



**unesco**

Institute for Statistics

## **2025 UNESCO FRAMEWORK FOR CULTURAL STATISTICS**

### **Part II: A Classifications Guide**

**(Draft for Consultation)**

## Table of Contents

Introduction.....	p. 3
Chapter I: Role of international classifications to measure the Cultural and Creative Ecosystem (CCE).....	p. 4
Chapter II. Measuring the Cultural and Creative Ecosystem.....	p. 5
A. Cultural and Natural Heritage Sectors.....	p. 6
a. Cultural and Natural Heritage.....	p. 6
b. Cultural Knowledge.....	p. 6
B. Cultural and Creative Industries.....	
a. Performing Arts.....	p. 7
b. Visual Arts.....	p. 9
c. Publishing .....	p. 10
d. Audiovisual .....	p. 12
e. Design.....	p. 13
f. Music.....	p. 15
g. Multimedia.....	p. 16
C. Transversal Ecosystems.....	
a. Culture and Arts Education.....	p. 17
b. Cultural Management.....	p. 18
c. Advertising.....	p. 18
Chapter III. Matrix of cultural categories with international classifications across the value-generation systems model.....	p. 19
1. Industry/sector: ISIC Rev 5	
2. Cultural products: CPC. Rev.3	
3. Cultural employment: ISCO 2008	
4. International trade of cultural goods: HS 2022	
5. International trade of cultural services: EBOPS 2025	
6. Time use in cultural activities: ICATUS 2016	

## Introduction

1. The UNESCO Framework for Cultural Statistics (FCS) stands as a practical statistical tool that facilitates the assessment of socioeconomic impacts within the Cultural and Creative Ecosystem (CCE) using existing data collection instruments. To achieve this objective, the second part of the 2025 FCS has been meticulously crafted to present the international classifications essential for identifying and measuring economic activities, products, occupational roles, trade dynamics, and cultural participation practices.

2. In contrast to the first part of the 2025 FCS, which primarily aims to establish a conceptual foundation for long-term socioeconomic analyses of the CCE, this section has been designed with the understanding that international classifications tend to undergo continuous updates by the responsible organizations for these databases.

3. Therefore, this statistical tool relies on the latest 2024 edition of the International Standard Industrial Classification (ISIC Rev. 5), which better distinguishes cultural and creative activities. Furthermore, this new FCS aligns with the Central Product Classification (CPC Rev. 3), adheres to the Harmonised System (HS) 2022 and Extended Balance of Payments (EBOPS) 2025 standards, and follows the International Classification of Activities for Time-Use Statistics (ICATUS) 2016 classification and the International Standard Classification of Occupations (ISCO) 2008. This document is intended to be updated more regularly according to the review of international classifications. It is expected to undergo further enrichment once the updating process for the International Standard Classification of Occupations (ISCO) is complete in 2028 and HS 2026.

4. Each classification is presented in correlation with the three main units of the Cultural and Creative Ecosystems identified in the first section of this FCS as objects of socioeconomic analysis: (i) Cultural and Natural Heritage Sectors; (ii) Cultural and Creative Industries; and (iii) Transversal Sectors.

## Chapter I: Role Of International Classifications to Measure the Culture and Creative Ecosystem

5. The 2009 UNESCO FCS included a detailed chapter presenting international classifications available to identify and measure cultural activities, products, occupations, trade, and time use, emphasizing their particularities and limitations in the implementation of cultural statistics.

6. This new version of the Framework for Cultural Statistics follows the principles set forth in 2009 for determining codes related to each sector based on the most recent international classifications:

**7. (i) The International Standard Classification of Productive Activities, Revision 5 (ISIC Rev. 5)**, aims to present a set of activity categories for classifying entities within the CCE based on their economic activities (UNSD, 2008). Revision 5 introduces new classes for the cultural and creative sectors, as proposed in the first part of this FCS, with the aim of facilitating more detailed economic analysis using existing industrial data. For more details, please refer to paragraph 10.

8. However, ISIC does not differentiate between formal and informal production, legal and illegal production, or market and non-market activities, which often manifest as non-market services.

**9. ii) Central Product Classification Revision 3 (CPC Rev. 3)**: The CPC closely aligns with ISIC by categorizing goods or services into categories typically produced by a single industry as defined in ISIC. While CPC is not widely used at the national level beyond five digits, it offers a detailed description of cultural and creative goods and services.

**10. (iii) The Harmonised System of Product Classification 2022 (HS 2022)** classifies goods by assigning a single code to each item traded internationally according to customs procedures. It undergoes updates every 5 years.

11. Measuring international trade for certain cultural and economic sectors poses challenges, as HS classifies goods based on their observable physical characteristics rather than their national content status, cultural value, or similar criteria. It captures only declared physical goods crossing borders. The digitization of the economy has shifted some physical movements of cultural goods, such as DVDs, into immaterial transactions better measured by trade in services.

12. UIS has been using these data for many analyses on assessing the trends in international trade of cultural goods and services. For further information, check paragraphs 3.30 to 3.36.

**13. (iv) Extended Balance of Payments (EBOPS 2025).** Following the Balance of Payments framework, EBOPS provides further disaggregation to measure the international trade of services. As both BPM7 and the *Manual on Statistics of International Trade in Services* are under review and should be finalized around the same time as the 2025 FCS, provisional cultural codes are presented in their most recent version to be adopted by the UN Statistical Commission in 2025 or 2026.

14. Measuring trade in cultural services should be a priority for most countries with the dematerialization of the system of cultural production.

**15. (v) The International Standard Classification of Occupations 2008 (ISCO 08)** is used for reporting data on occupations<sup>1</sup> for international reporting and comparison purposes. It is also adapted at the national level and offers a further level of aggregation, allowing a better representation of the reality of the employment scope in a given country.

16. While ISCO 2008 proposes new cultural occupation codes, several cultural occupations with low numbers of practitioners are not distinguished as separate codes in the classification. Nevertheless, ISCO remains an adequate tool to measure cultural employment for comparability purposes, following the methodology proposed in paragraphs 3.9 to 3.16.

**17. (vi) International Classification of Activities for Time Use Statistics 2016 (ICATUS 2016):** ICATUS classifies all activities in which a person may engage during the 24 hours of a day. Its purpose is to provide a standard framework for time-use statistics based on activities grouped meaningfully. It offers standardized concepts and definitions for systematically disseminating internationally comparable time-use statistics, regardless of the data collection instruments used (UN, 2016). While the 2005 ICATUS was detailed, with up to six digits, the 2016 version is limited to three digits. Consequently, several cultural activities were merged, making it more challenging to accurately assess the contribution of each cultural and creative category.

---

<sup>1</sup> According to the International Labour Organization, an occupation corresponds to the set of jobs whose main tasks and duties are characterized by a high degree of similarity. A person may be associated with an occupation through their main job currently held, a second job, a future job, or a job previously held.

## Chapter II. Measuring the Cultural and Creative Ecosystem

18. This chapter meticulously delineates the codes associated with the CCE. The ISIC and CPC classifications are presented in correlation with the three main units of the Cultural and Creative Ecosystems identified in the first section of this FCS as objects of socioeconomic analysis: (i) Cultural and Natural Heritage Sectors; (ii) Cultural and Creative Industries; and (iii) Transversal Sectors.

### A. Cultural and Natural Heritage Sectors

19. In adherence to these foundational principles, efforts have been made to identify productive activities, goods and services, occupations, and cultural participation practices associated with both the Cultural and Natural Heritage sectors, as well as the Cultural Knowledge sector, whenever feasible. This endeavour is particularly significant given the challenges associated with embracing multiple safeguarding processes, including but not limited to documentation, preservation, and transmission systems for a diverse spectrum of tangible, intangible, and natural assets as productive activities. Detailed tables proposing the identification of the cultural and creative sectors by each classification are presented in Chapter III.

#### a. Cultural and Natural Heritage

20. The ISIC Rev. 5 has already delineated several codes feasible for the assessment and measurement of this unique sector. These codes include: 9112 for archive activities; 9121 for museum and collection activities; 9122 for historical site and monument activities; 9130 for conservation, restoration, and other support activities for cultural heritage; 9111 for library activities; 9141 for botanical and zoological garden activities; and 9142 for nature reserve activities.

21. This classification encompasses a broad spectrum of endeavours crucial for safeguarding cultural and natural heritage, from organizing historical documents and curating museum collections to conserving significant landmarks and managing nature reserves. These ISIC codes, along with the CPC codes, have been crucial for understanding the economic effects of cultural and natural heritage.

#### b. Cultural Knowledge

22. Undoubtedly, this sector within the cultural and creative ecosystem boasts the highest correlation of codes, owing to its capacity to evaluate the production of artisanal pieces crafted from a wide variety of materials. Throughout the world, social groups and communities employ a diverse array of techniques to transmit their traditional knowledge. Fortunately, the ISIC codes, along with their corresponding CPC counterparts, adequately capture several of their craft

activities. Spanning from the manufacturing of knitted and crocheted fabrics to carpets, wood products, porcelain and ceramic production, textiles, and jewellery, the international classification encourages at least the promotion of craft activities, as can be seen in Matrix N. 2 in the following chapter. Nevertheless, the classification does not allow to differentiate between handmade and industrial craft.

## **B. Cultural and Creative Industries**

23. Rather than simply listing codes for each Cultural and Creative Industry, this document employs a pragmatic approach, focusing on value-generation systems uniquely defined for this unit of observation. The section provides a concise overview, illustrating the translation of ISIC activity codes into cultural and creative products (CPC codes) within these systems.

24. This methodological approach, based on value-generation systems, is designed to enhance the understanding of cultural processes. For each CCI sector, the chapter presents a general representation of sectorial value-generation systems, serving as an illustrative model to be adapted in the development of national statistical frameworks, reflecting local specificities.

### **a. Performing Arts Value-Generation Model**

25. The creation, dissemination, and consumption of theatrical performances, dance, and opera involve intricate relationships between public and private entities, which delineate the systems as presented in general terms in Diagram 1 for this sector.

26. In the creative process, activities in Performing Arts, categorized under the ISIC code 9020, involve playwrights, dramaturges, performing artists, composers, songwriters, conductors, stand-up comedians, magicians, illusionists, and writers collaborating to conceptualize the performance. Simultaneously, artistic directors and their support teams, including costume designers, lighting directors, and makeup artists, contribute to enriching the creation process under the ISIC code 9039, which encompasses other support activities for arts creation and performing arts.

27. The conceptual art activities undertaken by cultural management agents are identified by the code 9013 as 'Other arts creation activities.'

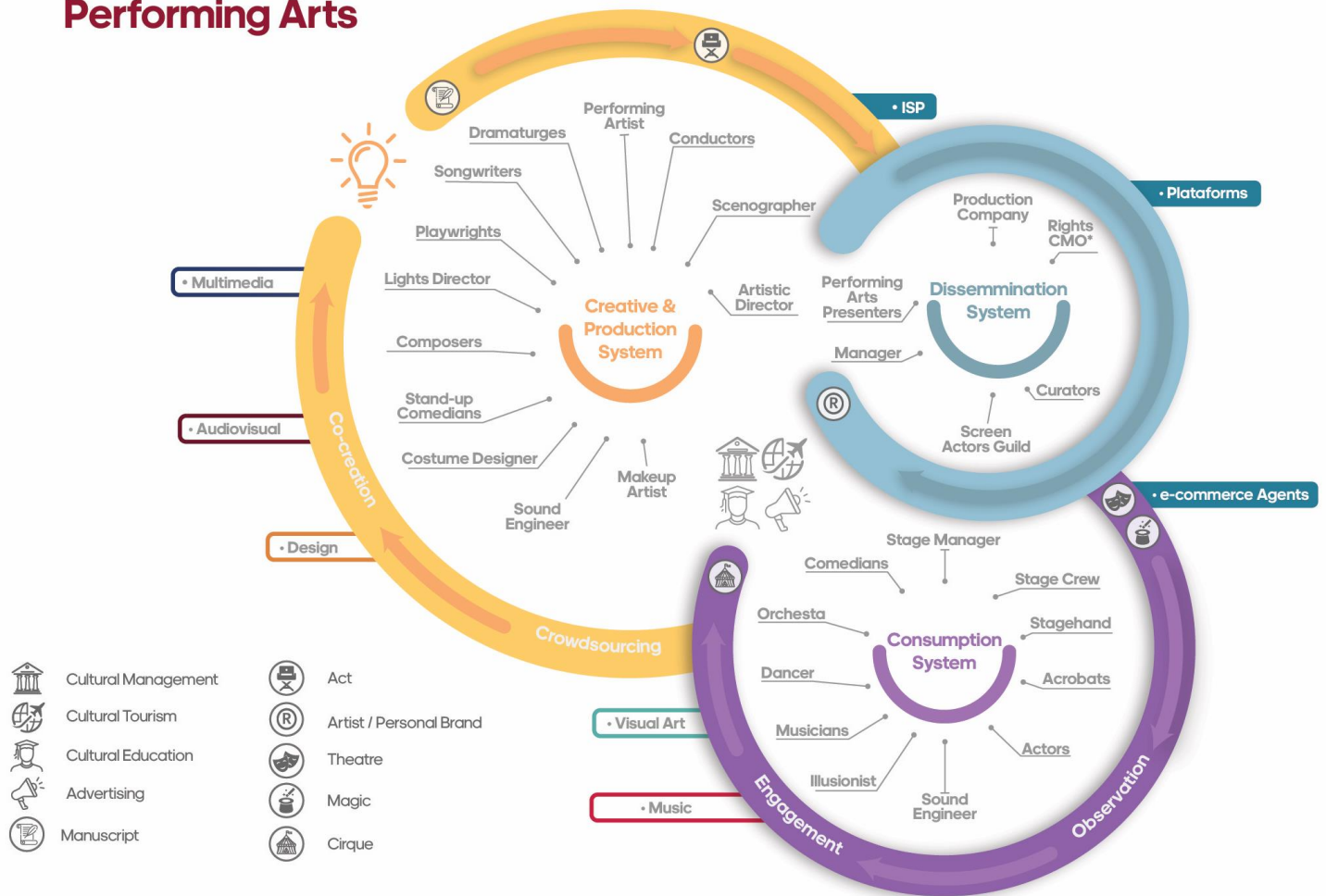
28. Once the script is finalized, production companies undertake the responsibility of translating the performance project into a clear plan for live streaming services or live presentations at venues. Securing the success of each production involves acquiring the necessary copyrights and engaging specialized production managers, curators, and performing arts presenters. Additionally, in some cases, original performance concepts are adapted into merchandise, providing an additional revenue stream, such as the production of clothes and posters.

29. A notable aspect of this value-generation model is the recognition within ISIC code 9020 of the multifaceted roles played by creative agents in both conceptualizing and executing the performance in the consumption system. This includes acrobats, actors, musicians, dancers, orchestras, comedians, and magicians, who contribute to the initial stage and bring the performance to life.

30. Conversely, ISIC code 9031, which pertains to the operation of arts facilities and sites, directly acknowledges the contributions of stage crew, stage managers, stagehands, and sound engineers in this system.

**Diagram 1. Value-Generation Model for the Performing Arts**

## Performing Arts





## **b. Visual Arts Value-Generation Model**

31. The Visual Arts systems possess a notable characteristic: while the creation and production system focus on valuing contemporary art, the dissemination system involves an extensive and specialized network of public and private CCI entities and agents responsible for promoting historical artworks.

32. This feature directly acknowledges the inherent difficulty in quantifying the economic value of historical artworks. As a result, the scope of the estimation of Visual Arts Creation Activities, identified with the ISIC code 9012, refers exclusively to the creation and production of contemporary artworks brought to life by artists, photographers, and illustrators in a diverse range of physical and digital formats, including the emerging trend of Non-Fungible Tokens (NFTs), as presented in Diagram 2.

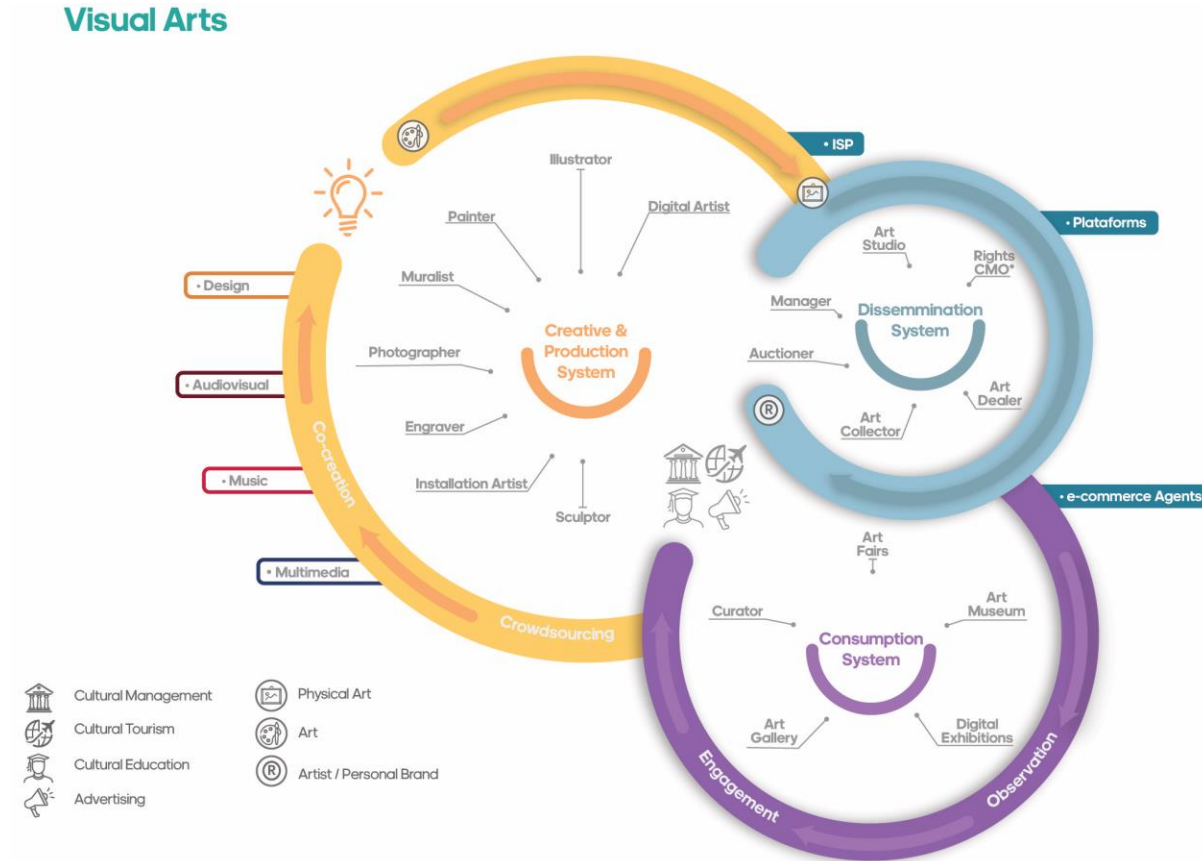
33. This sector also recognizes photographic activities delineated by the ISIC code 7420, which are linked to a broad range of cultural products. These activities encompass a wide array of processes involving photographic plates, film, paper, paperboard, and textiles exposed but not developed (CPC 38941 code), portrait photography services (CPC 83811 code), and restoration and retouching services of photography (CPC 83815 code), among others. This demonstrates the diversity of services provided by visual artists and the strong correlations they can establish with both cultural and non-cultural sectors.

34. In the dissemination process, value generation is driven by a network of stakeholders dedicated to enhancing access to both historical and contemporary expressions. This network includes various entities such as art studios, management organizations, dealers, auctioneers, and collectors. These entities operate within intricate and often asymmetrical relationships to facilitate the commercialization of artworks. Notably, among these stakeholders, art galleries play a significant role and are recognized within international activity classifications. Specifically, the ISIC code 4769 denotes the retail sale of cultural and recreational goods, n.e.c., explicitly including galleries in its notes.

35. The processes of value generation are finalized when artworks are acquired by collectors for personal enjoyment or investment. However, this often involves intermediary entities such as curators, museums, art fairs, and digital platforms like Pinterest, especially in the digital environment.

36. As elucidated in the description of this sector, the trend of transforming artwork into artists' personal brands and merchandise products has grown and profoundly transformed the market. This strategic approach has also been adopted by art museums and galleries to reproduce historical artworks into non-cultural products, and by some visual artists to increase their incomes.

**Diagram 2. Value-Generation Model for the Visual Arts**



**c. Publishing Value-Generation Model**

37. The publishing value generation system is highly dependent on services provided by other cultural and creative sectors, as well as industries outside of the CCE.

38. As presented in Diagram 3, the creation and production system is led by writers and journalists responsible for research, conducting interviews, drafting, and editing activities (identified by ISIC code 9011). This system also requires the key participation of graphic designers, illustrators, and, in most cases, photographers. Their services are essential for bringing books, newspapers, or magazines to life.

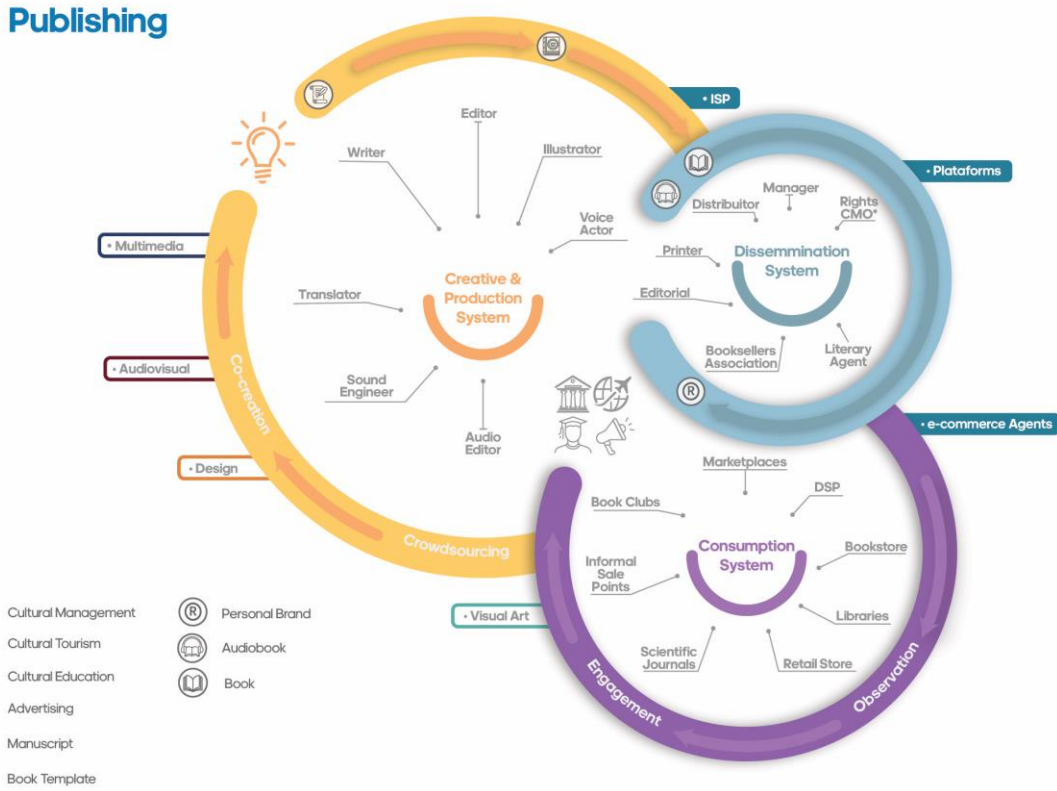
39. In audiobook production, dependency on external agents increases due to the importance of sound engineers and audio editors from the music sector, as well as voice actors from the audiovisual sector. However, the contributions of these support agents to the publishing systems are not included in any economic activity related to this sector. ISIC codes 5811, 5812, and 5813, which relate to publishing books, newspapers, journals, and periodicals, exclusively recognize the role played by editors.

40. The publishing sector's dependence on external stakeholders for dissemination activities has significantly increased, particularly for e-books and online periodical publications. For instance, marketing and communications strategies such as organizing book launches, author signings, social media campaigns, and communication plans for book fairs are fundamental. To acknowledge these special initiatives, typically part of news agency activities, ISIC code 6031 has been introduced as crucial to making their contribution to value-generation systems visible.

41. Similar correlations exist between the CCI responsible for producing publishing content and the advertising sector, especially crucial in the digital environment where periodical publications depend largely on advertising revenue, making interaction with these ecosystems essential.

42. The publishing consumption system has been deeply transformed by the emergence of the digital environment. Today, this system is distinguished by an extensive, asymmetric, and complex network of bookstores, online retailers, and platforms responsible for retailing books, newspapers, stationery, and office supplies, identified with ISIC code 4761. In contrast to the classic approach, that incorporates libraries into the publishing sector (as explained in paragraph 2.40), while these entities still play a crucial role in facilitating access to books, newspapers, and magazines, their activities now more appropriately belong to the cultural and natural heritage sectors.

**Diagram 3. Value-Generation Model for the Publishing**



#### **d. Audiovisual Value-Generation Model**

43. The systems of creation and production, dissemination, and consumption regarding movies, videos, series, or television programs are characterized by shared human and technical resources, networks, and equipment, as illustrated in Diagram 4. However, an exception within this sectorial value generation system lies in the processes involved in producing radio content.

44. The script, the initial product in this value-generation model, undergoes several processes before becoming the final audiovisual content. From the script, synopsis, and storyboard to the technical script, a vast network of art directors, music supervisors, music directors, audio directors, and lighting specialists collaborates to bring the audiovisual content to life. The activities involved in transforming the script into raw material fall under activity 5911, encompassing motion picture, video, and television program production activities.

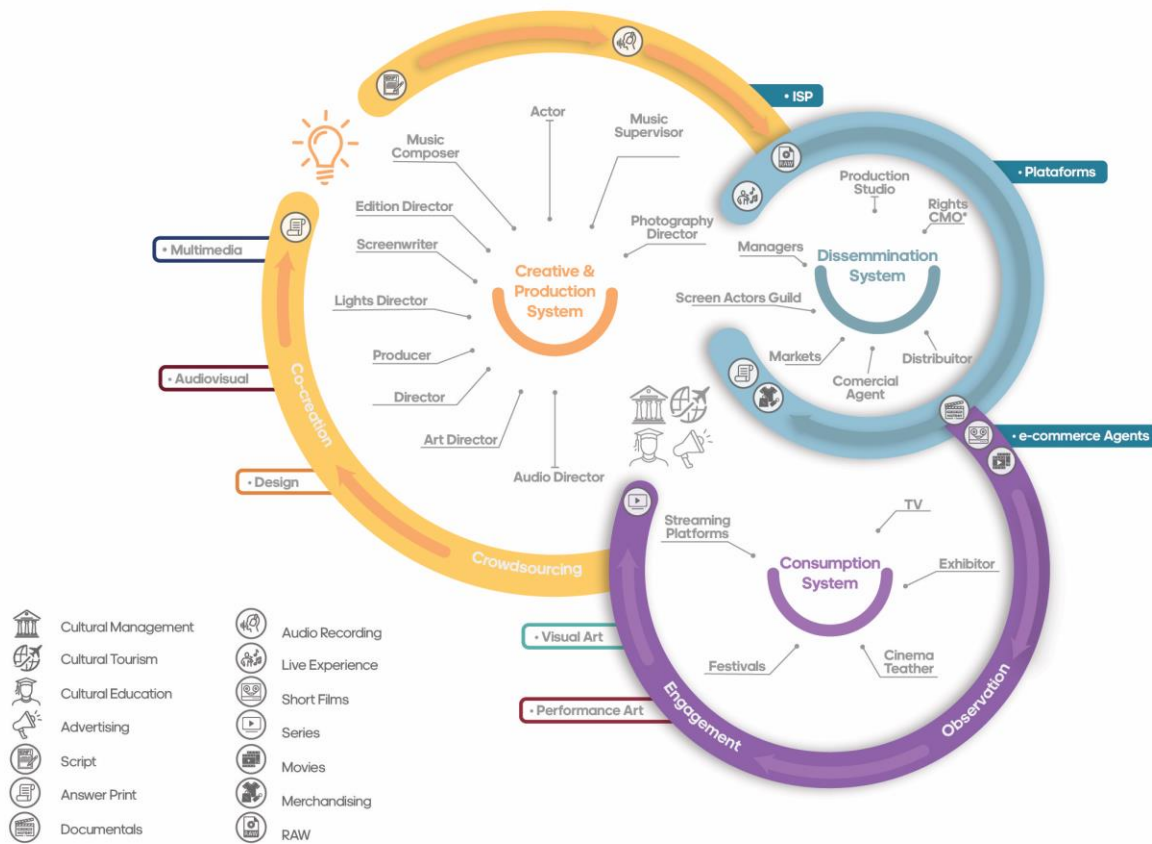
45. Once the raw material is created, music composers and the editing director lead the development of activity 5912, covering motion picture, video, and television program post-production activities. This includes editing, titling, subtitling, closed captioning, producing graphics, animation, special effects, film/tape transfers, motion picture film laboratories, and activities in special laboratories for animated films. The output generated by the creation and production system is the answer print or streaming media content, specifically designed for the digital environment.

46. The provision and commercialization of this answer print become the central focus of the dissemination system. These processes negotiate the distribution of movies to cinemas, television networks, and online platforms, facilitated through activities 5913 (Motion Picture, Video, and Television Programme Distribution Activities) and 5914 (Motion Picture Projection Activities). In the case of radio content, radio stations play a crucial role in performing Radio Broadcasting and Audio Distribution Activities, identified with the ISIC code 6010. Additionally, to ensure the success of audiovisual content, the cultural and creative industries are supported by activity 6031, led by news agency services for audiovisual media.

47. In the consumption system, agents cooperate to promote activity 6020, covering television programming, broadcasting, and Broadcasting and Video Distribution Activities.

**Diagram 4. Value-Generation Model for the Audiovisual**

**Audiovisual**



**e. Design Value-Generation Model**

48. In contrast to other sectors of the CCE, the design sector does not generate products directly consumed by audiences, as detailed in paragraph 2.95. Instead, it creates prototypes, also known as sketches, that transform into renders, models, or plans, as depicted in Diagram 5.

49. Consequently, the contributions of graphic designers, fashion designers, industrial designers, interior designers, advertising experts, and architects to this unique value-generation model are limited to the initial system. These roles fall under ISIC codes 7410, covering specialized design activities, and 7110, referring to architectural, engineering, and related technical consultancy activities.

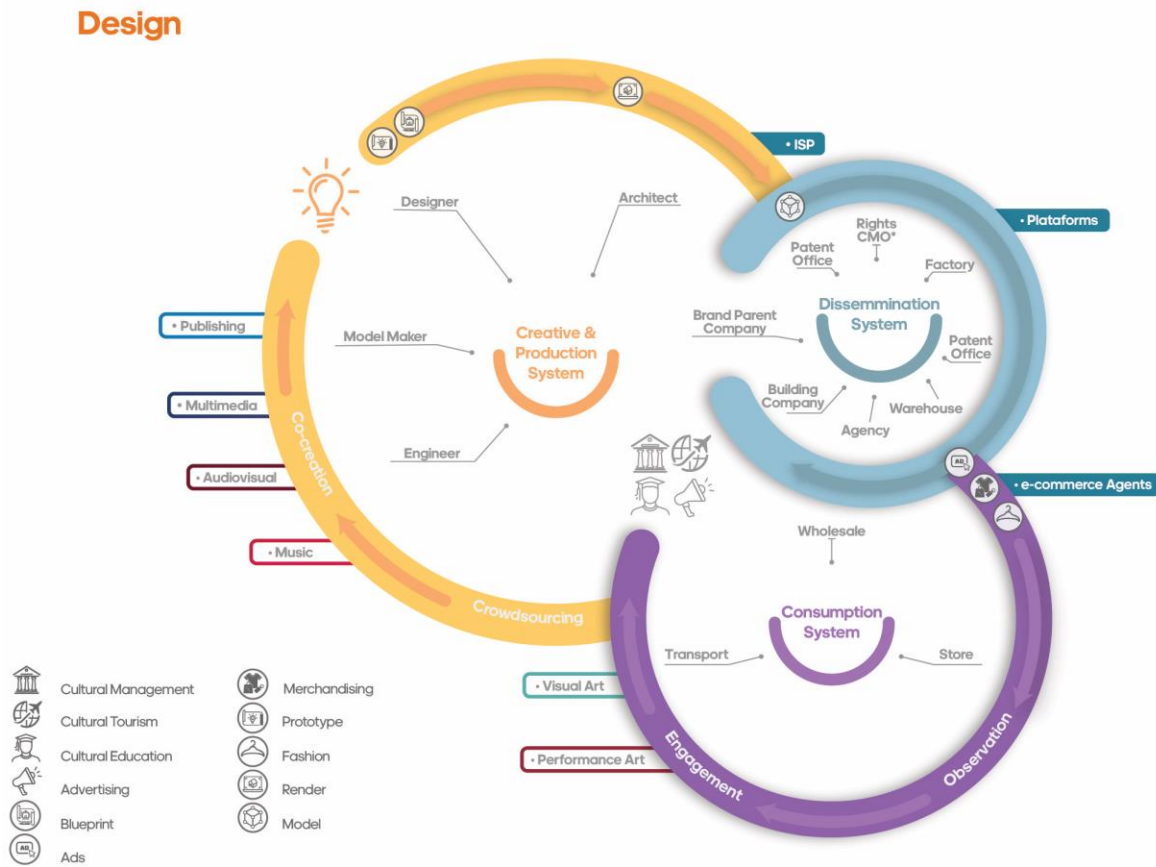
50. To ensure the dissemination of these products, the CCI relies on reinforcing national copyright laws to safeguard their creations. In specific cases, they may seek assistance from

national intellectual property offices if their designs benefit from trademarks or other forms of intellectual property protection. Under these circumstances, design products attain the status of design originals, identified by CPC code 83920, for the creation of advertising products by marketing agencies.

51. Design products may also include plans and drawings for architectural, engineering, industrial, commercial, topographical, or similar purposes, classified under CPC code 32550, for use by building companies. Other classifications encompass historical restoration architectural services (CPC 83214), landscape architectural advisory services (CPC 83231), and landscape architectural services (CPC 83232).

52. In contrast to other cultural sectors, the consumption system does not feature leadership by central agents of the CCE. The transformation of design products into final economic activities, such as merchandising, fashion, or advertising, involves an extensive network of agents participating in the consumption system.

**Diagram 5. Value-Generation Model for the Design Sector**



## **f. Music Value-Generation Model**

53. This new FCS decided to separate the 2009 domains of performance and music because, even though the systems of creation and production, dissemination, and consumption of both artistic expressions share some common resources, a detailed observation of their value generation processes revealed significant differences in terms of technical resources, networks, dissemination channels, and especially their markets.

54. For instance, musical composition, recognized by ISIC code 9011, generates the original output of this value-generation system, as shown in Diagram 6. Before becoming a masterpiece, compositions undergo conversion into audio recordings involving interpreters, instrumentalists, and music producers. These producers coordinate and direct the contributions of mix engineers, master engineers, and music arrangers to ensure the technical quality of the final product. Their activities fall under ISIC code 5920, which pertains to sound recording.

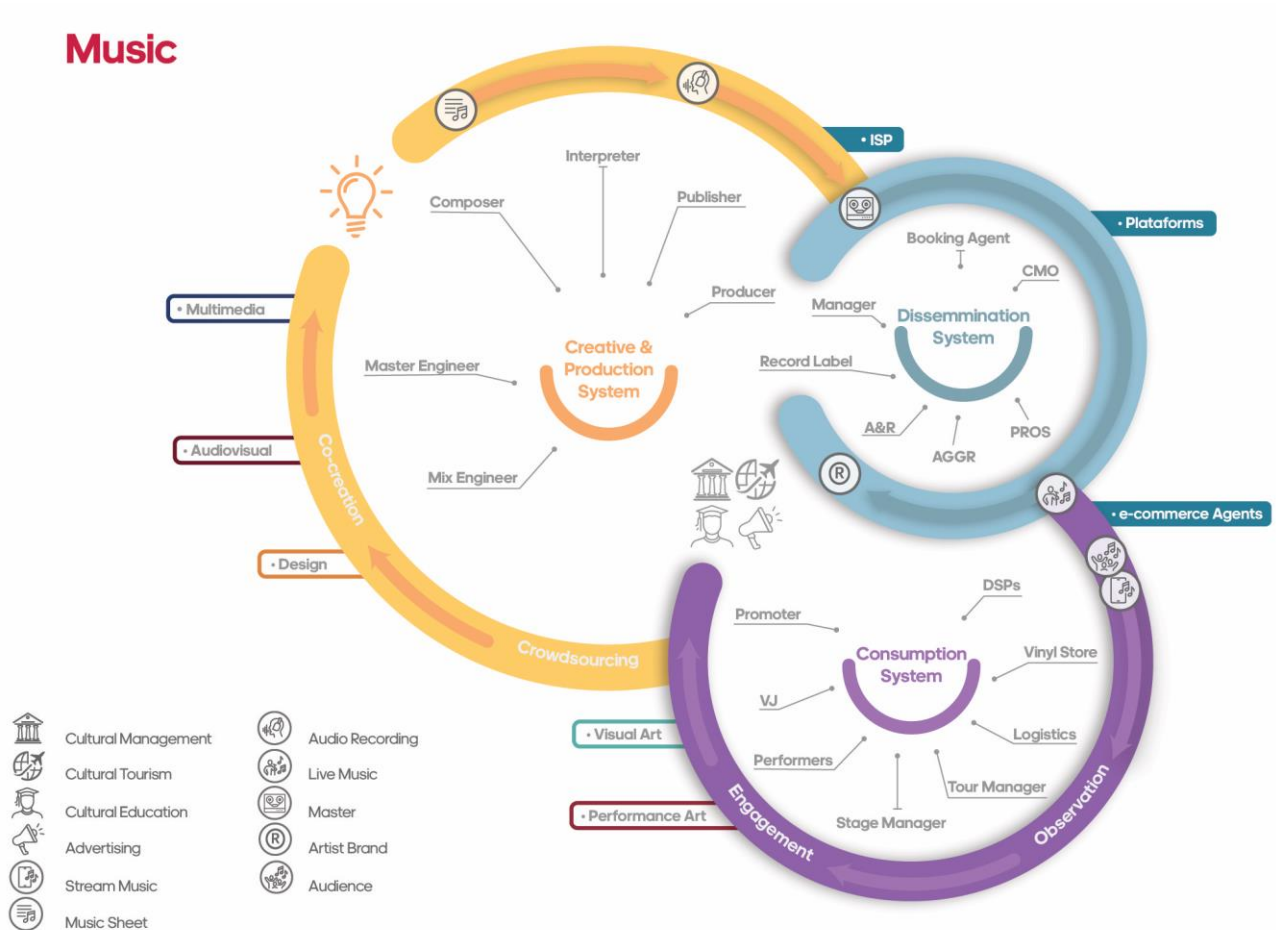
55. In this distinct sector, the ISIC classification recognizes activities related to the manufacturing of musical instruments under ISIC code 3220, encompassing the production of pianos, accordions, brass instruments, various strings, wind instruments, and traditional instruments.

56. As highlighted earlier in this FCS, dissemination processes within the music sector have evolved significantly. From perforated rolls and vinyl records to compact discs and now to cloud-based services, publishing agencies play a crucial role in facilitating music's entry into the recording and broadcasting industries. Record companies transform master recordings into CDs or make them available for public download from websites on the Internet. Performers, music producers, publishing agencies, and record labels operate under ISIC code 5920, which also covers music publishing activities.

57. In the consumption system, value generation processes are driven by numerous agents interacting to develop activity 1820 (reproduction of recorded media), ensuring the reproduction of recorded media, including broadcasting activities or public communication. Within the live music sector, as demonstrated in the Music Value-Generation model, various roles such as tour managers, stage managers, sound engineers, logistics coordinators, promoters, lighting engineers, and VJs are involved. For live music performances, the entertainment sector provides services related to facility operation and service provision to meet audiences' cultural and entertainment interests, recognized under activity 9031, operation of arts facilities and sites. This encompasses all the intricate elements of live performance management and logistics, ensuring flawless execution of live events catering to the cultural and entertainment needs of the audience.

58. Furthermore, the music sector supports the production of other forms of cultural and creative content, such as licensing rights for films, advertising, and video games, as well as employing photographers, designers, and marketing experts.

Diagram 6. Value-Generation Model for the Music Sector



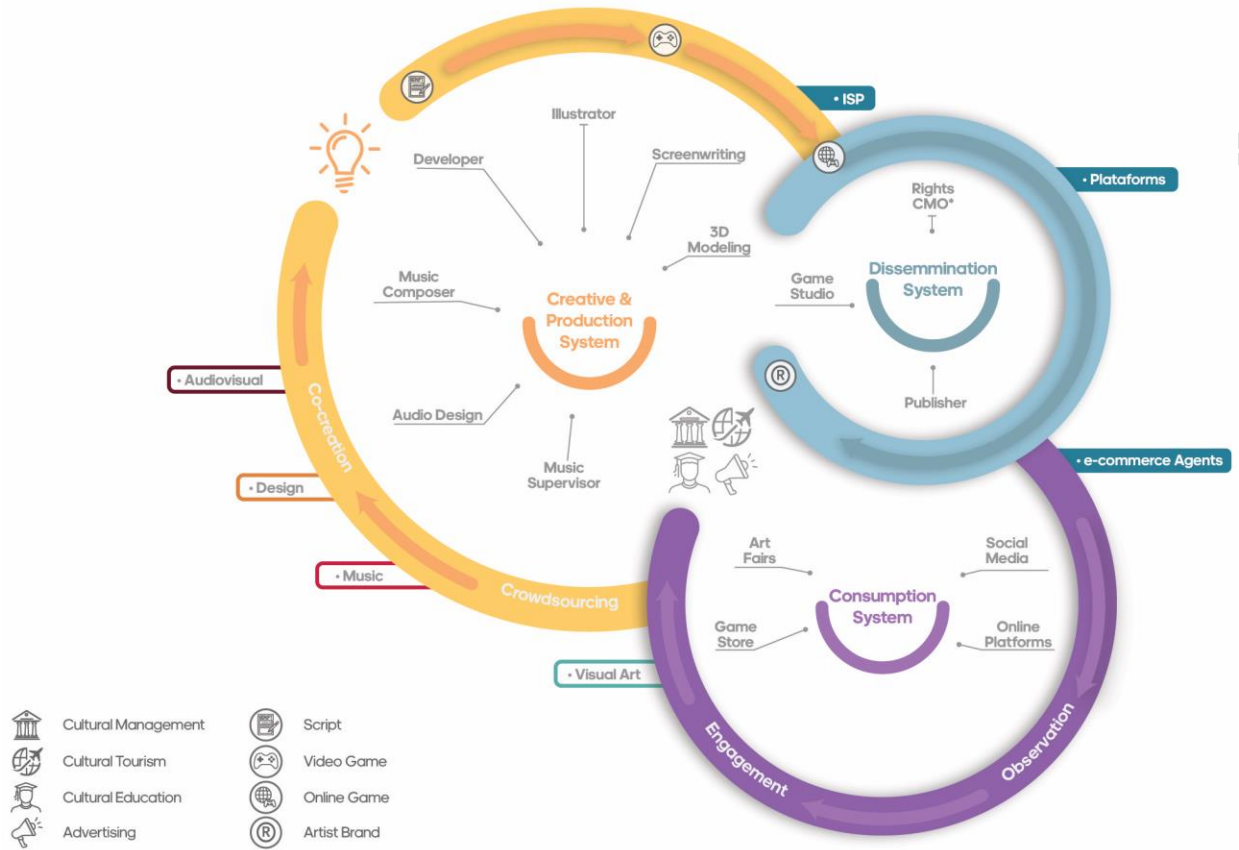
**g. Multimedia**

59. In contrast to previous cultural and creative sectors, establishing a standard value generation system for the multimedia sector is not feasible. Blogs, wikis, video games, and social networks exhibit diverse agents, structures, and dynamics of value generation, rendering a unified model unrealistic at this stage. Consequently, Diagram 7 represents the model exclusively for the video games segment, emphasizing its correlations with other ICC sectors and unique characteristics.



Diagram 7. Value-Generation Model for the Videogames Segment

## Videogames



### C. Transversal Sectors

60. This chapter presents a brief explanation of the productive activities linked to the transversal subsector of the Cultural and Creative Ecosystem: cultural education, cultural management, and advertising.

#### a. Cultural and Arts Education

61. When using education as a unit of analysis, it is recommended that countries use the International Standard Classification of Education ISCED2011 (UNESCO-UIS, 2006d) during data collection or map the data to the ISCED2011 classification system during data processing in order to allow for international comparability. Countries should also use the classification structure for the fields of education in ISCED 2011. In addition, the activity 8552, Cultural Education, should be measured to represent the economic contributions of this transversal sector.

## **b. Cultural Management**

62. These activities are closely linked to research and development services in the arts, encompassing the arts, history of arts, performing arts, and music, as characterized by ISIC code 81221.

63. Cultural management underscores the importance of intellectual collective management organizations, as reflected in the inclusion of ISIC code 7491, which includes activities related to collective management agencies such as - management services for copyrights and their revenues; - management services for rights to industrial property (patents, licences, trademarks, franchises etc.) and - activities of collective rights management organisations. Moreover, this transversal sector incorporates the activities of other membership organizations, e.g., to spotlight exclusively the services offered by cultural and recreational associations. As a result, this code requires partial consideration. Finally, thanks to the recent update of ISIC Rev 5, the FCS now encompasses translation and interpretation activities, labelled with code 7430.

## **c. Advertising**

64. The advertising sector operates through complex processes consisting of distinct yet interconnected activities aimed at effectively promoting products, services, and ideas. Central to this transversal sector are the activities classified under code 7310, which encompass the fundamental processes involved in conceiving, planning, and structuring campaigns in both digital and physical environments. These activities typically include market research, creative development, media planning, and the sale of advertising space in print media, TV, radio, and on the internet. Furthermore, the advertising sector includes a variety of marketing research services and public opinion polling services, captured by ISIC code 7320.

### **Chapter III. Matrix of Cultural Categories with International Classifications across the Value-Generation Model**

65. The chapter includes six detailed matrices intended to clarify the ISIC Rev. 5, CPC 3, ISCO 08, HS 2022, EBOPS 2025, and ICATUS 2016 codes related to the CCE.

66. The initial matrix labelled "Cultural Productive Activities for the Cultural and Creative Ecosystem," details the ISIC classification by sector and systems of the value-generation model, and the matrix corresponds to the productive activities linked to the Cultural and Creative Industries. In addition, this matrix includes a reference to the ISIC classifications for the Cultural and Natural Heritage Sectors.

67. The second matrix, denoted as "Productive Activities and Products for the Cultural and Creative Ecosystems, according to the ISIC and CPC Classifications," meticulously outlines the activity codes alongside their alignment with goods and services codes.

68. The subsequent matrix, "Cultural Occupations for the Cultural and Creative Ecosystem," presents an exhaustive list illustrating the intricate network of stakeholders pivotal for generating socioeconomic value. Highlighting the recognition accorded to all cultural practitioners by the ISCO 2008 classification, this matrix adopts a sectoral approach in its organization by cultural and creative sectors.

69. The fourth matrix serves as a detailed list of cultural and creative goods according to HS 2022, while the fifth matrix lists the codes related to cultural services according to EBOPS 2025. Its aim is to reinforce endeavours aimed at quantifying international trade in cultural goods and services by the cultural and creative sectors.

70. Lastly, the final matrix elucidates the ICATUS codes, providing guidance for statistical operations aimed at analyzing cultural participation. This listing, in alignment with the framework herein, follows a sectoral perspective.

**Matrix 1. Cultural Productive Activities for the Cultural and Creative Ecosystem**

	Sector	Productive Activities	
CULTURAL AND NATURAL HERITAGE SECTOR	Cultural and Natural Heritage	9111	Library activities
		9112	Archives activities
		9121	Museum and collection activities
		9122	Historical site and monument activities
		9130	Conservation, restoration and other support activities for cultural heritage
		9141	Botanical and zoological garden activities
		9142	Nature reserve activities
	Cultural knowledge	1391	Manufacture of knitted and crocheted fabrics
		1393	Manufacture of carpets and rugs
		1629	Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials
		2310	Manufacture of glass and glass products
		2393	Manufacture of other porcelain and ceramic products
		3211	Manufacture of jewellery and related articles
		3212	Manufacture of imitation jewellery and related articles
		7430	Translation and interpretation activities NA (new class in ISIC Rev. 5)
		8230	Organization of conventions and trade shows (P) includes only: seminars, symposiums and workshops-farm markets and craft fairs - country festivals

Value-Generation Systems							
Cultural-Creative Sectors		Creation/Production		Dissemination		Consumption	
CULTURAL AND NATURAL HERITAGE SECTOR	Performing Arts	9013	Other arts creation activities			9031	Operation of arts facilities and sites
		9020	Activities of performing arts (P). To exclude: activities of photo models and activities of influencers.				
		9039	Other support activities to arts				

			creation and performing arts				
	Visual Arts	9012	Visual arts creation activities	4769	Retail sale of cultural and recreational goods n.e.c. (P) Include only Galleries		
		7420	Photographic activities (P)				
	Publishing	5811	Publishing of books	6031	News agency activities (P)	4761	Retail sale of books, newspapers, stationery and office supplies
		5812	Publishing of newspapers				
		5813	Publishing of journals and periodicals				
		5819	Other publishing activities				
		9011	Literary creation and musical composition activities				
	Audiovisual	5911	Motion picture, video and television programme production activities	5913	Motion picture, video and television programme distribution activities	6020	Television programming and broadcasting and video distribution activities
		5912	Motion picture, video and television programme post-production activities	6031	News agency activities		
				5914	Motion picture projection activities		
				6010	Radio broadcasting and audio distribution activities		

		Systems of the Value Chain					
Cultural-Creative categories/		Creation/Production		Dissemination		Consumption	
CULTURAL AND NATURAL HERITAGE SECTOR	Design	7410	Specialised design activities				
		7110	Architectural and engineering, and related technical consultancy activities				
		7310	Advertising activities				

	<b>Music</b>	9011	Literary creation and musical composition activities			1820	Reproduction of recorded media	
		3220	Manufacture of musical instruments	5920	Sound recording and music publishing activities.	4769	Retail sale of cultural and recreational goods n.e.c. (P) music store	
	<b>Multimedia</b>	5821	Publishing of video games					
		6039	Social network sites and other content distribution activities.					
		6211	Development of video games, video game software, and video game software tools,					
		6219	Other computer programming activities (P, only includes websites).					
	<b>TRANSVERSAL SECTORS</b>	<b>Cultural Education</b>	8552 Cultural Education					
		<b>Cultural Management</b>	9499 Activities of other membership organizations n.e.c.(P)					
			7491	Patent brokering and marketing service activities <sup>1</sup>				
		<b>Advertising</b>	7310	Advertising activities				
7320			Market research and public opinion polling					

1 Copyright collective agencies  
P Partial

**Matrix 2. Productive Activities and Products for the Cultural and Creative Ecosystems  
According to the ISIC and CPC Classifications**

Cultural sectors	ISIC	Productive Activities	CPC 3	Labels
<b>Cultural and Natural Heritage</b>	9111	Library activities	84510	Library services
	9112	Archives activities	84520	Archive services
	9121	Museum and collection activities	96411	Museum services except for historical sites and buildings
			38963	Collections and collectors' pieces of zoological, botanical, mineralogical, anatomical, historical, ethnographic or numismatic interest; antiques
	9122	Historical site and monument activities	81222	Research and development services in history and archaeology
	9130	Conservation, restoration and other support activities for cultural heritage	96412	Preservation services of historical sites and buildings
	9141	Botanical and zoological garden activities	96421	Botanical and zoological garden services
9142	Nature reserve activities	96422	Nature reserve services including wildlife preservation services	
<b>Cultural Knowledge</b>	1391	Manufacture of knitted and crocheted fabrics	28110	Pile fabrics and terry fabrics, knitted or crocheted
			28190	Other knitted or crocheted fabrics
			88214	Knitted and crocheted fabric manufacturing services
	1393	Manufacture of carpets and rugs	27210	Carpets and other textile floor coverings, knotted
			27220	Carpets and other textile floor coverings, woven, not tufted or flopped
			27230	Carpets and other textile floor coverings, tufted
			27290	Other carpets and textile floor coverings (including those of felt)
			88216	Carpet and rug manufacturing services
	1629	Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials	31911	Tools, tool bodies, tool handles, broom or brush bodies and handles, boot or shoe lasts and trees, of wood
			31912	Tableware and kitchenware, of wood
			31913	Wood marquetry and inlaid wood; cases for jewellery or cutlery, and similar articles, of wood; statuettes and other ornaments, of wood
			31914	Wooden frames for paintings, photographs, mirrors or similar objects, and other articles of wood
			31921	Natural cork, debacked or roughly squared, or in blocks, plates, sheets or strip; crushed, granulated or ground cork; waste cork
31922			Articles of natural cork; agglomerated cork and articles thereof	
31923	Manufactures of straw, of esparto or of other plaiting materials; basketware and wickerwork			

	Cultural sectors	ISIC	Productive Activities	CPC 3	Labels
CULTURAL AND NATURAL HERITAGE SECTOR	Cultural Knowledge	2310	Manufacture of glass and glass products	37193	Glassware of a kind used for table, kitchen, toilet, office, indoor decoration or similar purposes (except bottles, jars and the like, of glass, and ornaments of lamp-worked glass)
				37199	Articles of glass n.e.c. (including glass inners for vacuum flasks, signaling glassware, glass cubes for mosaics, glass beads, glass microspheres and ornaments of lamp-worked glass)
		2393	Manufacture of other porcelain and ceramic products	37221	Ceramic tableware, kitchenware, other household articles and toilet articles
				37222	Statuettes and other ornamental ceramic articles
		3211	Manufacture of jewellery and related articles	38240	Jewellery and other articles of precious metal or of metal clad with precious metal; articles of natural or cultured pearls or precious or semi-precious stones (natural, synthetic or reconstructed)
				88902	Jewellery manufacturing services
				38997	Imitation jewellery
		3212	Manufacture of imitation jewellery and related articles	88903	Imitation jewellery manufacturing services
				7430	Translation and interpretation activities NA (new class in ISIC Rev. 5)
		8230	Organization of conventions and trade shows (P) includes only: seminars, symposiums and workshops- farm markets and craft fairs - country festivals	85962	Trade show assistance and organization services



	Cultural sectors	ISIC	Productive Activities	CPC 3	Labels	
CULTURAL AND CREATIVE INDUSTRIES	Performing Arts	9020	Activities of performing arts (P). To exclude: activities of photo models and activities of influencers.	96310	Services of performing artists	
		9031	Operation of arts facilities and sites	96230	Performing arts facility operation services	
				96210	Performing arts event promotion and organization services	
		9039	Other support activities to arts creation and performing arts	96220	Performing arts event production and presentation services	
				96290	Other performing arts and live entertainment services	
		Visual Arts	4769	Retail sale of cultural and recreational goods n.e.c. (P) Include only Galleries	85529	Intermediation services for retail trade of other products
	9012		Visual arts creation activities	32540	Printed pictures, designs and photographs	
				38961	Paintings, drawings and pastels; original engravings, prints and lithographs; original sculptures and statuary, in any material	
	7420		Photographic activities (P)	38941	Photographic plates, film, paper, paperboard and textiles, exposed but not developed	
				38942	Photographic plates and film, exposed and developed, other than cinematographic film	
				83811	Portrait photography services	
				83812	Advertising and related photography services	
				83813	Event photography and event videography services	
				83814	Specialty photography services	
				83815	Restoration and retouching services of photography	
				83819	Other photography services	
	83820		Photographic processing services			
	Publishing		4761	Retail sale of books, newspapers, stationery and office supplies	62251	Specialized store retail trade services, of books, newspapers, magazines and stationery
			5811	Publishing of books	32210	Educational textbooks, in print
		32220			General reference books, in print	
		32291			Professional, technical and scholarly books, in print	
		32292			Children's books, in print	
		32299			Other books nec, in print	
		47691			Audio books on disk, tape or other physical media	
		47692	Text-based disks, tapes or other physical media			

	Cultural sectors	ISIC	Productive Activities	CPC 3	Labels
CULTURAL AND CREATIVE INDUSTRIES	Publishing	5811	Publishing of books	62352	Mail order or Internet retail trade services, of books, newspapers, magazines and stationery
				62451	Other non-store retail trade services, of books, newspapers, magazines and stationery
				73320	Licensing services for the right to use entertainment, literary or artistic originals
				84311	On-line books
				89110	Publishing, on a fee or contract basis
		5812	Publishing of newspapers	32300	Newspapers and periodicals, daily, in print
				32410	General interest newspapers and periodicals, other than daily, in print
				32420	Business, professional or academic newspapers and periodicals, other than daily, in print
				32490	Other newspapers and periodicals, other than daily, in print
				84312	On-line newspapers and periodicals
		5813	Publishing of journals and periodicals	32490	Other newspapers and periodicals, other than daily, in print
				32530	Printed or illustrated postcards; printed cards bearing personal greetings or messages, with or without envelopes or trimmings
				32620	Trade advertising material, commercial catalogues and the like
				32630	Transfers (decalcomanias) and printed calendars
				83940	Original compilations of facts/information
		6031	News agency activities	84410	News agency services to newspapers and periodicals
		9011	Literary creation and musical composition activities	96320	Services of authors, composers, sculptors and other artists, except performing artists <sup>2</sup>
				96330	Original works of authors, composers and other artists except performing artists, painters and sculptor

	Cultural sectors	ISIC	Productive Activities	CPC 3	Labels
CULTURAL AND CREATIVE INDUSTRIES	Audiovisual	5911	Motion picture, video and television program production activities	38950	Motion picture film, exposed and developed, whether or not incorporating soundtrack or consisting only of soundtrack
				47620	Films and other video content on disks, tape or other physical media
				96121	Motion picture, videotape and television programme production services
				96123	Motion picture, videotape, television and radio programme originals
		5912	Motion picture, video and television program post-production activities	96131	Audiovisual editing services
				96132	Transfers and duplication of masters services
				96133	Colour correction and digital restoration services
				96134	Visual effects services
				96135	Animation services
				96136	Captioning, titling and subtitling services
				96139	Other post-production services
		5913	Motion picture, video and television programme distribution activities	96140	Motion picture, videotape and television programme distribution services
				84331	Films and other video downloads
				84332	Streamed video content
		5914	Motion picture projection activities	96150	Motion picture projection services
		6010	Radio broadcasting and audio distribution activities	84611	Radio broadcast originals
				84621	Radio channel programs
		6020	Television programming and broadcasting and video distribution activities	84612	Television broadcast originals
				84622	Television channel programs
				84631	Broadcasting services
	6031	News agency activities	84420	News agency services to audiovisual media	
	Design	7410	Specialized design activities	83911	Interior design services
				83912	Industrial design services
				83919	Other specialty design services
				83920	Design originals
		7110	Architectural and engineering, and related technical consultancy activities	32550	Plans and drawings for architectural, engineering, industrial, commercial, topographical or similar purposes, being originals drawn by hand; handwritten texts; photographic reproductions and carbon copies of the foregoing
				83211	Architectural advisory services
				83214	Historical restoration architectural services
				83231	Landscape architectural advisory services
				83232	Landscape architectural services

CULTURAL AND CREATIVE INDUSTRIES				
Cultural sectors	ISIC	Productive Activities	CPC 3	Labels
<b>Music</b>	1820	Reproduction of recorded media	89123	Reproduction services of recorded media, on a fee or contract basis
	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, accordians 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); decoy calls; whistles, call horns and other mouth blown sound signalling instruments
			38360	Parts and accessories of musical instruments; metronomes, tuning forks and pitch pipes
			88904	Musical instrument manufacturing services
			4769	Retail sale of cultural and recreational goods n.e.c. (P) music store
	5920	Sound recording and music publishing activities.	32520	Music, printed or in manuscript
			47610	Musical audio disks, tapes or other physical media
			47699	Other non-musical audio disks and tapes
			84321	Musical audio downloads
			84322	Streamed audio content
			96111	Sound recording services, except live recording services
			96112	Live recording services
			96113	Sound recording originals
			96122	Radio programme production services
			96137	Sound editing and design services
	9011	Literary creation and musical composition activities	96320	Services of authors, composers, sculptors and other artists, except performing artists <sup>1</sup>
96330			Original works of authors, composers and other artists except performing artists, painters and sculptor	
<b>Multimedia</b>	5821	Publishing of video games	47822	Computer game software, packaged
			84391	On-line games

	Cultural sectors	ISIC	Productive Activities	CPC 3	Labels
<b>CULTURAL AND CREATIVE INDUSTRIES</b>	Multimedia	6039	Social network sites and other content distribution activities.	84399	Other on-line content nec
				84632	Home programme distribution services, basic programming package
				84633	Home programme distribution services, discretionary programming package
				84634	Home programme distribution services, pay-per-view
<b>TRANSVERSAL SECTORS</b>	Cultural education	8552	Cultural education	92911	Cultural education services
	Cultural Management	9013	Other arts creation activities	81221	Research and development services in arts (arts, history of arts, performing arts, music)
				81223	Research and development services in languages and literature
		7491	Patent brokering and marketing service activities <sup>3</sup>	83990 <sub>1</sub>	Other professional, technical and business services, n.e.c., (excluding the compilation of data)
		9499	Activities of other membership organizations n.e.c.(P)	95997	Cultural and recreational associations (other than sports or games)
	Advertising	7310	Advertising activities	83612	Direct marketing and direct mail services
				83619	Other advertising services
				83631	Sale of advertising space in print media (except on commission)
				83632	Sale of TV/radio advertising time (except on commission)
				83633	Sale of Internet advertising space (except on commission)
				83611	Full-service advertising
				83700	visual arts creation activities
				83639	Sale of other advertising space or time (except on commission)
7320	Market research and public opinion polling	83700	Market research and public opinion polling services		

New codes

- 1 Except literary creation
- 2 Except music creation
- 3 Copyright collective management

Matrix 3. ISCO 2008

	Cultural sectors	ISCO 2008	Labels
CULTURAL AND NATURAL HERITAGE SECTOR	Cultural and Natural Heritage	2621	Archivists and curators
		2622	Librarians and related information professionals. Includes: - Bibliographer - Cataloguer - Librarian
		2632*	Sociologists, anthropologists and related professionals <sup>1</sup>
		3433	Gallery, library and museum technicians (P)
		4411	Library clerks
		2131*	Biologists, Botanists, Zoologists and Related Professionals
		2133*	Environmental protection professionals <sup>2</sup>
	Cultural knowledge	2643	Translators, interpreters and other linguists
		7314	Potters and related workers
		7315	Glassmakers, cutters, grinders and finishers
		7317	Handicraft workers in wood, basketry and related materials
		7318	Handicraft workers in textile, leather and related materials
		7319	Handicraft workers n.e.c.
		7522	Cabinet-makers and related workers
		7531*	Tailors, dressmakers, furriers and hatters
		7533	Sewing, embroidery and related workers
		7534	Upholsterers and related workers
		7535	Pelt dressers, tanners and fellmongers
		7536*	Shoemakers and related workers
		1113	Traditional chiefs and heads of village
		2230	Traditional and complementary medicine professionals
		2636	Religious professionals
		3230	Traditional and complementary medicine associate professionals
		3413	Religious associate professionals
		3434	Chefs

Cultural sectors		ISCO 2008	Labels			
CULTURAL AND CREATIVE INDUSTRIES	<b>FCS Value-generation Systems</b>	<b>CREATION</b>		<b>DISSEMINATION</b>		<b>CONSUMPTION</b>
	<b>Performing Arts</b>	2659	Creative and performing artists not elsewhere classified (n.e.c.). Includes: Acrobat - Aerialist - Clown - Hypnotist - Magician - Puppeteer - Stand-up comedian – Ventriloquist.			
		2653	Dancers and choreographers. Includes: - Choreographer - Ballet Dancer - Night-club dancer - Street dancer			
	<b>Visual Arts</b>	2651	Visual artists. Includes: Cartoonist - Ceramic artist - Illustrator - Picture restorer – Portrait painter - Sculptor	3433	Gallery, library and museum technicians (P)	
		3431	Photographers			
	<b>Publishing</b>	2641	Authors and related writers. (P) Includes: Author - Book editor - Essayist - Indexer - Interactive media writer - Novelist - Playwright - Poet - Speech writer – Writer. Excludes: Script writer			
		2642	Journalists			
	<b>Audiovisual</b>	2641	Authors and related writers. (P) Excludes: Author - Book editor - Essayist - Indexer - Interactive media writer - Novelist - Playwright - Poet - Speech writer – Writer. Includes: Script writer			
		2654	Film stage and related directors and producers. Includes: Documentary director - Film editor - Motion picture director - Director of photography - Stage director - Technical director - Technical television or radio director - Theatre producer			
		2655	Actors			
		2656	Announcers on radio, television and other media (P)			
		3435	Other artistic and cultural associate professionals			
		2166	Graphic and multimedia designers. (P). Includes only: - Multimedia designer.			
	<b>Design</b>	2162	Landscape architects			
		2163	Product and garment designers. Examples: - Costume designer - Fashion designer			
		7532	Garment and related pattern-makers and cutters			
		2164	Town and traffic planners			
		2166	Graphic and multimedia designers. Includes: Animator –Commercial artist - Graphic designer - Illustrator -			

		2431	Advertising and marketing professionals			
		3118	Draughts persons			
		3432	Interior designers and decorators			
		7316	Sign writers. Decorative painters, engravers and etchers			
		7313	Jewelry and precious-metal workers			
	Music	2652	Musicians, singers and composers			
		7312	Musical instrument makers and tuners			
	Multimedia	2513*	Web and multimedia developers			
		2166*	Multimedia designers. Includes: Computer games designer - Digital artist - Website designer <sup>3</sup>			
	TRANSVERSAL SECTORS	Cultural education	2353	Other language teachers		
2354			Other music teachers. Includes: Guitar teacher (private tuition) - Piano teacher (private tuition) - Singing teacher (private tuition) - Violin teacher (private tuition)			
2355			Other arts teachers. Includes: - Dance teacher (private tuition) - Drama teacher (private tuition) - Painting teacher (private tuition) - Sculpture teacher (private tuition)			
Cultural Management		1431*	Sports, recreation and cultural centre managers <sup>4</sup>			
		1349*	Professional services managers not elsewhere classified <sup>5</sup>			
Advertising		2431	Advertising and marketing professionals			



**Matrix 5. ICATUS codes**

	Categories	Codes	Description
CULTURAL AND NATURAL HERITAGE SECTOR	Cultural and Natural Heritage	814	Visiting library
		811	Attendance at organized/mass cultural events, and shows <sup>1</sup>
		812	Attendance at parks/gardens
	Cultural knowledge	222	Making, processing textiles, wearing apparel, leather and related products and crafts, for own final use
		223	Making, processing of wood and bark products and crafts, for own final use
		224	Making, processing crafts using other materials, for own final use
		225	Making, processing bricks, concrete slabs, hollow blocks, tiles, etc. for own final use
		226	Making, processing herbal and medicinal preparations for own final use
		227	Making, processing metals and metal products for own final use
		721	Participating in community celebrations of cultural/historic events
		722	Participating in community rites/events (non-religious) of weddings, funerals, births and similar rites-of-passage
		723	Participating in community social functions (music, dance etc.)
		811	Attendance at organized/mass cultural events, and shows <sup>6</sup>
CULTURAL AND CREATIVE INDUSTRIES	Performing arts	811	Attendance at organized/mass cultural events, and shows <sup>3</sup>
		821	Visual, literary and performing arts (as hobby)
	Visual Arts	811	Attendance at organized/mass cultural events, and shows <sup>4</sup>
	Publishing	841	Reading for leisure
	Audiovisual	811	Attendance at organized/mass cultural events, and shows <sup>5</sup>
		842	Watching/listening to television and video
		843	Listening to radio and audio devices
	Design		
	Music	811	Attendance at organized/mass cultural events, and shows <sup>2</sup>
	Multimedia	711	Talking, conversing, chatting
713		Reading and writing mail (including email)	
TRANSVERSAL SECTORS	Cultural Education	414	Talking with and reading to children
	Cultural management		
	Advertising		

- 1- Visit Museum, art gallery, historical/cultural park, heritage site.
- 2- Attendance/visit to festivals (music, films, dance, etc.), circus, animal shows, plant shows, fairs
- 3- " – Attendance at theatre, opera, ballet, concerts  
– Attendance/visit to festivals (music, films, dance, etc.), circus, animal shows, plant shows, fairs"
- 4- Visit museum, art gallery, historical/cultural park, heritage site.
- 5- Attendance at movies/cinema.
- 6- Attendance/visit to festivals (music, films, dance, etc.), circus, animal shows, plant shows, fairs.