

NAPCS Product List for NAICS 516: Internet Publishing and Broadcasting

1	2	3	4	5	6	7	8	9	10	11	12				
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States						NAICS Industries Producing the Product			CPC Code
			Can	Méx	US	Title	Definition			Can	Méx	US			
516	1					Publishing and broadcasting of content on the internet	Publishing and broadcasting audio, video, text and graphics content on the Internet. Includes internet content paid for by subscriptions, pay-per-view, membership fees, fees for downloads, and fees for other forms of licensed access. Includes revenues received from distributors, such as online retailers. Excludes: <ul style="list-style-type: none"> • providing advertising space online is in product 2, Online advertising space. • licensing of rights to reproduce or publish internet content is in product 3, Licensing of rights to use intellectual property protected by copyright. • licensing of rights to use computer software of internet publishers and broadcasters is in product 3, Licensing of rights to use intellectual property protected by copyright. • retailing of software or content created by others over the Internet is in product 4.1, Reselling services for merchandise - online, retail. • internet gambling services. 	511110 511120 511130 511140 511190 516110	511111 511112 511121 511122 511131 511132 511141 511142 511191 511192 516110	511110 511120 511130 511140 511190 516110	32220 32230 32240 84300				
516	1.1	X				Newspapers - online	Newspapers published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Includes publications issued daily or more frequently, consisting mainly of current news of all types. Includes newspapers, as well as portions of newspapers such as headlines e-mailed daily or more frequently, that are paid for by subscription or by single copy access fees. Includes revenues received from distributors, such as online retailers. Excludes: <ul style="list-style-type: none"> • archives on line are in products under 1.4.9, Archives and other collections online. • periodic newsletters are found at 1.2, Periodicals - online. <p>Includes online newspaper products on 51111 product list.</p>	511110 516110	511111 511112 516110	511110 511120 511130 516110	32300 32400 84300				
516	1.2	X				Periodicals - online	Periodicals published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications.. 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. Includes periodicals and periodic newsletters that are paid for by subscription or by single copy access. Includes revenues received from distributors, such as online retailers. Excludes: <ul style="list-style-type: none"> • archives on line are in products under 1.4.9, Archives and other collections online. <p>Includes online periodical products on 51112 product list.</p>	511120 516110	511121 511122 516110	511110 511120 511130 511140 511190 516110	32300 32400 84300				

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1 Industry Subject Area	2 Working Group Code	3 Tri-lateral Detail	4 National Product Detail			7 Title	8 United States Definition	9 NAICS Industries Producing the Product			12 CPC Code
			4 Can	5 Méz	6 US			9 Can	10 Méz	11 US	
516	1.3	X				Books - online	Books (single, non-periodic publications) published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Includes classes such as Text Books, Children's Books, Professional, Technical and Scholarly Books; Reference Books; and Adult Trade Books; also includes an atlas, an anthology, chapters sold separately, a collective work published as a monograph or in volumes, a monograph published as part of a series, and related supplemental materials. Includes online access to books paid for by subscriptions or fees for downloads. Includes revenues received from distributors, such as online retailers.. Excludes: • pamphlets, brochures and advertising materials; newspapers; magazines and other periodicals; maps, charts, plans or sheet music published separately; directories and other compilations; repair manuals that accompany products or are supplied as accessories to services. • digital archives of books are in products under 1.4.9, Archives and other collections online. • retailing of books created by others over the Internet is in product 4.1, Reselling services for merchandise - online, retail. Includes online book products on 51113 product list.	511130 516110	511131 511132 516110	511130 516110	32220 32230 32240 84300
516	1.4					Mailing lists, directories, archives and other collections - online	Ordered collections of factual or creative content published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Includes mailing lists, directories and other factual materials which are generally protected only in the selection and arrangement of the information; and digital archives and other collections of proprietary or third party content where the selection and arrangement is protected, and there is generally copyright in the content. Includes online access to collections paid for by subscriptions, pay per search fee, or fixed fees. Includes online part of product 1 plus online products 2.2 and 3.2 on 51114 list.	511140 516110	511141 511142 516110	511140 516110	84300
516	1.4.1	X				Mailing lists - online	Lists of names, addresses, and other contact information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Includes creating and providing mailing lists to market or promote to a specific group such as those sharing a common interest, purchase history, membership affiliation, or contribution history. Includes online access to mailing lists that are paid for through subscriptions, fixed fees, or fees for downloads. Subset of product 1 on 51114 list and 5 on 51113 list .	511140 516110	511141 511142 516110	511140 516110	84300
516	1.4.2	X				Directories - online	Collections of systematically organized contact information (e.g., telephone and business directories) published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Includes descriptive information on persons, organizations, publications or other entities. Includes online access to mailing lists that are paid for through subscriptions, fixed fees, or fees for downloads. Same as product 2.2 on 51114 list.	511140 516110	511141 511142 516110	511140 516110	84300

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			4 Can	5 Méz	6 US			9 Can	10 Méz	11 US	
516	1.4.9	X				Archives and other collections - online	Archives and similar collections of information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Includes archives of past newspaper and periodical articles, legal cases, and annual reports of publicly traded companies and collections facts (other than directories and mailing lists) compiled from public domain materials such as legal cases, annual reports of publicly traded companies, and other public documents. Access may be paid for by subscriptions, per-item fees, search fees, or other fees.	511140 516110	511141 511142 516110	511140 516110	84300
516	1.4.9.1			X	X	Collections of facts (except directories and mailing lists) - online	Collections of facts (other than directories and mailing lists) compiled from public domain materials such as legal cases, annual reports of publicly traded companies, and other public documents that are published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. The arrangement of the content is creative and usually protected but the content itself is not protected. Includes online access to collections that is paid for through subscriptions, fixed fees, or fees for downloads. Subset of product 3.2 on 51114 list.	511140 516110	511141 511142 516110	511140 516110	84300
516	1.4.9.9			X	X	Archives and other compilations - online	Compilations of information that may include both content in the public domain (legal cases, directories, etc.) and copyrighted content (past newspaper articles, periodical articles, video clips, etc.), published on the Internet in a digital file that can be paid for through subscriptions, fixed fees, or fees for downloads. Subset of product 3.2 on 51114 list.	511140 516110	511141 511142 516110	511140 516110	84300
516	1.4.9.9.1				X	Archives - online	Collections of copyrighted content published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Includes online access to archives of past newspaper and periodical articles, audio and video clips, and other copyrighted materials. Includes online access to archives that is paid for through subscriptions, fixed fees, or fees for downloads. Subset of product 3.2 on 51114 list.	511140 516110	511141 511142 516110	511110 511120 511130 511140 516110	84300
516	1.4.9.9.9				X	Other compilations - online	Other compilations of information that include both content in the public domain (legal cases, directories, etc.) and copyrighted content (past newspaper articles, periodical articles, video clips, etc.), published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Includes online access to compilations that is paid for through subscriptions, fixed fees, or fees for downloads. Subset of product 3.2 on 51114 list.	511140 516110	511141 511142 516110	511140 516110	84300

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			4 Can	5 Méz	6 US			9 Can	10 Méz	11 US	
516	1.9	X				Other online content	Publishing and broadcasting of other online content including online games; adult content; and other content such as greeting cards, jokes, graphics, maps, education content, chat rooms, message boards, streaming news, music and video. Includes content paid for by various methods such as pay-per play, pay-per view, subscriptions, and access fees. Excludes: • Internet gambling services.	511190 516110	511191 511192 516110	511110 511120 511130 511140 512110 516110	84300
516	1.9.1			X	X	Games - online	Publishing games that are intended to be played on the Internet. Examples are card games, action games, children's games, role-playing, and strategy games. It excludes watching a game on the Internet. Includes games paid for by various methods such as subscription and pay-per-play. Excludes: • Internet gambling services.	511190 516110	516110	511210 (?) 516110	84300 (?)
516	1.9.2			X	X	Adult content - online	Publishing or broadcasting mature theme, sexually explicit content over the Internet. Includes graphics, pre-recorded video, live feeds, interactive performances, and virtual activities. Includes content paid for by various methods such as subscription, membership fee, and pay-per-view. Excludes: • adult content published online in newspapers is in product 1.1, Newspapers - online. • adult content published online in periodicals is in product 1.2, Periodicals - online. • adult content published online in books is in product 1.3, Books - online. • adult content published online in mailing lists is in product 1.4.1, Mailing lists - online. • adult content published online directories is in product 1.4.2, Directories - online. • adult content published online in digital archives is in products under 1.4.9, Archives and other collections online. • adult content published in online games is in product 1.9.1, Games - online.	511190 516110	516110	516110	84300
516	1.9.9			X	X	Other online content, nec.	Publishing other online content, not elsewhere classified, such as greeting cards, jokes, cartoons, graphics, maps, education content, streaming news, music, and video, chat rooms. Includes content paid for by various methods such as pay-per play, pay-per view, subscriptions, and access fees.	511190 516110	511191 511192 516110	516110	84300
516	2	X				Online advertising space	Providing space for electronic advertising messages distributed over the Internet. Examples include banner ads, buttons, text links, interstitials, rich media ads, and streaming audio and streaming video ads. Includes the creation and design of advertisements when bundled with the provision of advertising space. Includes online advertising products found on sector 51 and other product lists.	516110	511111 511112 511121 511122 511131 511132 511141 511142 516110	511110 516110	83620 83633

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			Can	Méz	US	Title	Definition	Can	Méz	US	Can	Méz	US	
516	3	X				Licensing of rights to use intellectual property protected by copyright	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). Includes 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. Includes: • temporary transfers of rights through licensing. • permanent transfers of individual or some intellectual property rights through sale (e.g., only broadcast or book or film rights). Excludes: Permanent transfers of all rights granted through outright sale of intellectual property. Same as product 9 on 711 list.	516110	516110 711	511110 511120 511130 511140 516110	51230			
516	4					Related products	Other important products provided by establishments classified in NAICS 516.		516110 469210					
516	4.1	X				Reselling services for merchandise - online, retail	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. Excludes: • digital downloads of publications produced and sold by on online publishers are classified in detailed products under product 1, Publishing and broadcasting of content on the Internet. Subset of product 14.1 on 711 list.	516110	516110 469210	454110 516110	62			
516	4.9	X				Other related products	Other related products provided by establishments classified in NAICS 516. Examples include publishing services for others, text messaging services, etc.	516110	Si existiera el producto: 516110	511110 511120 511130 511140 516110	?			