

NAPCS Product List for NAICS 516: Internet Publishing and Broadcasting

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
516	1					Content online	<p>Audio, video, text and graphics content published or broadcast on the Internet.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online personals and dating services; • online newspapers; • online business news and investment advice; • online greeting cards; • online game services; • online mailing lists and directories; • online reference services, such as digital archives, dictionaries and encyclopedias. • internet content paid for by subscriptions, pay-per-view, membership fees, fees for downloads, and fees for other forms of licensed access. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • providing advertising space online is in product 2, Advertising space, online. • licensing of rights to reproduce or publish copyrighted internet content is in product 3, Licensing of rights to use intellectual property protected by copyright. • licensing of rights to use computer software owned by internet publishers and broadcasters is in product 3, Licensing of rights to use intellectual property protected by copyright. • retailing of publication or software content created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. • internet gambling services. 	511110 511120 511130 511140 511190 516110

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			Can	Méx	US	Title	Definition	
516	1.1	X				Newspapers, online	<p>Newspapers published on the Internet in a digital file that can be accessed or downloaded. Includes publications issued daily, weekly, or at other regular intervals consisting mainly of current news together with editorials, features, correspondence and other information of current public interest.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to newspapers that are paid for through subscriptions, fees for downloads, or other fees. • portions of newspapers such as headlines e-mailed daily or more or less frequently. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • online archives of newspaper are in products under 1.6, Databases and other collections of information, online. • periodic newsletters online are in product 1.2, Periodicals, online. • retailing of newspapers created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Subset of product 1 on 51111 list; includes online newspaper products on 51111 product list.</p>	511110 511120 511130 516110

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			Can	Méx	US	Title	Definition	
516	1.2	X				Periodicals, online	<p>Periodicals published on the Internet in a digital file that can be accessed or downloaded. Includes publications whose main content is updated at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to periodicals that are paid for through subscriptions, fees for downloads, or other fees. • online newsletters. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • online archives of periodicals are in products under 1.6, Databases and other collections of information, online. • retailing of periodicals created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Subset of product 1 on 51112 list; includes online periodical products on 51112 product list.</p>	511110 511120 511130 511140 511190 516110

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			Can	Méx	US	Title	Definition	
516	1.3	X				Books, online	<p>Books (single, non-periodic publications) published on the Internet in a digital file that can be accessed or downloaded. Includes classes such as text books, children's books, professional, technical and scholarly books; reference books; and adult trade books.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to books that are paid for through subscriptions, fees for downloads, or other fees. • online atlases, anthologies, or collective works published as a monograph or in volumes; a monograph published as part of a series; and related supplemental materials. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • online archives of books are in products under 1.6, Databases and other collections of information, online. • online pamphlets, brochures, and repair manuals that accompany products or are supplied as accessories to services. • online maps, charts, plans or sheet music published separately. • online mailing lists and directories are in products 1.4 - 1.5. • providing advertising space online is in product 2, Advertising space, online. • licensing of rights to reproduce or publish copyrighted internet content is in product 3, Licensing of rights to use intellectual property protected by copyright. • retailing of books created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Subset of product 1 on 51113 list; includes online book products on 51113 product list.</p>	511130 516110

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			Can	Méx	US	Title	Definition	
516	1.4	X				Mailing lists, online	<p>Lists of names, addresses, and other contact information published on the Internet (in a digital file that can be accessed or downloaded) to market or promote to a specific group such as those sharing a common interest, purchase history, membership affiliation, or contribution history.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to mailing lists that are paid for through subscriptions, fees for downloads, or other fees. • standardized and customer-specified lists. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • retailing of mailing lists created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Subset of product 1 on 51114 list.</p>	511140 516110

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			Can	Méx	US	Title	Definition	
516	1.5	X				Directories, online	<p>Collections of systematically organized contact information published on the Internet in a digital file that can be accessed or downloaded. Includes both general and specialized directories containing descriptive information on persons, organizations, publications or other entities.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to directories that are paid for through subscriptions, fees for downloads, or other fees. • online telephone directories, business and trade directories, and municipal and city directories. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • retailing of directories created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Same as product 2.2 on 51114 list.</p>	511140 516110

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			Can	Méx	US	Title	Definition	
516	1.6	X				Databases and other collections of information, online	<p>Collections of data or bodies of information in which the primary content is other than contact information, published on the Internet in a digital file that can be accessed or downloaded.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to databases and other collections of information that are paid for through subscriptions, fees for downloads, or other fees. • custom designed databases. • online archives of newspapers, periodicals, and other publications. • online collections of facts compiled from public domain materials such as legal cases, annual reports of publicly traded companies, and other public documents, etc. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • retailing of databases, archives and other collections created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Same as product 3.2 on 51114 list.</p>	511140 516110

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			Can	Méx	US	Title	Definition	
516	1.6.1			X		Collections of facts, except directories and mailing lists, online	<p>Collections of facts (other than directories and mailing lists) published on the Internet in a digital file that can be accessed or downloaded. The arrangement of the content is creative and usually protected but the content itself is not protected.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to databases and other collections of information that are paid for through subscriptions, fees for downloads, or other fees. • custom designed databases. • online archives of newspapers, periodicals, and other publications. • online collections of facts compiled from public domain materials such as legal cases, annual reports of publicly traded companies, and other public documents, etc. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • retailing of collections of facts (except directories and mailing lists) created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Subset of product 3.2 on 51114 list.</p>	511140 516110

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			Can	Méx	US	Title	Definition	
516	1.6.2			X		Archives and other compilations, online	<p>Archives and similar collections of information published on the Internet in a digital file that can be accessed or downloaded. May include information compiled from both content in the public domain and copyrighted content.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to archives and similar collections of information that are paid for through subscriptions, fees for downloads, or other fees. • online archives of newspapers, periodicals, and other publications. • online collections of facts compiled from public domain materials such as legal cases, annual reports of publicly traded companies, and other public documents, etc. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • retailing of archives and similar collections of information created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. <p>Subset of product 3.2 on 51114 list.</p>	511140 516110

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			Can	Méx	US	Title	Definition	
516	1.6.3				X	Archives, online	<p>Archived collections of back issues of content, some of which may be copyrighted, published on the Internet in a digital file that can be accessed or downloaded.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to archives that are paid for through subscriptions, fees for downloads, or other fees. • online archives of newspapers, periodicals, and other publications, audio and video clips, and other copyrighted materials. • online access to archives of public domain materials such as legal cases, annual reports of publicly traded companies, and other public documents. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • retailing of archives and similar collections of information created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. 	511110 511120 511130 511140 516110
516	1.6.4				X	Databases and collections of information, except archives, online	<p>Collections of information, other than archives, published on the Internet in a digital file that can be accessed or downloaded. May include information compiled from both content in the public domain and copyrighted content.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to compilations that are paid for through subscriptions, fees for downloads, or other fees. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • retailing of compilations, except archives, created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. 	511140 516110

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
516	1.9	X				Online interactive services and content, nec.	<p>Publishing and broadcasting interactive services and other online content that is paid for by various methods such as pay-per play, pay-per view, subscriptions, and access fees.</p> <p>Includes:</p> <ul style="list-style-type: none"> • services and content such as online personals and dating services; online sports broadcasting sites; online music publishing sites; online game playing sites; online adult content sites, and Internet chat rooms. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • Internet gambling services. • providing advertising space online is in product 2, Advertising space, online. • licensing of rights to reproduce or publish copyrighted internet content is in product 3, Licensing of rights to use intellectual property protected by copyright. • retailing of content created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. 	511110 511120 511130 511140 512110 516110
516	1.9.1			X	X	Online interactive games	<p>Publishing interactive internet games paid for by various methods such as pay-per play, pay-per view, subscriptions, and access fees.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online card games, action games, children's games, role-playing, and strategy games. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • Internet gambling services. • watching a sports game on the Internet is in product 1.9.9, Other online content, nec. • retailing of content created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. 	511210 (?) 516110

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			Can	Méx	US	Title	Definition	
516	1.9.2			X	X	Adult content, online	<p>Publishing and broadcasting mature theme, sexually explicit content online that is paid for by various methods such as pay-per play, pay-per view, subscriptions, and access fees.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online graphics, pre-recorded video, live feeds, interactive performances, and virtual activities. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • adult content published online as newspapers is in product 1.1, Newspapers, online. • adult content published online as periodicals is in product 1.2, Periodicals, online. • adult content published online as books is in product 1.3, Books, online. • adult content published online in digital archives is in products under 1.6, Databases and other collections of information, online. • adult content published in online games is in product 1.9.1, Games, online. • retailing of content created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. 	516110
516	1.9.9			X	X	Other online interactive services and content, nec.	<p>Publishing and broadcasting other online content, not elsewhere classified, paid for by various methods such as pay-per play, pay-per view, subscriptions, and access fees.</p> <p>Includes:</p> <ul style="list-style-type: none"> • services and content such as online personals and dating services; online sports broadcasting sites; online music publishing sites; and Internet chat rooms. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • Internet gambling services. • retailing of content created by others over the Internet is in product 4.1, Reselling services for merchandise, retail, online. 	516110

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			Can	Méx	US	Title	Definition	
516	2	X				Advertising space, online	<p>Providing space for electronic advertising messages distributed over the Internet.</p> <p>Include:</p> <ul style="list-style-type: none"> • banner ads, buttons, text links, interstitials, rich media ads, and streaming audio and streaming video ads, etc. • creation and design of advertisements when bundled with the provision of advertising space. <p>Subset of product 15.3.1 on 711 list; includes online advertising products found in sector 51 and other product lists.</p>	511110 516110
516	3	X				Licensing of rights to use intellectual property protected by copyright	<p>Granting permission to use copyrighted intellectual property owned or controlled by the licensor. Includes licensing of intellectual property implicitly or explicitly protected by copyright laws (e.g., computer software, book, screen, film, and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art).</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to reproduce in or adapt to another format, medium, language or territory. • temporary transfers of rights through licensing. • permanent transfer of individual or some rights (e.g., only book and/or film rights) through sale of such rights. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of intellectual property. • granting the right to broadcast sports events. <p>Same as product 9 on 711 list.</p>	511110 511120 511130 511140 516110

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			Can	Méx	US	Title	Definition	
516	4					Related products	Other important products provided by establishments classified in NAICS 516.	516 others
516	4.1	X				Reselling services for merchandise, retail, online	<p>Retailing online of merchandise purchased on own-account for resale or sold on a fee/commission basis for others. Includes online reselling of apparel, memorabilia, publications, and other merchandise as well as downloadable files such as e-books, software, or music. Revenue for this product includes the gross margins, fees, and commissions earned on sales.</p> <p>Excludes:</p> <ul style="list-style-type: none"> digital downloads of publications produced and sold by on online publishers are classified in detailed products under product 1, Content online. <p>Subset of product 15.1 on 711 list.</p>	454110 516110
516	4.9	X				Other related products	<p>Other related products provided by establishments classified in NAICS 516.</p> <p>Include:</p> <ul style="list-style-type: none"> publishing services for others, text messaging services, etc. 	516 others