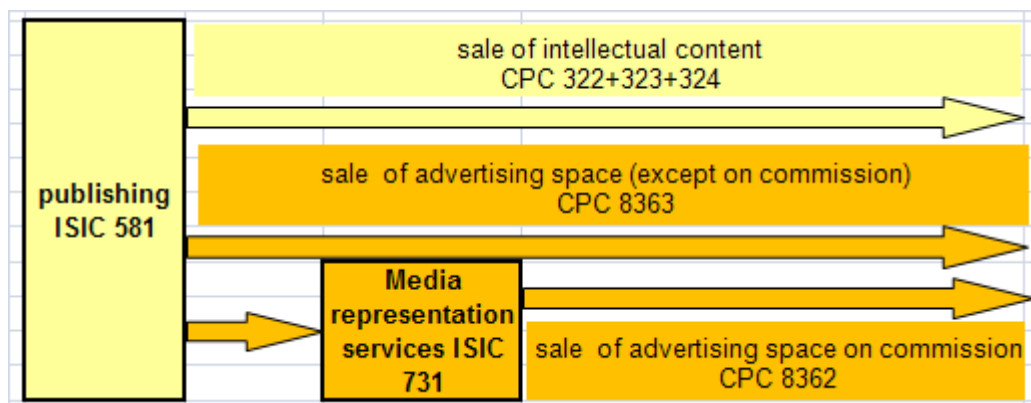
For international trade, the picture is even more fuzzy:

- the books physically exchanged are considered as goods, depicted by customs statistics (international trade of merchandises), not by balance of payments (international trade of services). True export and import prices of books would be desirable, but are no longer requested by European STS regulation (UVI can still be compiled), because annex D on other services asks for less than annex A on industry;
- but, conceptually, books physically exchanged are perhaps in fact, in true business statistics, BoP and NA concepts, only support for exchanges of industrial services (printing, as a processing of goods), classified here in an other activity than the underlying goods;
- a good treatment would need a coordination of industrial PPI and services PPI compilers, with access to customs statistics and BoP statistics for a global and consistent treatment, beyond the scope of European STS regulation.

If printing is considered as a service activity in the future classification, it will help better statistic organization.

The other delicate characteristic of publishing is its link with advertising. A large part of income for publishers (especially for newspapers), hence of publishing production, is constituted by the sale of advertising space. This product is perceived by customers and by CPC (group 836) as an "advertising service". This is why French SPPI measure these products in same time as advertising (NACE 731). These two "markets" of sale of intellectual content and sale of advertising space are complementary for the analysis of the publishing activity, but completely heterogenous for the use of the products. The classification for NA purposes, usually consistent with NACE groups (at three digits), needs here a more subtile combination.

Scheme 3: intellectual content and advertising space in ISIC vs. CPC



The complete classification of related products in European CPA 2008 is:

Publishing services of books, periodicals and other publishing services

- 58.11 Book publishing services
 - 58.11.1 Printed books
 - 58.11.2 Books on disk, tape or other physical media
 - 58.11.3 On-line books
 - 58.11.4 Advertising space in books
 - 58.11.5 Publishing of books on a fee or contract basis
 - 58.11.6 Licensing services for books
- 58.12 Publishing directories and mailing lists
 - 58.12.1 Directories and mailing lists printed or on physical media
 - 58.12.2 On-line directories and mailing lists
 - 58.12.3 Licensing services for the right to use directories and mailing lists
- 58.13 Publishing services of newspapers
 - 58.13.1 Printed newspapers
 - 58.13.2 On-line newspapers
 - 58.13.3 Advertising space in newspapers
- 58.14 Publishing services of journals and periodicals
 - 58.14.1 Printed journals and periodicals
 - 58.14.2 On-line journals and periodicals
 - 58.14.3 Advertising space in journals and periodicals
 - 58.14.4 Licensing services for journals and periodicals
- 58.19 Other publishing services
 - 58.19.1 Other printed matter publishing services
 - 58.19.2 Other on-line content
 - 58.19.3 Licensing services for other printed matter

2 Market characteristics (especially the French market)

2.1 Global proportions on the French market

The sales of books (58.11), newspapers (58.13) and magazines (58.14) have quite similar weights on the French market. The sales of “directories and mailing lists” (58.12) and “other publishing services” (58.19) are really small activities, together about 1.6 % of this global “58.1” activity (in France, year 2009), but the main producer of directories and mailing lists in France declares an activity in web portal (“63.12”).

Sales of digital works on physical media represent only 1.0 % of publishers turnover (in ESANE sector survey, 0,6% for Gfk Institute), but 3% of physical books sales(source SNE).

2.2 Market characteristics of books

In the United States, we can read that the digital book market is growing rapidly (22 % of books sales nowadays?), before the UK (10 % of books sales?) and Japan (5-7%?), where the reading habits have already changed a lot, and the digital supply is already abundant and diverse.

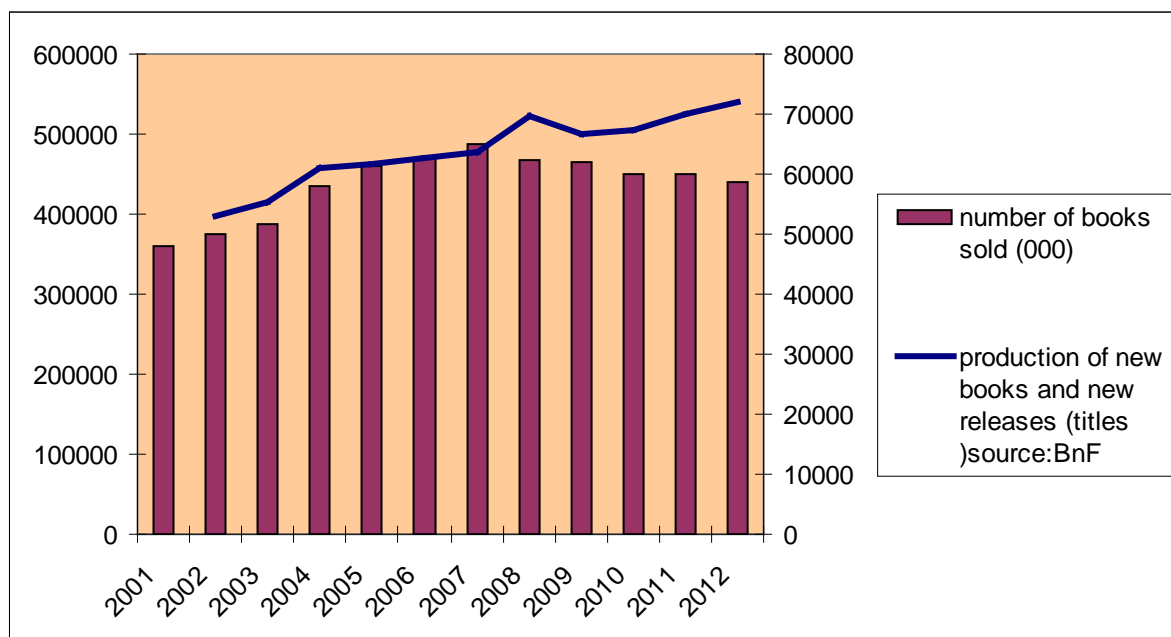
In France the e-readers have come late, the e-books are quite expensive (13 to 15 € a book most often, vs. 9.99 \$ in the U.S.), the tools of different providers are incompatible with each other, so that digital books would account for 1 % of the market. 60,000 digital titles are available on 650,000 titles in print. Amazon and Apple are the leaders, but they do not have “true” French affiliates, which can disturb the picture.

In France, as in approximately ten European countries and Japan (but unlike the majority of Anglo-Saxon countries), the price of a book is unique for the consumers. There is also a unique price for a digital book in France. The main argument for the single price is the preservation of the retail-trade bookshops, whose role of advice is said essential for the existence and the diversity of culture.

All major publishers groups are vertically integrated: they are also distributors of their books, usually *via* affiliates. The distributors are remunerated by a commission. Booksellers buy and own the books they intend to sell, but publishers are obliged to buy up unsold books.

The number of books sold has reached a summit a few years ago (480 millions units in 2007), and then has decreased. The number of new titles (~ 650,000 references were sold at least once in 2012) is still increasing, but each of them is less and less bought (the average circulation of a book is now between 8,000 and 9,000 copies), and its lifetime gets shorter and shorter. There are numerous sub-sectors: comics, school, youth, art, pocketbooks, big size books...where the situation can be different.

Chart 1: number of books sold and new titles released in France



source SNE (national editors organisation) and BnF (Bibliothèque nationale de France -French national Library)

2.3 Market characteristics of newspapers

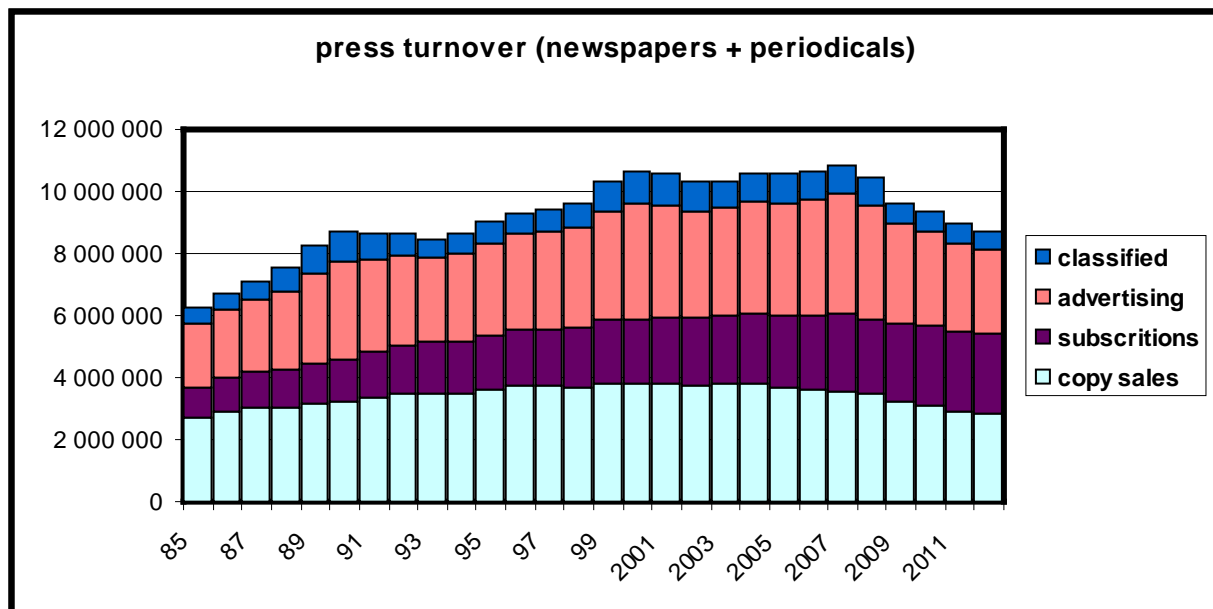
With the new habits of Internet and mobile telephony, newspapers face the erosion of revenues from paper, and the movement to paying on line contents seems inevitable (nowadays 3 % of turnover in France for newspapers and periodicals). This new system of earning money with on-line newspapers is not yet mature. Anyway, several newspapers only available on-line have developed recently (Slate, Politico, Rue89, Mediapart, Huffington Post).

Advertising revenues have also declined sharply since the outbreak of crisis in 2008. The free press that provided only ads without editorial content have completely disappeared in 5 years, since 2007, overwhelmed by the arrival of the internet sites that perform the same function. Free newspapers with editorial content are doing well, and account now for about 4 % of the total turnover of press in France. On-line advertising spaces do not only concern on-line newspapers, but TV, phone operators, Internet providers... hence there is a hard competition in order to get money from these new media.

Concerning **magazines** (CPA 58.14), the sector is dominated by TV magazines (42 % of sold magazines) and stays dynamic, but very close to saturation. Although this sector is fragmented in terms of structures, it is highly concentrated in terms of turnover, and the first 12 publishers realize 2/3 of turnover for this sector.

Copy sales at newsstands, or at retailers, is the sector with the largest decline. Sales by subscriptions are the part most resilient to the economic crisis. But faced with declining purchasing power of readers, publishers have great difficulty in renewing subscriptions. With the crisis affecting the advertising revenue, the share of copy sales + subscriptions revenue grew by 10 points between 1990 and 2011, from 52% to 61%.

Chart 2: sales of newspapers by nature of income in France



source :DGMIC (Ministry of Culture)

The development of access to newspapers and books on the Internet should go on. Also, Google and Apple have got the idea of digital kiosks, with possible subscriptions on their platforms.

There are 3 distribution channels for newspapers and magazines channels :

- the kiosks (retailers);
- the home delivery;
- the mailed subscription

Note that home delivery uses the services of companies classified in NACE 53.20 (*other postal and courier activities*), and mailed subscription the services of the national company classified in NACE 53.10 (*postal activities under universal service obligation*), and that these activities do not generate transport margins in French National Accounts.

For delivery to the kiosks, publishers can use their own delivery network (*Ouest France*, the biggest newspaper in France) or they can use the services of “*press delivery companies*” (classified in NACE 82.19) that take in charge all the logistics until the kiosks, with the help of 70 Central Press Depositories. This industry is highly concentrated (the biggest one is in charge of 85 % of newspapers and magazines). The CPD do not own the newspapers, which remain the property of the publishers from printing to the sale. They receive a commission, like books distributors, as a percentage of the newspapers price, currently about 20 %. At the end of each month, the CPD set out a statement: number of newspapers sold, commission due, unsold newspapers. This provides the net amount to pay by the publisher.

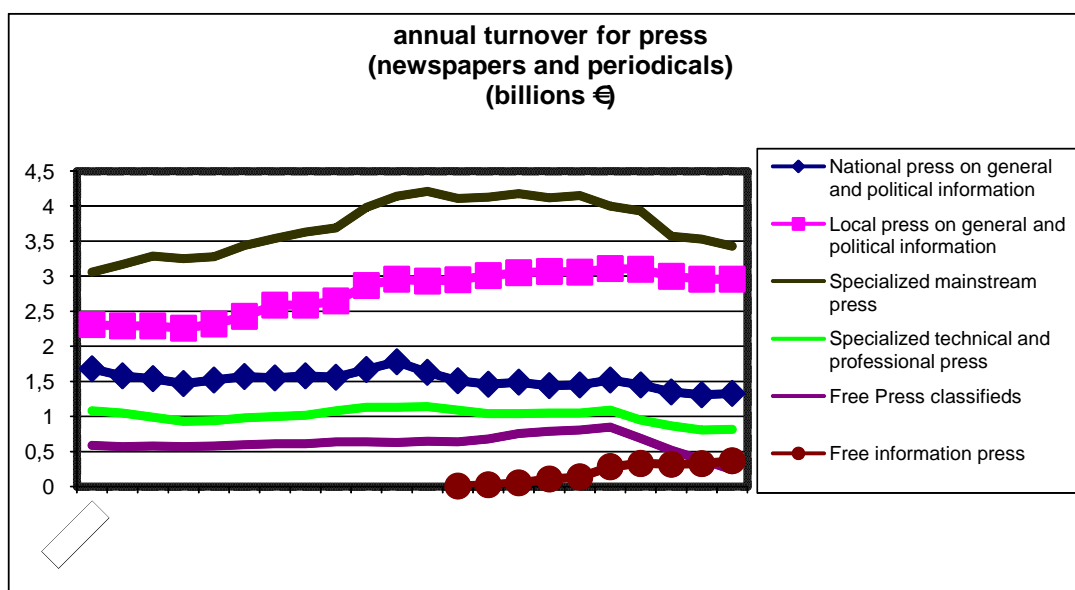
The commissions of the “press delivery companies” (NACE 82.19) do not generate directly trade or transport margins in French National Accounts.

3 Measure of turnover/output

3.1 surveys on newspapers conducted by Ministry of Culture

The French Ministry of Culture is very concerned about the operating conditions of the press stakeholders, the conditions of carriage, the sharing of advertising revenues... Its annual survey classifies the newspapers between 6 kinds:

Chart 3: sales of newspapers by nature of income in France



source : DGMIC

3.2 Insee Structural Business Survey

The French Structural Statistics Survey in France (**ESANE Survey**) aims to give the appropriate response to the EU SBS regulation and to the national accountants. This annual survey is enriched by annual tax declarations, therefore we can know the total turnover, production accounts, generation of income accounts, etc. and the breakdown of turnover by activities (NACE) / products (CPA).

Table 1: SBS statistics for “NACE 581” enterprises:

	2008	2009	2010	2011
Number of enterprises	8 715	7 956	9 193	9 318
Turnover (millions €)	19 203	18 420	18 103	17 701
Average number of employees	83 635	81 492	80 779	80 209
Added value (millions €)	5 785	5 445	5 497	5 536
EBITDA (millions €)	909	735	992	883
personnel costs (millions €)	4 695	4 590	5 657	4 545

Esane 2011

Chart 4: Turnover and Value Added of publishing (581) in France

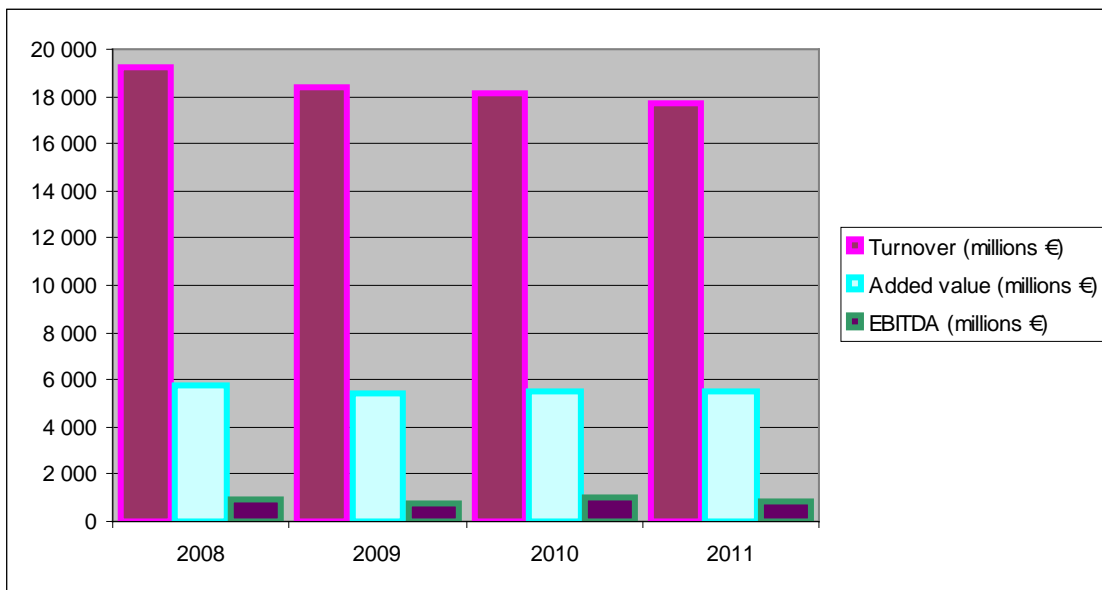


Table 2: SBS statistics by classes of publishing (581x) in France:

Book publishing services		5811		
	2009	2010	2011	
Number of enterprises	3 389	4 192	5 093	
Turnover	5 821	5 942	5 557	
Average number of salaries	17 572	15 994	15 923	
Added value	1 344	1 504	1 326	
EBE	350	569	368	
Frais de personnel	943	878	899	

Publishing directories and mailing lists		5812		
	2009	2010	2011	
Number of enterprises	34	45	28	
Turnover	40	82	56	
Average number of salaries	257	274	254	
Added value	15	13	7	
EBE	0	-6	-10	
Frais de personnel	14	19	17	

Publishing services of newspapers		5813		
	2009	2010	2011	
Number of enterprises	1 365	809	500	
Turnover	5 398	5 183	4 900	
Average number of salaries	31 189	31 314	27 450	
Added value	1 830	1 796	1 767	
EBE	-4	-20	46	
Frais de personnel	1 840	1 829	1 709	

Publishing services of journals and periodicals		5814		
	2009	2010	2011	
Number of enterprises	2 144	2 432	2 448	
Turnover	6 712	6 429	6 796	
Average number of salaries	29 536	30 269	33 801	
Added value	2 172	2 184	2 292	
EBE	455	426	457	
Frais de personnel	1 648	1 696	1 798	

Other publishing services		5819		
	2009	2010	2011	
Number of enterprises	1 024	1 715	1 250	
Turnover	448	465	392	
Average number of salaries	2 938	2 927	2 780	
Added value	83	159	143	
EBE	-66	23	23	
Frais de personnel	144	129	122	

Source: ESANE

This industry is very concentrated: more than 90 % of the turnover of the enterprises classified in publishing comes from this main activity:

Table 3: “Make Matrix” from SBS in publishing

Products sold	Enterprises 581
manufacture	0,1
trade	6,4
publishing	90,5
other services	3,0
sector turnover	100

Conversely, 99% of the production of product “581 - publishing” comes from companies classified in “581 - publishing” industry.

The Structural Business Survey provides also an important information on the fine detail of products (~ CPA 5 digits, combined with French subdivision of NACE):

Table 4: Turnover by detailed products in publishing

5811 books:

“NAF7”	turnover (k€)	%	service definition
5811Z10	4 575 547	96	Publishing of all types of books, printed or on any other physical media (disk, tape ...)
5811Z20	57 973	1	Book publishing online
5811Z30	25 012	1	Advertising space in books (printed or electronic)
5811Z40	21 284	0	Publishing of books on a fee or contract basis
5811Z50	89 592	2	Licensing services for books
5811	4 769 407	100	

5812 directories and mailing lists

“NAF7”	turnover (k€)	%	service definition
5812Z00	467	1	Publishing of directories and mailing lists
5812Z10	19 529	35	Publishing of directories and mailing lists printed or on physical media
5812Z20	28 827	51	Publishing of directories and mailing lists online
5812Z30	7 536	13	Licensing services for the use of directories and mailing lists
5812	56 360	100	

5813 newspapers

“NAF7”	turnover (k€)	%	service definition
5813Z00	401	0	Publishing of newspapers
5813Z10	2 883 970	61	Publishing of printed newspapers
5813Z20	161 023	3	Publishing of newspapers online
5813Z30	1 668 904	35	Advertising space in newspapers (printed or electronic)
5813	4 714 297	100	

5814 journals and periodicals

"NAF7"	turnover (k€)	%	service definition
5814Z00	164 451	3	Publishing of journals and periodicals
5814Z10	3 940 326	64	Publishing of printed journals and periodicals
5814Z20	275 835	5	Publishing of journals and periodicals online.
5814Z30	1 678 426	27	Advertising space in journals and periodicals (printed or electronic)
5814Z40	55 217	1	Licensing services for journals and periodicals
5814	6 114 254	100	

5819 other publishing

"NAF7"	turnover (k€)	%	service definition
5819Z00	27 321	6	Other publishing
5819Z11	179 438	40	Edition of postcards, greeting cards and the like, photos, illustrations, prints, printed
5819Z12	96 685	22	Publishing of advertising material, commercial catalogs and the like, printed
5819Z13	12 650	3	Edition of postage stamps, revenue stamps, checks, bank notes, shares or bonds and similar securities certificates, printed
5819Z19	90 435	20	Editing transfers (decals), calendars and other printed materials
5819Z21	12 793	3	Online content for adults
5819Z29	20 989	5	Other online content n.e.c.
5819Z30	4 955	1	Licensing services for other printed
5819	445 268	100	

We can see that the part of the online publishing is still very low in France compared to the level achieved in other countries (especially Anglo-Saxon).

On the other hand, the share of revenue from advertising sales is important for newspapers (35 %) and magazines (27 %).

4 Producer Price indices

4.1 The alignment with National Accounts concepts

French SPPI try now to calculate producer price indices in BtoB and in BtoAll at basic prices, but also in BtoB "at market prices" (purchasers' prices) and for such cases in BtoC and in BtoE at basic prices. Nevertheless, at the time French publishing SPPI were rebased, the choice was felt more binary between BtoB and BtoAll, and it was decided to think BtoAll first for this industry. The rest of this text will attempt to describe what we have done but above all what we should do next time.

The definition of the basic price needs to understand what the NA treatments are. The particular point is the existence of transport and trade margins, we want to take off from "producers' prices". Even if "press delivery companies" do not directly generate trade or transport margins in French NA, they are described as intermediately consumed by kiosks (retail trade), so that their total commission participates to a large trade margin in newspapers:

Table 5: general balance of the commodity flow (581)

	2012 amounts	Operations
supply	18 609	production at basic price
	2 108	imports
	575	transport margin
	4 107	trade margin
	25 402	TOTAL SUPPLY
uses	12 416	intermediate consumption
	11 186	household final consumption
	1 672	exports
	25 402	TOTAL USE

We have to extrapolate these global figures to the case of each detailed product:

Scheme 4: categories of products x markets x valuations for NA

basic prices	price components to add to basic prices, or to subtract from market prices		market prices	kind of uses / markets, instructions for field surveyors
printed books	+ transport margin	+ trade margin	= copy sale price at retailer's	mainly BtoC isolate some BtoB export prices import prices MPI for printing services
newspapers in print		+ trade margin	= copy sale price at retailer's subscription brought at home	mainly BtoC mainly BtoC isolate some BtoB XPI for subscr. abroad
directories			= directories	mainly BtoC
online publishing			= online publishing	mainly BtoC isolate some BtoB
advertising space sales			= advertising space sales	BtoB, to connect with 73.12
classified ads			= classified ads	mainly BtoC
licences			= licences	BtoB export prices

The main methodological choice of is between CPI adjusted on transport and trade margins and directly observed SPPI BtoC at basic prices (what we decided last time).

4.2 Definition of a fine products classification

This list of fine products was decided in a BtoAll view, but should have been adapted in order to incorporate a breakdown between BtoB and BtoC:

Table 6: fine products classification for publishing

1 LIVRES DE POCHE	1 PAPERBACKS
11 littérature .	<i>literature</i>
12 Beauxlivres et livres pratiques (yc guides)	<i>fine Books and practical books (including guides)</i>
13 Scolaires et parascolaires.	<i>school books</i>
14 Jeunesse	<i>youth</i>
15 Sciences humaines et sociales.	<i>human and social sciences</i>
16 Dictionnaires et encyclopédies	<i>dictionaries</i>
17 Bande dessinée	<i>comics and mangas</i>
18 Sciences techniques, médecine gestion BtoB ?	<i>technical sciences , Medicine... BtoB ?</i>
19 autres	<i>other</i>
2 : LIVRES GRAND FORMAT	2 LARGE FORMAT BOOKS
21 littérature	<i>literature</i>
22 Beauxlivres et livres pratiques (yc guides...).	<i>fine Books and practical books (including guides)</i>
23 Scolaires et parascolaires. BtoB ?	<i>school books BtoB ?</i>
24 Jeunesse	<i>youth</i>
25 Sciences humaines et sociales.	<i>human and social sciences</i>
26 Dictionnaires et encyclopédies	<i>dictionaries</i>
27 Bande dessinée	<i>comics and mangas</i>
28 Sciences techniques, médecine gestion BtoB ?	<i>technical sciences , Medicine... BtoB ?</i>
29 autres	<i>other</i>
3 : JOURNAUX	3 NEWSPAPERS
31 journaux nationaux identifier quelques BtoB ?	<i>national newspapers identify some BtoB ?</i>
32 journaux régionaux	<i>regional newspapers</i>
4 : MAGAZINES	4 PERIODICALS
41 magazines TV	<i>TV Magazines</i>
42 magazines feminins	<i>woman magazine</i>
43 magazines d'actualité	<i>newsmagazines</i>
44 magazines autres identifier quelques BtoB ?	<i>other magazines identify some BtoB ?</i>
5-1 : LIVRES, JOURNAUX, MAGAZINES EN LIGNE	5-1 BOOKS, NEWSMAPERS...ON LINE
5-2 LIVRES, JOURNAUX, MAG sur DVD, CDRom, etc	5-2 BOOKS, NEWSMAPERS...ON DVD, CDRom
6 : AUTRES EDITIONS (cartes, imprimés, catalogues...)	6 OTHER PUBLISHING
7 : EDITION PHONOGRAPHIQUE	7 PHONOGRAPHIC EDITION
71 édition traditionnelle (disques)	<i>traditionnal edition</i>
72 édition en ligne (web)	<i>on line edition</i>
8 : PETITES ANNONCES	8 CLASSIFIED ADS
9 : AUTRES (vente droits dérivés, vente licences...)	9 OTHER (licensing, derived rights...)

The sales of advertising space was not included in this fine products classification, as they had already be defined with the sampling of advertising (NACE 73.12).

4.3 Sample design

Consistently with this fine products list, and with the view of dissemination of main groupings, the cut-off sample for each class of activity is to be completed “manually” with some specific targets, such as “BtoB” newspapers and magazines, or books.

4.4 Link with advertising price series (73.12)

The sales of ad spaces as perceived by the consumer (in a BtoB at market prices view) are shared between the “advertiser” and the “publisher”.

The full price series of the advertising space is followed by the advertiser (P= full price for ad space, adjusted on quality) and the commission rate (C = commission rate for the advertiser) apart.

Then, two “calculated” price series are deducted:

- for 73.12: $[C * P]$;
- for 58.13 or 58.14: $[(1 - C) * P]$.

The advertising company is generally very close to the newspaper company. Ideally, the two kinds of activities should be surveyed together.

4.5 Some examples of price series

Books:

N° of series	Definition of price series	Precisions on kind of customers and of prices
A	tales and legends of Brittany	public price
B	tales and legends of Brittany (or kind of books)	average discount rate

Price to be used: $A \times (1-B)$

N° of series	Definition of price series	Precisions on kind of customers and of prices
A	secondary school / code 004757 /geography / terminal class, ES, S	public price, net of taxes
B	school books	bookseller average discount rate

Price to be used: $A \times (1-B)$

N° of series	Definition of price series	Precisions on kind of customers and of prices
A	« I learn to draw » / last release	public price, net of taxes
B	« I learn to draw » / last release	number of pages
C	« I learn to draw » / last release	margin of delivery and diffusion

Price to be used: $A \times B^{-1/2} \times (1-C)$

Newspapers

Definition of price series	Precisions on kind of customers and of prices
Newspaper day of the week	sales in kiosks / net average price for one issue without retailer trade margin
Newspaper day of the 7 th day	sales in kiosks / net average price for one issue without retailer trade margin
subscription 7 days carried home all the year/ 364 issues	net average price for one issue
subscription 7 days carried home all the year/ 30 issues	net average price for one issue
posted subscription 6 days for one year / 312 issues	net price of the subscription
posted subscription 6 days for one year / 25 issues	net price of the subscription

Definition of price series	Precisions on kind of customers and of prices
FEMME XXX	net average price (net publisher turnover / number of issues sold)
TÉLÉ XXX	net average price (net publisher turnover / number of issues sold)

5 quality issues

There are two aspects of this item: quality of the product / quality of the service

5.1 Quality of the product

The quality of the product is linked to the quality of the book, or journal.

The size of the book, or the number of pages should be appreciated, as in (French) CPI: when monitoring the price of books that are "unique" (best sellers), as a follow-up of the top 10 sales in the month or quarter, there may be significant variations from one quarter to another, which requires corrections of the quality effect. First, the size of the book. While this is not the essential criterion for comparing the "quality" of the book, Insee requests the size of the book (or the average size of the panel Bestsellers) and adjusts the "pure" price of the book by "the square root of the number of pages" (following the method used by French CPI)

$(P_c = P_b / \text{Pages}^{(1/2)})$ <p> P_b = gross price P_c = corrected price Pages = number of pages </p>

What is done for books is difficult to imagine for newspapers. The pagination of the newspapers is not measured by publishers, and is not be easy to track: should we follow the editorial pagination, without advertising? Should we track the number of words in print? and the signing of editorials, the quality of articles, investigations, inquiries, are they not essential for the quality of a journal?

Some one-off qualitative effects could be treated, such as the introduction of color in a newspaper, the provision of a free website, the change of format... Generally, we will then consider a change of product and "neutralize" for this quarter the change of price. What if the price increases some time later?

Some newspapers and magazines sometimes join gifts to their publication (CD, book, toy) without changing the price. When it is episodic, we neglect this kind of promotion.

5.2 Quality of the service

We could imagine that the quality of an article written by a famous Nobel Prize and that of a less known journalist are quite different. Anyway, we follow apart the different press titles and we suppose that the quality of a press title remains constant... What else could be tested?

6 Some results

At present, French publishing SPPI have been designed for BtoAll at basic prices, and the contact with professionals of this industry have above all insisted on the distinction between “with sale of advertising space” and “without”.

BtoB at basic price, BtoB at market prices without ads and BtoC at basic price have been calculated *a posteriori*, from BtoAll sub-aggregates and simple hypotheses. Next time, they will be more directly sampled and observed, as well as the BtoE part, and BtoAll will then be obtained by aggregation.

Chart 5: Some SPPI series in publishing (581), BtoAll, at basic prices

