

The Value of Culture?

Committee report on the contribution of culture to the national economy

Publications of the Ministry of Education 2008:37

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Abstract <p>The Ministry of Education established, on 16 September 2005, a Committee to identify and explore existing statistical information, as well as information needs, on the economic importance and impact of cultural industries. The Committee was to propose ways of improving the statistical knowledge base on the economic impact of culture through co-operation between different ministries, research bodies and Statistics Finland. The Committee was also to identify key economic contributions of the sector and propose measures to improve the production of statistical information.</p> <p>The Committee examined the current available statistical information, methodologies and studies concerning the economic impact of the culture sector and copyright-based and creative industries both nationally and internationally. The Committee developed a framework for the analysis of the industries and activities to be studied based on the methodological work of Statistics Finland and international examples.</p> <p>The Committee is of the opinion that strengthening the knowledge base on the economic impact of culture is a key challenge for cultural policy. Assessing the impact of public measures, and thereby maximising their effectiveness, also necessitates the building of a systematic and extensive knowledge base. Furthermore, the Committee proposes that different international initiatives on the issue be closely followed and active contribution be given to their development.</p> <p>The Committee proposes that a pilot study for the development of a satellite account, based on the System of National Accounts, for the culture sector in Finland be started without delay. The objective of the pilot project is to prepare the model for the actual satellite. According to the Committee, piloting should be commenced in 2007 on the basis of the sectorial classification it has produced and the functioning satellite account system should be put in production use as soon as possible.</p> <p>On the basis of its terms of reference, the Committee has concentrated on the development of a system to assess the economic importance and impact of culture. Interest in the economic contribution of culture and in its statistical assessment complements more traditional approach to cultural statistics. The satellite account proposed by the Committee represents a statistical tool that enables for the first time the production of extensive and coherent statistical information covering all the sectors of culture. It can also provide a basis for the assessment of social impact of culture, which is another key challenge when developing the knowledge base for cultural policies.</p>			
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To the Ministry of Education

On 16 September 2005, the Ministry of Education set up a Committee for the assessment of the economic impact of culture. The task of the Committee was to improve the availability and coverage of statistical information on the economic contribution of culture for public-policy making purposes through co-operation between the ministries, Statistics Finland and other relevant bodies. The task of the Committee was

- 1 to identify the key economic impacts of the cultural industry and to make proposals for measures to improve the production of information on such impacts; and
- 1 to consider the need for and possibilities of obtaining statistical information on the value chain of the industry and on national cultural capital, as well as to make related proposals.

In its proposals, the Committee had particularly to improve the production of information that would be as reliable as possible and internationally comparable and to explore the necessary financing.

Special Government Advisor Kimmo Aulake from the Ministry of Education was invited to chair the Committee, and its members included Counsellor Raila Kehälinna from the Ministry of Trade and Industry; Financial Counsellor Carita Putkonen from the Ministry of Finance; Director Jukka Liedes, Special Government Advisor Hannele Koivunen, Counsellor for Cultural Affairs Ilpo Kokko and Planning Officer Lea Halttunen from the Ministry of Education; Senior Actuary Aku Alanen and Senior Researcher Rauli Kohvakka from Statistics Finland; Research Director Ritva Mitchell from the Foundation for Cultural Policy Research; and Senior Researcher Sari Karttunen from the Arts Council of Finland. Coordinator Anna Kanerva from the Foundation for Cultural Policy Research acted as the secretary of the Committee.

The Committee set up a subgroup to look at the industrial classification of and statistics on the cultural industries in more detail. In addition to the chair and the secretary, the subgroup included Aku Alanen, Lea Halttunen, Sari Karttunen, Rauli Kohvakka, Ilpo Kokko, Carita Putkonen and, at the invitation of the subgroup, Researcher Juha-Pekka Konttinen from Statistics Finland.

Both the Committee and the subgroup had six meetings.

The Committee analyzed both national and international examples of statistics and research on the economy of the cultural industries and their economic impact and made proposals for the piloting of a satellite account for culture (a cultural satellite) and for the selection and grouping of cultural industries for the satellite account.

The deadline of the Committee was originally 30 June 2006, but it was extended until 31 October 2006. Having completed its task, the Committee submits its memorandum to the Ministry of Education.

Helsinki, 31 October 2006

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1 Introduction

One of the projects in the Government Strategy Portfolio is the promotion of cultural exports. This work is undertaken in co-operation between the ministries and other relevant organizations. Within the Ministry of Education, Minister of Culture Tanja Saarela established a Cultural Exports Division, which became operational on 1 September 2005. During the autumn of 2005, the Minister of Culture set up three additional Committees to analyze the various aspects of cultural exports promotion. This Committee for the assessment of the economic impact of culture is one of these Committees.

It is hardly an exaggeration to say that there is a universal wealth of interest in the cultural economy and the economic impact of culture. This follows from the general view that several cultural industries have increased faster than the economy on average. Moreover, as services account for an ever larger share of GDP in industrialized countries and trade in services plays an increasingly important role in global trade streams, it is no surprise that the cultural industry, which has traditionally languished at the margins of the economy, has rapidly become the focus of increasing economic interest.

Despite this international growth in the cultural industries and their share of services, the available statistical information paints a complex picture on the growth rates of these industries in each country. Some cultural industries, such as film and audiovisual production and distribution, music, and computer games, have grown in several countries, yet other cultural industries have seen slower growth, or no growth at all. Indeed, the GDP shares of certain cultural industries have actually fallen in some countries. This is a natural reflection of the fact that the production and distribution of culture are highly centralized on an international scale, particularly in sectors of key economic importance, such as film, music and games.

In Finland, Statistics Finland is responsible for the national accounts. The businesses of the cultural sector are included in the national accounts, but not in such a form that coherent and processed statistical information could be obtained on them. This means that not even such basic details as turnover, employees, the value of exports and imports or added value are available on all enterprises in the cultural sector.

Such basic details are necessary for the purpose of targeting public measures to strengthen the potential of the cultural economy and cultural exports, in particular, so that Finnish actors in the cultural industries could gain access to international growth and its opportu-

nities. Naturally, the effectiveness of these actions must be monitored and assessed in the medium and long term using the economic statistical indicators of the cultural sector.

In co-operation with the Ministry of Education, Statistics Finland produces and publishes Cultural Statistics every two years. This publication contains comprehensive statistical data on the various fields of art, reaching from the number of museums, their staff, visitors and the number of exhibitions to the best-selling books and national cultural events and their attendance rates. Some of this data is also published annually in an updated form on the Internet. By international comparison, Cultural Statistics is a high-quality and diverse publication, which, however, contains very little information on the significance of culture for the national economy. The possibility to describe the entire cultural economy on the basis of the current data and methodology framework is limited, even though plenty of economic information may be published on several fields of culture. Some figures can be calculated to describe the significance of the cultural industries for the national economy, which has been the case in the latest cultural statistics, but significant segments of the cultural economy may be left unaccounted for because they are included in the output of another industry.

Therefore, it is currently impossible to reliably establish the economic parameters of the cultural industries, nor is the knowledge base on the cultural economy at the level where it should be. The situation is not satisfactory for the sector itself nor for the public administration that supports and guides it. Without a comprehensive and reliable knowledge base, the Ministry of Education and other ministries and public organizations are forced to develop actions to strengthen the economic base of the cultural industries in a situation of incomplete information.

As such, this situation does not differ from the general situation of the economic statistics on services. Considering the general and economic significance of services, there is plenty of room for improvement in the relevant economic statistics. The satellite account for culture suggested by the Committee can be seen as one example of developing the statistics on services.

Following its mandate, the Committee focused on improving the assessment of the economic impact of culture. An interest in the economic dimension and impact of culture and in developing its statistical assessment complements the traditional approach to cultural statistics. The cultural satellite suggested by the Committee would be the first statistical tool to enable the production of comprehensive and coherent statistical information on all cultural industries. It would also create the basis for improving the assessment of the social impact of culture, which is a significant part of developing the knowledge base for cultural policy. However, the assessment of the social impact of culture does not belong to this Committee's mandate. This topic deserves a separate analysis.

2 Statistical work of international organizations

At UNESCO, the development work on internationally comparable cultural statistics began in early 1970s. Based on co-operation between experts from several countries, 1986 saw the publication of the draft Framework for Cultural Statistics (FCS), which was a matrix of eight fields (categories) and five activities (functions). The first five categories were cultural heritage; printed matter and literature; music and the performing arts; visual arts; and audiovisual media. The sixth category, “socio-cultural activities”, reflected the desire to produce a broad, anthropological definition of culture. The last two categories were sports and games; and recreational activities connected with nature. The five functions were creation/production; transmission/dissemination; reception/consumption; preservation/registration; and participation.

During the late 1980s and the early 1990s, UNESCO’s financial crisis brought the development work on cultural statistics to a halt, and the framework was never approved in its final form. However, several countries, including Finland, have used the framework as the basis for their cultural statistics. The framework has also been the foundation for recent development work by Eurostat and the OECD, among others. In the early 1990s, UNESCO, together with the UN Economic Commission for Europe (UN/ECE), set up task forces in the fields of the cultural economy and cultural participation that were operational for a couple of years. The first of these sent a survey on the cultural economy to various countries together with the Council of Europe, whereas the participation task force prepared a list of minimum indicators.

UNESCO gathered annual statistics on culture from various countries and published a statistical yearbook until 1999. With regard to culture, it contained data on the cinema industry, literature and libraries. Currently, UNESCO publishes cultural statistics on its website. These statistics do not include data on the economy; instead, they contain information on the numbers of titles or establishments, for example.

After the UNESCO’s statistics unit moved from Paris to Montreal in 2001, the aim has been to further develop and expand cultural statistics in key thematic areas (literature, libraries, museums, the press, the cinema industry). Following a break of a few years, the accumulation of information from various countries is being started again with renewed content. In 2002, UNESCO organized an expert meeting (*Statistics in the Wake of Challenges Posed by Cultural Diversity in a Globalization Context*) to reform its system of cultural

statistics, and it has recently launched the reform process of the FCS. The UNESCO Institute for Statistics has commissioned from a number of British universities and private consultancy firms a study that will evaluate the framework and map the indicators used by the statistical offices of various countries. The evaluation started in March 2006 and will continue for 2–3 years.

In the past few years, connections between culture and development and cultural diversity have been key themes in UNESCO's cultural statistics. In this context, economic issues have been looked at from the perspective of the export and import of cultural goods, for example. In 2005, the UNESCO Institute for Statistics published a study on the international flows of certain cultural goods and services between 1994–2003 (*International Flows of Selected Cultural Goods and Services*). The study contained information on approximately 120 countries. The goods under review included books, CDs, video games and statuettes, among others. Statistics on creative industries are becoming a focus for development within UNESCO, too. The Global Alliance prepared a policy paper called *Understanding Creative Industries – Cultural statistics for public-policy making* on this subject in February 2006.

Within the European Union, development work on cultural statistics started off in the Member States on a voluntary basis in 1995. The countries gravitated towards the EU because the development work within UNESCO had waned. On 20 November 1995, the Council adopted a resolution on the promotion of statistics on culture and economic growth. The LEG project (*Leadership Group on Cultural Statistics in EU*) launched by Eurostat, the Statistical Office of the EU, examined the possibilities for harmonizing cultural statistics between the EU countries in 1996–1999.

The LEG project focused on methodological issues in the statistics on participation, labour force and the economy. In 2000, to follow up on the LEG project, Eurostat set up a permanent Working Party on Cultural Statistics that focuses on developing international statistics on cultural participation, the cultural labour force, and government and private financing for culture. Statistics on the cultural labour force based on the EU-harmonized Labour Force Survey were published in 2004, and the study *Europeans' Participation in Cultural Activities* based on a Eurobarometer survey was published in 2001 on the CIRCA pages of Eurostat's Education, Training and Culture statistics. A framework was developed to describe public financing for culture and to collect data from the Member States. Economic statistics have not been published because it has been difficult to obtain comparable data from different countries. In Finland, too, it was cumbersome to collect this data, but most of it could be provided.

Even though cultural statistics are included in Eurostat's annual statistical programmes, the practical development work on them currently seems to be at a standstill, at least as far as visible activities in the Member States and activities requiring their representation are concerned. The Working Party on Cultural Statistics set up by Eurostat last met in the spring of 2004. Instead, studies have been commissioned from private consultancy firms. The near future will see the launch of a consultant-led project to release a Eurostat publication on cultural statistics. In addition, a consultancy firm has been assessing the methodology and content for development work on participation since the summer of 2005. The aim is to publish a methodological and contentual recommendation on participation.

The development work on cultural statistics by Eurostat has relied on UNESCO's Framework for Cultural Statistics, but "socio-cultural activities" have been excluded from it, along with sports and recreational activities connected with nature. Socio-cultural activities include, among others, cultural habits and customs, the relationship between work and leisure, daily life and festivities, and linguistic or other subcultures. It is true that they were

problematic in UNESCO's framework from the beginning due to difficulties in obtaining information and conceptual inaccuracies. Practical EU work has focused on cultural heritage, the arts and the media.

In addition to Eurostat, the European Commission has prepared studies on the cultural economy. The Council of the EU has recently started to discuss the consultant study on the cultural economy which was commissioned by the European Commission. The Commission is also preparing an extensive communication on culture, in which themes associated with the cultural economy, particularly the contribution of the cultural industries in attaining the Lisbon objectives, have a prominent role. Simultaneously, the work programmes of the Commission and the Council are being co-ordinated to increase their effectiveness. In this context, the Commission is interested in improving the knowledge base on the economic impact of culture.

In 2006, the OECD launched a new project on cultural statistics. For this purpose, a discussion paper titled *International Measurement of the Economic and Social Importance of Culture* has been drafted and will be discussed in a workshop to be organized in Paris in December 2006. A follow-up meeting should be held in June 2007 in connection with the OECD World Forum on Statistics, Knowledge and Policy.

The OECD's discussion paper is founded on the work carried out by UNESCO and by the working parties on cultural statistics under Eurostat's auspices. The policy paper sheds light on cultural statistics in Australia, the United Kingdom, Canada, France and the United States. The OECD is exploring the possibility to use the System of National Accounts as the basis for statistics on the cultural economy, because it describes the entire national economy in a comprehensive, systematic and detailed manner. A world-wide recommendation is available on the accounts (SNA93). According to studies by the OECD, the existing statistics on the cultural economy are not comparable between Member States because of their different standards and classifications. A confusion between cultural and non-cultural functions is a problem in the SNA classification, too. In order to extract the cultural functions, the information must be assessed and missing data must be replaced.

The OECD report also expands on the cultural satellite and discusses in detail Canada's proposal for a satellite account, in particular¹. The report states that many countries have considered the satellite account but the only known OECD country to have it in place is Slovenia.

The Council of Europe was very active in developing cultural statistics in the 1970s, proposing a satellite account for culture. As far as it is known, the Council of Europe does not currently have any ongoing projects on cultural statistics. The Compendium on the cultural policies of the European countries is constantly updated and contains some statistical information, but the information on the economy is limited to changes in consumer prices.

The methodology for studies on the economy of the copyright-based industries that was prepared by WIPO in 2003 has been discussed above. Soon after the methodological guide had been published, a Creative Industries Division was established at the WIPO Secretariat to assist the Member States in launching and developing research projects. In September 2006, WIPO published the results of the first five surveys in one volume.

1 A summary of Canada's proposal for a satellite account is also presented in Chapter 4 of this report.

3 Statistics on cultural industries in Finland

Statistical information on the economy of the cultural industry in Finland is plentiful and diverse. There is statistical information on the various money flows that form the cultural economy: public (municipal, State, EU) funding for culture; support from foundations and businesses; household and consumer spending on cultural services and goods; the income and salaries of arts and cultural labour force; the expenditure and revenue of cultural institutions; the expenditure and revenue of businesses in the culture sector; the prices of cultural goods and services and the value of their market; the export and import of cultural services and goods.

Depending on the perspective, information on the same money flow can describe different things; for example, the revenue of cultural institutions can be classified as government support, business co-operation or sponsorship or as consumer spending on culture. Because of methodological difficulties and a lack of resources, studies on the cultural economy more often concentrate on a single perspective (for example, government spending on culture or household consumption) rather than try to bring them all together. The data interests of those carrying out or commissioning the study have a crucial impact on selecting the perspective.

Cultural sectors differ from each other in terms of the money flows that form their economy. Correspondingly, there are differences in their economic statistics. Statistical information on the money flows of culture covers areas of varying sizes. The information usually concerns only one cultural sector, such as theatre expenditure or newspaper revenue. Some information is available on culture in general, such as household spending on all cultural services and goods, or the total turnover of all enterprises in the cultural industries.

Statistics that describe the money flows of the cultural economy are based on a variety of different and somewhat fragmented sources. First of all, this information comes from the large register-based or sample study-based sources of Statistics Finland, such as the Business Register and the Consumer Survey. These general data sets enable comparisons between culture and other sectors. In the case of EU harmonized studies, comparisons are also possible between countries, including comparisons between consumer spending by households. In Finland, statistical information on consumer spending is available for the entire population from 1966 onwards (the reference year of the next Consumer Survey is 2006).

Information on cultural businesses in the Cultural Statistics publication is picked from

the Register of Enterprises and Establishments, which is maintained by Statistics Finland. It contains industry-specific information on the number of business enterprises and their establishments and staff, and on their turnover. Enterprises have been grouped according to their main branch, which means that some of the business in the cultural sector cannot be captured using this data. What is more, some of the problems are endemic to the industrial classification as such: within the sphere of economy activity, the field of culture is difficult to reach, being rather marginal and often embedded in industries that include non-cultural activities.

In its action plans and annual reports, the public administration of the cultural sector provides information that can be used to describe the cultural economy. As far as the arts sector is concerned, studies based on the administrative registers of the Arts Council of Finland and on interviews and surveys are key sources. The Arts Council of Finland annually provides statistics on the funding applied for and allocated by the Arts Councils. Studies on the livelihood of artists are relatively rare; on average, one such study is carried out every ten years (the latest reference year is 2000). Since 1984, the Arts Council of Finland and Statistics Finland have jointly conducted surveys on business sponsorship at intervals of a few years. In addition to such regular studies and statistics, there have been *ad hoc* studies on the cultural economy, including support for the arts from foundations, total financing in individual fields of art or the economic significance of a single type of government support. The Arts Council of Finland is currently carrying out an extensive research project on the effectiveness of discretionary Government transfers.

Other producers of statistical information in the cultural sector include industrial and professional organizations and cultural institutions. Information on the finances of certain individual cultural institutions or businesses is available for a long period of time; examples include the Finnish National Opera and the Finnish Broadcasting Company. The Finnish Theatre Information Centre annually publishes theatre and dance statistics, and the Association of Finnish Symphony Orchestras maintains statistics on the activities and finances of its member orchestras. IFPI Finland produces annual statistics on the sale of sound recordings, whereas the Finnish Book Publishers Association publishes annual statistics on the book sales of its members in euro. Statistics Finland has been commissioned by the Booksellers' Association of Finland to perform a study on book sales for each channel. Every year, Finland Festivals publishes statistics on the activities and finances of its members' events.

The National Board of Antiquities annually prepares statistics on the activities, finances and personnel of professionally managed museums. In addition, it prepares statistics on all Finnish museums every five years. Information on library expenditure is available in the library statistics that are annually compiled by the Ministry of Education. One statistical source on the economy of the mass communication sectors is the Finnish Newspapers Association, which produces very comprehensive data on the finances of Finnish newspapers. The Finnish Periodical Publishers Association produces statistics on the finances of magazines. The Finnish Film Foundation produces information not only on its own activities, i.e. support for film production, but also on the money flows of motion picture projection. The Finnish Film Distributors' Association gathers information on video recording markets. TNS Gallup annually collects data on the key money flow of the mass media: advertising revenue. Sources on the economic statistics of television broadcasting include television companies, the Finnish Communications Regulatory Authority, the Ministry of Transport and Communications, and the Association of Independent Producers in Finland. The Association of Finnish Broadcasters, radio networks, and the Business Research and

Development Centre of the Turku School of Economics provide statistics and information on money flows in radio broadcasting.

Cultural sectors are different in terms of how much statistical information is available on their finances. The finances of some sectors can be described from several perspectives, but the production of statistics in some areas is still random and incomplete. Even though the situation in individual cultural sectors is good in general, it is impossible to give an overall description of their finances and money flows. Firstly, there is no source or statistical system that would cover all the cultural sectors and all the various money flows. Secondly, the incompatibility of available data makes it difficult to form an overall picture. The classifications and definitions are justified and functional from the viewpoint of each sector or each individual actor (cultural institution, sectoral organization, etc.) – after all, their primary objective is not to provide general statistical data but to monitor their own activities or, at most, activities in their own sector. The harmonization of classifications and definitions could also compromise the time series that have customarily been used in monitoring.

Also, the fact that economic structures are very different between sectors makes it difficult to describe larger entities. In some areas, for example, activities mainly rely on government support and no profit is sought; in others, businesses are in the mainstream and their information is not always public. The economic significance of volunteerism and voluntary work varies significantly between the various sectors. Much of the information used in describing the cultural economy is created in connection with administrative processes, which means that its content has not been designed for statistical purposes.

However, it is possible to describe large entities, too, by combining existing, fairly heterogeneous data sources; one example is the calculation by Statistics Finland on the value of the markets of the various mass communication sectors. Primary sources must be sufficiently reliable and consistent (or adaptable to fulfil these criteria) to make such a calculation feasible in the first place. The calculation requires an excellent knowledge and tracking of processes within the sector, and much of it is pure handwork.

Describing the entire cultural economy on the basis of existing sources is one focus for developing the cultural statistics of Statistics Finland. It does not involve the creation of a single statistical system describing the entire cultural economy. Instead, the definitions, classifications and presentation methods of data on the various sectors will be further harmonized, so that figures could be presented on the entire field of culture and sectors could be compared with each other. However, the knowledge base is so fragmented and the information providers with their respective interests are so diverse that it is unlikely that a perfect result could be reached using this methodology.

The latest Cultural Statistics publication includes a calculation from the national accounts of Statistics Finland on the GDP share of the cultural industries. It describes how large a share of the value added of the national economy is accounted for by industries related to culture. The import and export of cultural goods are described in the Cultural Statistics based on the information provided by the National Board of Customs. The study conducted by Statistics Finland on foreign trade in services contains data on foreign trade in cultural services, too, and its use in the Cultural Statistics is currently being developed. There are also sectoral studies on cultural exports, including those carried out by MUSEX on music exports.

The key publications of Statistics Finland on cultural statistics are Cultural Statistics and Finnish Mass Media, which are published every two years. They describe culture and the mass media from various perspectives, including money flows and finances. These publica-

tions are based on the primary sources described above. Much of the statistical data in these books is also published annually in an updated form on the website of Statistics Finland. Most of the parties described above publish their own statistical information in various kinds of annual reports and studies. For example, the Arts Council of Finland publishes statistics on the grants allocated by the various Arts Councils and on their applicants and recipients every year. These statistics are also available on its website.

4 Satellite account for culture

What is a satellite account?

A satellite account means an account system that describes the financial flows and reserves for a group of phenomena and that is more or less connected with the system of national accounts. The group of phenomena may be mainly located within the national accounts (such as a tourism satellite) or outside it (such as a household work satellite). Therefore, a cultural satellite can be defined as an information system that includes the macroeconomic transactions associated with culture. The system can also be developed without referring to it as a satellite. Its official name could then be the System of Cultural Accounts (SCA). However, a satellite account is a good and accurate way of expressing the connection of each phenomenon with the national accounts.

The satellite account can be implemented at various levels of detail. Only the direct financial links or, in a broader application, various indirect impacts can be included in the review. These include the impacts of culture on human capital through health impacts, for example. Culture also creates significant networks between people and organizations; in other words, cultural activity plays a major role in the growth or loss of social capital. What is more, the role of culture as a producer of experience and a source for the experience economy testifies to its indirect impacts. The more comprehensive the system to be created is, the more demanding it is to create the satellite account. It is particularly demanding to create an international standard for satellite accounts for a group of phenomena (culture, for instance). The satellite account can be implemented step by step, concentrating first on the direct economic role of culture.

The satellite account for household work is perhaps the best-known and most significant of the satellite projects that have been implemented or remain under development. In addition, the OECD has a development project in the field of healthcare: the System of Health Accounts, which could also be described as a satellite account for the health sector. Finland is involved in this project. To give an example of an unsuccessful satellite project, the key problem in the environmental satellite, or Green Accounts, arose from environmental valuation (for example, how to determine the price of environmental measures). As for ongoing satellite projects, the satellite account for tourism mainly consists of culture in terms of its content, but it is a narrower and more easily definable entity than culture. During 2004, Statistics Finland implemented a tourism satellite account project, which was financed by the Ministry of Trade and Industry and the European Union. In connection with this project,

Statistics Finland created a methodology for a running calculation of satellite accounts and produced final tables for tourism accounts for 1995–2001 and preliminary tables for 2002. The tourism satellite has been developed in broad international co-operation, culminating in 2002 when the UN, the WTO (World Tourism Organization), the OECD and the EU approved a recommendation on a tourism satellite account. The experiences gained from tourism may also benefit the preparation of a cultural satellite.

The creators of the satellite account themselves define the methodology to be used and the connection with the national accounts. In other words, there is plenty of latitude, unlike in the proper system of national accounts, which is a strictly defined entity. One of the benefits of the satellite account is that it can be used to describe not only the absolute weight of culture but also its relative position in the entire economy.

Case: Canadian proposal for a Satellite Account for Culture

A satellite account for culture is being prepared in Canada, too. The national statistical office (*Statistics Canada*, Michel G. Durand) has outlined a five-layered model for a satellite account. The satellite model proposed by Canada is described below on the basis of the information included in the latest OECD statistical report². The report highlights the importance of a satellite account in structuring and systematizing a large array of statistics. A satellite account provides a viewpoint on statistical data.

According to the report, the main objectives of a satellite account for culture in the Canadian model include the description and development of statistical tracking systems needed to monitor cultural policy and cultural industries; the standardization of concepts, definitions and methodologies; the reconciliation of data sources (for example, demand and supply data); and the identification of data gaps.

The information obtained from a satellite account for culture can be used, for instance, to understand the trends in consumer demand and in the demand for culture goods and services; to identify the structures of the cultural industries; *to analyze the economic impact of the cultural industries*; and to plan support measures.

Five layers have been outlined for the satellite account in the Canadian model, each of them with its own information content. On the one hand, these layers examine cultural activities and industries in a comprehensive manner; on the other, they contain indicators that can be used to examine in more detail *the economic, cultural and social issues associated with the various industries*.

I. Macro-information module (money flows expressed in monetary units)

The first layer of the satellite account is its core, providing a macro-level overview of cultural activities. Macro-level indicators broadly describe the total supply of and demand for cultural goods and services, and they are closely linked to the *figures of the System of National Accounts (SNA)*. Indeed, the SNA link makes it possible to compare the parameters of the cultural industries in this layer with the corresponding figures of other economic activity. Macro-level indicators include the size of the culture sector (economic impact), labour

2 John C. Gordon & Helen Beilby-Orrin 2006. International Measurement of the Economic and Social Importance of Culture. Statistics Directorate, OECD. [Web document.] <<http://www.oecd.org/dataoecd/26/51/37257281.pdf>>

force, government and private support and consumption, demand, the share of volunteerism, international trade, and culture tourism.

II. Quantity/volume output module

Cultural activities and their subareas are quantified more precisely in the second layer of the calculation model. The institutional structure of culture production, output volumes in the various sectors, the employment capacity and the general structure of demand (the stock of consumers, their consumption of culture, and participation in cultural activities), as well as the number of businesses, products, employees and consumers, are examined in more detail in this layer. The total figures of the previous layer are broken down in this layer into unit-specific figures, which then become the "control totals" of the next layer.

When general monetary indicators and the underlying quantitative output indicators are known, it is possible to provide answers to the following questions, for example:

- How much do the various actors (households, foreign countries, businesses and the public sector) contribute to demand?
- What is the added value of culture to the value of total economic production (that is, the value added exceeding the value of production inputs at the previous level)?
- What is the share of culture in total household consumption?
- How does the overall structure of cultural production (number of businesses, employees, productivity of labour) change along with changes in the state of the total economy, the amount of government support and the volume of foreign cultural imports?
- How do the actors in key policy sectors and government measures in key policy areas, such as employment and pricing policies, in efforts to promote productivity and in controlling the competitive situation (the prevention/promotion of business concentration) affect the outputs of the various sectors?
- How does the opening up of the export market enhance the vitality of the cultural sector? What kind of changes can be detected in the demand for the various products and services of the cultural industry?

III. Characterization module

The third layer includes a more in-depth disaggregation of the supply sector and the consumers of culture, and supplementary empirical data is collected for this purpose. The aim is to obtain a better view of the structure, trends and dynamics of the various sectors of cultural production.

Analysis is continued here by disaggregating the general data cells of the previous levels into sectoral matrices in relation to variables.

The *supply statistics* (whether business or production sector statistics) of the previous levels can be disaggregated according to variables, including the geographic location of production, the institutional sector, the size and market position of the company, the language and content of output, etc. Similarly, the *demand and consumption statistics* of the previous levels can be disaggregated according to the sex, education, age, language and income level of the

consumers and other such factors. For example, the value of total household consumption can be disaggregated to provide information on consumption in various income, age and professional groups.

IV. Targeted analysis: analytic module

The aim of the fourth calculation level is to create indicators for specialized analysis. These include international comparisons, analyses of regional and intra-regional activities and trends, target group analyses, analyses of the operations of businesses that have received support/investments, etc. In addition, the indicators of the previous levels can be specified in this layer by developing, for instance, financial ratios, productivity indicators and outputs, and indicators that measure the use of labour and the impacts of competition.

In the fourth layer, information from the previous, or the third, layer may be linked to individual non-cultural data. This can be done, for example, by combining indicators that describe the consumption of and participation in various forms of culture in different income groups with census information on the income level distribution of the population. At the level of targeted analysis, it is important to channel research into major problem areas in terms of public policy and production sectors and to set related parameters. This means that the contents of cultural production are given different notions and they are examined in their historic context; that the significance of cultural indicators is considered in both quantitative and qualitative terms; and that regional and country-specific trends are explored in addition to general trends.

To give an example, the following indicators, overall notions and target group files can be created for targeted analysis:

- Economic impact of the cultural sector
- Labour market situation of culture
- Culture tourism
- Volunteerism
- Different financial situations
- International trade in cultural goods
- Sectoral profiles for cultural production and consumption
- Cost factors of production and productivity
- Factors that affect and result from competitiveness (market share, market control with regard to various factors, including the size of the company, market shares, domestic content, language, etc.)
- Concentration/diversity of production and consumption
- Market-based performance
- Investment
- Penetration and impact of technology
- Pricing and cost factors (including inflation and taxes)
- Government and private sector support (ratios and other measures)
- Consumer demand (behaviour and value estimates)

The description of the Canadian satellite model gives examples of the statistics and indicators that can be developed at the level of in-depth analysis. At least the following are relevant for Finland:

Statistics/Indicators for economic effectiveness

- Direct annual value added of culture
- Direct annual employment impact
- Indirect impact
- Impact within government accounts
- Impact on foreign trade (export, import)
- GDP share of culture and its share of employed labour

Cultural trade and investment in culture

- Export of cultural goods, services and intellectual property
- Import of cultural goods, services and intellectual property
- Net position of cultural trade

Culture tourism

- Attendance by tourists at culture events and activities
- Culture spending by tourists

Culture labour market analysis

- Employed labour in the cultural sector and the unemployment rate
- Culture occupations outside the culture sector
- Full-time and part-time employment
- Entrepreneurship and other self-employed jobs

Volunteerism

- Number of volunteer workers in the culture sector
- Share of volunteerism in the culture sector of all volunteerism

Government and private sector support

- Government support in the culture sector: operating and capital spending
- Government transfers and grants
- Government financing and other support for culture: total spending per capita
- Share (%) of government spending on culture of total government spending

Indicators for country-specific profiles

- Number of businesses/establishments
- Number of employed by position and task
- Production volume by origin and content
- Company-specific revenue and share by product
- Market share of the largest companies

- Average revenue per employee
- Share of domestic content in cultural production
- Share of domestic content of the sale of cultural goods
- Export and its share of the total sales of cultural goods
- Share of domestic and foreign content of the export of cultural goods
- Share of domestic and foreign content of the import of cultural goods
- Import of cultural goods and its share of total sales

V. Documentation module

The organization of documentation activity is the fifth layer of Canada's proposal for a satellite account. Documentation and communication are of key importance in attaining the objectives of the satellite account. National communication and documentation is particularly needed in the following statistical areas:

-
- Current cultural policy and cultural production issues;
- Available data, sources and data gaps;
- Methodological options, concepts and definitions that are needed to interpret the factors influencing the maintenance and vitality of cultural activities;
- Current communication plans and strategies that relate to the following:
 - Problems in the quality and timeliness of data and ways to tackle them;
 - Ongoing or future research, and ways to meet the emerging/expected data and analytical needs;
 - Possible activities that are necessary to remedy the data gaps and that can be used to improve the basic level of the accumulated data in general;
 - Activities that are needed to improve the timeliness of the information to be collected.

The satellite model proposed by Canada has a clear basic structure and premise and provides the assurance that it is not only desirable but also possible to create it or a similar system. However, the model is still incomplete in many ways, at least in the form described in the OECD publication. Connections with the SNA statistics still need to be clarified, and links between the various layers are often unclear. It is unresolved how the "cultural elements" of production can be distinguished from other, non-cultural material in multifunctional cultural production, such as publishing. Likewise, it remains unclear which cultural policy objectives should guide the development of the satellite account. The connection with the SNA provides the economic target links, but it is also necessary to consider the artistic and cultural objectives of developing the satellite account: does it place greater emphasis on the data needs of cultural exports and tourism, for example, than on those related to cultural diversity or the maintenance of cultural heritage?

Summary of the structure and contents of Canada's culture satellite account project

Layer I	I. Macro-information module (money flows expressed in monetary units)	
	Supply	Demand
	Size of the culture sector (economic impact)	Value in consumer demand for culture goods/ services
	Value of government spending on culture	Value of culture tourism
	Value of international trade in culture goods/ services	
	Value of private sector support	
Layer II	II. Quantity/volume output module	
	Supply	Demand
	Number of culture organizations and businesses	Quantities of consumers
	Infrastructure changes (amalgamations/births/ deaths)	Attendance and participation rates
	Volume output produced	
	Size of culture employment force	
	Size of volunteerism	
Layer III	III. Characterization module	
	Supply	Demand
	Volume output by product type (content, language, etc.)	Consumer spending by demographic variable
	Employment by occupation	Participation rates by demographic variable
	Employment by type (full-time/part-time/self-employed)	
	Output by commercial category, language	
Layer IV	IV. Targeted analysis: analytic module	
	Supply	Demand
	Economic Impact Analysis	Stock of potential customers
	Labour Market Analysis	Consumer personal income, savings, expenditures
	Financial Analysis	
	Social Impact Analysis	
	Government Spending Analysis	
	Provincial profiles	
	Sector analysis	
	Ownership (foreign-control market share)	
	Identity (market share of domestic content)	
	Concentration (market share of large companies)	
	Production or cost function (inputs)	
	Investment	
Layer V	V. Documentation module	
	Technical papers (concepts, methodologies, etc.)	
	Policy issues	
	Data needs	
	Data gaps	
	Contacts	
	Survey questionnaires	
	Strategic plans	

Description of the Finnish satellite account

The Committee suggests that the piloting of a satellite account be started in Finland. The Finnish pilot project will concentrate on the direct economic role of culture. In principle, the basis of the satellite project will be grounded on, at least in the experimental stage, two existing statistical systems: the national accounts and the labour force calculations for culture. The basic classifications will be taken from the cultural statistics of Statistics Finland and adapted to the framework of the national accounts. Several preliminary studies of various types have already been carried out on the project (see Annex 2: Summary of the preliminary studies carried out by Statistics Finland on the satellite account for culture).

The aim of the satellite account is to produce an updateable data resource, publications and an on-line database. They include some of the key items in the balance of supply and demand for culture both at the national level and partly also by region. It is very important to consider the regional dimension in the satellite project, and the review should cover at least the regional level (NUTS level 3³). The scope and content of actual publication tables will be decided on at a later stage.

In the longer term, the Finnish satellite account could produce a data file with four statistical dimensions:

- Industrial dimension: the calculations are made at the accuracy of the industries selected to represent culture (54 in the proposal of the Committee), but they will be combined in the publication tables (into 4 main groups, as proposed by the Committee). Whether this is possible for the other dimensions, too, will depend on the available financing. However, the minimum level is the industry-level dimension.

Other statistical dimensions:

- Product dimension: this is perhaps the most demanding dimension, and the only examples available are from Australia.
- Professional dimension: the calculations are made from the cultural occupations extracted from the professional classification; there are already good examples in the information on the labour force in cultural occupations in the cultural statistics of Statistics Finland.
- Sectoral dimension (the business sector, non-profit institutions, the State, municipalities): this dimension is of key importance for cultural policy.

Content of the satellite account at the pilot stage

Table 1 presents a model for the balance of supply and demand for the cultural economy, which forms the calculation framework at the pilot stage. The aim is to prepare, at least, a calculation of the production account at the national level and at the level of regions (the reference period will probably be 1995–2004). The production account means the calculation of the value added, intermediate product use and total output of the industries selected

3 NUTS is the regional classification system used by the European Union. On the basis of the NUTS statistical classification, the European Union monitors social and economic development and approves the proposals of the Member States for regional aid. The NUTS system has three levels, with some variation in the titles of the contents between countries. In Finland, Mainland Finland and Åland form the NUTS level 1. The NUTS level 2 consists of major regions, whereas the NUTS level 3 includes regions. The principle is that a larger area is always divided into smaller areas in the next NUTS level.

to represent culture. The calculation of other accounts (such as labour force accounts, consumption accounts, etc.) will be considered separately.

Table 1. Balance of supply and demand for the cultural economy

total supply of cultural goods	total demand for cultural goods
import goods services	export goods services
production value added of the cultural industries	public investment in culture private investment in culture
	public spending on culture private spending on culture
Each economic operation can be disaggregated, where necessary	

- Key to Table 1:**
 - "Total supply of cultural goods" means the value added of the 54 cultural industries produced on a domestic basis combined with the value of the import of cultural goods and services. Separate tables will be prepared on these also at the regional level (excluding import).
 - "Total demand for cultural goods" means that the value of the export of cultural goods and services, the value of consumption and the value of investment are added up. Separate tables will be prepared on these (excluding the regional level).
 - "Consumer spending on culture" includes both the value of the consumption of cultural goods by households and the spending of the various public sector segments on purchases of cultural goods and services. Separate tables will be prepared on these (excluding the regional level).
 - "Investment spending on culture" comprises both the investment spending on culture by private households and the investment spending on culture by the public sector. Separate tables will be prepared on these (excluding the regional level).

Industrial classification of the Committee

During the mandate of the Committee, the subgroup met to discuss the existing industrial classification for the cultural industries and to prepare an adapted industrial classification for future development work. The classification is presented in Annex 1. In its classification, the Committee largely follows, along the lines of e.g. the Canadian model, the industrial classification of the cultural industries of a statistical office (Statistics Finland); however, there are some exceptions. Furthermore, the division of industries largely reflects the assessments of the economic impact of the cultural industries in other countries that were

described earlier. In the classification of the Committee, the industries are divided into the following four main groups:

- 1 arts and cultural heritage;
- 2 mass communication;
- 3 design and advertising; and
- 4 entertainment.

Outside these main groups, the industries have been divided into those belonging to the core of the cultural industries and those located outside it, on another level. A relatively broad range of industrial value chains have been taken into consideration in the industrial classifications. In addition to the four main groups of industries, the sports industries have been integrated into the classification proposed by the Committee in accordance with the administrative sector of the Ministry of Education. The economic information of the sports sector is also becoming increasingly important. Following international examples, it was also tentatively decided to include the crafts sector in the classification; however, its complexity needs to be recognized. The crafts industries have been added to the classification as described in the publication of the Ministry of Trade and Industry titled *Käsityöyrittäjyys Suomessa 2000-luvulla* (Craft Entrepreneurship in Finland in the 21st Century; MTI Publications 10/2005). In connection with future development work, it will be assessed in which form and to what extent the sports and crafts industries could be examined.

The Committee suggests that the piloting of the satellite account proceed on the basis of its classification. The classification presented here is a starting point and a tool, and it will be specified as the satellite project progresses.

5 Summary

- 1 There is a wealth of interest in the economic indicators and effectiveness of the cultural industries both in Finland and internationally.
- 2 According to the view of the Working Group, strengthening the knowledge base on the economic effectiveness of culture is one of the key challenges for cultural policy. Without a notably improved knowledge base on the economic impact of the cultural industries, cultural and industrial policy measures alike are inevitably targeted at the cultural industries in a situation of incomplete information.
- 3 To assess the impact of public measures and, thus, to maximize their efficiency and effectiveness, it is necessary to build a systematic and comprehensive statistical knowledge base on the cultural industries.
- 4 The weakness of the knowledge base is not a problem for the cultural industries alone; instead, it largely affects the entire service sector. The production of statistics on services and their economic impact is incomplete, particularly considering the importance of services for the national economy.
- 5 The situation is rather similar at the international level. Various research projects have been started or are under way in several countries to increase information on the economic impact of the cultural industry. For the present, there is no coherent impact assessment framework that could be directly applied in Finland. The projects of different countries use different industrial classifications, which limits their generality and makes it difficult to compare the results.
- 6 Various intergovernmental organizations and the EU have paid attention to the statistical measurement of the economic impact of the cultural industries. The Council of Europe and UNESCO have carried out research on the subject. The OECD has become active in this field during the current year, exploring the statistical methods used or planned by different Member States. Within the EU, the cultural economy features strongly on the agenda, and Finland supported this development during its presidency. It can be assumed that both the OECD and the EU will launch projects associated with the development of economic statistics for the cultural industries.
- 7 In projects that assess the economic impact of the cultural industries, particular attention should be paid to the consistency of the information to be produced. In this respect,

the industrial classifications used play a key role. NACE, the industrial classification used by the EU, is based on the industrial classification of the UN (*ISIC, International Standard of Industrial Classification*). The Finnish industrial classification corresponds to the NACE classification at the four-figure level. Statistical systems connected with the national accounts and in line with these industrial classifications that, in principle, are based on each other (such as the cultural satellite) provide the best opportunity to produce commensurable statistical information.

- 8 In Finland, the production of statistics on the cultural industries is advanced in general. Describing the entire cultural economy on the basis of existing sources is one focus in developing the cultural statistics to be prepared in co-operation between the Ministry of Education and Statistics Finland. However, the approach in cultural statistics is not to create a single statistical system describing the entire cultural economy. Due to the knowledge base being fragmented, it would be very difficult or even impossible to use this methodology to obtain a result that would enable a comprehensive assessment of the economic impact of culture. However, the availability of basic statistics on the cultural industries and expertise in cultural statistics are a key requirement for the piloting and further development of the satellite account. A satellite account provides a global viewpoint on statistical data.
- 9 The Working Group is convinced that the economic impact of the cultural industries can only be mapped to the extent required by creating a satellite account that describes the economy of the cultural industries as a whole and that is linked to the national accounts of Statistics Finland, or a cultural satellite, in the form and extent described in Chapter 4 of this report. A system of satellite accounts has already been developed for the tourism sector, and the experiences gained from it are encouraging.

6 Recommendations

- 1 The Committee suggests that the piloting of the cultural satellite be started immediately. The aim of the exercise should be to create a basis for the actual satellite account. The Committee recommends that piloting be launched on the basis of its industrial classification of the cultural industries (see Annex), including any necessary modifications to it and considering the other dimensions. The satellite account should be made operational as soon as possible. The Committee considers it to be realistic that the satellite account could become operational during 2008. The aim should be to implement the satellite account described in Chapter 4 in as comprehensive a form as possible and considering all the dimensions above.
- 2 The Ministry of Education will finance the piloting of the satellite account in 2007. Where necessary, other ministries will take part in the financing or in the financing of any separate studies that support the development of the satellite account. Statistics Finland will be responsible for both the pilot project and for developing the actual satellite account in accordance with the agreement to be concluded. The maintenance of the satellite account will be agreed on between the ministries and Statistics Finland on a contractual basis once the piloting stage is completed.
- 3 The purpose is to closely monitor international initiatives associated with the economic contribution of the cultural industries and to take active part in their preparation. In particular, the purpose is to participate in the work carried out by the OECD in this field and to highlight Finnish expertise in the subject. As there are currently no satellite accounts for culture as such in the industrialized countries, Finland will be a pioneer in this development work. This should be exploited in all international and EU-level co-operation related to the cultural economy, including the development of industrial classifications.
- 4 The production of economic statistics on the cultural industries and its development needs are no different from the situation in other service sectors. The Committee is of the view that the cultural satellite should be used nationally, too, as one example in developing statistics on services.
- 5 The indirect impact of culture, particularly its social impact, is the focus of increasing interest. According to the Committee, it is justified to continue to improve its assessment in the manner to be decided on separately, so as to obtain as comprehensive a view as possible of the overall impact of culture in society.

Industrial classification for the satellite account

INDUSTRY AND TOL CODE	Core industries	Secondary industries
MASS COMMUNICATION		
Publishing and sale of books		
Publishing of books (2211)	x	
Bookbinding and finishing (2223)	x	
Wholesale of books (51474)	x	
Retail sale of books (52472)	x	
Second-hand bookshops (52502)	x	
Retail sale of books via mail order houses and net commerce (52611)	x	
Newspapers, journals and periodicals, and news agency activities		
Publishing of newspapers (2212)	x	
Publishing of journals and periodicals (2213)	x	
Printing of newspapers (2221)		x
Retail sale of journals and periodicals; newspaper kiosks (52473)	x	
Other publishing (2215)	x	
News agency activities (9240)	x	
Motion picture and video production, distribution and projection		
Motion picture and video production (9211)	x	
Reproduction of video recording (2232)		x
Motion picture and video distribution (9212)	x	
Renting of videotapes (71401)	x	
Motion picture projection (9213)	x	
Recordings		
Publishing of sound recordings (2214)	x	
Reproduction of sound recording (2231)		x
Radio and television		
Radio and television activities (9220)	x	
Data transmission services (64203)		x
Printing n.e.c. and ancillary operations activities related to printing		
Printing n.e.c. (2222)		x
Pre-press activities (2224)		x
Ancillary operations activities related to printing (2225)		x
Manufacture of television and radio receivers, sound or video recording or reproducing apparatus and associated goods (3230)	x	

INDUSTRY AND TOL CODE	Core industries	Secondary industries
DESIGN AND ADVERTISING		
Advertising		
Advertising agency activities (74401)	x	
Direct and outdoor advertising activities (74402)	x	
Other advertising activities (74409)		x
Architectural and industrial design		
Architectural activities (74203)	x	
Industrial design (74871)	x	

INDUSTRY AND TOL CODE	Core industries	Secondary industries
ARTS AND CULTURAL HERITAGE		
Artistic creation, and theatre and concert activities		
Artistic creation (92311)	x	
Theatre and concert activities (92312)	x	
Library, archives, museums, etc.		
Library and archives activities (9251)	x	
Museums activities and preservation of historical sites and buildings (9252)	x	
Botanical gardens, etc. (9253)		x
Art gallery activities and antiques shops		
Retail sale of art; art gallery activities (52484)	x	
Antiques shops (52501)	x	
Operation of arts facilities (9232)	x	

INDUSTRY AND TOL CODE	Core industries	Secondary industries
ENTERTAINMENT		
Photography		
Photographic studio activities (74811)	x	
Photographic laboratory activities (74812)	x	
Wholesale of photographic equipment and supplies (51475)	x	
Retail sale of photographic equipment; photography services (52485)	x	
Manufacture and sale of musical instruments		
Manufacture of musical instruments (3630)	x	
Wholesale of musical instruments and supplies (51481)	x	
Retail sale of musical equipment and supplies (52452)	x	
Fair and amusement park activities, games, and other entertainment and recreational activities		
Fair and amusement park activities (9233)	x	
Gambling and betting activities (9271)	x	
Manufacture of games and toys (3650)	x	
Wholesale of toys and games (51483)	x	
Other entertainment activities n.e.c. (9234)	x	
Manufacture and sale of radio and television goods		
Wholesale of radio and television goods (51432)	x	
Retail sale of electrical household appliances and radio and television goods (52451)	x	

INDUSTRY AND TOL CODE	Core industries	Secondary industries
SPORTS		
Manufacture of sports goods (3640)		
Wholesale of sports goods (51478)		
Retail sale of sports and leisure goods (52488)		
Renting of sports equipment (71402)		
Operation of sports arenas and stadiums (9261)		
Other sporting activities (9262)		
Other recreational activities n.e.c. (9272)		

INDUSTRY AND TOL CODE
CRAFTS
Manufacture of textiles
Preparation and spinning of cotton-type fibres (17110)
Preparation and spinning of woollen-type fibres (17120)
Preparation and spinning of worsted-type fibres (17130)
Preparation and spinning of flax-type fibres (17140)
Manufacture of sewing threads (17160)
Cotton-type weaving (17210)
Woollen-type weaving (17220)
Other textile weaving (17250)
Finishing of textiles (17300)
Manufacture of household furnishings of textile materials (17401)
Manufacture of carpets and rugs (17510)
Manufacture of cordage, rope, twine and netting (17520)
Manufacture of non-wovens and articles made from non-wovens, except apparel (17530)
Manufacture of other textiles n.e.c. (17540)
Manufacture of knitted and crocheted fabrics (17600)
Manufacture of knitted and crocheted hosiery (17710)
Manufacture of wearing apparel
Manufacture of leather clothes (18100)
Manufacture of workwear (18210)
Manufacture of other outerwear (18220)
Manufacture of underwear (18230)
Manufacture of other wearing apparel and accessories n.e.c. (18240)
Dressing and dyeing of fur; manufacture of articles of fur (18300)
Manufacture of leather and leather products
Tanning and dressing of leather (19100)
Manufacture of luggage, handbags and the like, saddlery and harness (19200)
Manufacture of footwear (19300)
Manufacture of carpentry and joinery and other products of wood
Manufacture of prefabricated wooden buildings (20301)
Manufacture of builders' carpentry and joinery n.e.c. (20309)
Manufacture of wooden containers (20400)
Manufacture of other products of wood (20510)
Manufacture of articles of cork, straw and plaiting materials (20520)
Printing, and bookbinding and finishing
Printing n.e.c. (22220)
Bookbinding and finishing (22230)
Manufacture of glass and glass products
Shaping and processing of flat glass (26120)
Manufacture of hollow glass (26130)
Manufacture and processing of other glass, including technical glassware (26150)
Manufacture of ceramic goods
Manufacture of ceramic household and ornamental articles (26210)
Cutting, shaping and finishing of ornamental and building stone
Cutting, shaping and finishing of ornamental and building stone (26700)

Manufacture of fabricated metal products
Forging, pressing, stamping and roll forming of metal; powder metallurgy (28400)
Manufacture of tools (28620)
Manufacture of other fabricated metal products n.e.c. (28750)
Building and repairing of ships and boats
Building and repairing of ships (35110)
Building and repairing of pleasure and sporting boats (35120)
Manufacture of furniture
Manufacture of chairs and seats (36110)
Manufacture of other office and shop furniture (36120)
Manufacture of other kitchen furniture (36130)
Manufacture of other furniture (36140)
Manufacture of mattresses (36150)
Manufacture of jewellery
Striking of coins and medals (36210)
Manufacture of jewellery and related articles n.e.c. (36220)
Manufacture of musical instruments
Manufacture of musical instruments (36300)
Manufacture of sports goods
Manufacture of sports goods (36400)
Manufacture of games, toys and products
Manufacture of games and toys (36500)
Manufacture of imitation jewellery (36610)
Manufacture of brooms and brushes (36620)
Other manufacturing n.e.c. (36630)
Repair of boots, shoes and other articles of leather
Repair of boots, shoes and other articles of leather (52710)
Repair of watches, clocks, jewellery and other such products
Repair of watches, clocks and jewellery (52730)
Repair n.e.c. (52740)

SOURCE: Crafts enterprises by industry according to the Register of Enterprises and Establishments of Statistics Finland in 2003.

In: Käsityörittäjyys Suomessa 2000-luvulla. Yritykset ja alan keskeiset kehityslinjat [Craft Entrepreneurship in Finland in the 21st Century. Enterprises and Key Developments in the Sector]. MTI Publications 10/2005. Ministry of Trade and Industry.



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