

# Turnover for the Software Publishing Sector in Sweden

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# Outline of presentation

- Part 1: Definition of service being collected
- Part 2: Market conditions
- Part 3: Turnover data method



# Part 1: Definition of service being collected



# Part 1: Definition of service

- NACE 582: Software publishing
- Divided into
  - 5821 Publishing of computer games
  - 5829 Other software publishing
- No further breakdown in Sweden (i.e. 58210 and 58290)



# Part 2: Market conditions



# History of software

- First mentioned in 1935 by Alan Turing (British mathematician most known for breaking the German Enigma cipher during World War II)
- The term “software” was coined to contrast to the term hardware
- Further developed by Bill Gates, Steve Jobs etc. in the early 80's.
- 1985 – first possibility to purchase software patents
- 2013 – New Zealand forbids software patents, other countries follow?



# Software publishing in Sweden

- Large variety in what they do
  - Consulting (strongly integrated with NACE 62)
  - Software for securities transactions
  - Provides services for loading prepaid cards for mobile phones
  - Software solutions for the stock market
  - Providing digital business solutions
  - Computer games
- etc



# Software publishing in Sweden

- No dominant enterprise
  - The largest enterprise accounts for 5 % of total turnover
  - The five largest account for 20 % of total turnover
- Relatively small sector
  - 34 % of NACE 58 – Publishing
  - 6 % of NACE J – Information and communication
  - 0.5 % of total service sector
  - 0.3 % of total business sector



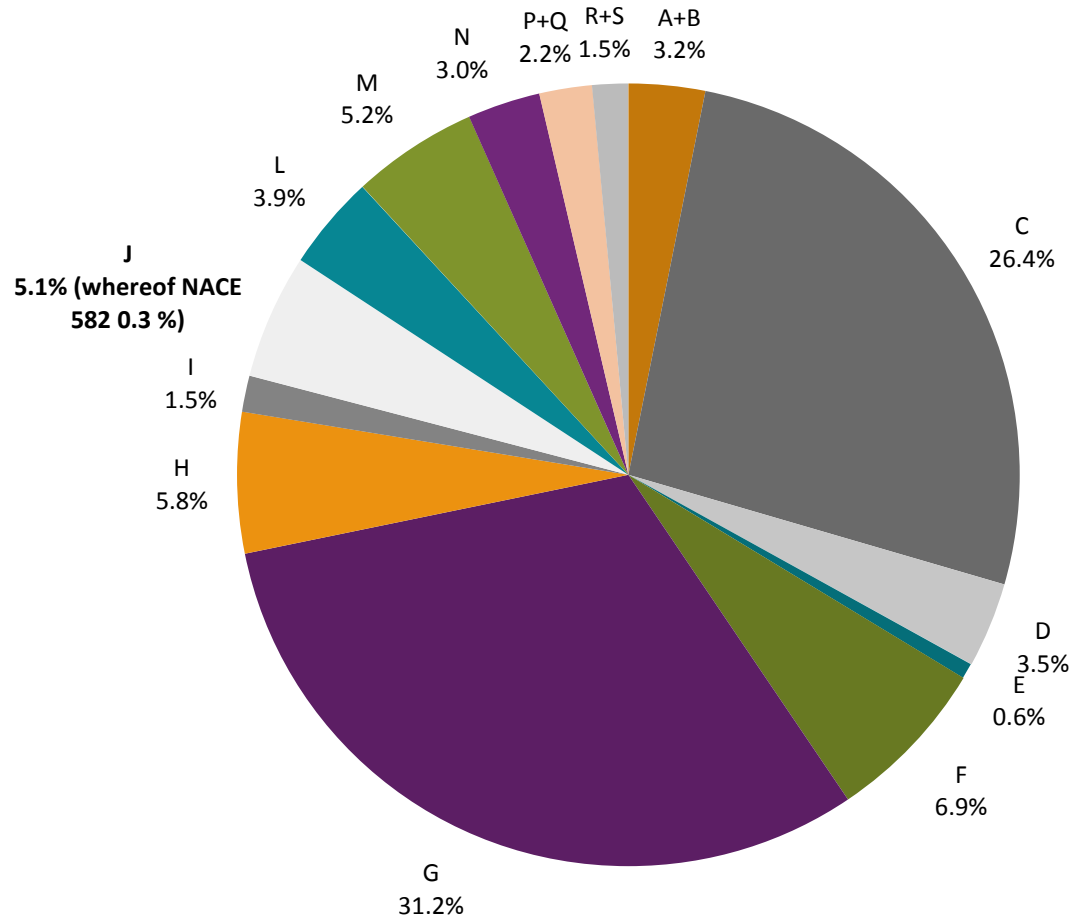




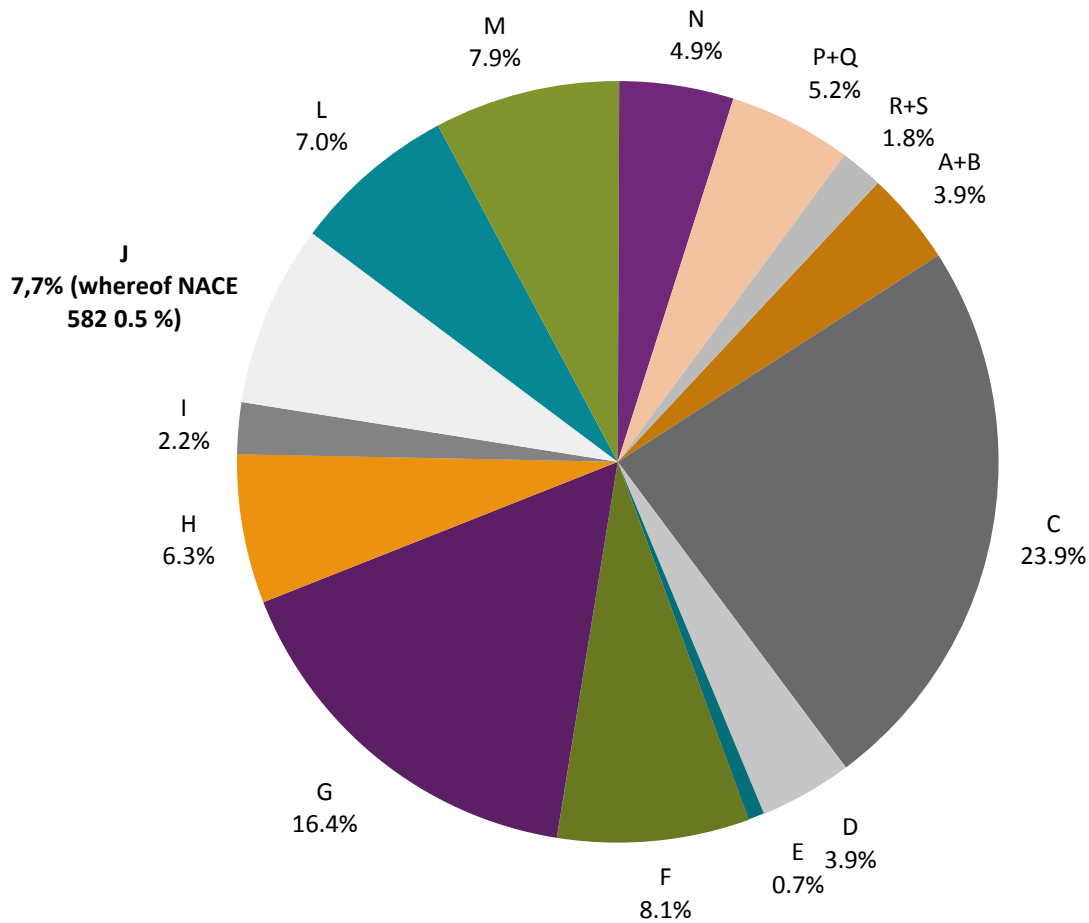
# Turnover by section

Statistics Sweden

Statistiska centralbyrån

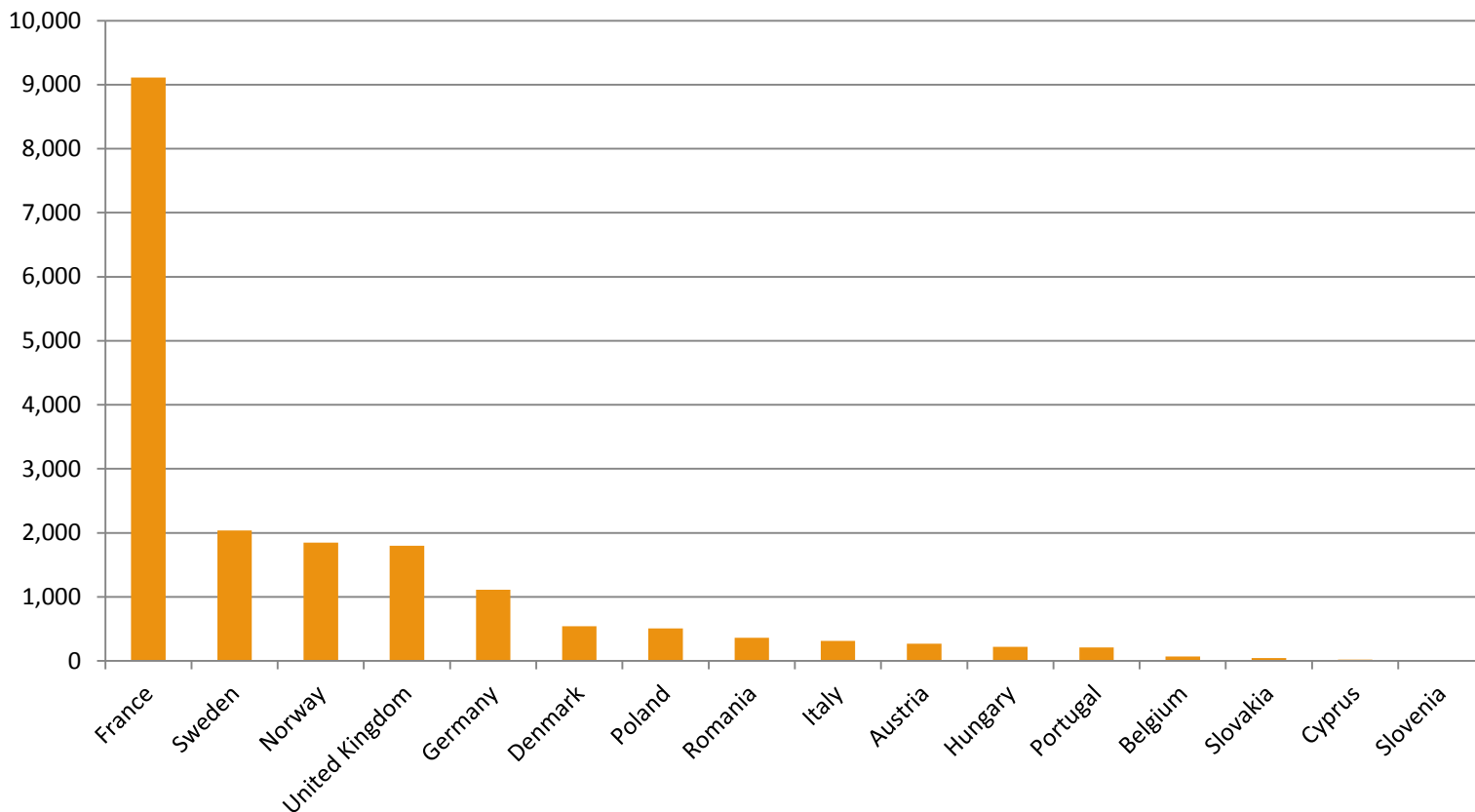


# Value added by section



# EU comparisons NACE 582, 2010

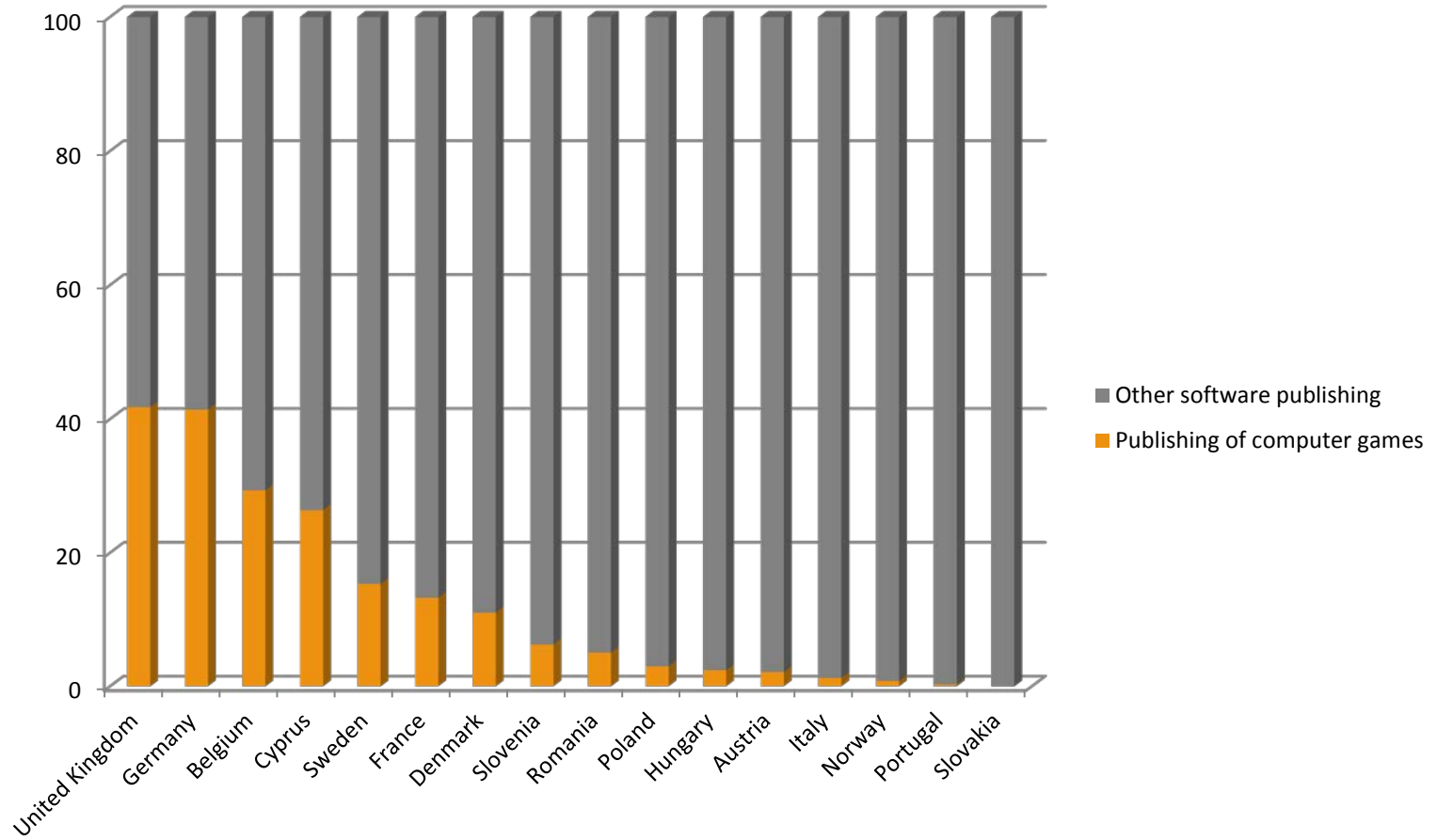
Turnover, million EURO





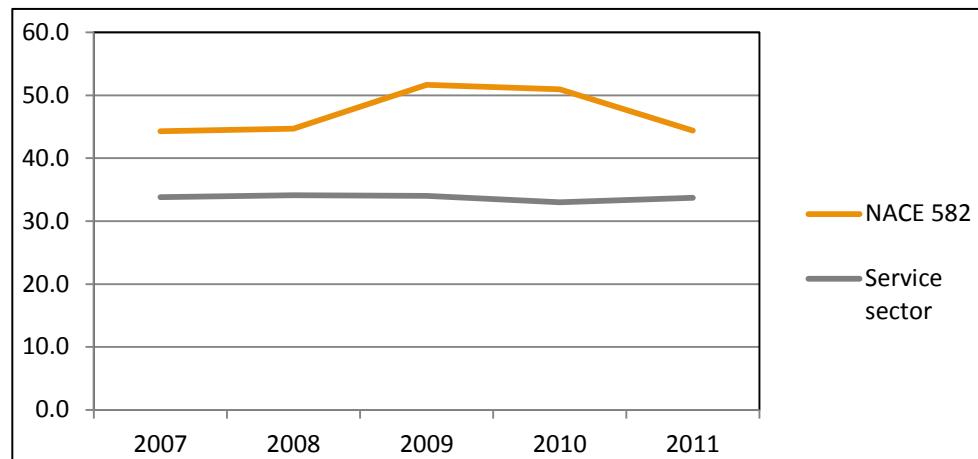
# EU comparison, NACE 5821 vs NACE 5829

Statistiska centralbyrån Statistics Sweden



# Software publishing in Sweden

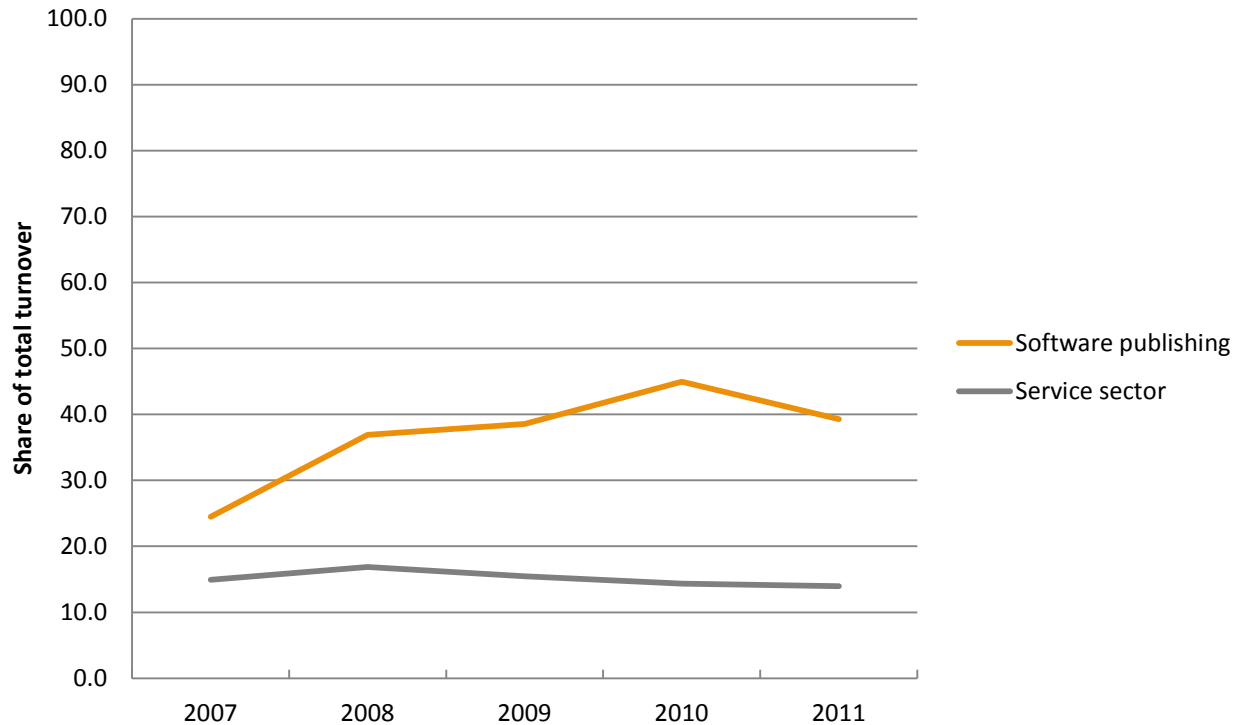
- Foreign impact on the sector
  - 44 % of the turnover belongs to foreign controlled enterprises



- 7 of the 10 ten largest enterprises are foreign controlled

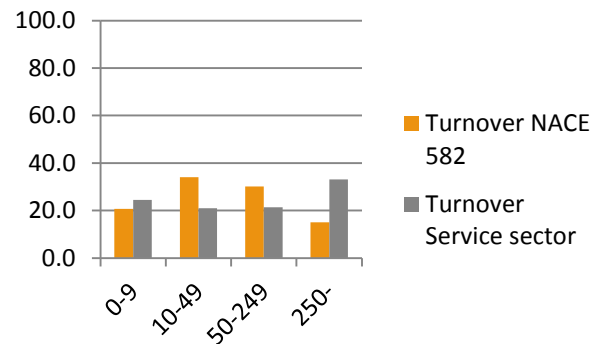
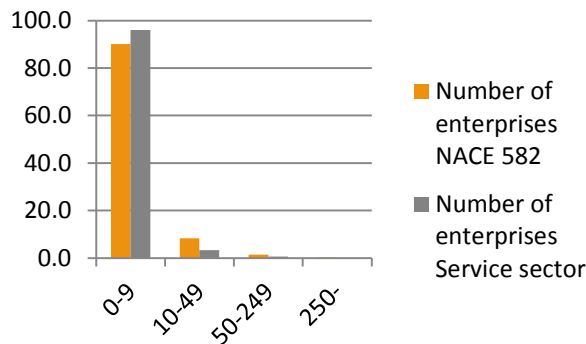
# Software publishing in Sweden

- Export-oriented industry



# Software publishing in Sweden

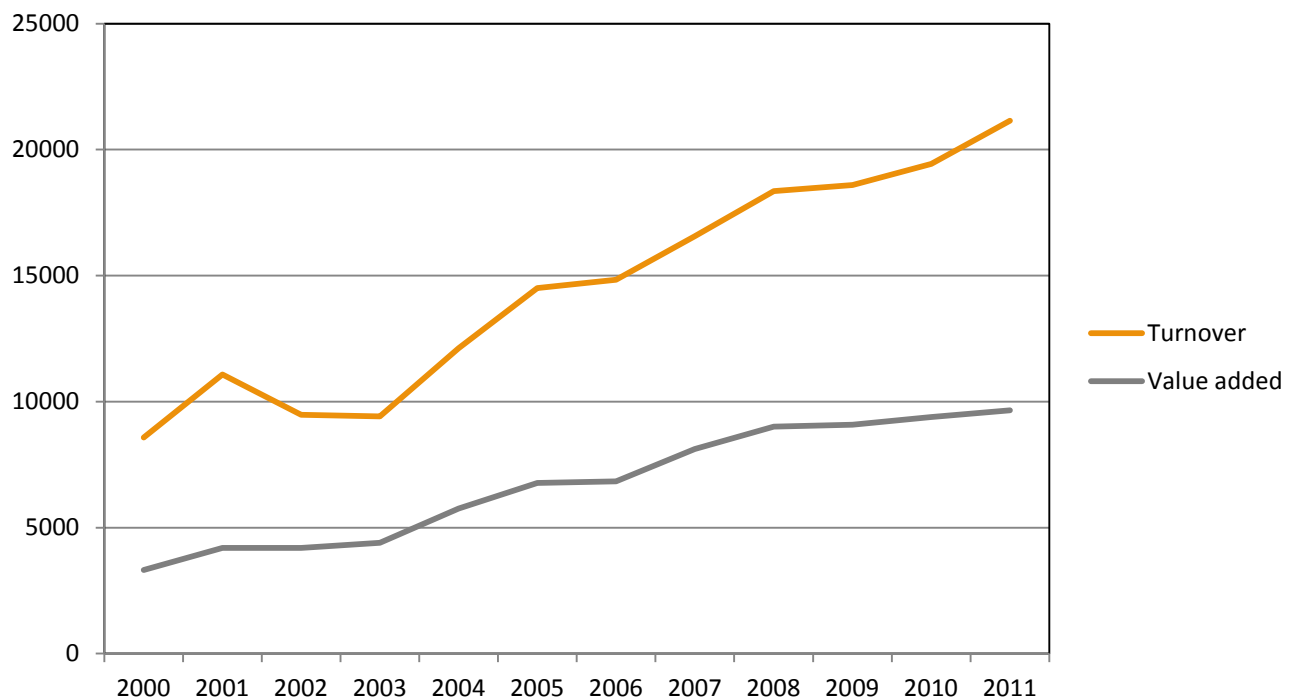
- Relatively few small (and really big) enterprises
  - 90 % have <10 employees (96 % in total service sector)
  - these account for 21 % of total turnover (25 % in total service sector)
- ...but more medium-sized enterprises
  - 8 % have 10-49 employees (3 % in total service sector)
  - These account for 34 % of total turnover (21 % in total service sector)





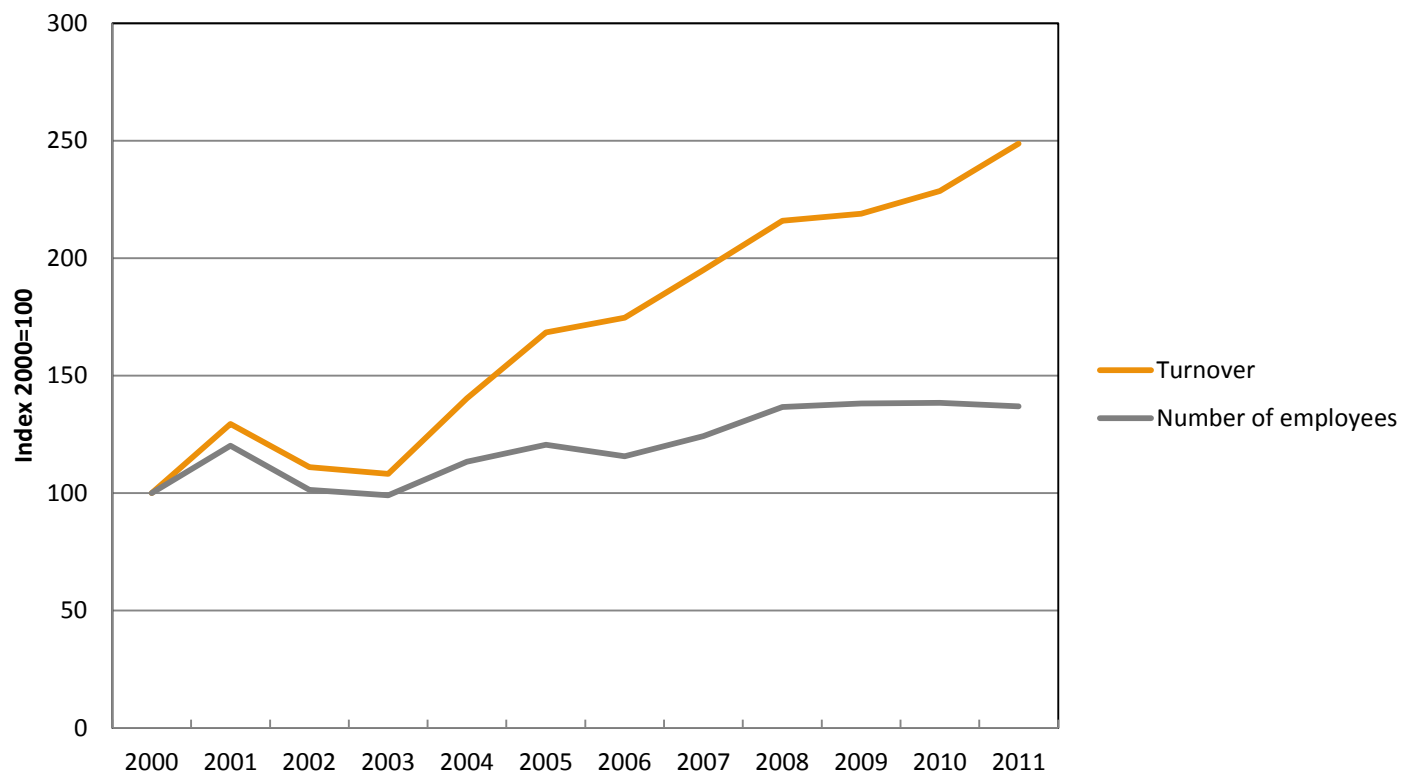
# Software publishing, 2000-2011

Statistiska centralbyrån Statistics Sweden

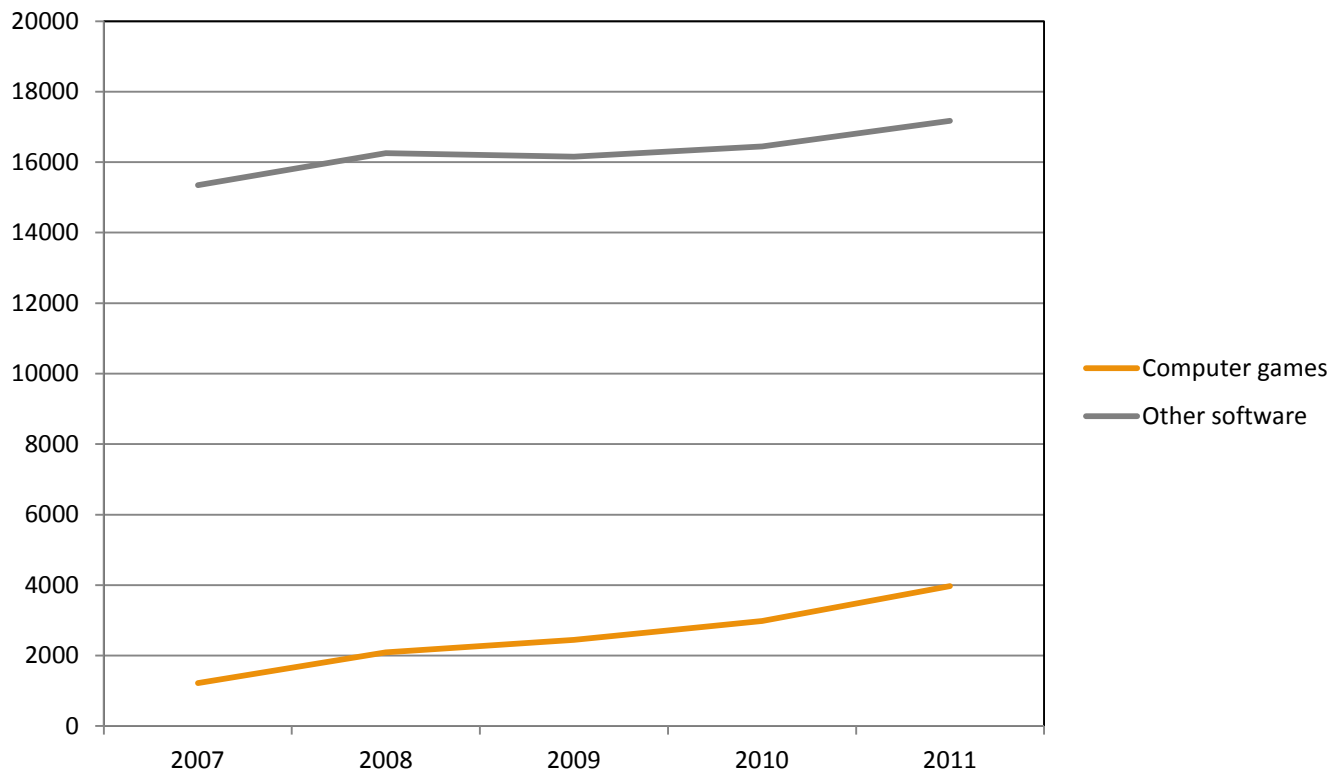




# Software publishing, 2000-2011



# Software publishing, 2007-2011

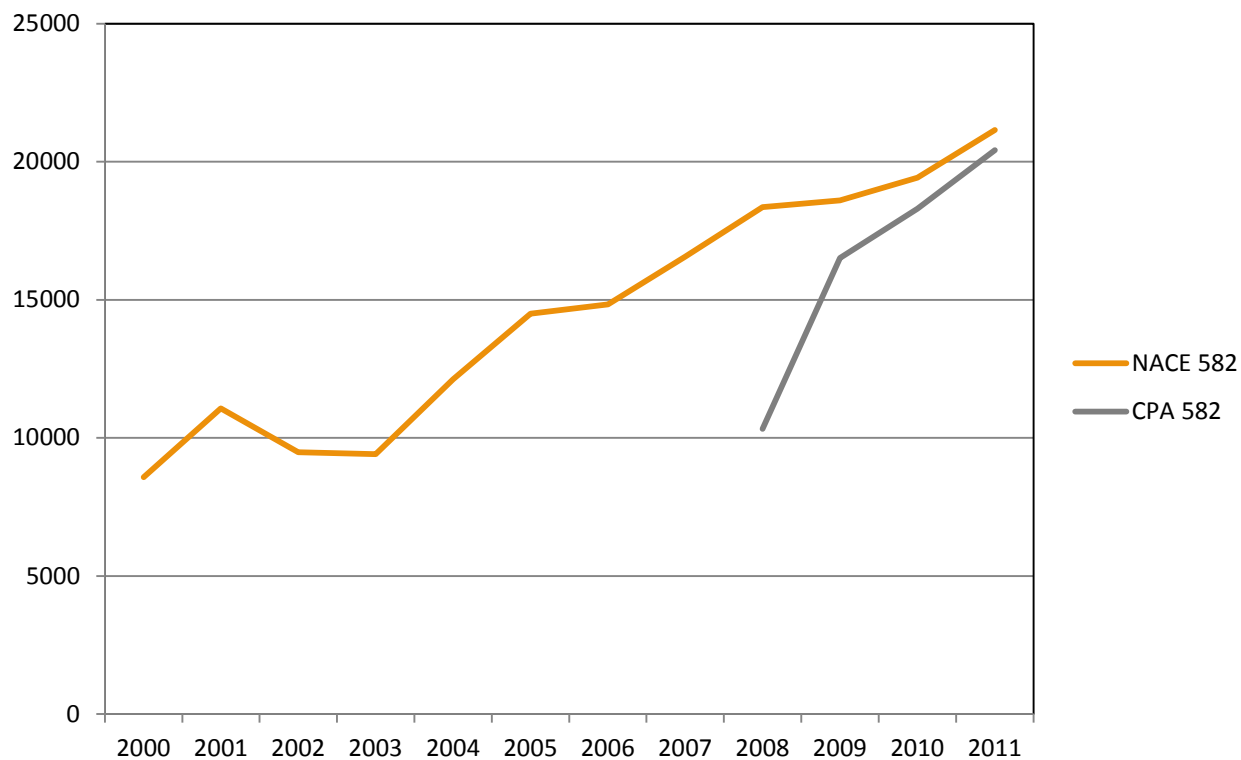




# Minecraft



# Turnover by NACE and product



# Integrated with NACE 62

Product	CPA 582	CPA 62	Other
Activity			
NACE 582	11 400	6 800	3 000
NACE 62	8 600	125 300	29 800
Other	400	31 700	-



# Part 3: Turnover data method





# STS

- Service production index
- Quarterly and monthly statistics, only turnover
- EU-regulated survey
- Sample survey
- Results presented as development indices, released t+35 days
- Data in NACE Rev2 2000-
- No admin data used at present



# SBS

- Annual statistics
- EU-regulated survey
- Based on administrative (tax) data
  - 600 largest enterprises surveyed separately (two enterprises within NACE 582)
  - Sample 17 000 enterprises for turnover by product (231 enterprises within NACE 582)
- Transmission to NA t+15 months
- Preliminary results transmission to Eurostat t+10 months, definitive t+18 months
- Data in NACE Rev2 2000-





# SBS

- Turnover by product via additional sample surveys (NA and BR)
- Detailed distribution of e.g. other income as well as cost variables
- πps-Sample : 17 000 enterprises (population 1 000 000)
- Data collection:
  - Web-based questionnaire
  - Pre-printed values (from admin data)
  - Certain number of turnover variables included (based on industry)
  - Use of drop-down lists for other activities



# SBS

- Turnover by products within NACE 582:

Variable	CPA 2008	Name
v2842	58.29.11-40	Publishing of software on a physical medium, downloadable software
v2844	58.21	Publishing services of computer games
v2847	58.29.50	Licensing services for the right to use computer software

- Other commonly existing products within NACE 582:

Variable	CPA 2008	Name
v1482	62.01	Software originals
v1531	62.09	Other information technology and computer services





**Questions?**

**Thank you!**

