

Sources

Turnover/Output Mini-presentations

- **Measurement of Arts and Culture Industries in Canada - Greg Peterson**
- **Arts, Entertainment & Recreation Services - Richard McMahon, Ireland**
- **Turnover for Arts, Entertainment and Recreations Services in Japan - Mayumi Fujita**

Discussant Comments

- **John Murphy, US Census Bureau, facilitated discussion**

Country Progress Reports



Overview of Market

Combination of public and private providers

Combination of market, non-market, and semi-market provision of services

Businesses provide a wide range of services and ancillary services

Funding sources vary



Industry Classification

Industry Classifications Reviewed

ISIC Rev. 4	7 industries*
NACE Rev. 2.0	12 industries*
JSIC	38 industries
ANZSIC 2006	12 industries
NAICS United States	23 industries

*Excluding gambling industries



Industry Classification

Content similar, specific details are different

For example:

- Common aggregates for creative and artistic activities; libraries, museums, and cultural activities; and sports, amusement, and recreation activities
- Many variations below the aggregates tailored to regional or national needs

One major scope difference: JSIC includes cinemas within this sector



Product Classification

CPC Ver. 2.0	28 subclasses
CPA 2008	68 subclasses
ANZSPC	9 products
NAPCS	128 products

Differences in the content and focus of products



Turnover

Data Availability

ISIC 9000	Industry turnover collected	18	Product >= CPC	3
ISIC 9101	Industry turnover collected	13	Product >= CPC	2
ISIC 9102	Industry turnover collected	15	Product >= CPC	3
ISIC 9103	Industry turnover collected	14	Product >= CPC	2
ISIC 9311	Industry turnover collected	15	Product >= CPC	3
ISIC 9312	Industry turnover collected	15	Product >= CPC	3
ISIC 9319	Industry turnover collected	13	Product >= CPC	3

Source: Voorburg Country Reports 2012 (21 reports)



Turnover

Measure turnover by industry or by product?

- Private activity – measurement is straight forward
- Public activity – harder to measure if provided below market prices (subsidies) or non-market provision (free)

Sources of Revenue

- Fees for service
- Tax expenditures, subsidies, gifts, grants, donations, endowment revenue
- Revenues from ancillary services

Unit to be Measured

- Services rendered

How to measure

- Revenue received for services
- Expense data as proxy for non-market (free) provision of service
- Mixtures - What should be included?

Turnover

Best Practices

1. Cover both private and public activity
2. Industry and product turnover using census or sample
3. Chose appropriate basis for measurement



SPPI

Very Little Coverage

Although there were no SPPI mini-presentations, the Country Detailed reports identified little activity for SPPIs

ISIC	Countries with SPPI
9000, Creative arts, and entertainment	2
9101, Library and archives activities	0
9102, Museums and historical sites	1
9103, Botanical and zoological parks	0
9311, Operation of sports facilities	3
9312, Activities of sports clubs	2
9319, Other sports activities	1

Arts and Entertainment Activities

Future

- Hold mini-presentations on prices
- Current CPC details are heterogeneous – very different transactions aggregated together
- Clarify what should be included and excluded from turnover (concept, rule, etc.)
- ISIC appears adequate
- Consider separate review of lower level industries grouped by similar characteristics

Conclusion

- Arts, entertainment and recreation activities as a group covers multiple industries and multiple processes
- Economic significance can be over shadowed by cultural importance
- Turnover and pricing are more straight forward for private providers and/or services provided at market prices
- Free or subsidized services may need to use expenses as a proxy or in combination with other revenue components
- Content of turnover is not clear

Questions?

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