

# New Directions of EUROSTAT Framework For Culture Statistics

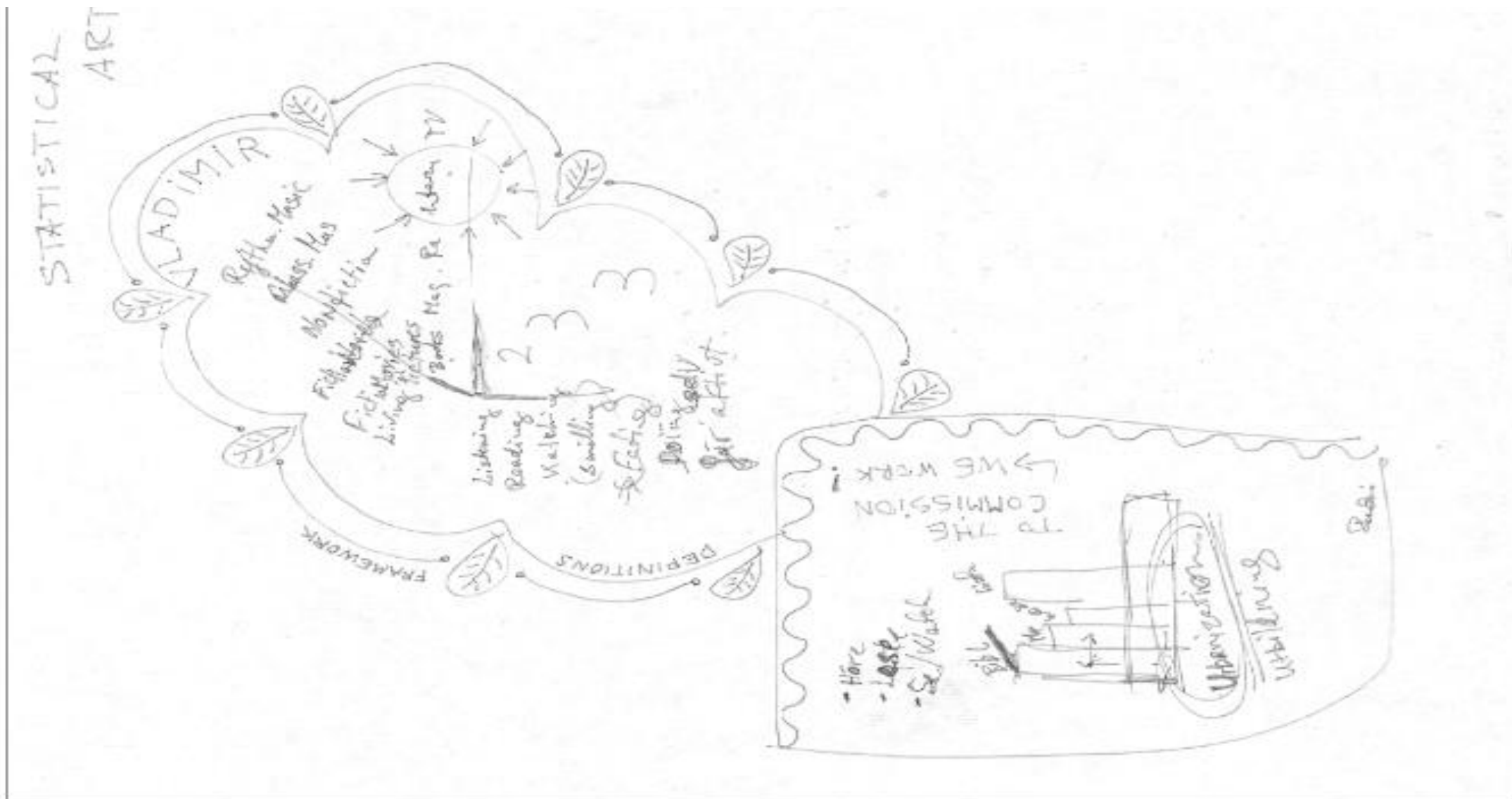
*Culture Statistics 2030*

*26 February 2025*

Eurostat F1 Social indicators:  
methodology and development. Relations with users



# ESS-net 2012 graphical representation of the start



# Summary of the taskforce achievements

## Kick-off

19 June 2023

Agree on method and tools, time-line, expected goals

## Current scope under Nace 2.1

14 September 2023

Correspondence Nace 2 – Nace 2.1 current scope.

## Theoretical framework

21 September 2023

Concepts, definitions, boundaries of the field

## Operational framework

29 February 2024

Domains by functions matrix; cultural and creative sectors

## Thematic sub-group on 'creative sectors'

26 April 2024

Literature review, international approaches, boundaries, relation to culture

## Economic activities

26 June 2024

List of new economic activities (NACE 2.1)

## Definitions and scope + occupations

17 October

Concepts, definitions, new cultural and creative occupations

## Correspondences

22 January 2025

Correspondence of the new framework to all statistical classifications in use (ISCO, CN, COICOP, PRODCOM, EBOPS)

# Good reasons for a framework update

- NACE 2.1: reassess the codes part of the scope
- Evolution of culture; Horizon projects
- Periodical changes in the EU scope, which required adjustment in the framework



# Principles and general provisions

- a. Eurostat framework for culture statistics has the primary objective of presenting the conceptual and methodological guidelines for the compilation of EU official statistics in the area of culture. As such, it is not supposed to provide an exhaustive definition of 'culture' itself, rather it presents the **perimeter of the economic activities** that are included in its scope, for statistical purposes only.
- b. The denomination 'culture statistics' does not necessarily coincide with a restricted set of 'core cultural activities', such as heritage or the arts. It embraces a **wider range of activities** which in the literature and at the international level are commonly referred to with different denominations or labels, such as cultural industries, creative sectors, or other related activities.
- c. Notwithstanding, confusing the scope of cultural statistics with the broad concept of 'creative economy' shall be avoided. For this reason, the general heading of the area will remain 'culture statistics'.
- d. The definition of culture for the statistical purpose elaborated in the context of the taskforce on the update of the framework, can only be of **stipulative** nature, based on the agreement among Eurostat and the EU Member States concerning the cultural or creative content or the functions represented by the selected economic activities.



# Principles and general provisions

- e. The European classification of the economic activities **NACE Rev 2.1** is adopted as the primary reference for defining the activities that are part of the cultural scope. The defined scope is translated into classifications used in other statistical areas via the official correspondence tables.
- f. The framework distinguishes an operational and a theoretical scope. The activities that at the 4-digit level of NACE Rev. 2.1 are recognised as fully cultural or creative, constitute the **operational scope**. Activities that at the 4-digit level of NACE Rev. 2.1 are recognised as partially cultural or creative are part of the **theoretical scope** only (i.e. no statistics are produced by Eurostat). Nevertheless, the task force identified a set of new codes that are recognised as having partial cultural or creative components or functions. Their recognition in the theoretical framework is deemed important, as this will allow a more precise representation of the field in presence of more granular classifications, data available at national level or new estimation methods.
- g. Economic activities with functions that are essential to the existence of the different domains, are recognised to be part of the framework, in spite of not being based on the principle of ‘artistic creation’. These are recognised as **culture or creativity- ‘related activities’**. Printing, reproduction of recorded media, manufacturing of musical instruments, were originally recognised by the ESSnet as ‘culture related activities’ without being included in the operational framework. Differently, the Eurostat 2018 guide reports these activities as part of the statistical scope. This approach to culture and creativity-related activities is confirmed with the revised framework and extended to other activities.



# Culture and creativity-related activities

The ESSnet framework was built around two important characteristics: it affirmed the non-hierarchy of any domain (i.e. one domain is not more central than another) and the **artistic creation** as a core element for the identification of the relevant activities.

‘The representation of this new framework is based on the articulation of sequenced functions that put **artistic creation at the core of the framework**: the creation is in fact the first feature at the root of cultural activities, and even the domain of heritage is no exception because its activities are dependent upon previous creations (p. 28)’. (...) **‘Related activities** are industrial activities that are linked to culture (manufacturing and printing transform a mass reproduction good into a cultural good available for consumption), **without being included in the core framework** on culture for the production of data (p. 72)’.

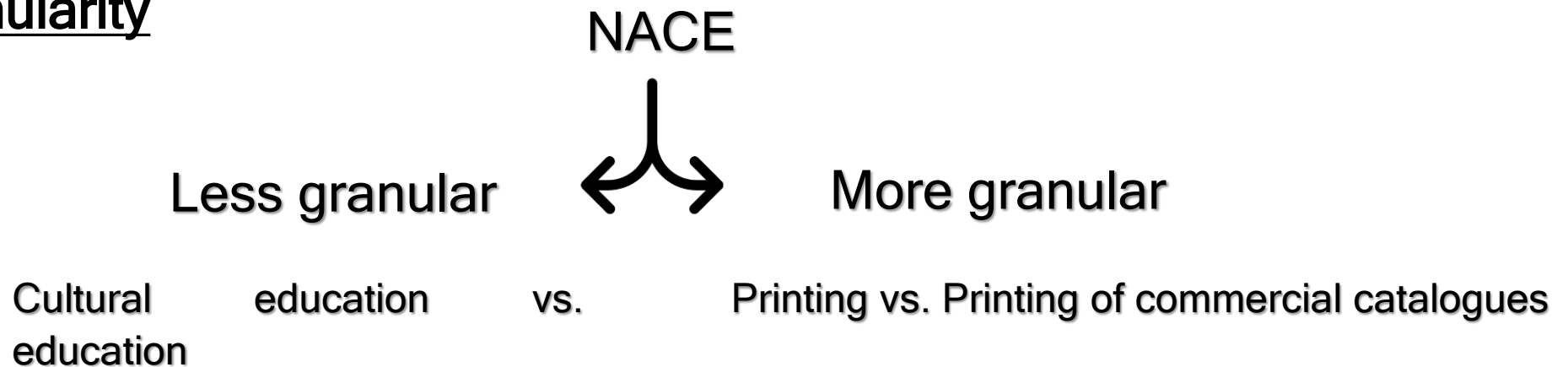
This principle is somewhat questioned. Excluding the culture-related activities from the statistical scope was an effect of considering the creation function as determinant for the cultural activities. By contrast, the updated framework affirms that economic activities that are essential for cultural functions other than creation should also be represented in the scope, with the purpose of a more complete statistical representation of the field

18	Printing and reproduction of recorded media
18.1	Printing and service activities related to printing
18.2	Reproduction of recorded media
32.12	Manufacture of jewellery and related articles
32.2	Manufacture of musical instruments
47.61	Retail sale of books in specialised stores
47.62	Retail sale of newspapers and stationery in specialised stores
47.63	Retail sale of music and video recordings in specialised stores
74.2	Photographic activities
74.3	Translation and interpretation activities
77.22	Renting of video tapes and disks

# Culture statistics beyond NACE

As part of the work of the taskforce, an assessment of the cultural scope across statistical areas was conducted (employment, trade, expenditure, etc.). When translating the statistical **scope from NACE to other classifications**, a full correspondence is not achievable. Therefore, the cultural scope may show differences according to the statistical area. This depends on two main factors.

## 1) Granularity



2) Cultural economic activities with **non-cultural function** (production vs consumption)

E.g. advertising





# Framework update: an empirical exercise

## Digital culture

### 58. Publishing activities

- All the feasible forms of publishing (in print, **digital**, analogue, or any other form) and self-publishing activities are included in this division, except publishing of motion pictures and music.

#### 58.29 Other software publishing

- Development and continuous updating of self-published video games and software are included here.

#### 59.1 Motion picture, video and television programme activities

- production of theatrical and non-theatrical motion pictures, videos or audiovisual works, whether on film, hard drive or other digital storage media, including digital distribution, for direct projection in theatres or **for broadcasting or streaming**

#### 59.1 Motion picture, video and television programme activities

- **production of vlogs**

- **production of video podcasts**

#### 60.10 Radio broadcasting and audio distribution activities

- **on-demand audio streaming and download services by third-party distributors with distribution rights**

- **broadcasting live podcasts**

- radio broadcasting activities over the internet (internet radio stations)

- **radio programme broadcasting and concurrent filming for video broadcast**



# Framework update: an empirical exercise

## Digital culture

### 60.39 Other content distribution activities

- **provision of e-books as streaming or downloading services, not associated with publishing**
- **publishing in blogs**

### 73.11 Activities of advertising agencies

- creating and placing advertising, **planning social media marketing campaigns** in newspapers, periodicals, radio, television, **over the internet** and other media

### 74.2 Photographic activities

- **digitising photographs, uploading video to the cloud**
- **object scanning in 3D**

### 90.11 Literary creation and musical composition activities

- **activities of bloggers whose content is published by a third party**



# Framework update: an empirical exercise

## Digital culture

### 90.12 Visual arts creation activities

- **digital forms of visual arts creation**

### 90.20 Activities of performing arts

- **activities of independent musicians and actors appearing in video and audiovisual content of all kinds**
- **activities of influencers appearing in vlogs**

### 91.11 Library activities

- documentation and information activities of libraries of all kinds (**including digital libraries**)

### 91.12 Archive activities

- **digitisation of archival documents for digital archive collections**

### 91.21 Museum and collection activities

- open-air museums, ecomuseums, **digital and virtual museums**

### 93.29 Amusement and recreation activities n.e.c.

- **technical planning, supply, setting-up and operation of audiovisual equipment and special effects associated with the organisation of non-artistic events**



# Framework update: an empirical exercise

## Cultural occupations

ISCO 08 code	title	2021-2023 (ths, avg)
<b>7323</b>	<b>Print Finishing and Binding Workers</b>	45.8
<b>Definition:</b>	Print finishing and binding workers bind books and other publications, and finish printed products by hand or machine.	
<b>Tasks include:</b>	(a) setting up and supervising the operation of automatic binding and finishing equipment; (b) binding full, half and limp-bound books, and repairing bindings; (c) folding, collating and sewing signatures by machine and hand; (d) operating paper guillotines for pre-press and post-press paper cutting and trimming, and programming electronically operated units; (e) operating systems to insert printed material into newspapers, magazines and envelopes; (f) embellishing printed products automatically and manually; (g) operating photographic and electronic reproduction devices.	
<b>Included occupation S:</b>	Examples of the occupations classified here: - Book binder - Collator operator - Cutter operator - Foil Stamp operator - Folder operator - Gatherer operator - Multibinder operator - Perfect binder operator - Saddle stitch operator - Small machine bindery worker	

ISCO 08 code	title	2021-2023 (ths, avg)
<b>2513</b>	<b>Web and Multimedia Developers*</b>	210.2
<b>Definiton:</b>	Web and multimedia development professionals combine design and technical knowledge to research, analyse, evaluate, design, programme and modify websites and applications that draw together text, graphics, animations, imaging, audio and video displays and other interactive media.	
Distribution by NACE Rev 2 (Top 10 activities, 2021-2023)		
NACE Rev 2	Title	% of ISCO-08 CODE
<b>62.0</b>	Computer programming, consultancy and related activities	48.9
<b>63.1</b>	Data processing, hosting and related activities; web portals	6.2
<b>58.2</b>	Software publishing	5.7
<b>73.1</b>	Advertising	4.2
<b>70.2</b>	Management consultancy activities	2.6
<b>84.1</b>	Administration of the State and the economic and social policy of the community	1.8
<b>64.1</b>	Monetary intermediation	1.5
<b>74.1</b>	Specialised design activities	1.5
<b>47.9</b>	Retail trade not in stores, stalls or markets	1.4
	Not stated	1.1
	Other NACE codes	25.1

# Open matters

- Put in place the statistical process under the new framework
  - Break in time series
  - Communication with users (increase in the figures)
  - Business continuity
- Estimation methods for partially cultural codes
- EU Culture satellite account (CSA)



# Thank you



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