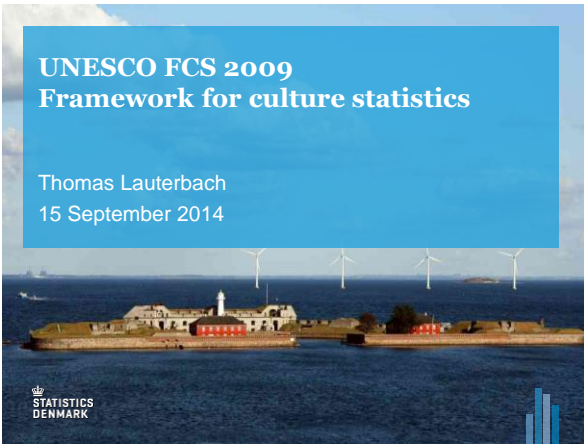



UNESCO FCS 2009

Framework for culture statistics

Thomas Lauterbach

15 September 2014





Why measure culture?

- Statistics on culture is as any statistic an instrument to give politicians certain knowledge for taking right decisions
- The culture area represent a certain share of the economy and is important for occupation and export
- Culture is important for personal formation and also have a huge role in education, history etc.





2

How can we measure culture?

- What is culture?
- The UNESCO definition states that *'Culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs'* (UNESCO, 2001).
 - The previously framework was defined in 2000 by the so called LEG-Culture.
 - The UNESCO FCS 2009 introduces new concepts



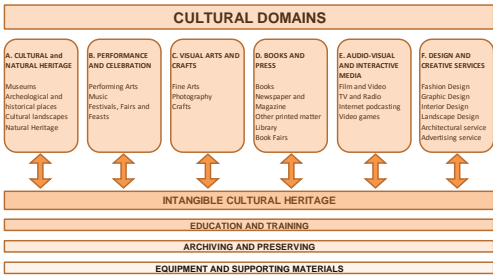


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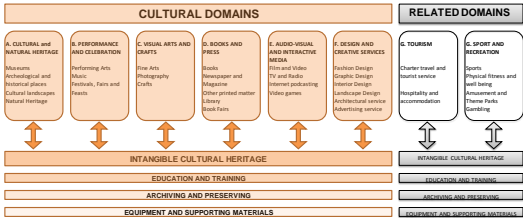
New concepts

- Culture areas are divided into CULTURE DOMAINS
- Each culture domain defines what belong to the domain
- The culture domains refer to international standards

Framework for cultural statistics domains



Framework for cultural statistics domains



New concepts – cultural participation

How can we count the amount of culture?

... by introducing the concept

CULTURAL PARTICIPATION



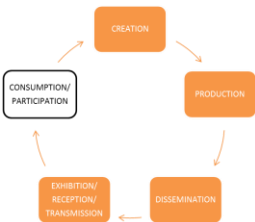
New concepts - functions

The idea with the system is also to keep a distinction between different functions in the cultural cycle of creation.

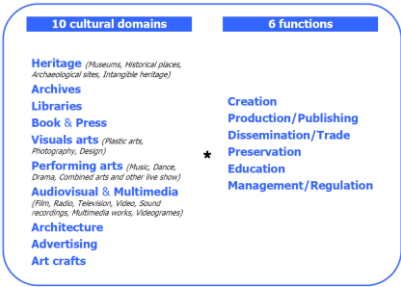
- The UNESCO deals with five different function while the ESSnet deals with six functions
- The functions refer to different phases in the cultural cycle of creation
- Different cycles for each statistical area



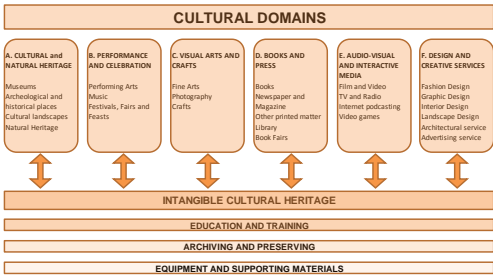
Culture cycle – UNESCO FCS 2009



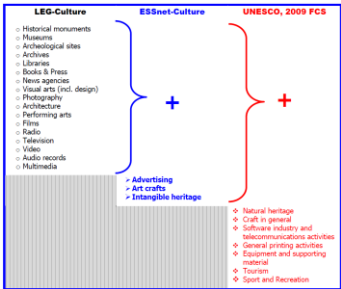
The domains crossed with functions



Framework for cultural statistics domains



Comparison of UNESCO framework and European framework (s. 54)



Defining a culture domain

The FCS 2009 define the culture domain Books and Press as the following cultural areas:

- 1) Library and archives activities
- 2) Book publishing
- 3) Publishing of newspapers, journals and periodicals
- 4) Other publishing activities
- 5) Retail sale of books, newspapers and stationary in specialized stores
- 6) News agency activities
- 7) Other information service activities n.e.c.
- 8) Wholesale of other household goods
- 9) Creative arts and entertainment activities

STATISTICS
DENMARK



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Books and Press

FCS2009 suggests to delimit by use of ISIC rev. 4.

- ISIC4 BOOKS AND PRESS
- 9101 Library and archives activities
 - 5811 Book publishing
 - 5813 Publishing of newspapers, journals and periodicals
 - 5819 Other publishing activities
 - 4761 Retail sale of books, newspapers and stationary in spec. stores
 - 6391 News agency activities
 - 6399 Other information service activities n.e.c.
 - 4649 Wholesale of other household goods
 - 9000 Creative arts and entertainment activities

STATISTICS
DENMARK



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Books and Press

The European Statistical System suggests to delimit by use of NACE 2008 and divides the domain slight different

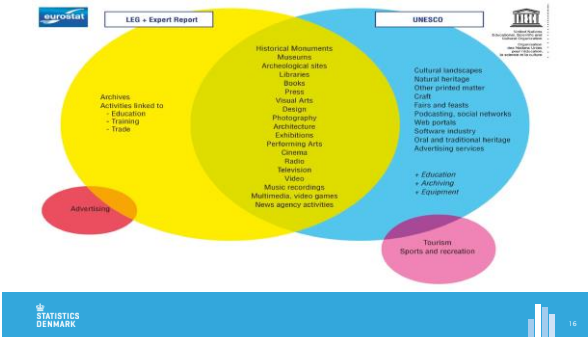
- NACE BOOKS AND PRESS
- 5811 Book publishing
 - 5813 Publishing of newspapers
 - 5814 Publishing of journals and periodicals
 - 6391 News agency activities
 - 4761 Retail sale of books in spec. stores
 - 4762 Retail sale of newspapers and stationary in spec. stores
 - 7430 Translation and interpretation activities

STATISTICS
DENMARK



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EUROSTAT vs UNESCO FCS2009





The economic dimension

We have just delimited the cultural domain of *Books and press* and have established a link to gather economic data to the culture domain

With this step we are now on track with measuring the consumption of certain branches within a culture domain

CULTURAL CONSUMPTION



Measure the economic dimension

- We conceive culture as something we consume
- e.g. participating as audience in performing arts. We can count the number of people in the audience
- Or we can examine income in the branches containing performing arts.
- In a number of cases there will be an opportunity to take use of existing statistics and delimit according to respective classification systems.

Measure the economic dimension

Use of international classification system in the measurement of economic dimension (s. 33)
Economic data, on cultural production and employment, is produced by most statistical offices by re-aggregating common economic statistics from existing economic surveys using the standard international statistical classifications.

Measure the economic dimension

Data are typically collected from business and enterprise surveys, household expenditure surveys, business registers, earnings survey, labours force surveys
These data collection instruments may not have been designed specifically for the collection of cultural information, they still allow for an analysis of selected cultural and related activities.

Measure the economic dimension

Identify productive cultural activities and cultural products: Using the Central Products Classification CPC and the International Standard Industrial Classification (ISIC)

The greater level of detail in CPC can allow for a bridging with ISIC which would result in increased comparability and a more precise identification of cultural productive industries and products.



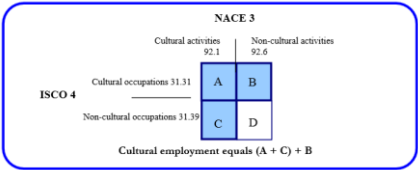
Table 2. Cultural productive activities and goods and services defined with the CPC 2 and ISIC 4 codes

CULTURAL DOMAINS			
Domain	Productive activities ¹		Goods and services
	ISIC 4	Description	CPC 2 Description
A. Cultural and Natural Heritage	9000	Creative, arts and entertainment activities	38902 Postage or revenue stamps, stamp postmarks, first-day covers, postal stationery (stamped paper) and the like, collections and collections pieces of zoological, botanical, mineralogical, anatomical, historical, ethnographic or numismatic interest, antiques.
	9102 4	Museums activities and operation of historical sites and buildings	96411 Museum services except for historical sites and buildings
	9103	Botanical and zoological gardens and nature reserves activities	96412 Preservation services of historical sites and buildings
	4774 5	Retail sale of second-hand goods	96421 Botanical and zoological garden services
			96422 Nature reserve services including wildlife preservation services
B. Performance and Celebration ²	9000 7	Creative, arts and entertainment activities	C1111 6 Non-specialised store retail trade services
			96210 Performing arts event promotion and organization services
			96220 Performing arts event production and presentation services
			96230 Performing arts facility operation services
			96240 Other performing arts and live entertainment services
			96310 Services of performing artists
			Cultural and recreational associations (other than sports or games)
			95987
	3220	Manufacture of musical instruments	38310 Pianos and other keyboard stringed musical instruments
			38320 Other string musical instruments
			38330 Wind musical instruments (including pipe organs, accordions and brass-wind instruments)
			38340 Musical instruments, the sound of which is produced, or must be amplified, electrically
			38350 Other musical instruments (including percussion instruments, musical boxes and fairground organs), electrically, call horns and other mouth-blown sound signalling instruments
			38360 Parts and accessories of musical instruments, metronomes, tuning forks and pitch pipes
	5920	Sound recording and music publishing activities	32520 Music, printed or in manuscript
			47910 Musical audio discs, tapes or other physical media
			96111 Sound recording services
			96112 Live recording services
			96113 Sound recording originals
			96211 Musical audio downloads
			73320 8 Licensing services for the right to use entertainment, literary or acoustic, originals



Measure the economic dimension

Cultural employment: Using the International Standard Classification of Occupations (ISCO)



THE SOCIAL DIMENSION

Measure the social dimension

Measuring cultural participation

The main challenge is how to assess the social dimension of culture, which often occurs in the informal sector, where no economic transactions take place.

Household and time surveys are a main source of data on cultural participation.

The CFS 2009 suggest conceptualisation of the social model of culture and give general guidance on further statistical development.

What is cultural participation?

»The FCS includes all elements of participation in cultural activity or practices, whether they are through formal employment or attendance at formal (i.e. performance in a theatre or subject to fees) or informal cultural events (community events, family events) not subjects to monetary transactions, or through cultural activities at home«. (FCS2009, p. 44)

FCS distinguish between consumption and participation where participation designates individuals taking part in cultural activities without any kind of fee.

Cultural participation includes

... cultural practices that may involve consumption as well as activities that are undertaken within the community, reflecting quality of life, traditions and beliefs.

Cultural participation is measured

... with regard to community, social group, ethnicity, age and gender. An analysis based on an ethnic group, social group or gender could also be relevant for measuring the diversity of cultural expressions.

Cultural participation

Concepts
ACTIVE BEHAVIOUR PASSIVE BEHAVIOUR

Means that cultural participation comprises both the artist who plays the music and the person who listen to the music.

Cultural participation

A) HOME-BASED PRACTICES

Refers to the amount of time spent on watching TV, listening to music etc.

UNSD has developed a classification system for use with time surveys (ICATUS). Typical instrument used for measuring homebased cultural activities, would be a time survey.

Cultural participation

B) GOING OUT

Includes visits to cultural venues such as cinema, theatre, concerts, museums, monuments and heritage sites.

Cultural participation

C) IDENTITY BUILDING

Refers to amateur cultural practices, membership og cultural associations, popular culture, ethnic culture, community practices and youth culture.

International classification codes

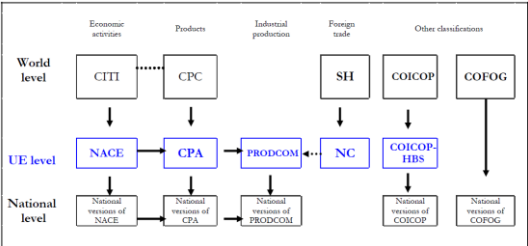
The UNESCO FCS 2009 suggests a number of relevant classification systems when we deal with culture domains and especially dealing with the consumption approach in the area of the economic dimension.

In the next part we will stick to the classification systems proposed by the european statistical system.

International classification codes

- NACE Rev. 2. Statistical Classification of Economic Activities in the European Community.
- CPA. Products classification - specify products and services. DST uses SITC (standard int. trade clas.)
- ISCO. International Standard Classification of Occupation. DST uses DISCO-08 (var of ISCO)

Network of economic nomenclatures



Nomenclatures

Find more in the ESSnet-CULTURE REPORT
beginning at page 433



Heritage, Archives and Libraries

Cultural domain	NACE 2008 Sector	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Contents	Comments
HERITAGE ARCHIVES LIBRARIES	R Arts, entertainment and recreation activities	910	3801	Library and archive activities	<p>This class includes:</p> <ul style="list-style-type: none"> document and information activities of libraries of all kinds, reading lending and touring centres, public libraries providing services to the general public as to a special domain, such as modern, current, rare, rarities as well as operations of permanent archives organization of a collection, whether specialized or full cataloguing collections binding and image of books, maps, periodicals, films, records, tapes, books of art etc. external activities as codes to comply with information aspects etc. stock photo and movie libraries and services 	Blot 1100 <i>Document and design products, except cinema</i>
			3802	Museum activities	<p>This class includes:</p> <ul style="list-style-type: none"> operations of museums of all kinds art museums, museums of prehistory, literature, costume, cinema, otherwise natural history, science and technological museums, historical museums, including railway museums other specialized museums open-air museums 	
			3803	Operation of historical sites and buildings and similar visitor attractions	<p>This class includes: operation and preservation of historical sites and buildings.</p>	

Books and Press 1

Cultural Domain	NAC 2008 Section	NAC 2008 Group	NAC 2008 Class	NACT Class Label	Content	Comments
BOOKS & PRESS	1 Information and Communication	581p	581.1	Book publishing	This class includes the production of publishing of books in print, electronic (CD, electronic displays etc.) or audio on the Internet. Included are: # publishing of books, brochures, indexes and similar publications, including publishing of dictionaries and encyclopedias # publishing of e-books, e-papers and e-mails # publishing of audio books # publishing of e-newsletters etc. on CD-ROM	Rec- 1512 Publishing of documents and making lists. Rec- 1513 Other publishing activities.
			581.2	Publishing of newspapers	This class includes the publishing of newspapers, including advertising newspapers, appearing at least two times a week. Publishing can be done in print or electronic form, including on the Internet.	
			581.3	Publishing of journals and periodicals	This class includes the publishing of periodicals and other journals, appearing less than once a week. Publications can be done in print or electronic form, including on the Internet. Publishing of lists and literature schedules is excluded here.	
			629p	News agency activities	This class includes news agencies and news agency activities forwarding news, pictures and features to the media.	6391 news agency Rec- 16 36 Audio and Press Agency for the - Audiovisual etc. Rec- 6391 Other information agency activities A-6.

Books and Press 2

Cultural domain	NACE 2008 Section	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Content	Comments
	D Wholesale and Retail trade, Repair of motor vehicles and motorcycles	47p	4731p	Retail sale of books in specialised stores	This class includes retail sale of books of all kinds.	Excl. Retail sale of 47.44 Printing, reprograph and 47.45 Games and toys
			4742p	Retail sale of newspapers and stationery in specialised stores	This class also includes: Retail trade services of newspapers and magazines, and also retail sale of office supplies such as pens, pencils, paper etc.	
	M Professional, Scientific and Technical activities	743p	7430p	Translation and interpretation activities	Translation and interpretation activities	Translation and interpretation activities are grouped separately (743) in all cultural domains.

Visual arts 1

Cultural domain	NACE 2008 Section	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Content	Comments
VISUAL ARTS	R Arts, entertainment and recreation services	90p	9003	Artistic creation	This class includes: ➤ activities of individual artists such as sculptors, painters, cartoonists, engravers, etchers etc. ➤ activities of individual writers, for all subjects including fictional writing, technical writing etc. ➤ activities of independent consultants ➤ servicing of works of art such as paintings etc.	Include artists engaged. Exclude museum type institutions. 9003 marginal also covers Books and Press (publishers and journalists).
	M Professional, Scientific and Technical activities	743p	7430p	Photographic activities	This class includes: ➤ commercial and consumer photography production: ▪ portrait photography for passports, schools, weddings etc. ▪ photography for commercials, publishers, fashion, real estate or tourism purposes ▪ aerial photography ▪ videotaping of events: weddings, coverage etc. ➤ film processing: ▪ developing, printing and enlarging from client-taken negatives or raw data ▪ film developing and photo printing laboratories ▪ near home photo shops (not part of retailers stores) ▪ processing of slides ▪ copying and retouching on transparency retouching in connection with photographs ➤ activities of photojournalists.	Film processing activities, prints and films are not cultural activities (C23.1 and 74.20.1), 74.20.1).

Visual arts 2

Cultural domain	NACE 2008 Section	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Content	Comments
		741	7410	Specialised design activities	This class includes: ➤ fashion design related to textiles, wearing apparel, shoes, jewellery, footwear and other textile decoration and other fashion goods as well as other personal or household goods. ➤ industrial design, i.e. creating and developing designs and specifications that optimize the use, value and appearance of products, including the determination of the materials, construction, shape, colour and surface features of the product, taking into consideration human characteristics and needs, safety, market appeal or distribution, use and maintenance ➤ activities of graphic designers ➤ activities of costume designers	

Architecture

Cultural domain	NACE 2008 Section	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Content	Comments
ARCHITECTURE	M Professional, scientific and technical activities	711p	7111	Architectural activities	This class includes: • architectural consulting activities • building design and drafting • town and city planning and landscape architecture	Excl. 7112 Engineering activities and related technical activities

Performing arts

Cultural domain	NACE 2008 Section	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Content	Comments
PERFORMING ARTS	R Arts, entertainment and recreation services	900	9001	Performing arts	This class includes: • production of live theatrical presentations, concerts and opera or dance productions and other stage performances • activities of groups, ensembles or companies, orchestras or bands • activities of individual artists such as actors, dancers, musicians, actresses or operas	NOT separately also income (business premises)
			9002	Support activities to performing arts	This class includes support activities to performing arts the production of live theatrical presentations, concerts and opera or dance productions and other stage performances • activities of directors, producers, stage set designers and builders, scene shifters, lighting engineers etc. This class also includes activities of producers or commentators of arts live events, with or without facilities.	Includes management services for rights related to artists, songs, musical works (CPS 11)
			9003	Operation of arts facilities	This class includes operation of concert and theatre halls and other arts facilities.	

Audiovisual and Multimedia 1

AUDIOVISUAL & MULTIMEDIA	J Information and communication	93	9311	Motion pictures, video and television programme production activities	This class includes: production of motion pictures, videos, television programmes (television) series, documentaries etc.), or television advertisements	
			9312	Motion pictures, video and television programme post-production activities	This class includes post-production activities such as editing, film tape transfer, titling, subtitling, credits, closed captioning, computer-generated graphics, animations and special effects, developing and processing motion picture film, as well as activities of motion picture film laboratories and activities of special laboratories for animated film. This class also includes: activities of stock footage film libraries etc.	
			9313	Motion pictures, video and television programme distribution activities	This class includes: distributing film, video tapes, DVDs and similar productions to motion picture dealers, television networks and retailers, and exhibitors. This class also includes acquiring film, video tape and DVD distribution rights.	
			9314	Motion picture projection activities	This class includes: • activities of motion picture or video tape projection in cinema, in the open air or in other projection facilities • activities of video-theatre	
		932p	9321	Publishing of computer games	This class includes publishing of computer games for all platforms.	Excl. 9329 Other software publishing

Audiovisual and Multimedia 2

851	8520	Sound recording and music publishing activities	<p>This class includes the activities of producers of original (sound, music recordings, such as tapes, CDs, etc.) of editing, processing and distributing sound recordings to wholesalers, retailers or directly to the public. These activities might be integrated or not with the production of music recordings in the same unit. If not, the unit removing these activities has to obtain the reproduction and distribution rights to music recordings.</p> <p>This class also includes sound recording service activities in a studio or otherwise, including the production of taped live and live audio programming.</p>	
601	6020	Radio broadcasting	<p>This class includes:</p> <ul style="list-style-type: none"> activities of broadcasting radio signals through radio transmitting stations and facilities for the transmission of sound programming to the public, to affiliates or to subscribers. <p>This class also includes:</p> <ul style="list-style-type: none"> activities of radio networks, i.e. transmitting and transmitting sound programming to the affiliate or subscribers via over-the-air broadcast, cable or satellite radio broadcasting activities over the Internet (Internet radio stations) data broadcasting integrated with radio broadcasting 	
602	6020	Television programming and broadcasting activities	<p>This class includes the creation of a complete television channel programme, from purchased programme, self-produced (e.g. movies, documentaries etc.), live (e.g. sports), as a continuous format.</p> <p>This complete television programme can be either broadcast by the producing unit or purchased for transmission by a third party broadcaster, such as cable television or satellite television.</p>	

Audiovisual and Multimedia 3

AUDIOVISUAL AND MULTIMEDIA	Q Wholesale and Retail trade. Repair of motor vehicles and motorcycles	476p	4763p	Rental sale of music and video recordings as well as recordings on soundtracks as well as recordings on soundtracks	This class includes: • rental sale of musical records, audio tapes, compact discs and video tapes and DVDs • rental sale of video tapes and DVDs This class also includes rental sale of blank tapes and discs.	
	34 Administrative and support activities	772p	7722p	Renting of video tapes and disks	This class includes: renting of video tapes, records, CDs, DVDs etc.	

Advertising

Cultural domains	NACE 2008 Section	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Content	Comments
ADVERTISING	M Professional, scientific and technical activities	731*	731.1*	Advertising agencies	<p>This class includes the persons of a full range of advertising services i.e., through in-house capabilities or subcontracting, including analysis, creative services, production of advertising material and buying. It includes:</p> <ul style="list-style-type: none"> • creation and delivery of advertising campaigns • creating and placing advertising in newspapers, periodicals, radio, television, the Internet and other media • creating and placing of outdoor advertising, e.g. billboards, panels, posters and facades, "mobile advertising", advertising on vehicles, advertising during television, film, radio and other broadcasts • distribution or delivery of advertising material to retail advertising • creation of stands and other display structures and sites <p>> conducting marketing campaigns and other advertising services aimed at attracting and retaining customers</p> <ul style="list-style-type: none"> • promotion of products • point-of-sale marketing • direct mail advertising 	<p>Only the creation of advertising material and buying of advertising space are covered</p> <p>Direct marketing and direct mailing activities are not covered (731.12/13) are not cultural activities</p>

Training

Cultural domain	NACE 2008 Section	NACE 2008 Group	NACE 2008 Class	NACE Class Label	Content	Comments
TRAINING	P Education	85Sp	8532	Cultural education	<p>This class includes provision of instruction in the arts, drama and music. Clubs giving this type of instruction might be named 'schools', 'studios', 'classes' etc. They provide formally organised instruction, usually the hobby, recreational or self-development program, but such instruction does not lead to a professional diploma, baccalaureate or graduate degree.</p> <p>This class includes:</p> <ul style="list-style-type: none">* piano teachers and other music instruction* art instruction* dance instruction and dance studios* drama schools (except academies)* film arts schools (except academies)* performing arts schools (except academies)* photography schools (except academies)	

European data sources

- Structural Business Statistics (SBS)
- Short Term business Statistics (STS)
- Eurostat's COMEXT
- Labour Force Survey (LFS)
- Households Budget Surveys (HBS)
- Survey on Income and Living Conditions (SILC)
- Time Use Survey (TUS)
- Adult Education Survey (AES)
- Community Survey on Information and Communication
- Technologies (ICT)

Questions?