

NAPCS Product List for NAICS 711: Performing Arts, Spectator Sports, and Related Industries

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Mex	US	Title	Definition	
711	1					Admissions to live performing arts performances	<p>Allowing individuals and/or groups to attend live performances of theatrical, musical, dance and other performing artists and companies. Revenue for this product include admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	7111 7112 7113 711410 711510 712 713110 713910 713920 713930 713940 713950 713990
711	1.1	X				Admissions to live theatrical performances, non-musical	<p>Allowing individuals and/or groups to attend live performances of non-musical theatrical artists and companies. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	711110
711	1.2	X				Admissions to live musical theater and opera performances	<p>Allowing individuals and/or groups to attend live performances of musical theatre and opera companies. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	711110 711120 711130 711190
711	1.3	X				Admissions to live symphony and classical music performances	<p>Allowing individuals and/or groups to attend live performances of symphony and classical music artists and companies. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	711110 711120 711130 711190

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711	1.4	X				Admissions to live popular music performances	<p>Allowing individuals and/or groups to attend live performances of popular music artists and companies. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	711110 711120 711130 711190
711	1.5	X				Admissions to live dance performances, musical and non-musical	<p>Allowing individuals and/or groups to attend live performances of dancers and ballet and dance companies. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	711110 711120 711130 711190
711	1.6	X				Admissions to live public appearances and speeches	<p>Allowing individuals and/or groups to attend live public appearances and speeches by artists, athletes, entertainers, and other public figures. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	711110 711120 711130 711190
711	1.9	X				Admissions to live performing arts performances, nec.	<p>Allowing individuals and/or groups to attend live performances of performing artists and companies, not elsewhere specified. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admission to circus performances, stand-up comedy performances, magic shows; variety shows, and ice skating shows (except sport competitions), etc. • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service and backstage passes, etc. 	711110 711120 711130 711190 711510?

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711	2	X				Admissions to live sports events	<p>Allowing individuals and/or groups to attend live sporting events. Revenue for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission.</p> <p>Includes:</p> <ul style="list-style-type: none"> • admission to hockey, football, baseball, and basketball games, tennis matches, ice skating competitions, car and truck races, soccer matches, and horse races, etc. • admissions through sale of tickets to admission to individual performances, season tickets, personal seat licensing, and leasing of luxury suites or boxes. • bundles of admissions with food and beverage service, etc. 	711211 711212 711219
711	3					Contract live performing arts	<p>Producing and presenting a live performance in the performing arts under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> • performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. <p>Excludes:</p> <ul style="list-style-type: none"> • separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. • separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. • technical (non-performance) services is in product 12, Support services for live events. 	711110 711120 711130 711190 711310 711320 711410

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711	3.1	X				Contract live theatrical performances, non-musical	<p>Producing and presenting a live non-musical, theatrical performance under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. <p>Excludes:</p> <ul style="list-style-type: none"> separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. technical (non-performance) services is in product 12, Support services for live events. 	711110 711120 711130 711190 711310 711320 711410
711	3.2	X				Contract live musical theater and opera performances	<p>Producing and presenting a live musical theater or opera performance under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. <p>Excludes:</p> <ul style="list-style-type: none"> separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. technical (non-performance) services is in product 12, Support services for live events. 	711110 711120 711130 711190 711310 711320 711410

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711	3.3	X				Contract live symphony and classical music performances	Producing and presenting a live symphony or classical music performance under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Includes: • performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. Excludes: • separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. • separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. • technical (non-performance) services is in product 12, Support services for live events.	711110 711120 711130 711190 711310 711320 711410
711	3.4	X				Contract live popular music performances	Producing and presenting a live popular music performance under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Includes: • performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. Excludes: • separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. • separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. • technical (non-performance) services is in product 12, Support services for live events.	711110 711120 711130 711190 711310 711320 711410

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711	3.5	X				Contract live dance performances, musical and non-musical	<p>Producing and presenting a live dance performance under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. <p>Excludes:</p> <ul style="list-style-type: none"> separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. technical (non-performance) services is in product 12, Support services for live events. 	711110 711120 711130 711190 711310 711320 711410
711	3.6	X				Contract live public appearances and speeches	<p>Making a live public appearance or speech under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. <p>Excludes:</p> <ul style="list-style-type: none"> separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. technical (non-performance) services is in product 12, Support services for live events. 	711510

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711	3.9	X				Contract live performing arts performances, nec.	Producing and presenting live performing arts, not elsewhere classified, under contract to promoters, venue owners, and others. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Includes: • performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property licensing services. • providing contract circus performances; contract stand-up comedy performances; contract magic shows; contract variety shows; and contract ice skating shows (except sport competitions), etc. Excludes: • separate licensing of rights to use intellectual property stemming from performances is in product 9, Licensing of rights to use intellectual property protected by copyright. • separate licensing of rights to exploit trademarked property at a live performance is in product 10, Licensing of rights to use intellectual property protected by trademark. • technical (non-performance) services is in product 12, Support services for live events.	711110 711120 711130 711190 711310 711320 711410
711	4	X				Contract live sporting events	Producing and presenting live sporting events under contract to individuals and business or public entities, such as promoters and venue owners, etc. Contracts may contain restrictions that define the time, manner, and geographical limits under which the client can commercially exploit the performance by selling admissions to the public. Includes: • contract hockey, football, baseball, basketball or soccer athlete or team services; • contract tennis player services; • contract sport ice skating services; and • contract car and truck race driver and team services; etc Excludes: • granting broadcast and other media rights to sporting events is in product 11, Sporting event broadcast and other media rights. • technical (non-performance) services is in product 12, Support services for live events.	711211 711212 711219 711310 711320 711410
711	5	X				Sports and performing arts event organization services	Planning, organizing, marketing, and managing a live sports, performing arts, and other cultural event on behalf of others, including venue owners, performers, etc.	711310 711320 711410 561920 812990

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711	6					Career management and representation services for artists, athletes, entertainers, and other public figures	Acting on behalf of artists, athletes, entertainers, and other public figures in a wide range of activities that enhances the client's career. Includes: • negotiating contracts and bookings for performances and public appearances, etc.	7111 7112 711310 711320 711410 711510
711	6.1	X				Career management services	Managing and co-ordinating the various career-related activities (e.g. bookings for performances and public appearances, etc.) of artists, athletes, entertainers, and other public figures. Includes: • representation services bundled with career management services that can not be reported separately.	7111 7112 711310 711320 711410 711510
711	6.2	X				Representation services	Representing and advising artists, athletes, entertainers, and other public figures in contract negotiations. Includes: • legal and other professional representation. Excludes: • bundled career management and representation services that can not be reported separately are in product 6.1, Career management services.	7111 7112 711310 711320 711410 711510
711	6.2.1		X		X	Representation in performance contracts	Representing and advising artists, athletes, entertainers, and other public figures in negotiating performance contracts. Includes: • legal and other professional representation. Excludes: • bundled career management and representation services that can not be reported separately are in product 6.1, Career management services.	7111 7112 711310 711320 711410 711510

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711	6.2.2		X		X	Representation in sponsorship and endorsement contracts	Representing and advising artists, athletes, entertainers, and other public figures in negotiations for sponsorship and endorsement contracts. Includes: • legal and other professional representation. Excludes: • bundled career management and representation services that can not be reported separately are in product 6.1, Career management services.	7111 7112 711310 711320 711410 711510
711	6.2.9		X		X	Representation in other contracts	Representing and advising artists, athletes, entertainers, and other public figures in negotiations for other contracts, including media relations, IP related matters, etc. Includes: • legal and other professional representation. Excludes: • bundled career management and representation services that can not be reported separately are in product 6.1, Career Management Services.	7111 7112 711310 711320 711410 711510
711	7	X				Intellectual property protected by copyright	Copyrighted Intellectual property produced without contract for outright sale (i.e., with all-attendant property rights). Includes intellectual properties for sale that are implicitly or explicitly protected by copyright (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). Excludes: • permanent transfer of only some intellectual property rights through sale is in product 9, Licensing of rights to use intellectual property protected by copyright. • intellectual property produced under contract for others, except live performing arts, is in product 8, Production services for intellectual property protected by copyright, except live performing arts. • live performing arts produced under contract for others is in product 3, Contract live performing arts. • intellectual property produced for own-account. • original works, except fine arts, (blueprints, designs, manuscripts, etc.) sold with conventional end-use licenses. • original fine arts works (paintings, sculptures, etc.) produced for sale with conventional end-use licenses are in product 13, Paintings, sculptures, and other fine arts. • intellectual property previously sold, licensed, or used on own-account.	7111 7112 711310 711320 711410 711510

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711	8	X				Production services for artistic and literary intellectual property protected by copyright, except live performing arts	<p>Contract production services in artistic and literary fields, except live performing arts, that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright laws (e.g., book, screen, film, and stage play manuscripts, choreographic and musical compositions, image effect designs, architectural drawings, and photographic and fine art). The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> contract services for basic and applied research and for product development. 	7111 7112 711310 711320 711410 711510
711	9					Licensing of rights to use original manuscripts and art works protected by copyright, except audiovisual and musical works	<p>Granting permission to use original manuscripts and art works that are implicitly or explicitly protected by copyright owned or controlled by the licensor. Includes licenses to use property such as original book, screen, film, and stage play manuscripts, choreographic routines, non-musical performing arts productions, image effect designs, 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 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 transfers of individual intellectual property rights through sale (e.g., only broadcast or book or film rights). <p>Excludes:</p> <ul style="list-style-type: none"> copyrighted content from publications. permanent transfers of all rights granted through outright sale of intellectual property is in product 7, Intellectual property protected by copyright. granting the right to broadcast a sports event is in product 12.1, Sporting events broadcast rights. <p>Subset of product 4.1 on 5417 list.</p>	7111 7112 711310 711320 711410 711510 512210 512220 512230 51511 515120 515210 516110 517410 517510

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711	10					Licensing of rights to use intellectual property protected by trademark	Granting permission for the commercial use of trademarked property (names, symbols, and logos, etc.) owned or controlled by the licensor. Includes: • merchandise licensing. Same as product 1.2 on 533 list.	7111 7112 711310 711320 711410 711510
711	10.1	X				Merchandise licensing, domestic and international	Granting permission for the commercial use of trademarked property (names, symbols, and logos, etc.) that is implicitly or explicitly protected as industrial property owned or controlled by the licensor, on merchandise (such as T-shirts, hats, pens, mugs, toys, etc.) owned by other economic entities.	7111 7112 711310 711320 711410 711510
711	10.9	X				Other licensing of rights to use trademarked property	Granting permission for the commercial use (except merchandise licensing) of trademarked property (names, symbols, and logos, etc.) owned or controlled by the licensor . Excludes: • permission to use the corporate name and logo bundled with franchising agreements.	7111 7112 711310 711320 711410 711510
711	11					Sporting event broadcast and other media rights	Granting the right of access to a sporting event, facility or activity for the purpose of commercially exploiting sounds, images and other information of the event, facility or activity. The contracts define the type of exploitation permitted and may specify the ownership of intellectual property rights relating to the sounds, images and other information. Excludes • licensing of the right to rebroadcast or reuse copyrighted original broadcasts of sporting events is in product 9.1, Licensing of rights to broadcast intellectual property protected by copyright.	7111 7112 711310 711320 711410 711510 51511 515120 515210 516110 517410 517510

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711	11.1	X				Sporting events broadcast rights	Granting selected members of the broadcast media (Including television, radio, internet, satellite, and cable) the right to produce and exploit live broadcasts of sporting events owned by teams, leagues or other entities. The contract defines the limits of the specific rights granted to each broadcaster with regard to the manner it is authorized to commercially exploit the broadcast of live sporting event and to the ownership of the intellectual property created from the broadcast. Excludes • licensing of the right to rebroadcast or reuse copyrighted original broadcasts of sporting events is in product 9.1, Licensing of rights to broadcast intellectual property protected by copyright.	7111 7112 711310 711320 711410 711510 51511 515120 515210 516110 517410 517510
711	11.9	X				Other sporting event media rights	Granting the right of access to a sporting event, facility or activity for the purpose of commercially exploiting other sounds, images and other information of the event, facility or activity. The contracts define the type of exploitation permitted and may specify the ownership of intellectual property rights relating to the sounds, images and other information. Excludes: • licensing the right to rebroadcast or reuse copyrighted original broadcasts of sporting events is in product 9.1, Licensing of rights to broadcast intellectual property protected by copyright.	7111 7112 711310 711320 711410 711510 51511 515120 515210 516110 517410 517510
711	12	X				Support services for live events	Providing support services for the production of live sports or performing arts events. Includes: • production management; • services of directors, cameramen, grips, sound engineers, and extras; • lighting and special effects services; • set placement and removal; and • adding music synchronized to a performance, etc.	7111 711310 711320 711410 711510
711	13	X				Paintings, sculptures, and other fine arts	Original and copies of original paintings, sculptures, and other fine arts created by artists for sale with only conventional end-use rights. Excludes: • original works for outright sale (i.e., with all attendant intellectual property rights) are in product 7, Intellectual property protected by copyright.	7111 711310 711320 711410 711510

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711	14					Support services for production of audiovisual works and studio sound recordings	Providing technical and artistic support services during the production of an audiovisual or sound recording work owned by others. This work is performed on a contract or fee basis. Includes: • production management, director, cameramen, grips, sound engineer, extras, special effects, and narrator and session musician services, etc.	711110 711510 512110 512190 512240 512290 515120 515210
711	14.1	X				Support services for production of audiovisual works	Providing technical and artistic support services during the production of an audiovisual work. Includes: • production management, director, cameramen, grips, sound engineer, extras, and special effects services, etc. Same as product 4.8 on 51211-2 list.	711510 512110 515120 515210
711	14.2	X				Support services for sound recording by others	Providing creative services, such as sound engineer, narrator, and musician services, to support the production of a sound recording by others. Same as product 3.3 on 51224, 9 list.	711110 711510 512190 512240 512290
711	15					Related products	Other important products provided by spectator sports or performing arts establishments in NAICS 711-5.	7111 7112 711310 711320 711410 711510 others
711	15.1	X				Reselling services for merchandise, retail	Retailing of merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes reselling of apparel, memorabilia, publications, prepackaged foods and beverages, and other merchandise. Also includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.	7111 7112 711310 711320 711410 711510 others

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711	15.1.1				X	Reselling services for books, newspapers, and periodicals, retail	Retailing of books, newspapers, and periodicals purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Excludes: • sale of own publications by publishers.	7111 7112 711310 711320 711410 711510 others
711	15.1.2			X	X	Reselling services for packaged food and beverages, retail	Retailing of packaged food and beverage purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.	7111 7112 711310 711320 711410 711510 others
711	15.1.3			X	X	Reselling services for apparel and memorabilia merchandise, retail	Retailing of apparel and memorabilia purchased on own account for resale or sold on a fee or commission basis for others. Revenue for this product includes the gross margin, fees, and commissions earned on sales.	7111 7112 711310 711320 711410 711510 others
711	15.1.9			X	X	Reselling services for merchandise, except newspapers, periodicals and books, packaged food and beverages, and apparel and memorabilia, retail	Retailing of merchandise (except newspapers, periodicals and books, packaged food and beverages, and apparel and memorabilia) purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.	7111 7112 711310 711320 711410 711510 others

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			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.2					Meals and beverages, prepared and served or dispensed for immediate consumption	Meals, snacks, other food items and beverages prepared and served or dispensed for immediate consumption (ready for consumption with little or no further cooking or other preparation). Includes: • food and beverages purchased by those who consume the food, or by businesses or institutions on behalf of those who will consume the food. Excludes: • retailing of food and beverages, packaged for storage rather than immediate consumption, is in product 15.1.2, Reselling services for packaged food and beverages, retail. Same as product 1 on 722 list.	711110 711120 711130 711190 711211 711212 711219 711310 711320 712110 712120 712130 712190 713 721
711	15.2.1	X				Meals and non-alcoholic beverages, prepared and served or dispensed for immediate consumption	Meals, snacks, other food items and non-alcoholic beverages prepared and served or dispensed for immediate consumption (ready for consumption with little or no further cooking or other preparation). Excludes: • alcoholic beverages, prepared and served or dispensed for immediate consumption, are in product 15.2.2, alcoholic beverages, prepared and served or dispensed for immediate consumption. • meals, snacks, other food items and beverages, purchased under contract for a specified period of time, by a business, government or institution on behalf of others, for their immediate consumption. • meals, snacks, other food items and beverages purchased for an unique event. • retailing of food and beverages, packaged for storage rather than immediate consumption, is in product 15.1.2, Reselling services for packaged food and beverages, retail. Same as product 1.1 on 722 list.	7111 7112 711310 711320 711410 711510 722

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Mex	US	Title	Definition	
711	15.2.2	X				Alcoholic beverages, prepared and served or dispensed for immediate consumption	Alcoholic beverages prepared and served or dispensed for immediate consumption (in opened containers or glasses). Preparation includes opening, drawing, mixing, shaking, or pouring. Beverages may be served at a bar or a table. Includes: • alcoholic beverages prepared and served or dispensed that are paid for directly by passengers of transportation businesses. Excludes: • non-alcoholic beverages, prepared and served or dispensed for immediate consumption, are in product 15.2.1, Meals and non-alcoholic beverages, prepared and served or dispensed for immediate consumption. • retailing of alcoholic beverages, sold in unopened cans, bottles, cartons or other containers, is in product 15.1.2, Reselling services for packaged food and beverages, retail. Same as product 1.2 on 722 list.	7111 7112 711310 711320 711410 711510 722
711	15.3					Advertising space, time, and similar services	Providing services that attract attention to a product, business, cause, etc. Includes: • providing space or time in print or electronic publications, or in broadcasts. • providing display space on various surfaces such as billboards and transit vehicles. • creating advertising messages. • providing agent services for buying and selling space or time for advertising messages. • granting venue naming rights, sponsorship rights, endorsement services and exclusivity rights. Excludes: public relations services. Includes detailed products found on 51111-4, 515 & 5175, 516, and 54185 product lists.	7111 7112 51511 515120 515210 516110 517510 51811 541810 541830 541840 541850

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.3.1	X				Advertising space and time in print, broadcast, and other media	Providing advertising time or space in print, broadcast, and other media. Includes: • creation and design of advertisements when bundled with the provision of advertising time or space. Includes detailed products found on 51111-4, 515 & 5175, and 516 product lists.	7111 7112 5111 51511 515120 515210 516110 517510 51811
711	15.3.1.1			X	X	Advertising space in print media	Providing advertising space in print media. Includes: • creation and design of advertisements when bundled with the provision of advertising space. Includes print advertising space products on 51111-4 lists.	7111 7112 511110 511120 511130 511140 511199 516110
711	15.3.1.2			X	X	Air time for advertising in broadcast media	Providing air time for broadcasting of advertising content in broadcast media. Includes: • creation and design of advertisements when bundled with the provision of advertising time. Includes products 1.1.1 and 1.2.1 on 515 & 5175 list.	7111 7112 51511 515210 516110 517410 517510
711	15.3.1.9			X	X	Advertising space and time, nec.	Providing advertising time or space in media, not elsewhere classified. Includes: • creation and design of advertisements when bundled with the provision of advertising time or space.	7111 7112 511199 516110 517510

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.3.2	X				Leased display advertising media space	Leasing display advertising media space. The leasing agreement may include additional services such as storage and rotation. Includes: • installation, maintenance, and removal of the advertising substrate. Same as product 1 on 54185 list.	7111 7112 51511 515120 515210 516110 517510 51811 541810 541830 541840 541850
711	15.3.3	X				Venue naming rights	Granting the right to name a performing arts or spectator sports venue. This product is typically sold to companies and serves to increase exposure of a company's brand name.	7111 7112 7113 5418
711	15.3.4	X				Sponsorship rights	Granting the right to associate specific goods or services, or a corporation or other entity, with an activity, product, or project that is carried out by a another entity. For example, a credit card company may pay a theatrical festival to be the "official credit card sponsor" of the festival. Sponsorships usually include the provision of advertising display space and may include exclusivity rights. Same as product 4.6.4 on 7131 list.	7111 7112 711310 711320 711410 711510 5418
711	15.3.5	X				Endorsement services	Providing product endorsements by individual professional athletes or performing artists or by sports teams or performing arts groups or companies.	7111 7112 711310 711320 711410 711510 5418
711	15.3.6	X				Exclusivity rights	Granting the right to require that all sellers of a specified good or service sell only specific brands of that good or service. For example, requiring that all beverage concessions sell only a specific brand of beer (also known as pouring rights). Same as product 4.6.3 on 7131 list.	7111 7112 71131 71132 711510

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.3.9	X				Other advertising services	Providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Includes: • creation of advertising messages. • agent services involved in buying and selling space or time for advertising messages. Excludes: • public relations services.	7111 7112 51511 515120 515210 516110 517510 51811 541810 541830 541840 541850
711	15.4					Rental of non-residential space in buildings or other facilities	Renting or leasing buildings, or space within buildings or other facilities, for non-residential uses such as office space, industrial space, retail stores, or food service. Includes: • renting or leasing sites on a "concession" basis for such purposes as selling merchandise or meals at entertainment and sports venues. • renting space for meetings, conventions, weddings, parties, and similar events. • providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides. • renting or leasing self-storage space. • renting or leasing engineering works and structures. Excludes: • renting and leasing land. • providing a location for the display of advertising messages, such as on billboards or walls, is in product 15.3.2, Leased display advertising media space. • renting and leasing parking spaces is in product 15.10, Parking services. Same as product 1.3 on 531 list.	5311 7111 7112

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.4.1	X				Rental of retail space in or at sports venues	Renting or leasing space for the retail sale of merchandise at sports venues, such as baseball stadiums, basketball and hockey arenas, racetracks, and tennis matches, etc. Includes: • renting or leasing sites on a "concession" basis. Excludes: • providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides. Subset of product 1.3.2.9.1 on 531 list.	5311 7111 7112
711	15.4.2	X				Rental of retail space in or at other entertainment or recreation venues	Renting or leasing space for the retail sale of merchandise at places of entertainment or recreation other than sports venues, such as theme parks, amusement parks and arcades, natural parks, theatres and cinemas, and concert halls, etc. Includes: • renting or leasing sites on a "concession" basis. Excludes: • providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides. Subset of product 1.3.2.9.1 on 531 list.	5311 7111 7112
711	15.4.3	X				Rental of space for food service in or at sports venues	Renting or leasing space for the sale of prepared food and beverages at places of sports venues, such as baseball stadiums, basketball and hockey arenas, racetracks, tennis matches, etc. Includes: • renting or leasing sites on a "concession" basis. Excludes: • providing a location for the placement of vending machines. Subset of product 1.3.2.9.2 on 531 list	5311 7111 7112

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Mex	US	Title	Definition	
711	15.4.4	X				Rental of space for food service in or at other entertainment or recreation venues	Renting or leasing space for the sale of prepared food and beverages at places of entertainment or recreation other than sports venues, such as theme parks, amusement parks and arcades, natural parks, theatres and cinemas, concert halls, etc. Includes: • renting or leasing sites on a "concession" basis. Excludes: • providing a location for the placement of vending machines. Subset of product 1.3.2.9.2 on 531 list.	5311 7111 7112
711	15.4.9	X				Rental of non-residential space in buildings or other facilities, nec.	Renting or leasing buildings, or space within buildings or other facilities, for non-residential uses, not elsewhere specified. Includes: • renting or leasing sites on a "concession" basis. • renting space for meetings, conventions, weddings, parties, and similar events. • providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides. Excludes: • renting and leasing land. • providing a location for the display of advertising messages, such as on billboards or walls, is in product 15.3.2, Leased display advertising media space. • renting and leasing parking spaces is in product 15.10, Parking services. Includes product 1.3 (except pt.1.3.2.9) on 531 list.	5311 7111 7112
711	15.5	X				Athletic trainer services	Provision of services to identify, evaluate, prevent, and treat sports injuries and associated conditions. Athletic trainers work in consultation with and under the supervision of physicians and other health professionals.	7112 711310 711320 711410
711	15.6	X				Sports coaching services	Provision of advice and guidance to individual athletes and teams, designed to instruct and motivate in order to improve their competitiveness. May include one or more of the following components: instruction in the skills of a specific sport; assignment and monitoring of exercises and nutritional advice to improve general physical fitness; and provision of emotional and mental support to improve motivation.	7112 711310 711320 711410

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.7	X				Rental of equipment for spectator sports and performing arts productions	Renting or leasing of equipment for spectator sports or performing arts productions. Includes: • delivery/pick-up, insurance (e.g., property, liability, warranty, and damage waiver), and maintenance and repair of equipment when bundled with the rental or lease agreement. Subset of product 1.9.2 on 5324 list.	7111 7112 711310 711320 711410 711510
711	15.8					Education and instruction services	Provision of instruction (including a combination of courses and experiences) that is designed to accomplish a predetermined objective or set of allied objectives such as preparation for advanced study, qualification for an occupation or range of occupations, or simply the increase of knowledge and understanding. Includes selected products under 1.2 and 1.4 on 61 list.	7111 7112 711310 711320 711410 711510 611
711	15.8.1	X				Fine arts and theatrical performance instruction	Provision of instruction (including a combination of courses and experiences) in the fields of music, dance, theatre, painting, photography and similar arts, that is designed to enable the student to practice the art in question, as either an amateur or professional. Includes products 1.4.1, 1.4.2, and part 1.2.4 on 61 list.	7111 7112 711310 711320 711410 711510 611
711	15.8.2	X				Athletic instruction	Providing instruction (including a combination of courses and experiences) in the fields of athletics and sports, that is designed to enable the student to engage in the athletic activity or sport in question, as either an amateur or professional. Same as product 10.15 on 7139 list.	7111 7112 711310 711320 711410 711510 611
711	15.8.9	X				Other education and instruction	Providing instruction (including a combination of courses and experiences) in fields other than fine arts, athletics and sports. Includes selected products under 1.2 and 1.4 on 61 list, except those related to instruction in athletics and fine arts and theatrical performance.	7111 7112 711310 711320 711410 711510 611

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.9					Gambling services	<p>Providing games of chance and making/taking wagers on such games, including the outcome of sporting events or on other future events with uncertain outcomes. The bet may be made between individuals or between an individual and a commercial establishment, such as a casino, government, or lottery operator. When the bets are made between individuals, the operator of the game receives a fee or commission from the bettors.</p> <p>Includes:</p> <ul style="list-style-type: none"> • intermediary services that deliver gambling products to gamblers, such as selling lottery tickets to gamblers and hosting gambling machines, for a fee or commission. • slot machines. • table games. <p>Same as product 1 on 7132 list.</p>	7112 711310 711320 711410 711510 721120 713210
711	15.9.1	X				Pari-mutuel sports gambling, on the event premises	<p>Providing access to pari-mutuel wagers on future, uncertain events such as races and sporting events, at the site where the event will occur. The house pools the bets of all gamblers, takes a commission, and then distributes the remaining money to the winners.</p> <p>Examples:</p> <ul style="list-style-type: none"> • pari-mutuel wagering on horse races, dog races, and jai-alai games, etc, at the site where the events occur. <p>Excludes:</p> <ul style="list-style-type: none"> • making wagers using gambling machines is in product 14.9.2, Gambling machine products. • making pari-mutuel wagers on events taking place elsewhere. • lotteries, even if tied to sporting events. • gambling conducted interactively on Internet sites. <p>Same as product 1.3.1.1 on 7132 list.</p>	7112 711310 711320 711410 711510 721120 713210

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.9.2	X				Gambling machine products	<p>Providing access to electronic and mechanical gambling machines. The gambling machines used in this product function independently of a dealer, and their timing is controlled by the gambler.</p> <p>Includes:</p> <ul style="list-style-type: none"> • providing access to slot machines, video lottery terminals, and video poker. <p>Excludes:</p> <ul style="list-style-type: none"> • table games that use terminals to allow gamblers to enter their bets. • Keno games played using terminals that allow gamblers to enter their bets, but otherwise operate as a lottery. • gambling, actual or simulated, conducted over the Internet. • hosting gambling machines for a fee or commission. <p>Same as product 1.2 on 7132 list.</p>	7112 711310 711320 711410 711510 721120 713210
711	15.10	X				Parking services	<p>Providing parking for automobiles, motorcycles, and bicycles, both on-streets and off-streets.</p> <p>Includes:</p> <ul style="list-style-type: none"> • provision of space only, and the provision of space bundled with an automobile parking service ("valet service"). • residence parking space, such as parking service provided in apartment parking lots and garages. • covered or uncovered parking space. <p>Excludes:</p> <ul style="list-style-type: none"> • rental of lock-up garages or garage premises for vehicles by the month or year. <p>Same as product 1 on 81293 list.</p>	7111 7112 711310 711320 711410 711510

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Mex	US	Title	Definition	NAICS Industries Producing the Product
711	15.11	X				Performing arts society and club membership services	<p>A bundle of services offered by performing arts societies and clubs to members in exchange for payment of nonrefundable initiation fees and/or annual membership dues. The bundle may include the right to participate in membership events and decision-making activities of the organization; the provision of organization newsletters and publications; and services such as arranging for and providing access to specific goods and services at discounted prices; e.g. free or discounted admissions to performances of the organization.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • rental of meeting rooms, halls, etc. is in product 15.4.9, Rental of non-residential space in buildings or other facilities, nec. • membership fees which are primarily a payment for a specific service are classified in the product corresponding to the service; for example a membership fee paid to a performance arts society primarily for the right of admission to performances by the society is classified in product 1, Admissions to live performing arts performances. • membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. 	711110 711120 711130 711190
711	15.99	X				Other related products	Other related products provided by establishment classified in NAICS 7111-5.	7111 7112 711310 711320 711410 711510 others
711	15.99.1				X	Race animal training	<p>Providing expertise in the training of racing horses and other animals.</p> <p>Same as product 1.2.1 on 81291 list.</p>	711212 711219 711310 711320 711410