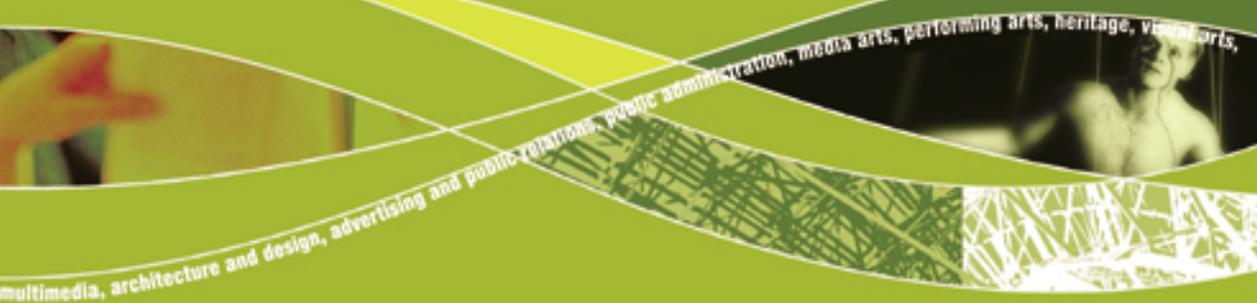


2004

OBSERVATOIRE DE LA CULTURE ET DES COMMUNICATIONS DU QUÉBEC



QUÉBEC CULTURE AND  
COMMUNICATIONS ACTIVITY  
CLASSIFICATION SYSTEM  
2004

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**November 2003**

# F OREWORD

The *Observatoire de la culture et des communications du Québec (OCCQ)* is proud to present the Québec Culture and Communications Activity Classification System (QCCACS). QCCACS contains never before published information and constitutes, to the best of our knowledge, the first comprehensive classification system of culture and communications activities in the province of Québec.

This project was supervised by Mr. Serge Bernier, OCCQ Director, and developed in collaboration with the members of the OCCQ advisory committees. These committees took part in identifying the types of establishments involved in the various fields of activity and assisted the OCCQ in the formulation of definitions. Their expertise and in-depth knowledge of the cultural sector made our work easier and we wish to thank them for their dedication. Our colleagues at the *ministère de la Culture et des Communications*, the *Conseil des arts et des lettres du Québec* and the *Société de développement des entreprises culturelles* also made valuable contributions to this project. We would also like to thank Mr. Claude Martin, economist and professor at *Université de Montréal*, who participated in this project from the outset.

The *Observatoire de la culture et des communications du Québec* created QCCACS in order to have a coherent framework from which to gather, analyze and disseminate statistics on culture and communications that would be used by the persons involved in the cultural sector, by those in charge of government programs, by researchers and by the general public. Because QCCACS was developed for statistical purposes, the ministries, departments, government agencies and other users that intend to use it for administrative, legislative or other purposes will have to take into account the possible limitations of this classification when applying it to other subjects.

All publications from the *Institut de la statistique du Québec* are produced in the spirit of the organization's management values. The first value states that "objectivity, political neutrality, impartiality, integrity and the respect for the confidentiality of the information in its possession constitute fundamental values".

Persons reading this work are welcome to share their comments with us. They can do so by e-mailing us at: [observatoire@stat.gouv.qc.ca](mailto:observatoire@stat.gouv.qc.ca).

Yvon Fortin



Director General

*All publications of the Institut de la statistique du Québec are prepared in keeping with its management values, the first stating that "objectivity, political neutrality, impartiality, integrity and the respect of confidentiality of information held are core values".*

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1. Québec Culture and Communications Activity Classification System.  
2. North American Industry Classification System (Statistics Canada).



# I NTRODUCTION

The mandate of the *Observatoire de la culture et des communications du Québec (OCCQ)* is to develop an integrated statistical system that covers the entire sector of culture and communications<sup>3</sup> and to document both the importance and the role of culture in Québec society. A mandate of this scope calls for the *OCCQ* to delimit, structure and subdivide its coverage so as to survey it in its entirety while avoiding duplication. Practically speaking, this means the use of classification and nomenclature grids to list and describe the entities from which statistics will be produced.

The economic system of the culture and communications sector mobilizes agents, businesses and workers that offer products in the form of goods or services which will be distributed and then intended for public consumption. The present undertaking serves as a reference document in which the *OCCQ* presents its classification of Québec organizations and businesses involved in the culture and communications sector (or more specifically, the “establishments” belonging to these organizations and businesses). Subsequent work could focus on the workers of this sector (classification of cultural occupations) or on what these companies produce (classification of cultural products).

This classification is known as the *Québec Classification System of Culture and Communications Activities (QCCACS)*. The *OCCQ* uses this classification system and its terminology to perform all statistical production and analysis work, regardless of the segment of culture and communications on which it focuses.

In short, QCCACS is a classification system that provides a hierarchal structure as well as a nomenclature and a set of definitions for the various economic activities relating to culture and communications in Québec for the purpose of entering statistical work into a formal framework that will facilitate analysis. Let us mention that its structure is based on concepts of supply or production (not on concepts of consumption or cultural practices). As a result, the *OCCQ* resolved to only present in QCCACS the economic activities that lend themselves to statistical analysis as seen from a production perspective.

## THE BOUNDARIES OF THIS SECTOR

For over 50 years economic statistics have been utilizing classification systems that are earmarked for listing the types of industries. These classifications, which are quite complex in nature, are the subject of continuous development and improvement. This trend has grown as a result of the globalization of markets and the signature of international agreements which made it necessary to formulate classifications that would be common to the different participating countries. However sophisticated and effective these economic frameworks may be, and while they comprise the culture and communications industries, they can only be trusted to a certain extent to structure culture statistics.

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3. Establishments primarily engaged in providing telecommunications services are excluded from *OCCQ* coverage. However, television signal distributors are included.

This can be explained by the particular nature of the culture and communications sector and by the fact that its production of goods and services does not always follow the same logic as that of conventional economic sectors. The principal activity of the cultural sector is the production of senses. The sector is not single-handedly stimulated or mobilized by profit; it is fired by a strong sense of symbolic retribution for which certain creators and certain establishments are willing to sacrifice revenues and stirred by the need for self-expression which is at the root of its products.

The way in which existing economic classifications have set up their criteria prevents certain types of establishments or organizations from finding out where they fit in. Thus, a minimum production value (in dollars) is required for a given industrial sector to be recognized by the existing classifications, when in fact certain cultural sectors do not even meet this criterion.

This brings us to delimit the boundaries of the culture and communications sector in Québec. The boundaries will be defined according to the particular characteristics of this sector. The division of labour in Québec is not the same as that of other societies; thus the way the sector is broken down into different fields will be particular as well.

However, we wish to be able to compare our statistical data with that of other societies and that is why we drew our inspiration from similar work performed in France, at UNESCO, in the European Community, in Canada, in Australia and elsewhere.

Different approaches can be used. Within the limits of practicality, we adopted a coherent approach that takes into account the notion of producing senses (or of communicating) as the defining factor while also considering the tradition and political logic that are representative of Québec's position. We also debated certain choices, certain definitions with the representatives of cultural sectors who sit on our advisory committees. We were able to reach a consensus, not unanimous approval.

The list of fields approved for the purposes of QCCACS is in keeping with the times; it reveals a particular era and context. Political reasons, history, the creation of a ministry for culture and communications, government practices, the way in which we asked the *Observatoire* to organize and structure its advisory committees are as many elements that went into building a list of fields, a list rich in history, a list that is distinctive of Québec.

## THE RELATIONSHIP TO ECONOMIC CLASSIFICATIONS

As seen above, it was necessary to develop a classification system for culture and communications activities that reflected the cultural reality of Québec. That is what the OCCQ tried to achieve in creating QCCACS. Nonetheless, it is important to tie QCCACS in with existing economic classifications in order to link the cultural fields to the rest of the economy. This coherence is the *sine qua non* of conducting economic impact studies, among others.

The leading principles of QCCACS are essentially the same as the ones governing the North American Industry Classification System<sup>4</sup> (NAICS). Thus we reproduced, where possible, the same terminology as that used in the NAICS manual. Let us remind you that NAICS contains two sectors related specifically to culture and communications (sectors 51 and 71) in addition to featuring many industries comprising establishments that are related to culture. All the same, certain segments of the culture and communications sector are missing

4. <http://www.statcan.ca/english/Subjects/Standard/naics/2002/naics02-menu.htm>.

from NAICS because they are engulfed in vast industries (such is the case of fine crafts artists assimilated in NAICS to the industries of wood, glass, etc. or of regional culture councils that NAICS classifies under “Social Advocacy Organizations” or “Other Associations”). NAICS also lacks precision in view of the OCCQ mandate to cover each field of culture (books, live entertainment, cinematography, etc.) while staying within the respective boundaries of each field. In NAICS, certain types of cultural establishments are amalgamated regardless of the specific field to which they belong. Thus, visual artists, actors, writers and many other creators are grouped under industry 711510, Independent Artists, Writers and Performers.

Statistics Canada uses NAICS to produce all its data, including data on culture. The ensuing statistical production is rich in content and constitutes a raw material base that is very important to the OCCQ. The OCCQ uses its own classification system (QCCACS) to analyze and disseminate data originating from Statistics Canada but makes a point of providing a QCCACS/NAICS cross-reference table. This table is appended to the present document.

## STATISTICAL UNITS

A statistical unit<sup>5</sup> is the unit of observation or measurement for which data are collected or compiled. Statistics Canada has established a hierarchy for statistical units. The **Enterprise** (or **organization**) is at the top of the hierarchy and constitutes the unit of observation associated with a complete set of financial statements. The **company** falls second and is the level at which operating profit can be measured, at the very least. The **establishment** follows and is the level at which the accounting data required to measure production are available but not necessarily those for measuring operating profit. Finally, the **location** is at the bottom of the hierarchy (and rarely used) and is the unit of observation that is solely defined by the number of employees and for which accounting data are usually unavailable. In the case of most small units (e.g. a shoe repair shop), the establishment and the enterprise cross one another: they are the same entity.

Since QCCACS is used to gather statistics on the production of goods and services, it directs its focus on establishments. QCCACS strives to describe all types of economic activities relating to culture and communications; these activities serve to identify and classify the different types of establishments (or “parts of establishments”<sup>6</sup>). The different types of establishments are classified in QCCACS according to their **principal activity**. Thus casting agencies are defined as “establishments primarily engaged in recruiting extras and actors for motion pictures. (...)”.

Let us mention that **independent workers** (or self-employed workers) are considered as establishments in their own right (because they necessarily have to be taken into account in order for the production of a given sector to be calculated in its entirety). As for wage earners, they do not, in any way, form a statistical unit under QCCACS. However, this does not prevent the OCCQ from performing statistical work on units like workers (self-employed or salaried) when putting together tables on the cultural workforce. Thus, in QCCACS, when a group of establishments is labelled by the occupation of a person, e.g. “90109, Journalists”

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5. <http://www.statcan.ca/english/concepts/stat-unit-def.htm>.

6. The entities indexed in QCCACS are not always establishments, strictly speaking. In certain cases, they can be “parts of establishments”. For example, within group “14401, Educational and Training Institutions Related to the Field of Libraries”, universities providing training in library science and information sciences, such as the *Université de Montréal*, will be included in this group. However, it is not the *Université de Montréal* (establishment) as a whole that is of interest to QCCACS, but only the library science program (run by the *École de bibliothéconomie et des sciences de l’information*).

or “90110, Independent Illustrators”, it refers to journalists or illustrators acting as independent workers: this group does not include salaried journalists or illustrators. As you will recall, QCCACS does not deal with types of occupations but with types of establishments. For example, when the term “independent” is used to qualify illustrators, it serves to specify that we are not dealing with all workers in illustration (of whom some are salaried) but with all establishments specialized in illustration (of which some can be solely composed of one person).

Therefore you will understand that the smallest establishments encountered in a given industry are independent workers. These workers are particularly accounted for in the culture and communications sector. (In point of fact, cultural products are often identified by the occupation of the persons who created them or performed them).

## CLASSIFICATION STRUCTURE AND PRINCIPLES

QCCACS is a global system that bears upon all the activities of culture and communications establishments. The **sector** of culture and communications sits at the top of its hierarchal structure and is divided into 15 **fields**:

- 11 Visual Arts, Fine Crafts, and Media Arts
- 12 Performing Arts
- 13 Heritage, Museum Institutions, and Archives
- 14 Libraries
- 15 Books
- 16 Periodicals
- 17 Sound Recording
- 18 Cinematography and Audiovisual
- 19 Radio and Television
- 20 Multimedia
- 21 Architecture and Design
- 22 Advertising and Public Relations
- 23 Organizations Dedicated to Representation and Advancement
- 24 Public Administration
- 90 Establishments involved in more than one field of culture and communications

Each of these 15 fields is subdivided into **groups** that reflect the different types of establishments. Where necessary, the group shall be divided into **subgroups**.

It is the **principal activity**<sup>7</sup> of a given establishment that will dictate the QCCACS field and group in which it will be classified. All QCCACS groups are mutually exclusive, thus a given establishment can only be classified in one group. However, since there are establishments whose principal activity affects many cultural fields at one time (e.g. graphic designers), we created an additional code to identify these **multi-field** establishments. All multi-field groups carry a code that starts with 90 and are gathered in QCCACS under the heading “Establishments involved in more than one field of culture and communications”.

Moreover, there are certain cultural establishments that are engaged in secondary activities of a cultural nature even though their principal activity is clearly identifiable. Thus, a museum (primarily engaged in managing collections and presenting exhibitions) could be engaged in a secondary activity that involves presenting live entertainment shows in its auditorium. It stands to reason that this type of multi-purpose establishment should be classified in QCCACS under the group that is in line with its principal activity (13203, Museums). However, these multi-purpose establishments will carry a **secondary activity code** that will be used to consider them in the appropriate field should the OCCQ conduct statistical surveys or put together directories. (For example, this code will make it possible to enter this museum on the list of respondents when conducting a survey on the presentation of live entertainment shows).

## FUNCTIONS

A practice developed by UNESCO and used by many countries consists in identifying the types of cultural establishments according to their **function** in the production scheme. Generally speaking, cultural-based goods and services go through three stages before becoming available for public consumption: creation, production and dissemination (or distribution). To this cycle is added the training function (that groups establishments in charge of training persons working in the cultural sector). We retained this classification principle for each of the 15 fields that compose QCCACS; the various listed groups are divided into four categories: creation, production, dissemination/distribution and training.

In actuality, each of these four stages is usually assumed by separate establishments but there are also establishments that can be involved in more than one stage at once. This is the case of both visual artists for whom the creation and production of art work constitute the same activity and of certain theatre companies that assume the production and the presentation (dissemination) of their shows. These establishments are classified under one “function” or the other according to their principal activity or to the activity that constitutes their principal function or that is at the top of their production scheme. Thus visual artists are classified under “creation” even though they also act as producers and theatre companies are classified under “production” even though they also act as presenters (disseminators).

Note that certain foreign classification systems also feature a conservation function but QCCACS did not retain this function since all the establishments involved in conservation activities (museums, film libraries, archives, etc.) are already represented in field 13, Heritage, Museum Institutions, and Archives.

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7. The principal activity is usually determined by a value added calculation which is based on the sum of salaries and fringe benefits, depreciation and net operating surplus. In cases where salaries are not paid (e.g. volunteer work), the principal activity is determined by the number of assigned human resources (e.g. number of days worked).

1. **Creation** can be defined as the act or process of creating original art works that generally result in copyrights. A typical example would be writing a manuscript. In many cases, the creation function includes research activities. As far as libraries and museums are concerned, the creation function finds expression through the development and strategic management of offered services (collections, exhibitions).
2. The **Production** of cultural-based goods and services can be defined as putting into action the process that enables to shift from the original work to the work available to the public. Typical examples would be publishing a book, which would include printing, or recording and reproducing a musical composition on disk/tape. The production function can also be identified as the ability to make material and non-material artefacts available to the public. At times, the production function can contain a creative component that usually arises from a previously created original work. In certain QCCACS fields, the production function is missing because it does not constitute a cultural activity. This is the case of field 21, Architecture and Design where creating an architectural work (creation) is a cultural-based activity but the ensuing construction of the building (production) is not.
3. **Dissemination or Distribution** can be defined as the supply, usually public, of goods or services produced in the previous stage. In the case of material goods (books, records, etc.), this function is carried out through the operation of warehouses, transportation vehicles and stores, i.e. "distribution" which separates wholesale from retail. It can also be performed via electronic or non-material means (waves, cable distribution, Internet), i.e. "dissemination" or broadcasting as it were. Moreover, the term "dissemination" applies to the presentation of indoor shows, to the programming of exhibitions and to the holding of cultural events (trade shows, festivals, etc.). The dissemination/distribution function includes promotional activities. In the case of field 16, Libraries, this function is missing because it is integrated into the production function. (In point of fact, the production of services for which libraries are mandated implies that they simultaneously assume the dissemination (circulation) of works to the public.).
4. The **Training** of cultural creators or workers does not fit in directly with the cycle we mentioned above, which deals with the production stages of goods or services. Although, if we slightly broaden the angle to consider the context that presides over the ability to make cultural products available to the public, it becomes rather pertinent to recognize that the training of cultural workers as a function forms an integral part of the culture and communications sector. This function can be defined as the provision of programs and courses with a view to making cultural trades or occupations available.

## NUMBERING SYSTEM

The numbering system retained by QCCACS is a five-digit code with a two-digit extension for subgroups. The first two digits represent the field, the third, the function and the last two, the group.

Thus, the code of subgroup *11303.01, Contemporary Art Dealers* can be broken down as follows:

**11**303.01    Field: Visual Arts, Fine Crafts, and Media Arts

11**3**03.01    Function: Dissemination/Distribution

1130**3**.01    Group: Art Dealers

11303.**01**    Subgroup: Contemporary Art Dealers



# **QCCACS STRUCTURE**



**11 VISUAL ARTS, FINE CRAFTS, AND MEDIA ARTS**

- 11101 Visual Artists
- 11102 Fine Crafts Artists and Artisans
- 11103 Media Artists
- 11201 Art Work Publishers
- 11202 Visual Arts Production Facilities
  - 11202.01 Artist-Run Centres Dedicated to Visual Arts Production
  - 11202.02 Other Visual Arts Production Facilities
- 11203 Fine Crafts Production Facilities
- 11204 Media Arts Production Facilities
- 11205 Art Work By-Products Publishers
- 11301 Artistic Agents and Consultants in Visual Arts, Fine Crafts, and Media Arts
- 11302 Artist-Run Centres Dedicated to Visual Arts Dissemination
- 11303 Art Dealers
  - 11303.01 Contemporary Art Dealers
  - 11303.02 Art Dealers other than Contemporary Art Dealers
- 11304 Organizers of Visual Arts Events
- 11305 Fine Crafts Products Specialty Shops
- 11306 Art Work By-Products Specialty Shops
- 11307 Organizers of Fine Crafts Events
- 11308 Organizers of Media Arts Events
- 11401 Visual Arts, Fine Crafts, and Media Arts Educational and Training Institutions
- 11910 Visual Arts, Fine Crafts, or Media Arts Establishments n.o.c.

**12 PERFORMING ARTS**

- 12101 Independent Stage Designers and Directors
- 12102 Independent Choreographers
- 12201 Producers of Live Entertainment Shows
- 12202 Technical Service Providers – Performing Arts
- 12301 Booking Agencies
- 12302 Presenters of Live Entertainment Shows
  - 12302.01 Presenters of Live Entertainment Shows – Regular Programme Schedule
  - 12302.02 Organizers of Performing Arts Festivals and Events
- 12303 Lessors of Dedicated Performing Arts Venues
- 12304 Lessors of Other Entertainment Venues
- 12305 Ticketing Networks
- 12401 Performing Arts Educational and Training Institutions
- 12910 Performing Arts Establishments n.o.c.

### 13 HERITAGE, MUSEUM INSTITUTIONS, AND ARCHIVES

- 13101 Establishments Providing Research and Development Services for Museum, Heritage, and Archival Products and Activities
- 13201 Heritage Agencies
  - 13201.01 Archaeological Heritage Agencies
  - 13201.02 Architectural and Landscape Heritage Agencies
  - 13201.03 Artistic Heritage Agencies
  - 13201.04 Ethnological Heritage and Traditional Cultural Practices Agencies
  - 13201.05 Historical and Genealogical Heritage Agencies
  - 13201.06 Heritage Agencies n.o.c.
- 13202 Profit-oriented Heritage Establishments
  - 13202.01 Built Heritage Traditional Trades Artisans
  - 13202.02 Conservators – Art and Heritage Objects
  - 13202.03 Artisan Producers – Local Authentic Products (Terroir)
  - 13202.04 Artisan Contractors – Artisanal Products
- 13203 Museums
  - 13203.01 Art Museums
  - 13203.02 History, Ethnology, and Archaeology Museums
  - 13203.03 Natural and Environmental Sciences Museums
  - 13203.04 Science and Technology Museums
- 13204 Interpretation Sites
  - 13204.01 History, Ethnology, and Archaeology Interpretation Sites
  - 13204.02 Natural and Environmental Sciences Interpretation Sites
  - 13204.03 Science and Technology Interpretation Sites
- 13205 Exhibition Centres
- 13206 Profit-oriented Museum Institutions
- 13207 Archives Centres and Archival Services
  - 13207.01 Archives Centres and Archival Services – Culture and Society
  - 13207.02 Archives Centres and Archival Services – Education and Research
  - 13207.03 Archives Centres and Archival Services – Religious Institutions
  - 13207.04 Archives Centres and Archival Services – Health and Social Services
  - 13207.05 Archives Centres and Archival Services – Government and Municipal Sector
  - 13207.06 Archives Centres and Archival Services – Finance, Economy and Labour
- 13301 Event Producers – Heritage, Museum Institutions, and Archives
- 13302 Heritage Objects Specialty Shops
- 13401 Heritage, Museum Institutions, and Archives Educational and Training Institutions
- 13910 Heritage, Museum Institutions, and Archives Establishments n.o.c.

**14 LIBRARIES**

- 14201 National Libraries
- 14202 Public Libraries
  - 14202.01 Independent Public Libraries
  - 14202.02 Affiliated Public Libraries
  - 14202.03 Specialized Public Libraries
- 14203 Regional Service Centres for Public Libraries
- 14204 College Libraries
- 14205 University Libraries
- 14206 School Libraries
- 14207 Documentation Centres and Specialized Libraries
- 14401 Educational and Training Institutions Related to the Field of Libraries
- 14910 Libraries n.o.c.

**15 BOOKS**

- 15201 Literary Agents
- 15202 Sheet Music Publishers
- 15203 Government Publisher
- 15204 School Publishers
- 15205 General Literature Publishers
- 15206 Scientific and Technical Publishers
- 15301 Sheet Music Retailers
- 15302 Book Promoters, Distributors and Promoter/Distributors
  - 15302.01 Book Promoters
  - 15302.02 Book Distributors
  - 15302.03 Book Promoter/Distributors
- 15303 Bookstores
- 15304 Used Bookstores
- 15305 Organizers of Book Fairs and Events
- 15401 Educational and Training Institutions Related to the Field of Books
- 15910 Establishments Related to the Field of Books n.o.c.

**16 PERIODICALS**

- 16201 Newspaper Publishers
  - 16201.01 Publishers of Daily Newspapers
  - 16201.02 Publishers of Regional and Community Newspapers
  - 16201.03 Publishers of National Weekly Newspapers
- 16202 Publishers of Printed Periodicals
  - 16202.01 Publishers of Magazines and Journals
  - 16202.02 Publishers of Cultural Periodicals
- 16203 Publishers of Virtual Periodicals
- 16301 Distributors of Periodicals
- 16302 Points of Sale - Periodicals
- 16910 Establishments Related to the Field of Periodicals n.o.c.

**17 SOUND RECORDING**

- 17101 Independent Sound Recording Directors
- 17102 Independent Music Arrangers
- 17201 Sound Recording Producers
- 17202 Record Companies and Labels
- 17203 Sound Recording Studios
- 17204 Sound Recording Pressing and Reproduction
- 17205 Technical Sound Recording Services n.o.c.
- 17301 Sound Recording Distributors
- 17302 Record Stores
- 17401 Sound Recording Educational and Training Institutions
- 17910 Sound Recording Establishments n.o.c.

**18 CINEMATOGRAPHY AND AUDIOVISUAL**

- 18101 Independent Designers and Directors of Cinematographic and Audiovisual Works
- 18102 Independent Artist Technicians and Artist Designers in Cinematography and Audiovisual
- 18201 Casting Agencies
- 18202 Independent Storyboard Artists
- 18203 Independent Technicians in Cinematography
- 18204 Film and Audiovisual Producers
- 18205 Postproduction Studios and Other Services Related to the Production of Films and Television Programs
- 18206 Dubbing Studios
- 18301 Distributors of Films and Television Programs
- 18302 Videogram Distributors
- 18303 Retail Sale and Rental of Videograms
- 18304 Movie Theatres
- 18305 Organizers of Cinematographic and Audiovisual Events
- 18401 Cinematography and Audiovisual Educational and Training Institutions
- 18910 Cinematography and Audiovisual Establishments n.o.c.

**19 RADIO AND TELEVISION**

- 19101 Independent Researchers in Radio and Television
- 19201 Independent Hosts in Radio and Television
- 19202 Radio Stations and Services
- 19203 Radio Networks
- 19204 Television Stations and Services
- 19205 Television Networks
- 19206 Specialty and Pay Television Services
  - 19206.01 Specialty Television Services
  - 19206.02 Pay Television Services
- 19207 Independent Technicians in Television
- 19301 Cable Distributors
- 19302 Satellite Broadcasting Distributors

- 19303 Microwave Broadcasting Distributors
- 19304 Other Broadcasting Distribution Establishments
- 19401 Radio and Television Educational and Training Institutions
- 19910 Radio and Television Establishments n.o.c.

## **20 MULTIMEDIA**

- 20101 Independent Designers and Script Writers in Multimedia
- 20102 Independent Art Directors in Multimedia
- 20103 Other Independent Creators in Multimedia
- 20201 Multimedia Producers
- 20202 Independent Project Managers in Multimedia
- 20301 Distributors of Multimedia Products
- 20302 Retailers of Multimedia Products
- 20303 Organizers of Multimedia Events
- 20401 Multimedia Educational and Training Institutions
- 20910 Multimedia Establishments n.o.c.

## **21 ARCHITECTURE AND DESIGN**

- 21101 Architectural Services
- 21102 Landscape Architectural Services
- 21103 Interior Design Services
- 21104 Industrial Design Services
- 21105 Independent Fashion Designers
- 21106 Multidisciplinary Design and Architectural Services
- 21301 Organizers of Events Dedicated to Architecture and Design
- 21401 Educational and Training Institutions Dedicated to Architecture or Design
- 21910 Establishments Dedicated to Architecture and Design n.o.c.

## **22 ADVERTISING AND PUBLIC RELATIONS**

- 22101 Advertising Agencies and Services
- 22102 Public Relations Firms and Services
- 22103 Integrated Communication Services
- 22201 Media Representatives
- 22401 Educational and Training Institutions Dedicated to Advertising and Public Relations
- 22910 Advertising and Public Relations Establishments n.o.c.

## **23 ORGANIZATIONS DEDICATED TO REPRESENTATION AND ADVANCEMENT**

- 23901 Copyright Societies
- 23902 Sectoral Councils and Organizations Dedicated to Representation
- 23903 Labour Organizations, Corporations, and Professional Associations
- 23904 Organizations Dedicated to the Development or Advancement of Culture
- 23905 Private Foundations
- 23910 Organizations Dedicated to Representation and Advancement n.o.c.

**24 PUBLIC ADMINISTRATION**

- 24910 Federal Public Administration
- 24930 Municipal and Local Public Administration
- 24940 Aboriginal Public Administration
- 24950 International Public Organizations and Other Extraterritorial Public Organizations

**90 ESTABLISHMENTS INVOLVED IN MORE THAN ONE FIELD OF CULTURE AND COMMUNICATIONS**

- 90101 Writers/Composers/Performers
- 90102 Writer/Composers
- 90103 Performers
  - 90103.01 Actors
  - 90103.02 Singers
  - 90103.03 Musicians
  - 90103.04 Dancers
  - 90103.05 Other Performers
- 90104 Independent Playwrights, Screen Writers, and Script Writers
- 90105 Composers
- 90106 Lyricists
- 90107 Authors of Books or Periodicals
  - 90107.01 Writers
  - 90107.02 Other Independent Authors of Books or Periodicals
- 90108 Independent Translators
- 90109 Independent Journalists
- 90110 Independent Illustrators
- 90111 Independent Graphic Designers and Computer Graphics Designers
- 90112 Independent Photographers in Communication
- 90201 Music Publishers
- 90202 Artistic Agents
- 90203 News Agencies
- 90301 Superstore Retailers - Cultural Products
- 90302 Multi-field Venues Dedicated to the Presentation of Cultural Events
- 90303 Organizers of Multi-field Cultural Events
- 90304 Other Points of Sale - Cultural Products
- 90305 Art Works, Art Objects, and Heritage Objects Auction Houses
- 90306 Independent Curators
- 90910 Multi-field Establishments n.o.c.

# **D**ESCRPTIONS



## **11 VISUAL ARTS, FINE CRAFTS, AND MEDIA ARTS**

This field comprises establishments primarily engaged in creating, producing, disseminating, distributing or selling original art works or products resulting from the practice of visual arts, fine crafts, or media arts. Independent (self-employed) artists engaged in creating art work, establishments engaged in managing the career of such artists, and professional training establishments are also included in this field. Visual arts include painting, sculpture, printmaking, drawing, photography, textile art (fibers), installation art, performance art, art video, or any other form of expression of the same nature. Fine crafts deal with the handcraft production of utilitarian, decorative, or expressive art work, resulting from the practice of a trade related to the transformation of wood, leather, fibers, metal, silicates, or any other material. Media arts deal with the creation of expressive works, of experimental nature or research-based, that involve the use of filming, video, audio recording, or multimedia.

### **11101 VISUAL ARTISTS**

This group comprises professional artists primarily engaged in creating, on an independent basis, original art works that fall within the visual arts: painting, sculpture, printmaking, drawing, photography, textile art, installation art, performance art, art video, or any other form of expression of the same nature. Artists creating on their own, whose competence is recognized by their peers in their own discipline, and who sign art works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- Independent Photographers in Communication (90112);
- Independent Illustrators (90110).

### **11102 FINE CRAFTS ARTISTS AND ARTISANS**

This group comprises establishments and independent professional artists primarily engaged in creating original art works (single or multiple copy original work production) intended for a utilitarian, decorative, or expressive function and that result from the practice of a trade related to the transformation of wood, leather, fibers, metal, silicates, or any other material. Artists creating on their own, whose competence is recognized by their peers in their own discipline, and who sign art works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- Heritage and Art Objects Conservators (13202.02);
- artisans and crafts persons primarily engaged in making heritage objects (13202.04, Artisan Contractors – Artisanal Products);
- Built Heritage Traditional Trades Artisans (13202.01).

**1 1 1 0 3      M E D I A   A R T I S T S**

This group comprises professional artists primarily engaged in creating original art works related to media arts, i.e. expressive art works, of experimental nature or research-based, that involve the use of filming, video, audio recording, or multimedia. Artists creating on their own, whose competence is recognized by their peers in their own discipline, and who sign art works that are disseminated in a professional context are considered as professional artists.

**1 1 2 0 1      A R T   W O R K   P U B L I S H E R S**

This group comprises establishments primarily engaged in reproducing art works, in a limited number of copies, from an original mat (plate, negative, molding, etc.). These reproductions, generally numbered and signed by the artist, are originals in themselves. For example, these could be lithographs, photographs, sculptures, or artists books.

**1 1 2 0 2      V I S U A L   A R T S   P R O D U C T I O N   F A C I L I T I E S**

This group comprises profit-oriented and non-profit establishments primarily engaged in activities that further the production of visual art works. These establishments provide visual artists with equipment and specialized services and resources.

**1 1 2 0 2 . 0 1      A R T I S T - R U N   C E N T R E S   D E D I C A T E D   T O   V I S U A L   A R T S  
P R O D U C T I O N**

This subgroup comprises establishments generally identified as “artist-run centres”, i.e. non-profit organizations, directed by a board of directors consisting of a majority of artists; these establishments being primarily engaged in activities that further the production of visual art works and research in the visual arts field. They provide artists with spaces, equipment, and specialized services and resources and they offer activities such as reflection, training, skill upgrading, and production residency.

**1 1 2 0 2 . 0 2      O T H E R   V I S U A L   A R T S   P R O D U C T I O N   F A C I L I T I E S**

This subgroup comprises every establishment primarily engaged in encouraging the production of visual art works, excluding establishments identified as “artist-run centres”.

*Exclusion:*

- Artist-Run Centres Dedicated to Visual Arts Production (11202.01).

**1 1 2 0 3      F I N E   C R A F T S   P R O D U C T I O N   F A C I L I T I E S**

This group comprises profit-oriented and non-profit establishments primarily engaged in producing or encouraging the production of art works or objects that result from the practice of fine crafts. These establishments make fine crafts objects designed by artisans or provide artisans with equipment and specialized services and resources. This group comprises, namely, fine crafts economuseums®.

*Exclusion:*

- establishments primarily engaged in reproducing art works in limited series from original mats (11201, Art Work Publishers).

**1 1204      MEDIA ARTS PRODUCTION FACILITIES**

This group comprises profit-oriented and non-profit establishments primarily engaged in activities that further the production of media art works in an independent context. These establishments provide media artists with equipment and specialized services and resources that allow for the production of art works. This group includes, among others, artist-run centres dedicated to the production of media arts.

**1 1205      ART WORK BY-PRODUCTS PUBLISHERS**

This group comprises establishments primarily engaged in making reproductions of art works or objects bearing the reproduction of art works (posters, cards, jewellery, place mats, etc.). When such activities involve art work that is not in the public domain, the publisher will first obtain a licence from the copyright owner.

**1 1301      ARTISTIC AGENTS AND CONSULTANTS IN VISUAL ARTS,  
FINE CRAFTS, AND MEDIA ARTS**

This group comprises establishments primarily engaged in representing or managing artists from the visual arts, fine crafts, or media arts. These establishments represent their clients in contract negotiations, manage or organize the client's financial affairs, and generally promote the careers of their clients. This group also comprises establishments or independent individuals specialized in visual arts, fine crafts, or media arts who sell their services as consultants to clients (individuals or institutions) for various purposes (art work evaluation, documentary search, catalogue preparation, etc).

*Exclusions:*

- Artistic Agents (90202);
- Literary Agents (15201).

**1 1302      ARTIST-RUN CENTRES DEDICATED TO VISUAL ARTS  
DISSEMINATION**

This group comprises establishments generally identified as “artist-run centres” i.e. non-profit organizations, directed by a board of directors consisting of a majority of artists, whose main function is to further research, dissemination, and animation in the visual arts field. They also further creation in the visual arts field and provide artistic production residency and community activities such as exhibitions, conferences, debates, performances, publications, and documentation.

**1 1303      ART DEALERS**

This group comprises establishments primarily engaged in retailing original art work. An original art work is the first and unique specimen of an art work (sculpture, drawing, etc.), such specimen being produced by the artist who is the author of the said art work, and generally bearing his or her handwritten signature. Limited edition copies (such as lithographs, photographs, etc.) are also considered original art works in cases where each copy is numbered and signed.

*Exclusions:*

- establishments primarily engaged in organizing auction sales (90305, Art Work, Art Objects, and Heritage Objects Auction Houses);
- establishments primarily engaged in retailing fine crafts products (11305, Fine Crafts Products Specialty Shops);
- establishments primarily engaged in retailing art work by-products (11306, Art Work By-Products Specialty Shops).

**1 1303.01 CONTEMPORARY ART DEALERS**

This subgroup comprises establishments primarily engaged in retailing original contemporary art work, i.e. relatively recent works whose form or contents display a new or innovative approach compared to traditional, classical, or academic approaches from an art history perspective.

*Exclusions:*

- establishments primarily engaged in organizing auction sales (90305, Art Work, Art Objects, and Heritage Objects Auction Houses);
- establishments primarily engaged in retailing fine crafts products (11305, Fine Crafts Products Specialty Shops);
- establishments primarily engaged in retailing art work by-products (11306, Art Work By-Products Specialty Shops).

**1 1303.02 ART DEALERS OTHER THAN CONTEMPORARY ART DEALERS**

This subgroup comprises every establishment primarily engaged in retailing original art work, excluding establishments part of subgroup 11303.01, Contemporary Art Dealers.

*Exclusions:*

- establishments primarily engaged in organizing auction sales (90305, Art Work, Art Objects, and Heritage Objects Auction Houses);
- establishments primarily engaged in retailing fine crafts products (11305, Fine Crafts Products Specialty Shops);
- establishments primarily engaged in retailing art work by-products (11306, Art Work By-Products Specialty Shops).

**1 1304 ORGANIZERS OF VISUAL ARTS EVENTS**

This group comprises establishments primarily engaged in organizing visual arts events, i.e. time-limited public events, generally occurring on a regular basis (e.g. each year), featuring art exhibitions or other cultural activities, and with a view to promoting or disseminating the visual arts.

**1 1305 FINE CRAFTS PRODUCTS SPECIALTY SHOPS**

This group comprises establishments primarily engaged in retailing works or products resulting from the practice of fine crafts.

**11306 ART WORK BY-PRODUCTS SPECIALTY SHOPS**

This group comprises establishments primarily engaged in retailing art work reproductions or objects representing art works such as posters, cards, jewellery, placemats, etc.

**11307 ORGANIZERS OF FINE CRAFTS EVENTS**

This group comprises establishments primarily engaged in organizing events related to fine crafts, i.e. time-limited public events, generally occurring on a regular basis (e.g. each year), hosting trade fairs, exhibitions, and shows, or other cultural activities, with a view to promoting or disseminating the fine crafts.

**11308 ORGANIZERS OF MEDIA ARTS EVENTS**

This group comprises establishments primarily engaged in organizing media arts events, i.e. time-limited public events, generally occurring on a regular basis (e.g. each year), during which media art works are presented through exhibitions, projections or other cultural activities, with a view to promoting or disseminating the media arts.

**11401 VISUAL ARTS, FINE CRAFTS, AND MEDIA ARTS EDUCATIONAL AND TRAINING INSTITUTIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of visual arts, fine crafts, or media arts. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of visual arts, fine crafts, or media arts.

**11910 VISUAL ARTS, FINE CRAFTS, OR MEDIA ARTS ESTABLISHMENTS N.O.C.<sup>8</sup>**

This group comprises establishments that are not part of any other group of field 11 and that are primarily engaged in encouraging the creation, production, dissemination or distribution of art works from the field of visual arts, fine crafts, or media arts. This group includes, among others, art lending libraries as well as establishments primarily engaged in distributing art videos or any other type of media art work.

**THE FOLLOWING GROUPS ARE ALSO CONSIDERED IN THE ANALYSIS OF THE VISUAL ARTS, FINE CRAFTS, AND MEDIA ARTS FIELD:**

- 90303 Organizers of Multi-field Cultural Events
- 90305 Art Works, Art Objects, and Heritage Objects Auction Houses
- 90306 Independent Curators

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8. n.o.c.: not otherwise classified.

## **12 PERFORMING ARTS**

This field comprises establishments primarily engaged in organizing, producing, presenting, distributing or promoting live entertainment shows in the areas of theatre, opera, music, dance, or variety. Independent artists engaged in creating and/or interpreting works presented in live performances, establishments engaged in managing the career of such artists, individuals providing the artistic, creative, or technical skills necessary to the presentation of such shows, as well as professional training establishments in the performing arts are also included in this field.

### **12101 INDEPENDENT STAGE DESIGNERS AND DIRECTORS**

This group comprises independent professional artists primarily engaged in creating set, costume, or lighting designs or directing various stage performances. This group includes stage directors, set designers, costume designers, and all related creators. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and whose creations are disseminated in a professional context are considered as professional artists.

### **12102 INDEPENDENT CHOREOGRAPHERS**

This group comprises independent professional artists primarily engaged in creating dance works or choreographies intended to be filmed or performed live. Choreographers may also perform their own creations. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who create – or create and perform – works that are disseminated in a professional context are considered as professional artists.

### **12201 PRODUCERS OF LIVE ENTERTAINMENT SHOWS**

This group comprises establishments primarily engaged in producing live entertainment shows in the areas of theatre, opera, music, dance, and variety. These establishments are in charge of organizing and financing these shows; they hire the services of all participants, and own the operating rights to these shows. Producers of live entertainment shows may at times act as presenters of these shows.

*Exclusions:*

- establishments primarily engaged in presenting live entertainment shows (12302, Presenters of Live Entertainment Shows);
- Lessors of Dedicated Performing Arts Venues (12303);
- Lessors of Other Entertainment Venues(12304).

### **12202 TECHNICAL SERVICE PROVIDERS - PERFORMING ARTS**

This group comprises establishments primarily engaged in providing producers or presenters of live entertainment shows or hall lessors with specialized technical services such as stage equipment operators, set carpenters, stage managers, grips, technical directors, dressers, lighting technicians, sound engineers, electricians, props persons, etc.

### **12301      BOOKING AGENCIES**

This group comprises establishments primarily engaged in selling presentations of live entertainment shows to presenters, on behalf of the producers of these shows, who commissioned them to do so. These establishments pay themselves by retaining a percentage of the fees paid by the presenters for the purchase of these presentations. Booking agencies own no rights to the shows and do not support the financial risks.

### **12302      PRESENTERS OF LIVE ENTERTAINMENT SHOWS**

This group comprises establishments primarily engaged in presenting live entertainment shows to the public. To do so, these establishments design a program schedule, acquire the right to present given live entertainment shows to the public for a certain number of presentations, and schedule these presentations in certain venues or halls. Some presenters offer live shows on a regular basis while others present them selectively during festivals or other events they are organizing. Presenters may operate their own halls or venues, or present live entertainment shows in facilities managed and operated by others.

*Exclusions:*

- establishments primarily engaged in producing live entertainment shows (12201);
- establishments primarily engaged in leasing arts and entertainment venues (12303 and 12304);
- establishments primarily engaged in presenting several types of cultural activities such as live performances, exhibitions and projections (90302, Multi-field Venues Dedicated to the Presentation of Cultural Events).

#### **12302.01    PRESENTERS OF LIVE ENTERTAINMENT SHOWS – REGULAR PROGRAMME SCHEDULE**

This subgroup comprises establishments primarily engaged in presenting live entertainment shows to the public, other than establishments from subgroup 12302.02: Organizers of Performing Arts Festivals and Events. To this end, presenters of live entertainment shows part of the regular programme schedule design a program schedule, acquire – from producers or through booking agencies – the right to present given live entertainment shows to the public for a certain number of presentations, and schedule these presentations in certain venues or halls. These presenters may operate their own halls or venues, or present live entertainment shows in facilities managed and operated by others.

*Exclusions:*

- establishments primarily engaged in producing live entertainment shows (12201);
- establishments primarily engaged in leasing arts and entertainment venues (12303 and 12304);
- establishments primarily engaged in presenting several types of cultural activities such as live presentations, exhibitions and projections (90302, Multi-field Venues Dedicated to the Presentation of Cultural Events).

**12302.02 ORGANIZERS OF PERFORMING ARTS FESTIVALS AND EVENTS**

This subgroup comprises establishments primarily engaged in organizing performing arts events, i.e. time-limited public events, generally occurring on a regular basis (e.g. each year), during which live entertainment shows or cultural activities are presented with a view to promoting or disseminating the performing arts. To this end, these establishments design a program schedule, they acquire – from producers or through booking agencies – the right to present given live entertainment shows to the public for a certain number of presentations, and they schedule these presentations in certain venues or halls.

*Exclusions:*

- establishments primarily engaged in producing live entertainment shows (12201);
- establishments primarily engaged in leasing arts and entertainment venues (12303 and 12304);
- establishments primarily engaged in presenting several types of cultural activities such as live performances, exhibitions and projections (90302, Multi-field Venues Dedicated to the Presentation of Cultural Events).

**12303 LESSORS OF DEDICATED PERFORMING ARTS VENUES**

This group comprises establishments primarily engaged in operating one or several entertainment venues (or halls) specifically dedicated to the performing arts, and leasing such facilities to producers or presenters of live entertainment shows.

*Exclusions:*

- establishments primarily engaged in producing live entertainment shows (12201);
- establishments primarily engaged in presenting live entertainment shows (12302).

**12304 LESSORS OF OTHER ENTERTAINMENT VENUES**

This group comprises non-cultural establishments operating one or several entertainment venues (or halls) not specifically dedicated to the performing arts such as schools or sports facilities. These establishments lease their facilities to producers or presenters of live entertainment shows.

*Exclusions:*

- establishments primarily engaged in producing live entertainment shows (12201);
- establishments primarily engaged in presenting live entertainment shows (12302).

**12305 TICKETING NETWORKS**

This group comprises establishments primarily engaged in selling show tickets to consumers on behalf of presenters of live entertainment shows or lessors of arts and entertainment venues who commissioned them to do so. These establishments generally operate a network of box-office counters located in various institutions and/or businesses.

**12401      PERFORMING ARTS EDUCATIONAL AND TRAINING INSTITUTIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the performing arts. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the performing arts field.

**12910      PERFORMING ARTS ESTABLISHMENTS N.O.C.**

This group comprises establishments that are not part of any other group of field 12 and that are primarily engaged in encouraging the creation, production, promotion, or distribution of performing arts works or shows.

The following groups are also considered in the analysis of the performing arts field:

- 90101      Writers/Composers/Performers
- 90102      Writer/Composers
- 90103      Performers
  - 90103.01    Actors
  - 90103.02    Singers
  - 90103.03    Musicians
  - 90103.04    Dancers
  - 90103.05    Other Performers
- 90104      Independent Playwrights, Screen Writers, and Script Writers
- 90105      Composers
- 90106      Lyricists
- 90201      Music Publishers
- 90202      Artistic Agents
- 90302      Multi-field Venues Dedicated to the Presentation of Cultural Events
- 90303      Organizers of Multi-field Cultural Events

## **13 HERITAGE, MUSEUM INSTITUTIONS, AND ARCHIVES**

This field comprises establishments (including self-employed workers) primarily engaged in managing, protecting, preserving, disseminating, or promoting heritage, museum institutions, and archives. Heritage institutions comprise establishments primarily engaged in studying, acquiring, managing, preserving, conserving, protecting, and maintaining heritage sites and assets, passing on traditional culture, promoting, and finally, enhancing national, regional, or local heritage through animation, dissemination, and awareness activities. The area of intervention of these establishments concerns material and non-material heritage, according to UNESCO's terminology, and cultural landscapes. Heritage is defined as a combination of material and non-material elements, of a cultural and collective nature, laden with multiple meanings, and passed on from generation to generation. Museum institutions comprise non-profit establishments, museums, exhibition centres and interpretation sites that, in addition to acquiring, preserving, researching, and managing collections, also share the fact that they are education and dissemination venues dedicated to art, history, and sciences. Archives centres and archival services comprise establishments primarily engaged in acquiring, processing, preserving and disseminating inactive documents of permanent value (historical archives), and managing active and semi-active documents. Institutions providing professional training in heritage and archival sciences, and museology are included in this group.

### **13101 ESTABLISHMENTS PROVIDING RESEARCH AND DEVELOPMENT SERVICES FOR MUSEUM, HERITAGE, AND ARCHIVAL PRODUCTS AND ACTIVITIES**

This group comprises establishments (including self-employed workers) primarily engaged in providing research and development services and museum, heritage, and archival products (inventories, studies, integrity statements, heritage enhancement plans, concepts and programs, etc.). Thus, these establishments may engage in heritage, archival sciences, and museology research, analysis, development and enhancement.

### **13201 HERITAGE AGENCIES**

This group comprises establishments primarily engaged in studying, acquiring, managing, preserving, conserving, protecting, and maintaining heritage sites and assets, passing on traditional culture, promoting and enhancing material and non-material heritage, namely, archaeological heritage, architectural and landscape heritage, artistic heritage, ethnological heritage (traditional and folk culture), or historical heritage, whether national, regional, or local, in part or as a whole, through animation, dissemination, and awareness activities. Heritage is defined as a combination of material and non-material elements, of a cultural and collective nature, laden with multiple meanings, and passed on from one generation to the next.

#### **13201.01 ARCHAEOLOGICAL HERITAGE AGENCIES**

This subgroup comprises establishments primarily engaged in studying, acquiring, managing, preserving, conserving, protecting, maintaining, promoting, and enhancing archaeological heritage through animation, dissemination, and awareness activities. Their activities concern places or assets showing evidence of prehistorical or historical human presence.

Archaeological sites harbour structures and remains left on the ground, under ground, or under water and contain related artefacts and organic matters. Following a dig, artefacts collections are preserved in storage-laboratories open to researchers or museums and other interpretation venues open to the public.

### **13201.02 ARCHITECTURAL AND LANDSCAPE HERITAGE AGENCIES**

This subgroup comprises establishments primarily engaged in studying, acquiring, managing, preserving, conserving, protecting, maintaining, promoting, and enhancing built heritage and landscape heritage through animation, dissemination, and awareness activities. Their operations concern not only isolated buildings, such as historical monuments (buildings that are exceptional due to their aesthetic and historical value) or buildings of interest on account of their function (various heritage-related buildings such as covered bridges, mills, one-room schoolhouses, etc.), but also locations such as historic districts, natural districts, historic sites, heritage sites, or any other location whose landscape or built heritage is of interest. The area of intervention of these establishments concerns material and non-material heritage, according to UNESCO's terminology, and cultural landscapes.

### **13201.03 ARTISTIC HERITAGE AGENCIES**

This subgroup comprises establishments primarily engaged in studying, acquiring, managing, preserving, conserving, protecting, maintaining, promoting, and enhancing movable assets whose preservation is of public interest due to their aesthetic value, through animation, dissemination, and awareness activities. Their operations frequently concern religious art works, but they also concern art works of another nature. Artistic heritage includes all fine arts objects – paintings, sculptures, drawings, prints – and decorative art objects. In this last subgroup, a decorative art object refers to a piece of art in which drawing, ornamentation, beautification, or decoration principles are applied to produce utilitarian and functional objects such as furniture, costumes, goldsmithing/silversmithing, ceramics, tapestry, mosaic, etc.

### **13201.04 ETHNOLOGICAL HERITAGE AND TRADITIONAL CULTURAL PRACTICES AGENCIES**

This subgroup comprises establishments primarily engaged in studying, acquiring, managing, preserving, protecting, passing on, promoting, and enhancing the traditional and folk culture of a cultural community, through animation, dissemination, and awareness activities. Folk culture – based on tradition, expressed, shared and recognized by the entire community – may be material (set of material productions) or non-material (set of spiritual productions). Thus, the operations of these establishments may concern “artefacts” or “mentefacts”, two separate but complementary aspects. Indeed, themes may consider all of the objects around us (buildings, pieces of furniture, common household objects, tools, and equipment) as well as all of the traditions and practices from the day-to-day life of a community (artistic, technical, and scientific knowledge and expertise, artisanal practices, rituals and customs, language, tales and legends, stories and accounts, music, dance, songs, etc.) and persons or groups (tradition bearers) bearing and passing on these traditions. This group includes, among others, establishments engaged in passing on and enhancing living heritage. The area of intervention of these establishments, according to UNESCO's terminology, concerns non-material cultural heritage or traditional and folk culture.

**13201.05 HISTORICAL AND GENEALOGICAL HERITAGE AGENCIES**

This subgroup comprises establishments primarily engaged in studying, acquiring, managing, preserving, conserving, protecting, maintaining, promoting, and enhancing historical assets, persons, or phenomena, or historic places or events through animation, dissemination, and awareness activities. Their operations mainly concern the knowledge and commemoration of history, whether it is international, national, regional, local, family, or individual history. Thus, their operations concern partly archival and documentary heritage (manuscripts, prints, maps, photographs, audiovisual documents, films, etc.), and partly handmade objects (artefacts), the preservation of which is of historical interest. The activities of historical and genealogical heritage agencies may also concern buildings or sites of historical interest.

**13201.06 HERITAGE AGENCIES N.O.C.**

This subgroup comprises establishments that are not part of any other group of field 13 and that are primarily engaged in operating, maintaining, preserving, and protecting heritage assets. These include establishments operating, preserving, maintaining, or protecting heritage forms such as linguistic heritage, technical and scientific heritage, and natural, fauna, or flora heritage. This group includes agencies dedicated to researching and protecting the French language and agencies whose mission consist in studying and preserving ancient seeds or certain animal species.

**13202 PROFIT-ORIENTED HERITAGE ESTABLISHMENTS**

This group comprises establishments (including self-employed workers) primarily engaged either in conserving or in enhancing movable or immovable heritage, or in producing and marketing local authentic products (*terroir*) or craft products other than fine crafts. These establishments distinguish themselves by using traditional building or production techniques.

**13202.01 BUILT HERITAGE TRADITIONAL TRADES ARTISANS**

This subgroup comprises establishments, and more specifically self-employed traditional building trades artisans, primarily engaged in restoring, rehabilitating, and enhancing built heritage work sites. Their construction or restoration activities concern essentially the creation or reproduction of elements that are unique or from very limited series, created using raw materials they have mastered through a long apprenticeship of ancient or traditional techniques of transformation. Traditional building trades include: tile setting (ceramic tiling, granite, slate, and marble setting); stone-cutting (architectural and ornamental); traditional masonry (chimneys, fireplace and stonewall restoration); woodworking (cabinetwork, marquetry, general wood working, parquetry, doors and windows, and wooden roofs); carpentry; metalworking (forging, art foundry, and sheet metal); specialized painting (gilding, decorative painting, and *trompe-l'œil* murals); ornamental plastering (molding and finish plaster application); roofing trades (slate, tile, and sheet metal roofers); glassware (blown glass and stained glass) and other related trades such as woodcarving, wallpaper/fabric hanging, etc.

*Exclusions:*

- Fine Crafts Artists and Artisans (11102);
- Conservators - Art and Heritage Objects (13202.02);
- Independent Architects (21101).

### **13202.02 CONSERVATORS – ART AND HERITAGE OBJECTS**

This subgroup comprises establishments (including self-employed workers) primarily engaged in the preservation and the conservation of movable cultural assets – art works, archival documents, furniture, archaeological and ethnological objects – for preservation and enhancement purposes. Their methods suppose the knowledge of traditional techniques and materials as well as the knowledge and mastering of contemporary techniques and materials specific to this field, while being respectful of the integrity of cultural assets.

### **13202.03 ARTISAN PRODUCERS – LOCAL AUTHENTIC PRODUCTS (TERROIR)**

This subgroup comprises artisan producers, i.e. individuals having – directly or indirectly – the expertise related to the production and marketing of local authentic products (*terroir*) and primarily engaged in such activities. Local authentic products (*terroir*) mainly consist of agri-food or agriforestry products originating from a specific territory and from knowledge and expertise associated with its history, and whose authenticity and identity distinguish them from any other product of the same nature. Their quality and excellence are other marks of distinction. Moreover, these products have market potential and their production method, which is environmentally friendly, is most often artisanal. This group includes cheese dairies, canneries, bakeries, flour mills, fish or meat smoking enterprises and wine growing enterprises.

### **13202.04 ARTISAN CONTRACTORS – ARTISANAL PRODUCTS**

This subgroup comprises artisan contractors, i.e. contractors primarily engaged in practicing, on their own, a manual art or a traditional technique applied to heritage-related objects – resources from the community for the most part – mastering this art (i.e. knowledge and expertise) and having a limited number of employees. Their art applies to artisanal products defined as personalized objects produced following techniques specific to the pre-industrial period, allowing artisans or artisan contractors to demonstrate their knowledge and expertise. For example, this group includes artisan contractors of longboats or canoes, those involved in cedar shingle enterprises, door and window enterprises, hardware supply enterprises as well as cooper's shops, tanneries, furrier's shops, shoemaking, or leathercraft shops, etc.

#### *Exclusions:*

- Fine Crafts Artists and Artisans (11102);
- Built Heritage Traditional Trades Artisans (13202.01);
- Conservators – Art and Heritage Objects (13202.02).

### **13203 MUSEUMS**

This group comprises non-profit permanent establishments primarily engaged in researching, acquiring, preserving, and managing collections while performing enhancement, education, and dissemination functions through the presentation of public exhibitions, the organization of cultural and educational activities, or the production of publications.

**13203.01 ART MUSEUMS**

This subgroup comprises non-profit permanent establishments primarily engaged in researching, acquiring, preserving, and managing collections of art works, while performing enhancement, education, and dissemination functions through the presentation of public exhibitions, the organization of cultural and educational activities, or the production of publications. Art museums collections include art works related to the fine arts, whether ancient, modern, or contemporary art, such as drawings, prints, paintings, photographs, sculptures, films, architectural pieces, etc., as well as media art works and decorative art works such as jewellery, woodcrafts, ceramics, costumes, designs, enamelware, graphic designs, ivory, games/toys, metalworks, furniture, mosaic, goldsmithing/silversmithing, glassware, stained glass, etc.).

**13203.02 HISTORY, ETHNOLOGY, AND ARCHAEOLOGY MUSEUMS**

This subgroup comprises non-profit permanent establishments primarily engaged in researching, acquiring, preserving, and managing collections marking the history of humanity on a given territory, while performing enhancement, education, and dissemination functions through the presentation of public exhibitions, the organization of cultural and educational activities, or the production of publications. These collections present specific aspects of humankind from a historical, ethnological, archaeological, or anthropological point of view. History and ethnology museums often specialize in the presentation of heritage objects of a religious, ethnic, military, or economic nature or related to folk culture. Archaeology museums distinguish themselves by the fact that their collections come partly or totally from digs. Thus, this subgroup comprises museums with collections of historical artefacts or archaeological remains, military museums, naval or sea museums, regional history museums, institutional or religious history museums, memorial museums, historical figures museums, ecomuseums, folk arts and traditions museums, Amerindian, Inuit, and other cultures museums, as well as historical and/or prehistorical archaeology museums.

**13203.03 NATURAL AND ENVIRONMENTAL SCIENCES MUSEUMS**

This subgroup comprises non-profit permanent establishments primarily engaged in researching, acquiring, preserving, and managing collections related to one or several natural sciences disciplines such as biology, geology, botany, zoology, paleontology, and ecology, while performing enhancement, education, and dissemination functions through the presentation of public exhibitions, the organization of cultural and educational activities, or the production of publications. These collections may include non-living specimens, namely related to geology and paleontology, and living specimens specific to zoological gardens, aquariums, vivariums, botanical gardens, arboretums, and greenhouses.

*Exclusion:*

- Science and Technology Museums (13203.04).

**13203.04 SCIENCE AND TECHNOLOGY MUSEUMS**

This subgroup comprises non-profit permanent establishments primarily engaged in researching, acquiring, preserving, and managing collections related to one or several hard or technical sciences, while performing enhancement, education, and dissemination functions through the presentation of public exhibitions, the organization of cultural and educational activities, or the production of publications. Thus, this subgroup includes museums with

collections related to astronomy, physics, chemistry, and other technical sciences; medical sciences; engineering; construction, transport, communications, and energy technologies, etc. Planetariums and scientific centres are also included in this subgroup.

*Exclusion:*

- Natural and Environmental Sciences Museums (13203.03).

**13204 INTERPRETATION SITES**

This group comprises non-profit permanent establishments primarily engaged in research, education, and cultural activities as well as in the dissemination and enhancement of specific themes related to history, science, technology, and lifestyles, by presenting public exhibitions, organizing cultural and educational activities, or producing publications. These establishments may acquire, preserve, and manage a limited collection related to the specific theme they are developing. This group includes non-profit Economuseums®.

**13204.01 HISTORY, ETHNOLOGY, AND ARCHAEOLOGY INTERPRETATION SITES**

This subgroup comprises non-profit permanent establishments primarily engaged in research, education, and cultural activities as well as in the dissemination and enhancement of specific themes related to history (including art history and architecture history), ethnology, or archaeology, by presenting public exhibitions, organizing cultural and educational activities, or producing publications. When it is affiliated to a heritage site, the interpretation site is also mandated to promote the value of the site and the necessity to protect it. In general, themes developed at history, ethnology, and archaeology interpretation sites are related to material or non-material testimonies of the life of a community. History, ethnology, and archaeology interpretation sites include interpretation centres, heritage sites, historic places, archaeological places, historic sites or buildings and their contents, preserved as close as possible to their original state, in order to tangibly testify of a historic event or of a historical figure, lifestyle, or activity related to them. This subgroup may also include churches providing interpretation activities. It also comprises non-profit heritage assets Economuseums®; a place where artisans demonstrate their expertise, produce heritage-related assets following traditional techniques and sell their productions, thus ensuring the complete financing of their operations.

**13204.02 NATURAL AND ENVIRONMENTAL SCIENCES INTERPRETATION SITES**

This subgroup comprises non-profit permanent establishments primarily engaged in research, education, and cultural activities as well as in the dissemination and enhancement of specific themes related to natural and environmental sciences by presenting public exhibitions, organizing cultural and educational activities, or producing publications. The themes developed at natural and environmental interpretation sites focus on one or several disciplines such as biology, geology, botany, zoology, paleontology, and ecology. This subgroup comprises, among others, nature interpretation centres dedicated to the knowledge of fauna and/or flora found on a given territory.

**13204.03 SCIENCE AND TECHNOLOGY INTERPRETATION SITES**

This subgroup comprises non-profit permanent establishments primarily engaged in research, education, and cultural activities as well as in the dissemination and enhancement of specific themes related to one or several hard or technical sciences by presenting public exhibitions, organizing cultural and educational activities, or producing publications. The themes developed at science and technology interpretation sites focus on one or several disciplines such as astronomy, physics, chemistry, or other technical sciences; medical sciences; engineering; construction, transport, communications, and energy technologies, etc. This subgroup includes, among others, observatories and industrial heritage interpretation sites.

**13205 EXHIBITION CENTRES**

This group comprises non-profit permanent establishments primarily engaged in research, education, and cultural activities while performing enhancement, education, and dissemination functions through the presentation of temporary exhibitions and the organization of educational and cultural activities focusing mainly on art. In general, these establishments do not own permanent collections. Some establishments are also mandated to present history and science exhibitions.

*Exclusions:*

- *Maisons de la culture* and cultural centres that have an exhibition room (90302, Multi-field Venues Dedicated to the Presentation of Cultural Events);
- Libraries that have an exhibition room (14, Libraries) (However, for statistical survey purposes, these units will be added to the list of exhibition centres included in group 13205).

**13206 PROFIT-ORIENTED MUSEUM INSTITUTIONS**

This group comprises profit-oriented establishments primarily engaged in museum-related activities such as researching, acquiring, preserving, enhancing, or disseminating various collections as well as providing education. This group namely includes museums, zoological gardens, and profit-oriented heritage assets Economuseums®.

*Exclusion:*

- Fine crafts Economuseums® included in group 11203 - Fine Crafts Production Facilities.

**13207 ARCHIVES CENTRES AND ARCHIVAL SERVICES**

This group comprises establishments primarily engaged in acquiring, processing, preserving, and disseminating inactive documents of permanent value (historical archives), and in managing active and semi-active documents. Archives managed or preserved by these establishments include textual records, photographs, maps and plans, sound recordings, films and videos, and technological documents produced or received by enterprises, agencies, or individuals in the course of meeting their requirements or conducting their activities. In archives centres and archival services that assume the management of inactive documents of permanent value, documents are grouped together in archival groups and collections.

Archival groups consist in documents of any nature grouped together automatically and organically by any governing body, or a natural or legal person, in the performance of their duties or activities. In contrast, archival collections consist of an artificial grouping of documents from various sources grouped together according to a common criteria, such as the acquisition method, theme, language, medium, document type, etc. This would include archival services of bodies deemed to be public that manage only active and semi-active documents.

*Exclusions:*

- archival services that, instead of being full-fledged establishments, are administrative units within cultural establishments already classified elsewhere in the QCCACS (such as Museums [13203] or Heritage Agencies [13201]). However, for statistical survey purposes, these units will be added to Archives Centres and Archival Services (13207);
- National Libraries (14201).

### **13207.01 ARCHIVES CENTRES AND ARCHIVAL SERVICES – CULTURE AND SOCIETY**

This subgroup comprises establishments primarily engaged in acquiring, processing, preserving, and disseminating inactive documents of permanent value (historical archives) and in managing active and semi-active documents of enterprises or agencies of the cultural, artistic or heritage fields. Archives managed or preserved by these establishments include textual records, photographs, maps and plans, sound recordings, films and videos, and technological documents, produced or received by these enterprises or agencies in the course of meeting their requirements or conducting their activities. This subgroup includes archives centres and archival services related to the performing arts, the visual arts and fine crafts, heritage and museum institutions, as well as to architecture and literature. It includes, among others, archives centres and archival services of ethnic, cultural, and native communities, local or regional historical societies, regional history centres, historical and genealogical societies and specialized historical societies (military history, women's history, etc).

### **13207.02 ARCHIVES CENTRES AND ARCHIVAL SERVICES – EDUCATION AND RESEARCH**

This subgroup comprises establishments primarily engaged in acquiring, processing, preserving, and disseminating inactive documents of permanent value (historical archives) and in managing active and semi-active documents of educational institutions and research centres. Archives managed or preserved by these establishments include textual records, photographs, maps and plans, sound recordings, films and videos, and technological documents produced or received by these establishments or agencies in the course of meeting their requirements or conducting their activities. This subgroup includes archives centres and archival services related to the field of education or to the management of educational institutions. Archives centres and archival services of institutions part of the education network are also included: school boards, general and vocational colleges, private educational institutions, universities, or any other educational institution; as well as archives centres and archival services of study or research centres that are part of a university or not. Archival services of bodies deemed to be public that manage only active and semi-active documents are also included in this subgroup.

**13207.03 ARCHIVES CENTRES AND ARCHIVAL SERVICES – RELIGIOUS INSTITUTIONS**

This subgroup comprises establishments primarily engaged in acquiring, processing, preserving, and disseminating inactive documents of permanent value (historical archives) and in managing active and semi-active documents of religious institutions and communities. Archives managed or preserved by these establishments include textual records, photographs, maps and plans, sound recordings, films and videos, and technological documents produced or received by these institutions or agencies in the course of meeting their requirements or conducting their activities. This subgroup includes archives centres and archival services of religious communities (Fathers, Brothers and Sisters) and ecclesiastical districts (dioceses, archdioceses, bishop's houses, parish councils, etc.). Archives centres and archival services affiliated to communities from various religious denominations (Jewish, Anglican, Mormon, etc.) are also included.

**13207.04 ARCHIVES CENTRES AND ARCHIVAL SERVICES – HEALTH AND SOCIAL SERVICES**

This subgroup comprises establishments primarily engaged in acquiring, processing, preserving, and disseminating inactive documents of permanent value (historical archives) and in managing active and semi-active documents of health and social services establishments. Archives managed or preserved by these establishments include textual records, photographs, maps and plans, sound recordings, films and videos, and technological documents produced or received by these establishments, agencies, or enterprises in the course of meeting their requirements or conducting their activities. This subgroup includes archives centres and archival services of the health and social services network: local community service centres (CLSC), hospital centres (CH), residential and long-term care centres (CHSLD), rehabilitation centres (CR), child and youth protection centres (CPEJ), regional health and social services boards, as well as any other private establishment or community organization that is under the control of this network. Archival services of bodies deemed to be public that manage only active and semi-active documents are also included in this subgroup.

**13207.05 ARCHIVES CENTRES AND ARCHIVAL SERVICES – GOVERNMENT AND MUNICIPAL SECTOR**

This subgroup comprises establishments primarily engaged in acquiring, processing, preserving, and disseminating inactive documents of permanent value (historical archives) and in managing active and semi-active documents of ministries and governmental agencies as well as municipal agencies. Archives managed or preserved by these establishments include textual records, photographs, maps and plans, sound recordings, films and videos, and technological documents produced or received by these ministries, agencies, or bodies in the course of meeting their requirements or conducting their activities. This subgroup includes all archives centres and archival services of public bodies referred to in paragraphs 1 to 5 of the Schedule of the Québec Archives Act, namely the *Archives nationales du Québec*, ministries and governmental agencies, including the *Conseil exécutif*, the *Conseil du trésor*, the National Assembly, the courts, the coroners, the investigation commissioners as well as archives centres and archival services of municipalities and of bodies coming under municipal jurisdiction such as public transit authorities. Archival services of bodies deemed to be public that manage only active and semi-active documents are also included in this subgroup.

*Exclusions:*

- archives centres and archival services related to the education network (13207.02, Archives Centres and Archival Services – Education and Research);
- archives centres and archival services related to the health and social services network (13207.04, Archives Centres and Archival Services – Health and Social Services).

**13207.06 ARCHIVES CENTRES AND ARCHIVAL SERVICES – FINANCE, ECONOMY AND LABOUR**

This subgroup comprises establishments primarily engaged in acquiring, processing, preserving, and disseminating inactive documents of permanent value (historical archives) and/or managing active and semi-active documents of private sector enterprises and labour and business associations. Archives managed or preserved by these establishments include textual records, photographs, maps and plans, sound recordings, films and videos, and technological documents produced or received by these enterprises, companies, or associations in the course of meeting their requirements or conducting their activities. This subgroup includes archives centres and archival services related to professional associations (professional corporations, federations, councils), unions, private goods and services enterprises involved in finance and economy.

*Exclusions:*

- archives centres and archival services related to cultural industries classified under Archives Centres and Archival Services – Culture and Society (13207.01);
- archives centres and archival services related to the education network (13207.02);
- archives centres and archival services related to the health and social services network (13207.04).

**13301 EVENT PRODUCERS – HERITAGE, MUSEUM INSTITUTIONS, AND ARCHIVES**

This group comprises establishments primarily engaged in producing cultural events whose theme or activities are related to heritage, museum institutions, or archives. The term “cultural event” refers to a time-limited public event (e.g. biennals or festivals), generally organized on a regular basis (e.g. every year), during which cultural activities are presented with a view to promoting or disseminating heritage, museum institutions, or archives.

**13302 HERITAGE OBJECTS SPECIALTY SHOPS**

This group comprises profit-oriented establishments primarily engaged in retailing movable heritage objects, i.e. objects that are part of a family, community, or national inheritance such as art objects, pieces of furniture, and ancient decorations.

*Exclusions:*

- Art Dealers (11303);
- establishments primarily engaged in organizing auction sales (90305 Art Works, Art Objects, and Heritage Objects Auction Houses).

**13401 HERITAGE, MUSEUM INSTITUTIONS, AND ARCHIVES  
EDUCATIONAL AND TRAINING INSTITUTIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of heritage, museum institutions, and archives. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of heritage, museum institutions, and archives.

**13910 HERITAGE, MUSEUM INSTITUTIONS, AND ARCHIVES  
ESTABLISHMENTS N.O.C.<sup>9</sup>**

This group comprises establishments that are not part of any other group of field 13 and that are primarily engaged in encouraging the creation, production, dissemination, or distribution of heritage, museum, or archival assets.

The following groups are also considered in the analysis of the heritage, museum institutions, and archives field:

- 90302 Multi-field Venues Dedicated to the Presentation of Cultural Events
- 90303 Organizers of Multi-field Cultural Events
- 90305 Art Works, Art Objects, and Heritage Objects Auction Houses
- 90306 Independent Curators

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9. n.o.c.: not otherwise classified.

## **14 LIBRARIES**

This field comprises establishments primarily engaged in acquiring, processing, and circulating documents. These documents may be in printed form or presented in other forms. Personnel facilitate the use of these forms while guiding users to meet their informational, research, educational, or recreational needs. This field also includes establishments primarily engaged in training persons specialized in documentation sciences and techniques.

### **14201 NATIONAL LIBRARIES**

This group comprises national libraries. These libraries perform the functions of compiling, preserving in a permanent manner, and disseminating the documentary heritage of a published nation and all documents relating to it and presenting a cultural interest.

### **14202 PUBLIC LIBRARIES**

This group comprises libraries that are supported financially by a government and primarily engaged in serving a community or a region, free of charge or for a minimal fee. They are intended for the general public or particular clientele.

#### **14202.01 INDEPENDENT PUBLIC LIBRARIES**

This subgroup comprises public libraries primarily engaged in serving municipalities with 5,000 inhabitants or more, free of charge or for a minimal fee. It includes public libraries that serve municipalities with fewer than 5,000 inhabitants and that are not affiliated to an RSCPL (14203, Regional Service Centres for Public Libraries). They are intended for the general public or particular clientele.

#### **14202.02 AFFILIATED PUBLIC LIBRARIES**

This subgroup comprises public libraries primarily engaged in serving municipalities with fewer than 5,000 inhabitants, free of charge or for a minimal fee. This subgroup is affiliated to Regional service centres for public libraries (RSCPL) and is intended for the general public.

#### **14202.03 SPECIALIZED PUBLIC LIBRARIES**

This subgroup comprises public libraries primarily engaged in serving particular clientele, such as visually impaired persons requiring specialized services, free of charge or for a minimal fee.

### **14203 REGIONAL SERVICE CENTRES FOR PUBLIC LIBRARIES**

This group comprises establishments created under article 18 of the *Act respecting the Ministère de la Culture et des Communications*. While serving affiliated libraries, their role is to establish, maintain, and develop collections of published documents through document processing services, to conclude contracts for document services relating to the operation of a public library, to promote any other activity related to the operation of a public library, and to encourage and support training, information, organization, and cultural development programs that are compatible with the objects mentioned above.

**14204 COLLEGE LIBRARIES**

This group comprises libraries primarily engaged in serving the students and teachers of a private or public postsecondary educational institution that does not grant university diplomas, in particular colleges, C.E.G.E.P.s and vocational centres. These establishments can be open to the general public.

**14205 UNIVERSITY LIBRARIES**

This group comprises libraries primarily engaged in serving the students and teachers of a university or a postsecondary educational institution that grants university diplomas. These establishments can be open to the general public.

**14206 SCHOOL LIBRARIES**

This group comprises libraries primarily engaged in serving the students and teachers of a private or public school of elementary or secondary level. These libraries can be linked to the network of public libraries.

*Exclusion:*

- classrooms, hallways or other rooms where collections of documents are found and that are not explicitly designated as library installations under the definition of field 14, Libraries.

**14207 DOCUMENTATION CENTRES AND SPECIALIZED LIBRARIES**

This group comprises libraries open to the general public primarily engaged in serving particular clientele, such as visually impaired persons, or in providing document services in a particular area of knowledge, such as documentation centres found in museums, ministries, or other agencies. These libraries can be established by profit-oriented or non-profit private corporations or by government agencies.

**14401 EDUCATIONAL AND TRAINING INSTITUTIONS RELATED TO THE FIELD OF LIBRARIES**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of libraries. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of libraries.

**14910 LIBRARIES N.O.C.**

This group comprises establishments that are open to the general public, are not part of any other group of field 14, and are primarily engaged in acquiring, processing, and circulating documents.

## **15 BOOKS**

This field comprises establishments primarily engaged in creating, producing, publishing, distributing, or selling books. Writers and independent artists involved in the making of books, establishments managing their career, as well as vocational establishments are included in this field. The term book refers to a non-periodical publication in printed or electronic form that has at least 48 pages. The following are also considered as books: collections of poetry having at least 32 pages, non-periodical publications intended for children, non-periodical publications presented in the form of a comic strip and intended for adults having at least 16 pages, and text books.

### **15201 LITERARY AGENTS**

This group comprises independent professionals and agencies primarily engaged in representing authors of books to publishers. They may also promote the career of the authors they represent.

*Exclusions:*

- Artistic Agents (90202);
- Advertising Agencies and Services (22101);
- Public Relations Firms and Services (22102);
- Integrated Communication Services (22103);
- Artistic Agents and Consultants in Visual Arts, Fine Crafts, and Media Arts (11301).

### **15202 SHEET MUSIC PUBLISHERS**

This group comprises establishments primarily engaged in publishing music scores presented in the form of books, pamphlets, or leaflets.

*Exclusions:*

- Music Publishers (90201);
- Composers (90105);
- Lyricists (90106) acting as publishers of their own works.

### **15203 GOVERNMENT PUBLISHER**

This group refers to the agency that acts as the official publisher for a government. The government publisher publishes books, brochures, and other documents in printed form or in other forms that come from government ministries and agencies.

### **15204 SCHOOL PUBLISHERS**

This group comprises establishments primarily engaged in publishing text books or didactic kits. The purpose of a text book or didactic kit is to support teachers and guide students of preschool, elementary, and secondary levels in their steps toward attaining the objectives defined by their curriculum.

*Exclusion:*

- Publishers primarily engaged in publishing dictionaries or other reference works (15205, General Literature Publishers).

**15205 GENERAL LITERATURE PUBLISHERS**

This group comprises establishments primarily engaged in publishing books of all kinds, with the exception of establishments specialized in publishing scientific or technical books (15206). This group includes art publishers. The term “book publishing” refers to the activity that consists in developing and carrying out various operations necessary to the publication of books. The most common of these operations include: the selection or development and processing of a manuscript with a view to publishing it, the establishment of contractual relations with authors, and the management of book marketing efforts.

*Exclusions:*

- Sheet Music Publishers (15202);
- School Publishers (15204).

**15206 SCIENTIFIC AND TECHNICAL PUBLISHERS**

This group comprises establishments primarily engaged in publishing books of scientific or technical nature. These books are generally intended for postsecondary education. The term “book publishing” refers to the activity that consists in developing and carrying out various operations necessary to the publication of books. The most common of these operations include: the selection or development and processing of a manuscript with a view to publishing it, the establishment of contractual relations with authors, and the management of book marketing efforts.

*Exclusions:*

- Sheet Music Publishers (15202);
- General Literature Publishers (15205);
- School Publishers (15204).

**15301 SHEET MUSIC RETAILERS**

This group comprises establishments primarily engaged in retailing music scores presented in the form of books, pamphlets, or leaflets.

*Exclusion:*

- Establishments primarily engaged in selling musical instruments.

**15302 BOOK PROMOTERS, DISTRIBUTORS AND PROMOTER/  
DISTRIBUTORS**

This group comprises establishments primarily engaged in promoting and/or distributing books to bookstores and to other points of final sale.

### **15302.01 BOOK PROMOTERS**

This subgroup comprises establishments primarily engaged in representing publishers to bookstores, to other establishments that sell books, and to the public. These establishments consign the transport of books to book distributors.

*Exclusions:*

- Book Distributors (15302.02);
- Book Promoter/Distributors (15302.03).

### **15302.02 BOOK DISTRIBUTORS**

This subgroup comprises establishments primarily engaged in forwarding books to their points of final sale. Book distributors can also consign the transport of works toward their points of final sale to another distributor.

*Exclusions:*

- Book Promoters (15302.01);
- Book Promoter/Distributors (15302.03).

### **15302.03 BOOK PROMOTER/DISTRIBUTORS**

This subgroup comprises establishments primarily engaged in representing publishers to bookstores, to other establishments that sell books, and to the public while ensuring the transport of works toward their points of final sale.

*Exclusions:*

- Book Promoters (15302.01);
- Book Distributors (15302.02).

### **15303 BOOKSTORES**

This group comprises establishments primarily engaged in selling new books to the public. It includes, among others, accredited bookstores, chain bookstores, specialized bookstores as well as college and university bookstores.

*Exclusions:*

- Book clubs (90304, Other Points of Sale – Cultural Products);
- Mail-order establishments (90304, Other Points of Sale – Cultural Products);
- Establishments selling used books (15304, Used Bookstores).

### **15304 USED BOOKSTORES**

This group comprises establishments primarily engaged in selling used or old books to the public. These establishments purchase books from individuals or discounted end-of-the-line books from publishers to sell them back directly to the public.

*Exclusions:*

- Book clubs (90304, Other Points of Sale – Cultural Products);

- Mail-order establishments (90304, Other Points of Sale – Cultural Products);
- Establishments primarily engaged in selling new books (15303, Bookstores);
- Superstore Retailers - Cultural Products (90301).

**15305 ORGANIZERS OF BOOK FAIRS AND EVENTS**

This group comprises establishments primarily engaged in organizing generally recurrent events, open to the public, that are attended by writers, publishers, promoters, distributors, and bookstore personnel. Various animation activities are presented with a view to promoting and distributing books.

**15401 EDUCATIONAL AND TRAINING INSTITUTIONS RELATED TO THE FIELD OF BOOKS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of books. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of books.

**15910 ESTABLISHMENTS RELATED TO THE FIELD OF BOOKS N.O.C.**

This group comprises establishments that are not part of any other group of field 15 and are primarily engaged in encouraging the creation, publishing, or distribution of books.

The following groups are also considered in the analysis of the books field:

- 90107 Authors of Books or Periodicals
  - 90107.01 Writers
  - 90107.02 Other Independent Authors of Books or Periodicals
- 90108 Independent Translators
- 90110 Independent Illustrators
- 90111 Independent Graphic Designers and Computer Graphics Designers
- 90112 Independent Photographers in Communication
- 90301 Superstore Retailers - Cultural Products
- 90304 Other Points of Sale - Cultural Products

## 16 PERIODICALS

This field comprises establishments primarily engaged in publishing, publishing and printing, distributing, or selling periodicals in printed or electronic form. A periodical is a publication that is published more than once a year, whose advertising content does not exceed 70%, and covers topics of general interest or is specially devoted to desk research and background information on particular issues: legislation, finance, commerce, medicine, fashion, sports, humour, etc. Journals, magazines, learned journals, daily newspapers, weekly newspapers, and other journals are considered as periodicals.

*Exclusions:*

- publications similar to catalogues, magalogues, circulars, telephone books, show or festival programmes, price lists, commercial and tourism advertising;
- publications for internal release, memorandums, company newsletters;
- serial publications such as annual guides, almanacs, etc.;
- publications printed in the province of Québec but published outside the province.

### 16201 NEWSPAPER PUBLISHERS

This group comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of newspapers, such as gathering news, writing columns, features, and editorials, layout work, and selling and preparing advertisements. They can be distributed in printed and/or electronic form.

*Exclusions:*

- Media Representatives (22201);
- Publishers of Virtual Periodicals (16203).

#### 16201.01 PUBLISHERS OF DAILY NEWSPAPERS

This subgroup comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of newspapers, such as gathering news, writing columns, features, and editorials, and selling and preparing advertisements. These newspapers are distributed to the general public on a daily basis in printed and/or electronic form.

*Exclusions:*

- Media Representatives (22201);
- Publishers of Virtual Periodicals (16203).

#### 16201.02 PUBLISHERS OF REGIONAL AND COMMUNITY NEWSPAPERS

This subgroup comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of newspapers, such as gathering news, writing columns, features, and editorials, and selling and preparing advertisements. These newspapers are distributed throughout the region or the community to the general public in printed and/or electronic form. This subgroup includes newspapers appealing to ethnic communities.

*Exclusions:*

- Media Representatives (22201);
- Publishers of Virtual Periodicals (16203).

**16201.03 PUBLISHERS OF NATIONAL WEEKLY NEWSPAPERS**

This subgroup comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of newspapers, such as gathering news, writing columns, features, and editorials, layout work, and selling and preparing advertisements. These newspapers are distributed nationally to the general public on a weekly basis, in printed and/or electronic form.

*Exclusions:*

- Media Representatives (22201);
- Publishers of Virtual Periodicals (16203).

**16202 PUBLISHERS OF PRINTED PERIODICALS**

This group comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of printed periodicals (magazines, journals, cultural periodicals), such as gathering news, writing columns, features, and editorials, layout work, and selling and preparing advertisements. These publications are published more than once a year and less than once a week. Their advertising content does not exceed 70% and they cover topics of general interest or are specially devoted to particular issues such as: legislation, finance, commerce, medicine, fashion, sports, humour, etc. They can be intended for the general public or for specialists.

*Exclusions:*

- publications similar to catalogues, magalogues, circulars, telephone books, show or festival programmes, price lists, commercial and tourism advertising;
- publications for internal release, memorandums, company newsletters;
- serial publications such as annual guides, almanacs, etc.;
- publications printed in the province of Québec but published outside the province;
- webzines, newsletters, and other periodicals exclusively released on the Internet (16203, Publishers of Virtual Periodicals).

**16202.01 PUBLISHERS OF MAGAZINES AND JOURNALS**

This subgroup comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of magazines and journals, such as gathering news, writing columns, features, and editorials, layout work, and selling and preparing advertisements. These publications are published more than once a year and less than once a week. Their advertising content does not exceed 70% and they cover topics of general interest or are specially devoted to desk research and background information on particular issues: legislation, finance, commerce, medicine, fashion, sports, humour, etc. They can be intended for the general public or for specialists.

*Exclusions:*

- publications similar to catalogues, magalogues, circulars, telephone books, show or festival programmes, price lists, commercial and tourism advertising; these publications can be distributed in printed or electronic form;
- publications for internal release, memorandums, company newsletters in printed or electronic form;
- serial publications such as annual guides, almanacs, etc.;
- publications printed in the province of Québec but published outside the province;
- webzines and other periodicals exclusively released on the Internet (16203, Publishers of Virtual Periodicals).

**16202.02 PUBLISHERS OF CULTURAL PERIODICALS**

This subgroup comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of magazines and journals specialized in the field of arts, humanities, or heritage, such as gathering news, writing columns, features, and editorials, layout work, and selling and preparing advertisements. These publications are published more than once a year and less than once a week. Their advertising content does not exceed 70% and can be distributed in printed and/or electronic form.

**16203 PUBLISHERS OF VIRTUAL PERIODICALS**

This subgroup comprises establishments primarily engaged in carrying out the operations necessary for the production and distribution of virtual periodicals, such as portals, webzines, cyber media, cybermagazines, or electronic magazines and journals. These operations include: the editorial line-up, gathering news, writing columns, features, and editorials, layout work, online release, following up on subscriptions, and preparing advertisements. These publications are titled and published according to a determined frequency of issue; their advertising content does not exceed 70% and they are exclusively released on the Internet.

**16301 DISTRIBUTORS OF PERIODICALS**

This group comprises establishments primarily engaged in forwarding periodicals to their points of final sale. Distributors of periodicals can also consign the transport of works toward their points of final sale to another distributor.

*Exclusions:*

- Book Promoters, Distributors and Promoter/Distributors (15302);
- Internet service providers.

**16302 POINTS OF SALE - PERIODICALS**

This group comprises establishments primarily engaged in retailing new periodicals such as newspapers, magazines, and journals.

*Exclusions:*

- Superstore Retailers – Cultural Products (90301);
- Bookstores (15303).

**16910 ESTABLISHMENTS RELATED TO THE FIELD OF PERIODICALS  
N.O.C.**

This group comprises establishments that are not part of any other group of field 16 and are primarily engaged in encouraging the publishing, production, or distribution of periodicals.

The following groups are also considered in the analysis of the periodicals field:

- 90107 Authors of Books or Periodicals
  - 90107.01 Writers
  - 90107.02 Other Independent Authors of Books or Periodicals
- 90108 Independent Translators
- 90109 Independent Journalists
- 90110 Independent Illustrators
- 90111 Independent Graphic Designers and Computer Graphics Designers
- 90112 Independent Photographers in Communication

## **17 SOUND RECORDING**

This field comprises establishments primarily engaged in producing, distributing, or promoting music records or other types of sound recordings, or providing sound recording services or other related services. Independent artists who create and/or perform works intended to be recorded, the establishments that manage the career of these artists, those who publish musical works, individuals who provide artistic or technical skills necessary to the making of recordings, and professional training establishments in the sound recording field are included in this group.

### **17101 INDEPENDENT SOUND RECORDING DIRECTORS**

This group comprises establishments (including independent workers) primarily engaged in supervising and coordinating the technical and artistic aspects involved in producing master tapes that contain musical works and are intended for reproduction.

### **17102 INDEPENDENT MUSIC ARRANGERS**

This group comprises establishments (including independent creators) primarily engaged in transforming a previously written musical work with a view to performing it in another form. Arrangement activities include reharmonizing, paraphrasing, and/or developing a musical work to emphasize its melodic, harmonic, and rhythmic lines by presenting it in the form of a full score.

### **17201 SOUND RECORDING PRODUCERS**

This group comprises establishments primarily engaged in assuring the development, set-up, and financing of a sound recording project. They hold the rights to the fixation of performances and works on master tape for the record project. They are also in charge of retaining the services of the entire project team. This type of establishment may also act as a record company in areas of record development.

### **17202 RECORD COMPANIES AND LABELS**

This group comprises establishments primarily engaged in holding the development rights to master tapes, whether from having produced them (and thus having acted as producer), or from having acquired the rights from the producers. These establishments see to the market release of records or other sound recordings, have their own label, and usually have a catalogue.

### **17203 SOUND RECORDING STUDIOS**

This group comprises establishments primarily engaged in providing the facilities and technical expertise for recording musical performances. These establishments may also provide audio production or postproduction services for creating master tapes as well as audio services for motion picture, television, and video productions.

**17204      SOUND RECORDING PRESSING AND REPRODUCTION**

This group comprises establishments primarily engaged in manufacturing magnetic, optical, or other media, and the mass reproduction of sound recordings on such media.

*Exclusion:*

- establishments primarily engaged in audio or master tape production (17201, Sound Recording Producers; 17202, Record Companies and Labels; and 17203, Sound Recording Studios).

**17205      TECHNICAL SOUND RECORDING SERVICES N.O.C.**

This group comprises all establishments primarily engaged in providing technical sound recording services, aside from record companies, sound recording studios, and establishments engaged in pressing and reproduction activities.

**17301      SOUND RECORDING DISTRIBUTORS**

This group comprises establishments primarily engaged in distributing sound recordings to retailers. These establishments act as intermediaries between record companies and sound recording retailers.

**17302      RECORD STORES**

This group comprises establishments primarily engaged in retailing new or used sound recordings, regardless of their format or medium.

*Exclusions:*

- Superstore Retailers – Cultural Products (90301);
- establishments retailing sound recordings without it being their principal line of business (90304, Other Points of Sale – Cultural Products).

**17401      SOUND RECORDING EDUCATIONAL AND TRAINING INSTITUTIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of sound recording. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of sound recording.

**17910      SOUND RECORDING ESTABLISHMENTS N.O.C.**

This group comprises establishments that are not part of any other group of field 17 and that are primarily engaged in encouraging the creation, production, distribution, or promotion of sound recordings.

The following groups are also considered in the analysis of the sound recording field:

- 90101      Writers/Composers/Performers
- 90102      Writer/Composers
- 90103      Performers
  - 90103.02   Singers
  - 90103.03   Musicians
  - 90103.05   Other Performers
- 90105      Composers
- 90106      Lyricists
- 90201      Music Publishers
- 90202      Artistic Agents
- 90301      Superstore Retailers - Cultural Products
- 90304      Other Points of Sale - Cultural Products

## **18 CINEMATOGRAPHY AND AUDIOVISUAL**

This field comprises establishments primarily engaged in creating, producing, distributing, presenting, broadcasting, or selling cinematographic or audiovisual works, whether on film, magnetic tape, or any other medium. A cinematographic or audiovisual work is made up of a sequence of images whose representation, broadcast, or presentation gives the illusion of movement. Professional training institutions in the field of cinematography and audiovisual are included in this field.

*Exclusion:*

- establishments primarily engaged in broadcasting television programs (19, Radio and Television).

### **18101 INDEPENDENT DESIGNERS AND DIRECTORS OF CINEMATOGRAPHIC AND AUDIOVISUAL WORKS**

This group comprises independent professionals primarily engaged in taking scenarios written for motion pictures, television, or advertising and transferring them into sounds and images. These professionals coordinate and supervise the technical and artistic aspects involved in the production of cinematographic and audiovisual works.

*Exclusions:*

- Film and Audiovisual Producers (18204);
- Independent Playwrights, Screen Writers, and Script Writers (90104).

### **18102 INDEPENDENT ARTIST TECHNICIANS AND ARTIST DESIGNERS IN CINEMATOGRAPHY AND AUDIOVISUAL**

This group comprises independent professional technicians who may be recognized as artist technicians by the *Commission de reconnaissance des associations d'artistes et des associations de producteurs*. This group includes technicians primarily working as editors, sound editors, art directors, scenic painters, chief make-up artists, special effects make-up artists, make-up artists, assistant make-up artists, costume designers, chief hair stylists, hair stylists, directors of photography, cameramen, camera operators, still photographers, or special effects designers.

*Exclusion:*

- Independent Technicians in Cinematography (18203).

### **18201 CASTING AGENCIES**

This group comprises establishments primarily engaged in recruiting extras and actors for motion pictures. These establishments may also recruit singers, dancers, humorists, narrators, and standby actors. They may also recruit for television and the theatre. The artists who are recruited are not employees of the casting agencies.

*Exclusion:*

- establishments primarily engaged in representing actors (90202, Artistic Agents).

### **18202 INDEPENDENT STORYBOARD ARTISTS**

This group comprises artist illustrators primarily engaged in drawing storyboards on an independent basis. Storyboards are a series of more or less elaborate sketches that enable to visualize the frame, the composition of the image, the movements of the characters, and the movements of the camera. Storyboard artists may also work with specialized software to produce storyboards.

*Exclusions:*

- Independent Illustrators (90110);
- Independent Graphic Designers and Computer Graphics Designers (90111).

### **18203 INDEPENDENT TECHNICIANS IN CINEMATOGRAPHY**

This group comprises independent technicians primarily engaged in performing duties specific to the production of cinematographic and audiovisual works, aside from the technicians recognized by the *Commission de reconnaissance des associations d'artistes et des associations de producteurs*. They are mainly in charge of operating the cinematographic and audiovisual equipment, of working on the lighting, make-up and settings, and of carrying out other supporting activities in the field of cinematography and audiovisual.

*Exclusions:*

- independent technicians in the performing arts (12202, Technical Service Providers – Performing Arts);
- technicians in broadcasting (19207, Independent Technicians in Television).

### **18204 FILM AND AUDIOVISUAL PRODUCERS**

This group comprises establishments primarily engaged in producing cinematographic or audiovisual works for motion pictures, television, or advertising. The producers are in charge of the film or television program projects, supervise the financing and administrative activities and can be involved in all stages of the films or television programs, namely the design, production, postproduction, presentation, and broadcasting. This group includes producers affiliated with television networks.

*Exclusion:*

- Multimedia Producers (20201).

### **18205 POSTPRODUCTION STUDIOS AND OTHER SERVICES RELATED TO THE PRODUCTION OF FILMS AND TELEVISION PROGRAMS**

This group comprises establishments primarily engaged in providing facilities, equipment, and services necessary for the production of cinematographic and audiovisual works intended for motion pictures, television, or advertising. This group includes establishments primarily engaged in providing postproduction services and services to the film and video industries, including specialized postproduction services for films or videos such as editing, film/tape

transfers, postsynchronization, subtitling, creating credits, closed captioning, producing graphics and animation, as well as developing and processing motion picture films. Establishments primarily engaged in reproducing videograms are also included in this group.

*Exclusion:*

- establishments specialized in dubbing (18206, Dubbing Studios).

### **18206 DUBBING STUDIOS**

This group comprises establishments primarily engaged in providing dubbing services for films or television programs. Dubbing consists in substituting dialog from one language for dialog from another language.

*Exclusions:*

- Sound Recording Studios (17203);
- Postproduction Studios and Other Services Related to the Production of Films and Television Programs (18205).

### **18301 DISTRIBUTORS OF FILMS AND TELEVISION PROGRAMS**

This group comprises establishments primarily engaged in selling, renting, lending, or exchanging, on a commercial basis, copies of films or television programs, including broadcasting rights, to movie theatres, television stations, or other exhibitors. They are in charge of marketing and promoting the films, making the arrangements for their broadcast, collecting the revenues, and distributing them among the parties sharing in the profit.

*Exclusions:*

- distributors of videograms intended for rental or sale to the general public (18302, Videogram Distributors);
- Movie Theatres (18304);
- video stores (18303, Retail Sale and Rental of Videograms).

### **18302 VIDEOGRAM DISTRIBUTORS**

This group comprises establishments primarily engaged in selling, renting, lending, or exchanging, on a commercial basis, copies of films, television programs, or other audiovisual documents on video medium to videogram retailers.

*Exclusions:*

- video stores (18303, Retail Sale and Rental of Videograms);
- establishments primarily engaged in reproducing videograms (18205, Postproduction Studios and Other Services Related to the Production of Films and Television Programs and 18206, Dubbing Studios).

**18303 RETAIL SALE AND RENTAL OF VIDEOGRAMS**

This group comprises establishments primarily engaged in the retail sale and rental of copies of films, television programs, or other audiovisual documents.

*Exclusions:*

- Record Stores (17302);
- Bookstores (15303);
- Superstore Retailers – Cultural Products (90301);
- Videogram Distributors (18302).

**18304 MOVIE THEATRES**

This group comprises establishments primarily engaged in projecting cinematographic or audiovisual works in movie theatres or outdoors.

*Exclusions:*

- film festivals and other establishments primarily engaged in projecting films (18305, Organizers of Cinematographic and Audiovisual Events);
- establishments primarily engaged in presenting live performing arts shows (12302, Presenters of Live Entertainment Shows).

**18305 ORGANIZERS OF CINEMATOGRAPHIC AND AUDIOVISUAL EVENTS**

This group comprises establishments primarily engaged in organizing cinematographic or audiovisual events. These events are time-limited public events, generally occurring on a recurrent basis, whose programme schedule is mainly composed of cinematographic or audiovisual projections, or of activities aiming to promote cinematographic or audiovisual works.

*Exclusions:*

- Organizers of Media Arts Events (11308);
- Organizers of Performing Arts Festivals and Events (12302.02);
- Movie Theatres (18304).

**18401 CINEMATOGRAPHY AND AUDIOVISUAL EDUCATIONAL AND TRAINING INSTITUTIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of cinematography and audiovisual. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of cinematography and audiovisual.

**18910 CINEMATOGRAPHY AND AUDIOVISUAL ESTABLISHMENTS  
N.O.C.**

This group comprises establishments that are not part of any other group of field 18 and that are primarily engaged in encouraging the creation, production, presentation, broadcasting, or distribution of films and videograms.

The following groups are also considered in the analysis of the cinematography and audiovisual field:

- 90103 Performers
  - 90103.01 Actors
  - 90103.02 Singers
  - 90103.03 Musicians
  - 90103.04 Dancers
  - 90103.05 Other Performers
- 90104 Independent Playwrights, Screen Writers, and Script Writers
- 90301 Superstore Retailers - Cultural Products
- 90303 Organizers of Multi-field Cultural Events
- 90304 Other Points of Sale - Cultural Products

## **19 RADIO AND TELEVISION**

This field comprises establishments primarily engaged in creating, producing, distributing, or broadcasting radio or television programs. A radio or television program is a sequence of sounds or images that serves to inform or entertain the public and is broadcast via electromagnetic waves. Independent professionals and technicians in radio and television are included in this field. Establishments part of this field produce or purchase the program content and schedule the programs. They generate revenues from the sale of air time to advertisers, from donations and subsidies or from the sale of programs. Professional training establishments in radio and television are also included in this field.

### **19101 INDEPENDENT RESEARCHERS IN RADIO AND TELEVISION**

This group comprises independent professionals primarily engaged in developing the content of news stories for radio and television. Researchers participate in selecting the subject matter, can change the story angle, find the information sources, and produce a research report outlining the pre-interviews and listing the persons interviewed, the questions to ask as well as the shooting or recording coordinates of the news story. Researchers are responsible for the accuracy of information in news stories and are subject to the same code of ethics as journalists.

*Exclusions:*

- Independent Journalists (90109);
- Independent Playwrights, Screen Writers, and Script Writers (90104).

### **19201 INDEPENDENT HOSTS IN RADIO AND TELEVISION**

This group comprises independent professionals primarily engaged in presenting news stories, advertisements, sports news, weather reports, or hosting any other information or entertainment program on radio or television.

*Exclusions:*

- Independent Journalists (90109);
- Performers (90103).

### **19202 RADIO STATIONS AND SERVICES**

This group comprises establishments primarily engaged in operating studios and facilities used for the production and transmission of radio programs intended for affiliated stations or the public. Such transmission, via radio waves, can be retransmitted by cable companies, direct broadcasting satellite services (DBS), FM signal providers, or by any other means of distribution to their clients. Radio stations include AM, FM, and digital broadcasting stations, community and student radios, aboriginal and ethnic stations, low-power radio stations, pay audio services (such as continuous music and audio services sold to shopping centres).

### **19203 RADIO NETWORKS**

This group comprises the organizations established by network operators and the stations serviced by these networks in accordance with an affiliation agreement that stipulates sharing advertising revenues in consideration of air time reserved for network programming. These networks are primarily engaged in transmitting, via radio waves or any other means

of distribution, radio broadcasts that are picked up by affiliated stations. Network operators decide upon the programs to offer their affiliated stations and are responsible for their content.

*Exclusion:*

- Radio Stations and Services (19202).

## **19204 TELEVISION STATIONS AND SERVICES**

This group comprises establishments primarily engaged in producing and transmitting, via radio waves, a variety of television programs intended for affiliated stations or the public. These programs may be retransmitted by cable companies, direct broadcast satellite services (DBS), or by any other means of distribution. This group includes mainstream stations, educational television and low-power television stations. Rebroadcast stations are also included in this group.

*Exclusions:*

- film and video production companies, divisions of television stations producing programs and independent production establishments (18204, Film and Audiovisual Producers);
- Postproduction Studios and Other Services Related to the Production of Films and Television Programs (18205);
- Specialty and Pay Television Services (19206);
- community television and advertising channels (19301, Cable Distributors).

## **19205 TELEVISION NETWORKS**

This group comprises the organizations established by network operators and the stations serviced by these networks in accordance with a contractual agreement that stipulates sharing advertising revenues in consideration of air time reserved for network programming. These networks or establishments are primarily engaged in transmitting, via radio waves or any other means of distribution, diversified television programming to its affiliated stations. Such programming is offered to the public free of charge. Television network operators decide upon the programs they offer to their affiliated stations and are responsible for all programming.

*Exclusion:*

- Television Stations and Services (19204).

## **19206 SPECIALTY AND PAY TELEVISION SERVICES**

This group comprises establishments primarily engaged in providing specialty television services and pay television services as defined by the CRTC regulation regarding these services.

*Exclusions:*

- Television Networks (19205);
- Television Stations and Services (19204).

### **19206.01 SPECIALTY TELEVISION SERVICES**

This subgroup comprises establishments primarily engaged in producing or purchasing television programming content relating to a precise theme or genre such as programs intended for children and family viewing, programs focussing on music, health, sports, religion, films, weather or travel. These programs are retransmitted by cable networks, via microwave relay, satellite, or any other means of distribution. Specialty service operators enter into agreement with distribution companies in order to offer their programming to the public.

*Exclusions:*

- film, video, and television program production companies (18204, Film and Audiovisual Producers);
- Cable Distributors (19301);
- Satellite Broadcasting Distributors (19302);
- Microwave Broadcasting Distributors (19303);
- Other Broadcasting Distributors (19304);
- community television and advertising channels part of group 19301.

### **19206.02 PAY TELEVISION SERVICES**

This subgroup comprises establishments primarily engaged in broadcasting commercial-free television programs for a subscription fee. Programming includes films, programs intended for family viewing, and special events programs. Pay television services comprise pay television, pay-per-view television, and video-on-demand (the latter enables subscribers to watch programs of their choice at any time for a given fee per program).

*Exclusions:*

- film, video, and television program production companies (18204, Film and Audiovisual Producers);
- Cable Distributors (19301);
- Satellite Broadcasting Distributors (19302);
- Microwave Broadcasting Distributors (19303);
- Other Broadcasting Distributors (19304).

### **19207 INDEPENDENT TECHNICIANS IN TELEVISION**

This group comprises independent technicians primarily engaged in performing duties specific to the production of television programs. They are mainly in charge of operating the television broadcasting equipment, of working on the lighting, make-up, and settings, and of carrying out other supporting activities in the field of television. Typically speaking, this group includes stage managers and their assistants, cameramen and their assistants, camera operators, grips, directors of photography and their assistants, electricians, lighting technicians, sound persons, sound effects specialists, sound mixers, editors, assistant artistic directors, props specialists, scenic painters, art directors, make-up artists, hair stylists, stage props persons, mobile broadcasting equipment installers, and television switchers.

*Exclusions:*

- still photographers (90112, Independent Photographers in Communication);
- independent technicians in the performing arts (12202, Technical Service Providers – Performing Arts);
- technicians in cinematography and audiovisual (18203, Independent Technicians in Cinematography);
- technicians specializing in special effects (18102, Independent Artist Technicians and Artist Designers in Cinematography and Audiovisual);
- independent technicians in sound recording (17205, Technical Sound Recording Services n.o.c.).

**19301 CABLE DISTRIBUTORS**

This group comprises establishments primarily engaged in receiving and assembling signals from radio stations, television stations, speciality services, and pay services in order to retransmit them to their subscribers in encrypted or non-encrypted mode. Distribution is achieved via coaxial cable, fiber optic cable and/or any other type of cable. These establishments can offer interactive programming services, alphanumeric channels (still images), advertising channels, and classified ads channels to their subscribers. On account of their hybrid character, these establishments comprise the community television stations of their networks, which they finance in whole or in part, whether they create their own programming or have it done by a community television group. This category also includes special programming services whose programming content falls under the responsibility of the cable distributors.

*Exclusions:*

- companies primarily engaged in installing and maintaining cable distribution networks in accordance with contractual agreements;
- Specialty and Pay Television Services (19206).

**19302 SATELLITE BROADCASTING DISTRIBUTORS**

This group comprises establishments primarily engaged in gathering, assembling, and distributing signals from radio stations, television stations, specialty services, and pay television services via high powered geostationary satellites. This group includes direct broadcasting satellite services (DBS) that send signals directly to the final reception point and distributors providing programming services via satellite relay to other distributors.

*Exclusion:*

- call centres that are established to provide customer service and that constitute establishments that are separate from broadcasting distributors.

**19303      MICROWAVE BROADCASTING DISTRIBUTORS**

This group comprises establishments primarily engaged in receiving and assembling, through the use of antennas and receiving equipment, the signals from radio stations, television stations, specialty services, and pay services in order to retransmit them via microwave to subscribers who have a small antenna that is in the line-of-sight of the retransmission site. These signals, distributed over short distances, may be in digital or analog mode, encrypted or not. This group also includes multipoint distribution services (MMDS) using higher frequencies and distributors using microwave relay to distribute programming services to other distributors.

**19304      OTHER BROADCASTING DISTRIBUTION ESTABLISHMENTS**

This group comprises establishments that are not part of any other group of field 19 and that are primarily engaged in retransmitting, via radio waves or any other means of telecommunication, radio or television programs, or specialty and pay television services, whether encrypted or not, to a final reception point or to another distributor. This group includes master antenna television systems (MATV), radiocommunication distribution establishments, subscription television (STV), multi-channel television establishments, closed circuit video programming services and Internet broadcasting distribution establishments.

**19401      RADIO AND TELEVISION EDUCATIONAL AND TRAINING INSTITUTIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of radio and television. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of radio and television.

**19910      RADIO AND TELEVISION ESTABLISHMENTS N.O.C.**

This group comprises establishments that are not part of any other group of field 19 and that are primarily engaged in encouraging the creation, production, broadcasting, or distribution of radio and television programs. This group includes, among others, radio and television broadcasters on the Web.

The following groups are also considered in the analysis of the radio and television field:

90109      Independent Journalists

90203      News Agencies

## 20 MULTIMEDIA

This field comprises establishments primarily engaged in creating, producing, or distributing multimedia products featuring documentary, cultural, educational, or play-oriented content presented in the form of CD-ROMs, interactive terminals, computer games, Internet sites, DVD-ROMs, etc. Independent workers providing artistic or technical skills necessary to the development of these products as well as professional training institutions are included in this field. The term “multimedia product” refers to a digital document that is interactive and features more than one medium (text, sound, still, or animated images) on one support.

### *Exclusions:*

- establishments primarily engaged in creating and/or producing art works related to media arts on an independent basis (11103, Media Artists, 11204, Media Arts Production Facilities);
- establishments primarily engaged in designing or producing multimedia products featuring corporate, promotional, advertising, or commercial content (22910, Advertising and Public Relations Establishments n.o.c.). However, for statistical survey purposes, these establishments can be entered under those of field 20, Multimedia;
- establishments primarily engaged in designing or producing multimedia training material featuring non-cultural content;
- establishments primarily engaged in providing computer services;
- establishments primarily engaged in designing or producing application software, transactional systems (online payment, etc.), or communication systems (videoconferencing, chatting, etc.);
- establishments primarily engaged in the management of servers, Internet access services, or hosting services;
- establishments primarily engaged in operating digital communication infrastructures or networks;
- establishments primarily engaged in producing virtual periodicals presented in the form of portals, webzines, cyber media, cybermagazines, electronic magazines and journals, etc. (16203, Publishers of Virtual Periodicals). However, for statistical survey purposes, these establishments can be entered under those of field 20, Multimedia.

### **20101 INDEPENDENT DESIGNERS AND SCRIPT WRITERS IN MULTIMEDIA**

This group comprises establishments (including independent workers) primarily engaged in proposing original concepts for CD-ROMs, computer games, interactive terminals, Internet sites, and other multimedia products featuring documentary, cultural, educational, or play-oriented content. The work of independent designers and script writers in multimedia comprises conceptualization, which deals with the creation and ideation stage, and scripting, which deals with organizing the content according to a tree structure and preparing the artistic and technical specifications that will be used as a plan for production and programming activities. More specifically, it involves fragmenting the content into sequences, detailing the frame of each screen page, specifying the data to integrate to each one (images, texts, calligraphic elements, voices, sound effects, music, etc.) and determining the links (hypertext, hypermedia) that will lead the user to navigate interactively through the multimedia product.

### **20102          INDEPENDENT ART DIRECTORS IN MULTIMEDIA**

This group comprises establishments (including independent workers) primarily engaged in defining or supervising the artistic dimension of a multimedia project featuring documentary, cultural, educational, or play-oriented content. The independent art director in multimedia is responsible for every artistic aspect, from product design to product completion. Such work may involve creating visual concepts, coordinating a production team, coaching computer graphics designers and 2D or 3D animation artists, or even participating in the technical development of a multimedia product.

### **20103          OTHER INDEPENDENT CREATORS IN MULTIMEDIA**

This group comprises establishments (including independent workers) primarily engaged in building or developing the information system components of a multimedia product (CD-ROM, computer game, interactive terminal, Internet site, etc.) through activities such as writing and testing the computer code, creating digital animation, editing sound or video images, overseeing the interface ergonomics and integrating the different elements of the information system. This group also includes 2D and 3D animation artists, developers, programmers, sound or video directors, integrators, interface ergonomists, and other independent workers in information systems participating in the creation of multimedia products of a documentary, cultural, educational, or play-oriented nature, except for computer graphics designers, designers and script writers, and art directors.

*Exclusions:*

- Independent Graphic Designers and Computer Graphics Designers (90111);
- Independent Designers and Script Writers in Multimedia (20101);
- Independent Art Directors in Multimedia (20102).

### **20201          MULTIMEDIA PRODUCERS**

This group comprises establishments primarily engaged in assuming, on behalf of their clients or on their own behalf, the responsibility and eventually the financing of multimedia projects featuring documentary, cultural, educational, or play-oriented content which spans every stage from solicitation to marketing. These establishments produce multimedia products that may be presented in the form of CD-ROMs, Internet sites, computer games, training software, DVD-ROMs, interactive terminals, etc. In so doing, they orchestrate the different activities relating to the design, development, and distribution of these products.

*Exclusions:*

- establishments primarily engaged in producing art works related to media arts on an independent basis (11103, Media Artists, 11204, Media Arts Production Facilities);
- establishments primarily engaged in producing multimedia products featuring corporate, promotional, advertising, or commercial content (22910, Advertising and Public Relations Establishments n.o.c.). For statistical survey purposes, these establishments can be entered under those of group 20201, Multimedia Producers;
- establishments primarily engaged in producing multimedia training material featuring non-cultural content;

- establishments primarily engaged in providing computer services;
- establishments primarily engaged in producing application software, transactional systems (online payment, etc.), or communication systems (videoconferencing, chatting, etc.);
- establishments primarily engaged in the management of servers, Internet access services, or hosting services;
- establishments primarily engaged in operating digital communication infrastructures or networks;
- establishments primarily engaged in producing virtual periodicals presented in the form of portals, webzines, cyber media, cybermagazines, electronic magazines and journals, etc. (16203, Publishers of Virtual Periodicals). For statistical survey purposes, these establishments can be entered under those of group 20201, Multimedia Producers.

## **20202      INDEPENDENT PROJECT MANAGERS IN MULTIMEDIA**

This group comprises establishments (including independent workers) primarily engaged in coordinating and controlling, on behalf of the producer, every planning or development aspect of a multimedia product featuring documentary, cultural, educational, or play-oriented content. The independent project manager in multimedia takes on the management of the project team and more particularly, the production team and makes sure that the initial specifications are respected.

## **20301      DISTRIBUTORS OF MULTIMEDIA PRODUCTS**

This group comprises establishments primarily engaged in forwarding multimedia products such as CD-ROMs, computer games, training software, DVD-ROMs, and others to their points of final sale. These establishments act as intermediaries between multimedia producers and retailers of multimedia products.

## **20302      RETAILERS OF MULTIMEDIA PRODUCTS**

This group comprises establishments primarily engaged in retailing multimedia products featuring documentary, cultural, educational, or play-oriented content such as CD-ROMs, computer games, DVD-ROMs, or training software.

### *Exclusions:*

- Superstore Retailers – Cultural Products (90301);
- establishments retailing multimedia products without it being their principal line of business (90304, Other Points of Sale – Cultural Products).

## **20303      ORGANIZERS OF MULTIMEDIA EVENTS**

This group comprises establishments primarily engaged in organizing multimedia events, i.e. time-limited public events, generally occurring on a regular basis (e.g. each year), during which activities (exhibitions, shows, conferences, projections, etc.) are presented that require the participation of persons specializing in the creation, production, or distribution of multimedia products or in multimedia technology training.

**20401        MULTIMEDIA EDUCATIONAL AND TRAINING INSTITUTIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of multimedia. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in multimedia.

**20910        MULTIMEDIA ESTABLISHMENTS N.O.C.**

This group comprises establishments that are not part of any other group of field 20 and that are primarily engaged in creating, producing, or distributing multimedia products featuring documentary, cultural, educational, or play-oriented content.

The following groups are also considered in the analysis of the multimedia field:

- 90111        Independent Graphic Designers and Computer Graphics Designers
- 90301        Superstore Retailers – Cultural Products
- 90304        Other Points of Sale – Cultural Products

## **21 ARCHITECTURE AND DESIGN**

This field comprises establishments (including independent creators) primarily engaged in creating architectural works, landscaped areas, graphic design works, interior spaces (interior design), industrial objects (industrial design), or clothing products (fashion design). Establishments organizing events dedicated to architecture or design, and professional training institutions are also included in this field.

*Exclusion:*

- establishments specialized in urban planning.

### **21101 ARCHITECTURAL SERVICES**

This group comprises establishments (including independent creators) primarily engaged in providing professional services related to the design, construction, expansion, preservation, reconstruction, renovation, or modification of a building or group of buildings. These professional services include planning, preliminary studies, design sketches, architectural models, drawings, specifications, and technical documents, coordinating technical documents prepared by other professionals, construction cost management, contract administration, work monitoring, and project management. To be recognized as an architect and to have the right to use the title of architect in the province of Québec, one must obtain a licence from the *Ordre des architectes du Québec*.

### **21102 LANDSCAPE ARCHITECTURAL SERVICES**

This group comprises establishments (including independent creators) primarily engaged in creating landscape architecture and valuing landscapes in natural and built environments with a view to creating a healthy, functional, and aesthetic living environment that focuses on the needs of the population. These establishments are involved in designing and developing private or public gardens, recreational or sports-oriented areas, public squares and urban spaces; planning systems for parks, green areas, footpaths or bicycle lanes; enhancing residential or commercial sites and buildings; studying the visual and environmental impact of large-scale projects; devising policies on land use and natural resource management; and restoring sites affected by human action and historic sites.

### **21103 INTERIOR DESIGN SERVICES**

This group comprises establishments (including independent creators) primarily engaged in planning, designing, and directing interior space organization or interior design projects while complying with user needs, aesthetic requirements, building code regulations, health and safety regulations, customer traffic, site plans, mechanical and electrical requirements, and movables. These establishments are called upon to design reception facilities, office buildings, health care institutions, and institutional, commercial, or residential buildings.

*Exclusion:*

- exhibition designers and museographers part of group 13101, Establishments Providing Research and Development Services for Museum, Heritage, and Archival Products and Activities.

### **21104 INDUSTRIAL DESIGN SERVICES**

This group comprises establishments (including independent creators) primarily engaged in determining the formal properties of industrially manufactured objects with a view to optimizing the function, value, and appearance of these objects. This work consists in establishing a relation between the structure, material, colour, finish, and function while making allowances for aesthetics, ergonomics, user needs, safety, commercial appeal, and production and distribution conditions.

*Exclusion:*

- establishments primarily engaged in manufacturing.

### **21105 INDEPENDENT FASHION DESIGNERS**

This group comprises establishments (including independent creators) primarily engaged in determining the formal properties of clothing products (clothing, handbags, shoes, fashion accessories, etc.). This work consists in establishing a relation between the material, colour, joining, and function in order to meet the physical and social requirements of the users, industrial constraints, market conditions, and particular product strategies. This group comprises fashion designers that create and market original designs bearing their signature as well as establishments specialized in the design (or styling) of clothing products that work for manufacturers.

*Exclusion:*

- establishments primarily engaged in manufacturing clothing products.

### **21106 MULTIDISCIPLINARY DESIGN AND ARCHITECTURAL SERVICES**

This group comprises establishments primarily engaged in selling services in more than one area of design or architecture. Typically, this would include an establishment specialized in both architecture and interior design or an establishment specialized in both architecture and landscape architecture. Some of these establishments may use the term “environmental design” to describe their line of business.

*Exclusion:*

- establishments specialized in both architecture and urban planning (21101, Architectural Services).

### **21301 ORGANIZERS OF EVENTS DEDICATED TO ARCHITECTURE AND DESIGN**

This group comprises establishments primarily engaged in organizing events dedicated to architecture, landscape architecture, interior design, graphic design, industrial design, or fashion design. These events are time-limited public events, generally occurring on a recurrent basis (e.g. every year), during which cultural activities (exhibitions, shows, conferences, etc.) are presented with a view to promoting or disseminating architecture or design.

**21401 EDUCATIONAL AND TRAINING INSTITUTIONS DEDICATED TO ARCHITECTURE OR DESIGN**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of architecture and design. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of architecture and design.

**21910 ESTABLISHMENTS DEDICATED TO ARCHITECTURE AND DESIGN N.O.C.**

This group comprises establishments that are not part of any other group of field 21 and that are primarily engaged in creating architectural works, landscaped areas, graphic design works, interior spaces, industrial objects, or clothing products or in encouraging the dissemination or promotion of architecture, landscape architecture, interior design, graphic design, industrial design, or fashion design.

The following group is also considered in the analysis of the architecture and design field:

90111 Independent Graphic Designers and Computer Graphics Designers

## **22 ADVERTISING AND PUBLIC RELATIONS**

This field comprises establishments primarily engaged in creating and implementing communication plans or parts of communication plans. A communication plan is composed of one or many messages to be transmitted to one or many target groups on behalf of a client through advertising or public relations. Independent creators or consultants who devise or implement communication plans or parts of communication plans, or provide consulting services with respect to communication plans are included in this field. Also included are professional training institutions dedicated to advertising and public relations. The term “advertising” refers to the purchase of space or time in the media or on other advertising supports with a view to presenting the message of the advertiser. The term “public relations” refers to the use of press relations and various other means of communication with a view to presenting the client’s point of view to one or many target groups.

### **22101 ADVERTISING AGENCIES AND SERVICES**

This group comprises establishments (including independent workers) primarily engaged in creating and implementing advertising campaigns through the purchase of space, time, or any other form of presence in the media. Establishments that create or implement certain key aspects of advertising campaigns, such as the formulation of messages or the purchase of space, time, or any other form of presence in the media (media placement) are also included in this group.

*Exclusions:*

- establishments primarily engaged in creating or producing graphic art and visual materials (90111, Independent Graphic Designers and Computer Graphics Designers);
- Independent Illustrators (90110);
- Independent Photographers in Communication (90112);
- Independent Playwrights, Screen Writers, and Script Writers (90104).

### **22102 PUBLIC RELATIONS FIRMS AND SERVICES**

This group comprises establishments primarily engaged in creating and implementing public relations strategies through the use of events, documents, media relations, etc. These strategies are devised to reach target groups or audiences composed of an important or relatively important number of persons. Establishments creating or implementing communication plans that target public decision-makers (lobbying) individually or collectively are also included in this group.

**22103 INTEGRATED COMMUNICATION SERVICES**

This group comprises establishments primarily engaged in creating and implementing communication plans that regularly integrate both advertising and public relations with a view to reaching target groups or audiences composed of an important or relatively important number of persons.

*Exclusions:*

- establishments primarily engaged in creating or producing graphic art and visual materials (90111, Independent Graphic Designers and Computer Graphics Designers);
- establishments primarily engaged in creating or producing illustrations (90110, Independent Illustrators);
- establishments primarily engaged in creating or producing photographs (90112, Independent Photographers in Communication);
- establishments primarily engaged in creating or putting together scenarios (90104, Independent Playwrights, Screen Writers, and Script Writers).

**22201 MEDIA REPRESENTATIVES**

This group comprises establishments primarily engaged in selling space, time, or any other form of presence in the media on behalf of media owners.

**22401 EDUCATIONAL AND TRAINING INSTITUTIONS DEDICATED TO ADVERTISING AND PUBLIC RELATIONS**

This group comprises public and private educational institutions primarily engaged in providing terminal instruction and training in the field of advertising and public relations. This group includes C.E.G.E.P., university, and other general education programs aiming to train graduates who will work specifically in the field of advertising and public relations.

**22910 ADVERTISING AND PUBLIC RELATIONS ESTABLISHMENTS  
N.O.C.**

This group comprises establishments that are not part of any other group of field 22 and that are primarily engaged in creating and implementing communication plans, advertising campaigns, or advertisements. Establishments whose principal line of business involves display advertising (excluding display installation services), direct mail advertising (excluding postal and mailing services), speciality advertising, or aerial advertising are also included in this group.

## **23 ORGANIZATIONS DEDICATED TO REPRESENTATION AND ADVANCEMENT**

This field comprises organizations primarily engaged in representing individuals, organizations, or companies involved in culture and communications; these federative organizations are usually mandated to defend the interests of their members or of a given subsector. Private organizations promoting culture or working for its development are included in this field. Typically speaking, field 23 comprises professional associations, labour organizations, disciplinary boards, copyright societies, producers associations, foundations, regional culture councils, etc.

*Exclusions:*

- organizations that are part of or under the control of a federal, provincial, or local government; these organizations are grouped under field 24, Public Administration;
- establishments primarily engaged in producing or disseminating cultural assets or services.

### **23901 COPYRIGHT SOCIETIES**

This group comprises establishments primarily engaged in legally representing authors (composers, visual artists, journalists, photographers, lyricists, etc.) or other right holders (publishers, producers, performers, estates, etc.) in order to manage their copyrights on their behalf. More specifically, these societies, which usually operate in a particular field (music, images, literature, dramatic art, etc.), are given the mandate to grant licences permitting the use of works, set rates, collect royalties from the users (or from other licensing bodies), redistribute them to the owners, control the unlawful use of works, etc. These societies are also responsible for defending the interests of their members before the legislative authority and users.

### **23902 SECTORAL COUNCILS AND ORGANIZATIONS DEDICATED TO REPRESENTATION**

This group comprises organizations primarily engaged in promoting a particular area of culture and communications; these bodies usually represent organizations or businesses involved in the target field. They defend the interests of this field and of the persons involved in it before the market forces, the legislative authority, and the governments.

*Exclusions:*

- Copyright Societies (23901);
- labour organizations, corporations, professional associations, and sectoral organizations primarily engaged in representing individuals (23903, Labour Organizations, Corporations, and Professional Associations);
- organizations that do not target a subsector of culture and communications in particular but culture in general (23904, Organizations Dedicated to the Development or Advancement of Culture);
- organizations focused on providing financial support (23905, Private Foundations).

**23903      LABOUR ORGANIZATIONS, CORPORATIONS, AND PROFESSIONAL ASSOCIATIONS**

This group comprises organizations primarily engaged in grouping and representing individuals working in a particular artistic profession, trade, or discipline or who are actively involved in a particular area of culture and communications. These organizations are given the mandate to defend the interests of their members, notably before governments, the legislative authority, specific industries, or employers. They may also undertake to inform and mobilize their members, assure communication between members, promote their profession, or make fringe benefits such as insurance or pension plans available to members.

*Exclusions:*

- Copyright Societies (23901);
- sectoral organizations that do not primarily represent individuals but organizations, businesses, or an entire subsector (23902, Sectoral Councils and Organizations Dedicated to Representation).

**23904      ORGANIZATIONS DEDICATED TO THE DEVELOPMENT OR ADVANCEMENT OF CULTURE**

This group comprises representative organizations primarily engaged in working for the advancement of culture and communications in general, for the development of culture consumption, or for the advocacy of arts and culture. These organizations are usually given a mandate that focuses on a particular area of cultural development (geographical area to which members identify, education, labour, etc.).

*Exclusions:*

- Labour Organizations, Corporations, and Professional Associations (23903);
- organizations targeting a particular subsector of culture or communications (23902, Sectoral Councils and Organizations Dedicated to Representation);
- organizations focused on providing financial support (23905, Private Foundations);
- establishments primarily engaged in producing or disseminating cultural assets or services.

**23905      PRIVATE FOUNDATIONS**

This group comprises private non-profit establishments primarily engaged in financially supporting culture by handing out bursaries, donations, or grants or by collecting funds for this purpose. These establishments are usually legally registered charities.

*Exclusions:*

- producers mandated to finance the development of cultural products;
- organizations part of or under the control of governments.

**23910      ORGANIZATIONS DEDICATED TO REPRESENTATION AND ADVANCEMENT N.O.C.**

This group comprises organizations that are not part of any other group of field 23 and that are primarily engaged in representing the interests of the culture and communications sector or working for the advancement of this sector or any of its subsectors.

## **24 PUBLIC ADMINISTRATION**

This field comprises establishments primarily engaged in activities of a governmental nature: the enactment and judicial interpretation of laws and their pursuant regulations regarding the application and administration of programs established thereunder in the sector of culture and communications. Government ownership is not a criterion for being part of field 24; public establishments engaged in activities that are not governmental in nature are classified elsewhere in the QCCACS, i.e. with the private establishments engaged in similar activities.

### **24910 FEDERAL PUBLIC ADMINISTRATION**

This group comprises establishments of the federal government primarily engaged in activities of a governmental nature: the enactment and judicial interpretation of laws and their pursuant regulations regarding the application and administration of programs established thereunder in the sector of culture and communications. Federal public establishments engaged in activities that are not governmental in nature are classified elsewhere in the QCCACS, i.e. with the private establishments engaged in similar activities.

24920 Québec Public Administration

This group comprises establishments of the Québec government primarily engaged in activities of a governmental nature: the enactment and judicial interpretation of laws and their pursuant regulations regarding the application and administration of programs established thereunder in the sector of culture and communications. Provincial public establishments engaged in activities that are not governmental in nature are classified elsewhere in the QCCACS, i.e. with the private establishments engaged in similar activities.

### **24930 MUNICIPAL AND LOCAL PUBLIC ADMINISTRATION**

This group comprises establishments of municipal and local governments primarily engaged in activities of a governmental nature: the enactment and judicial interpretation of resolutions and regulations regarding the application and administration of programs established thereunder in the sector of culture and communications. Municipal or local public establishments engaged in activities that are not governmental in nature are classified elsewhere in the QCCACS, i.e. with the private establishments engaged in similar activities.

### **24940 ABORIGINAL PUBLIC ADMINISTRATION**

This group comprises establishments of aboriginal governments primarily engaged in activities of a governmental nature: the enactment and judicial interpretation of laws and their pursuant regulations regarding the application and administration of programs established thereunder in the sector of culture and communications. Aboriginal public establishments engaged in activities that are not governmental in nature are classified elsewhere in the QCCACS, i.e. with the private establishments engaged in similar activities.

**24950      INTERNATIONAL PUBLIC ORGANIZATIONS AND OTHER  
EXTRATERRITORIAL PUBLIC ORGANIZATIONS**

This group comprises establishments of foreign governments located in Canada primarily engaged in activities of a governmental nature: the enactment and judicial interpretation of laws and their pursuant regulations regarding the application and administration of programs established thereunder in the sector of culture and communications. International and extraterritorial public establishments engaged in activities that are not governmental in nature are classified elsewhere in the QCCACS, i.e. with the private establishments engaged in similar activities.

## **90 ESTABLISHMENTS INVOLVED IN MORE THAN ONE FIELD OF CULTURE AND COMMUNICATIONS**

### **90101 WRITERS/COMPOSERS/PERFORMERS**

This group comprises independent professional artists in the performing arts primarily engaged in composing musical works and/or writing lyrics for musical works they intend to perform themselves in live presentations or for recording purposes. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who create and perform works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- artists primarily engaged in composing musical works (90105, Composers);
- artists primarily engaged in writing lyrics (90106, Lyricists);
- artists primarily engaged in composing musical works and writing lyrics (90102, Writer/Composers);
- artists primarily engaged in performing musical works (90103, Performers).

*This group is part of the following fields:*

- 12 Performing Arts;
- 17 Sound Recording.

### **90102 WRITER/COMPOSERS**

This group comprises independent professional artists in the performing arts primarily engaged in composing musical works and writing lyrics for musical works. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who create works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- artists primarily engaged in composing musical works (90105, Composers);
- artists primarily engaged in writing lyrics (90106, Lyricists);
- artists primarily engaged in composing musical works and/or writing lyrics for musical works they intend to perform themselves (90101, Writers/Composers/Performers).

*This group is part of the following fields:*

- 12 Performing Arts;
- 17 Sound Recording.

**90103 PERFORMERS**

This group comprises independent professional artists primarily engaged in performing scenic, musical, or audiovisual works. This group includes actors, musicians, conductors, dancers, choristers, puppeteers, story tellers, singers, and all related performers. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who perform works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- Independent Hosts in Radio and Television (19201);
- singers who perform their own compositions (90101, Writers/Composers/Performers).

*This group is part of the following fields:*

- 12 Performing Arts;
- 17 Sound Recording;
- 18 Cinematography and Audiovisual.

**90103.01 ACTORS**

This subgroup comprises independent professional artists primarily engaged in performing roles in theatre, television, motion picture, and advertising productions, or other audiovisual or stage works. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who perform works that are disseminated in a professional context are considered as professional artists.

*Exclusion:*

- Independent Hosts in Radio and Television (19201).

**90103.02 SINGERS**

This subgroup comprises independent professional artists primarily engaged in singing lyrics of musical works intended to be performed live or recorded. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who perform works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- Writers/Composers/Performers (90101);
- Writer/Composers (90102);
- Musicians (90103.03);
- Lyricists (90106).

**90103.03 MUSICIANS**

This subgroup comprises independent professional artists primarily engaged in performing musical works intended to be performed live or recorded, using instruments. Artists practicing an art on their own account, whose competence is recognized by their peers in their own

discipline, and who perform works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- Writers/Composers/Performers (90101);
- Writer/Composers (90102);
- Singers (90103.02);
- Composers (90105).

**90103.04 DANCERS**

This subgroup comprises independent professional artists primarily engaged in performing dance works or choreographies intended to be filmed or performed live. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who perform works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- Independent Choreographers (12102);
- Singers (90103.02).

**90103.05 OTHER PERFORMERS**

This subgroup comprises independent professional artists – aside from actors, musicians, singers, and dancers – primarily engaged in performing scenic, musical, or audiovisual works. This group includes, among others, puppeteers, story tellers, and fashion models. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who perform works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- Writers/Composers/Performers (90101);
- Independent Hosts in Radio and Television (19201).

**90104 INDEPENDENT PLAYWRIGHTS, SCREEN WRITERS, AND SCRIPT WRITERS**

This subgroup comprises professional authors primarily engaged in creating, on an independent basis, dramatic works such as theatre plays, screenplays, librettos, monologues, translations, or adaptations, for the purpose of performing them on stage, in motion pictures, on radio, on television or in advertisements. Authors writing on their own account, whose competence is recognized by their peers in their own discipline, and who create works that are disseminated in a professional context are considered as professional artists. This group includes independent screen writers and script writers who revise scripts, screen plays, and scenarios written by others as well as script-and-dialogue writers.

*Exclusions:*

- Writers (90107.01);
- independent authors primarily engaged in writing scripts for multimedia works (20101, Independent Designers and Script Writers in Multimedia).

*This group is part of the following fields:*

- 12 Performing Arts;
- 18 Cinematography and Audiovisual.

### **90105 COMPOSERS**

This group comprises independent professional artists primarily engaged in composing musical works intended to be published, recorded, or performed live. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who create works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- artists primarily engaged in composing musical works they intend to perform themselves (90101, Writers/Composers/Performers);
- artists primarily engaged in composing musical works and writing lyrics (90102, Writer/Composers).

*This group is part of the following fields:*

- 12 Performing Arts;
- 17 Sound Recording.

### **90106 LYRICISTS**

This group comprises independent professional artists primarily engaged in writing texts intended to be set to music such as lyrics or librettos. Artists practicing an art on their own account, whose competence is recognized by their peers in their own discipline, and who create works that are disseminated in a professional context are considered as professional artists.

*Exclusions:*

- artists primarily engaged in writing lyrics they intend to perform themselves (90101, Writers/Composers/Performers);
- artists primarily engaged in writing lyrics and composing musical works (90102, Writer/Composers).

*This group is part of the following fields:*

- 12 Performing Arts;
- 17 Sound Recording.

### **90107 AUTHORS OF BOOKS OR PERIODICALS**

This group comprises professional authors of books or periodicals primarily engaged in creating, on an independent basis, literary or non-literary works that are meant to be published. Authors whose works have been published by a recognized publisher are considered as professional authors.

*Exclusions:*

- Independent Playwrights, Screen Writers, and Script Writers (90104);
- Independent Translators (90108);

- Independent Photographers in Communication (90112);
- Independent Illustrators (90110);
- Visual Artists (11101);
- Independent Journalists (90109).

### **90107.01 WRITERS**

This subgroup comprises professional authors of books or periodicals primarily engaged in creating, on an independent basis, literary works, including literary works intended for young people. These works include stories, novels, short stories, tales, plays, poems, and essays. Writers whose works have been published by a recognized publisher are considered as professional writers.

*Exclusions:*

- Independent Playwrights, Screen Writers, and Script Writers (90104);
- Other Independent Authors of Books or Periodicals (90107.02).

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals.

### **90107.02 OTHER INDEPENDENT AUTHORS OF BOOKS OR PERIODICALS**

This subgroup comprises professional authors of books or periodicals primarily engaged in creating, on an independent basis, non-literary works that are meant to be published. Authors whose works have been published by a recognized publisher are considered as professional authors. This group includes authors of comic strips.

*Exclusions:*

- Independent Playwrights, Screen Writers, and Script Writers (90104);
- Independent Journalists (90109);
- Writers (90107.01);
- Independent Translators (90108);
- Independent Photographers in Communication (90112);
- Independent Illustrators (90110);
- photographer artists and other visual artists who are authors of books and part of group 11101, Visual Artists.

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals.

### **90108 INDEPENDENT TRANSLATORS**

This group comprises professional translators primarily engaged in translating texts on an independent basis. Translators whose translations are published by a recognized publisher or who have at least two pieces of work that have been brought to the stage in a professional context are considered as professional translators.

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals.

### **90109 INDEPENDENT JOURNALISTS**

This group comprises professionals primarily engaged in commenting on and reporting the news or commenting on current events in the print media, broadcast media or in press agencies.

*Exclusions:*

- Writers (90107.01);
- Independent Translators (90108);
- Independent Graphic Designers and Computer Graphics Designers (90111);
- Independent Illustrators (90110);
- News Agencies (90203);
- Independent Researchers in Radio and Television (19101);
- Independent Hosts in Radio and Television (19201).

*This group is part of the following fields:*

- 16 Periodicals;
- 19 Radio and Television.

### **90110 INDEPENDENT ILLUSTRATORS**

This group comprises illustrators primarily engaged in creating and developing illustrations, on an independent basis, to represent various contents through the form of images. In general, these works are meant to be published.

*Exclusions:*

- authors of comic strips (90107.02, Other Independent Authors of Books or Periodicals);
- Visual Artists (11101).

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals.

### **90111 INDEPENDENT GRAPHIC DESIGNERS AND COMPUTER GRAPHICS DESIGNERS**

This group comprises establishments (including independent creators) primarily engaged in designing and developing graphic art and visual materials with a view to efficiently communicating information intended for printed matter, advertising, films, packaging, posters, directional signs, and interactive multimedia products such as Internet sites and CD-ROMs. They may also work on the make-up, layout, lettering, and preparation of production documents intended for printing, electronic publishing or multimedia production.

*Exclusions:*

- Independent Illustrators (90110);
- typographers and desktop publishing specialists.

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals;
- 20 Multimedia;
- 21 Architecture and Design.

**90112 INDEPENDENT PHOTOGRAPHERS IN COMMUNICATION**

This group comprises independent professionals primarily engaged in taking photographic frames of persons, events, scenes, objects, products, or other subjects.

*Exclusions:*

- Independent Illustrators (90110);
- photographer artists part of group 11101, Visual Artists.

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals.

**90201 MUSIC PUBLISHERS**

This group comprises establishments primarily engaged in publishing musical works. This involves representing writers and composers in order to grant, on their behalf, authorizations for the mechanical reproduction or live performance of their musical works, negotiating related fees, collecting revenues, etc. These establishments act as specialized intermediaries between the creators and the market. They own copyrights to the musical works they publish.

*Exclusions:*

- Sheet Music Publishers (15202);
- Copyright Societies (23901).

*This group is part of the following fields:*

- 12 Performing Arts;
- 17 Sound Recording.

**90202 ARTISTIC AGENTS**

This group comprises establishments primarily engaged in the career advancement of performing and recording artists (such as actors and singers). These establishments might, for instance, represent their clients in contract negotiations, manage or organize their clients' financial affairs, and generally promote the careers of their clients.

*Exclusions:*

- Artistic Agents and Consultants in Visual Arts, Fine Crafts, and Media Arts (11301);

- Literary Agents (15201).

*This group is part of the following fields:*

- 12 Performing Arts;
- 17 Sound Recording.

### **90203 NEWS AGENCIES**

This group comprises establishments primarily engaged in supplying information to various news media such as periodicals or radio and television networks and stations. This information can be presented in the form of features or news reports, photographs, illustrations, sound bites, videos, or other specialized services. This group includes establishments primarily engaged in forwarding press releases to the news media.

*Exclusions:*

- Independent Journalists (90109);
- Independent Illustrators (90110);
- Independent Graphic Designers and Computer Graphics Designers (90111);
- Independent Photographers in Communication (90112);
- Radio Networks (19203);
- Television Networks (19205).

### **90301 SUPERSTORE RETAILERS - CULTURAL PRODUCTS**

This group comprises establishments primarily engaged in retailing many types of cultural products. In general, these establishments have more floor space than bookstores (15303) or record stores (17302) while providing specialized sales services to consumers.

*Exclusions:*

- warehouse clubs and department stores (90304, Other Points of Sale – Cultural Products);
- Bookstores (15303);
- Record Stores (17302).

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals;
- 17 Sound Recording;
- 18 Cinematography and Audiovisual;
- 20 Multimedia.

### **90302 MULTI-FIELD VENUES DEDICATED TO THE PRESENTATION OF CULTURAL EVENTS**

This group comprises establishments primarily engaged in presenting different types of cultural activities to the population such as live performances, exhibitions, and projections

within a same program schedule. This group includes certain *maisons de la culture* and municipal cultural centres.

*Exclusions:*

- Presenters of Live Entertainment Shows (12302);
- Lessors of Arts and Entertainment Venues (12303 and 12304);
- Interpretation Sites (13204);
- Exhibition Centres (13205);
- Public Libraries (14202);
- Organizers of Multi-field Cultural Events (90303).

*This group is part of the following fields:*

- 12 Performing Arts;
- 13 Heritage, Museum Institutions, and Archives.

**90303 ORGANIZERS OF MULTI-FIELD CULTURAL EVENTS**

This group comprises establishments primarily engaged in organizing cultural events whose theme or activities are related to more than one cultural field. This may consist, for example, of an event on native heritage that combines performing arts shows, movie projections, and visual arts exhibitions. In this context, a “cultural event” is a time-limited public event, generally occurring on a regular basis (e.g. each year), featuring cultural activities with a view to promoting or disseminating a particular discipline, genre, or thematic orientation.

*This group is part of the following fields:*

- 11 Visual Arts;
- 12 Performing Arts;
- 13 Heritage, Museum Institutions, and Archives;
- 18 Cinematography and Audiovisual.

**90304 OTHER POINTS OF SALE - CULTURAL PRODUCTS**

This group comprises establishments engaged in retailing cultural products (books, sound recordings, video cassettes, periodicals, etc.) without it being their principal line of business. Typically speaking, this could include department stores.

*Exclusions:*

- specialized retailers such as Superstore Retailers – Cultural Products (90301);
- Record Stores (17302);
- Bookstores (15303);
- Art Work By-Products Specialty Shops (11306);
- Used Bookstores (15304);
- Art Dealers (11303);
- Fine Crafts Specialty Shops (11305);
- Heritage Objects Specialty Shops (13302);

- Point of Sale – Periodicals (16302);
- Retail Sale and Rental of Videograms (18303);
- Retailers of Multimedia Products (20302).

*This group is part of the following fields:*

- 15 Books;
- 16 Periodicals;
- 17 Sound Recording;
- 18 Cinematography and Audiovisual;
- 20 Multimedia.

### **90305      ART WORKS, ART OBJECTS, AND HERITAGE OBJECTS AUCTION HOUSES**

This group comprises profit-oriented establishments primarily engaged in organizing auction sales during which original or limited edition art works, art objects, and heritage objects are retailed.

*Exclusion:*

- Heritage Objects Specialty Shops (13302).

*This group is part of the following fields:*

- 11 Visual Arts;
- 13 Heritage, Museum Institutions, and Archives.

### **90306      INDEPENDENT CURATORS**

This group comprises independent museology, heritage, or art specialists primarily engaged in organizing exhibitions on a contractual basis, on behalf of institutions or corporations such as museums, exhibition centres, or artist-run centres.

*This group is part of the following fields:*

- 11 Visual Arts;
- 13 Heritage, Museum Institutions, and Archives.

### **90910      MULTI-FIELD ESTABLISHMENTS N.O.C.**

This group comprises establishments that are not part of any other group whose code starts with 90 and that are primarily engaged in activities that fall under more than one field of culture, whether the nature of this activity is creation, production, dissemination, distribution, training, or research. Training programs dedicated to more than one field of the QCCACS (such as a master's degree in arts management or a bachelor's degree in communications) are included in this group as are legally constituted research centres engaged in activities that focus on culture or communications.

# **QCCACS 2004 - NAICS 2002 CROSS-REFERENCE TABLE**



QCCACS 2004		NAICS <sup>1</sup> 2002
11101	Visual Artists	Part of 71151: Independent Artists, Writers and Performers
11102	Fine Crafts Artists and Artisans	Comprises: <ul style="list-style-type: none"> <li>- part of 23835: Finish Carpentry Contractors</li> <li>- part of 31331: Textile and Fabric Finishing</li> <li>- part of 31522: Men's and Boys' Cut and Sew Clothing Manufacturing</li> <li>- part of 31523: Women's and Girls' Cut and Sew Clothing Manufacturing</li> <li>- part of 315291: Infants' Cut and Sew Clothing Manufacturing</li> <li>- part of 315292: Fur and Leather Clothing Manufacturing</li> <li>- part of 31599: Clothing Accessories and Other Clothing Manufacturing</li> <li>- part of 31621: Footwear Manufacturing</li> <li>- part of 31699: Other Leather and Allied Product Manufacturing</li> <li>- part of 321999: All Other Miscellaneous Wood Product Manufacturing</li> <li>- part of 322299: All Other Converted Paper Product Manufacturing</li> <li>- part of 32312: Support Activities for Printing</li> <li>- part of 32711: Pottery, Ceramics and Plumbing Fixture Manufacturing</li> <li>- part of 327215: Glass Product Manufacturing from Purchased Glass</li> <li>- part of 332113: Forging</li> <li>- part of 33221: Cutlery and Hand Tool Manufacturing</li> <li>- part of 337123: Other Wood Household Furniture Manufacturing</li> <li>- part of 33991: Jewellery and Silverware Manufacturing</li> <li>- part of 33993: Doll, Toy and Game Manufacturing</li> </ul>
11103	Media Artists	Part of 71151: Independent Artists, Writers and Performers
11201	Art Work Publishers	Part of 51119: Other Publishers
11202	Visual Arts Production Facilities	Part of 71219: Other Heritage Institutions
11202.01	Artist-Run Centres Dedicated to Visual Arts Production	Part of 71219: Other Heritage Institutions
11202.02	Other Visual Arts Production Facilities	Part of 71219: Other Heritage Institutions

1. STATISTICS CANADA. *North American Industry Classification System 2002*, Ottawa, 2003, 811 p. (Statistics Canada catalogue no.: 12-501-XPE). You may consult NAICS on the Web site of Statistics Canada: [www.statcan.ca](http://www.statcan.ca).

QCCACS 2004		NAICS <sup>1</sup> 2002
11203	Fine Crafts Production Facilities	Comprises: <ul style="list-style-type: none"> <li>- part of 23835: Finish Carpentry Contractors</li> <li>- part of 31331: Textile and Fabric Finishing</li> <li>- part of 31522: Men's and Boys' Cut and Sew Clothing Manufacturing</li> <li>- part of 31523: Women's and Girls' Cut and Sew Clothing Manufacturing</li> <li>- part of 315291: Infants' Cut and Sew Clothing Manufacturing</li> <li>- part of 315292: Fur and Leather Clothing Manufacturing</li> <li>- part of 31599: Clothing Accessories and Other Clothing Manufacturing</li> <li>- part of 31621: Footwear Manufacturing</li> <li>- part of 31699: Other Leather and Allied Product Manufacturing</li> <li>- part of 321999: All Other Miscellaneous Wood Product Manufacturing</li> <li>- part of 322299: All Other Converted Paper Product Manufacturing</li> <li>- part of 32312: Support Activities for Printing</li> <li>- part of 32711: Pottery, Ceramics and Plumbing Fixture Manufacturing</li> <li>- part of 327215: Glass Product Manufacturing from Purchased Glass</li> <li>- part of 332113: Forging</li> <li>- part of 33221: Cutlery and Hand Tool Manufacturing</li> <li>- part of 337123: Other Wood Household Furniture Manufacturing</li> <li>- part of 33991: Jewellery and Silverware Manufacturing</li> <li>- part of 33993: Doll, Toy and Game Manufacturing</li> </ul>
11204	Media Arts Production Facilities	Comprises: <ul style="list-style-type: none"> <li>- part of 51121: Software Publishers</li> <li>- part of 51211: Motion Picture and Video Production</li> </ul>
11205	Art Work By-Products Publishers	Part of 51119: Other Publishers
11301	Artistic Agents and Consultants in Visual Arts, Fine Crafts, and Media Arts	Comprises: <ul style="list-style-type: none"> <li>- part of 71141: Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures</li> <li>- part of 71219: Other Heritage Institutions</li> </ul>
11302	Artist-Run Centres Dedicated to Visual Arts Dissemination	Part of 71219: Other Heritage Institutions
11303	Art Dealers	45392: Art Dealers
11303.01	Contemporary Art Dealers	Part of 45392: Art Dealers
11303.02	Art Dealers other than Contemporary Art Dealers	Part of 45392: Art Dealers
11304	Organizers of Visual Arts Events	Part of 711322: Festivals without Facilities

QCCACS 2004		NAICS <sup>1</sup> 2002
11305	Fine Crafts Products Specialty Shops	Comprises: - part of 442292: Print and Picture Frame Stores - part of 442298: All Other Home Furnishings Stores - part of 4481: Clothing Stores - part of 44821: Shoe Stores - part of 44831: Jewellery Stores - part of 44832: Luggage and Leather Goods Stores - part of 45322: Gift, Novelty and Souvenir Stores
11306	Art Work By-Products Specialty Shops	Comprises: - part of 442292: Print and Picture Frame Stores - part of 45322: Gift, Novelty and Souvenir Stores
11307	Organizers of Fine Crafts Events	Part of 711322: Festivals without Facilities
11308	Organizers of Media Arts Events	Part of 711322: Festivals without Facilities
11401	Visual Arts, Fine Crafts, and Media Arts Educational and Training Institutions	Comprises: - part of 61121: Community Colleges and C.E.G.E.P.s - part of 61131: Universities - part of 61151: Technical and Trade Schools - part of 61161: Fine Arts Schools
11910	Visual Arts, Fine Crafts, or Media Arts Establishments n.o.c.	
12101	Independent Stage Designers and Directors	Part of 71151: Independent Artists, Writers and Performers
12102	Independent Choreographers	Part of 71151: Independent Artists, Writers and Performers
12201	Producers of Live Entertainment Shows	Comprises: - part of 711111: Theatre (except Musical) Companies - part of 711112: Musical Theatre and Opera Companies - part of 71112: Dance Companies - part of 71113: Musical Groups and Artists - part of 71119: Other Performing Arts Companies
12202	Technical Service Providers - Performing Arts	Part of 711321: Performing Arts Promoters (Presenters) without Facilities
12301	Booking Agencies	Part of 711321: Performing Arts Promoters (Presenters) without Facilities
12302	Presenters of Live Entertainment Shows	Comprises: - part of 711311: Live Theatres and Other Presenters with Facilities - part of 711321: Performing Arts Promoters (Presenters) without Facilities - part of 711322: Festivals without Facilities
12302.01	Presenters of Live Entertainment Shows - Regular Programme Schedule	Comprises: - part of 711311: Live Theatres and Other Presenters with Facilities - part of 711321: Performing Arts Promoters (Presenters) without Facilities
12302.02	Organizers of Performing Arts Festivals and Events	Part of 711322: Festivals without Facilities

QCCACS 2004		NAICS <sup>1</sup> 2002
12303	Lessors of Dedicated Performing Arts Venues	Part of 711311: Live Theatres and Other Presenters with Facilities
12304	Lessors of Other Entertainment Venues	Comprises: - part of 711311: Live Theatres and Other Presenters with Facilities - part of 72241: Drinking Place (Alcoholic Beverages)
12305	Ticketing Networks	Part of 711321: Performing Arts Promoters (Presenters) without Facilities
12401	Performing Arts Educational and Training Institutions	Comprises: - part of 61121: Community Colleges and C.E.G.E.P.s - part of 61131: Universities - part of 61151: Technical and Trade Schools - part of 61161: Fine Arts Schools
12910	Performing Arts Establishments n.o.c.	
13101	Establishments Providing Research and Development Services for Museum, Heritage, and Archival Products and Activities	Comprises: - part of 54131: Architectural Services - part of 54141: Interior Design Services - part of 54143: Graphic Design Services - part of 54172: Research and Development in the Social Sciences and Humanities
13201	Heritage Agencies	Comprises: - part of 71219: Other Heritage Institutions - part of 81331: Social Advocacy Organizations - part of 81399: Other Membership Organizations
13201.01	Archaeological Heritage Agencies	Comprises: - part of 81331: Social Advocacy Organizations - part of 81399: Other Membership Organizations
13201.02	Architectural and Landscape Heritage Agencies	Comprises: - part of 81331: Social Advocacy Organizations - part of 81399: Other Membership Organizations
13201.03	Artistic Heritage Agencies	Comprises: - part of 81331: Social Advocacy Organizations - part of 81399: Other Membership Organizations
13201.04	Ethnological Heritage and Traditional Cultural Practices Agencies	Comprises: - part of 81331: Social Advocacy Organizations - part of 81399: Other Membership Organizations
13201.05	Historical and Genealogical Heritage Agencies	Comprises: - part of 81331: Social Advocacy Organizations - part of 81399: Other Membership Organizations
13201.06	Heritage Agencies n.o.c.	Part of 71219: Other Heritage Institutions
13202	Profit-oriented Heritage Establishments	Part of 71219: Other Heritage Institutions
13202.01	Built Heritage Traditional Trades Artisans	Comprises: - part of 23813: Framing Contractors - part of 23814: Masonry Contractors - part of 23815: Glass and Glazing Contractors - part of 23816: Roofing Contractors

QCCACS 2004		NAICS <sup>1</sup> 2002
		<ul style="list-style-type: none"> <li>- part of 23819: Other Foundation, Structure and Building Exterior Contractors</li> <li>- part of 23831: Drywall and Insulation Contractors</li> <li>- part of 23834: Tile and Terrazzo Contractors</li> <li>- part of 23832: Painting and Wall Covering Contractors</li> <li>- part of 23835: Finish Carpentry Contractors</li> <li>- part of 23839: Other Building Finishing Contractors</li> <li>- part of 23899: All Other Specialty Trade Contractors</li> </ul>
13202.02	Conservators - Art and Heritage Objects	Part of 71151: Independent Artists, Writers and Performers
13202.03	Artisan Producers – Local Authentic Products (“Terroir”)	Comprises: <ul style="list-style-type: none"> <li>- part of 311211: Flour Milling</li> <li>- part of 31142: Fruit and Vegetable Canning, Pickling and Drying</li> <li>- part of 311515: Butter, Cheese, and Dry and Condensed Dairy Products</li> <li>- part of 31171: Seafood Product Preparation and Packaging</li> <li>- part of 311811: Retail Bakeries</li> <li>- part of 31212: Breweries</li> <li>- part of 31213: Wineries</li> <li>- part of 31214: Distilleries</li> </ul>
13202.04	Artisan Contractors - Artisanal Products	Comprises: <ul style="list-style-type: none"> <li>- part of 315292: Fur and Leather Clothing Manufacturing</li> <li>- part of 31611: Leather and Hide Tanning and Finishing</li> <li>- part of 31621: Footwear Manufacturing</li> <li>- part of 321112: Shingle and Shake Mills</li> <li>- part of 321911: Wood Window and Door Manufacturing</li> <li>- part of 32192: Wood Container and Pallet Manufacturing</li> <li>- part of 332113: Forging</li> <li>- part of 33251: Hardware Manufacturing</li> <li>- part of 336612: Boat Building</li> </ul>
13203	Museums	Comprises: <ul style="list-style-type: none"> <li>712111: Non-Commercial Art Museums and Galleries</li> <li>712119: Museums (except Art Museums and Galleries)</li> <li>71213: Zoos and Botanical Gardens</li> </ul>
13203.01	Art Museums	Part of 712111: Non-Commercial Art Museums and Galleries
13203.02	History, Ethnology, and Archaeology Museums	Part of 712119: Museums (except Art Museums and Galleries)
13203.03	Natural and Environmental Sciences Museums	Comprises: <ul style="list-style-type: none"> <li>- part of 712119: Museums (except Art Museums and Galleries)</li> <li>- part of 71213: Zoos and Botanical Gardens</li> </ul>
13203.04	Science and Technology Museums	Part of 712119: Museums (except Art Museums)
13204	Interpretation Sites	Comprises: <ul style="list-style-type: none"> <li>- part of 712119: Museums (except Art Museums and Galleries)</li> <li>- part of 71212: Historic and Heritage Sites</li> <li>- part of 71213: Zoos and Botanical Gardens</li> <li>- part of 71219: Other Heritage Institutions</li> </ul>

QCCACS 2004		NAICS <sup>1</sup> 2002
13204.01	History, Ethnology, and Archaeology Interpretation Sites	Part of 71212: Historic and Heritage Sites
13204.02	Natural and Environmental Sciences Interpretation Sites	Comprises: - part of 71213: Zoos and Botanical Gardens - part of 71219: Other Heritage Institutions
13204.03	Science and Technology Interpretation Sites	Comprises: - part of 712119: Museums (except Art Museums and Galleries) - part of 71219: Other Heritage Institutions
13205	Exhibition Centres	Part of 712111: Non-Commercial Art Museums and Galleries
13206	Profit-oriented Museum Institutions	Comprises: - part of 712111: Non-Commercial Art Museums and Galleries - part of 712119: Museums (except Art Museums and Galleries) - part of 71212: Historic and Heritage Sites - part of 71213: Zoos and Botanical Gardens - part of 71219: Other Heritage Institutions
13207	Archives Centres and Archival Services	519122: Archives
13207.01	Archives Centres and Archival Services - Culture and Society	Part of 519122: Archives
13207.02	Archives Centres and Archival Services - Education and Research	Part of 519122: Archives
13207.03	Archives Centres and Archival Services - Religious Institutions	Part of 519122: Archives
13207.04	Archives Centres and Archival Services - Health and Social Services	Part of 519122: Archives
13207.05	Archives Centres and Archival Services - Government and Municipal Sector	Part of 519122: Archives
13207.06	Archives Centres and Archival Services - Finance, Economy and Labour	Part of 519122: Archives
13301	Event Producers - Heritage, Museum Institutions, and Archives	Part of 711322: Festivals without Facilities
13302	Heritage Objects Specialty Shops	Part of 45331: Used Merchandise Stores
13401	Heritage, Museum Institutions, and Archives Educational and Training Institutions	Comprises: - part of 61121: Community Colleges and C.E.G.E.P.s - part of 61131: Universities- part of 61151: Technical and Trade Schools - part of 61169: All Other Schools and Instruction
13910	Heritage, Museum Institutions, and Archives Establishments n.o.c.	Part of 71219: Other Heritage Institutions
14201	National Libraries	Part of 519121: Libraries

QCCACS 2004		NAICS <sup>1</sup> 2002
14202	Public Libraries	Part of 519121: Libraries
14202.01	Independent Public Libraries	Part of 519121: Libraries
14202.02	Affiliated Public Libraries	Part of 519121: Libraries
14202.03	Specialized Public Libraries	Part of 519121: Libraries
14203	Regional Service Centres for Public Libraries	Part of 519121: Libraries
14204	College Libraries	Part of 519121: Libraries
14205	University Libraries	Part of 519121: Libraries
14206	School Libraries	Part of 519121: Libraries
14207	Documentation Centres and Specialized Libraries	Part of 519121: Libraries
14401	Educational and Training Institutions Related to the Field of Libraries	Comprises: - part of 61121: Community Colleges and C.E.G.E.Ps - part of 61131: Universities
14910	Libraries n.o.c.	
15201	Literary Agents	Part of 71141: Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures
15202	Sheet Music Publishers	Part of 51223: Music Publishers
15203	Government Publisher	Part of 51113: Book Publishers
15204	School Publishers	Part of 51113: Book Publishers
15205	General Literature Publishers	Part of 51113: Book Publishers
15206	Scientific and Technical Publishers	Part of 51113: Book Publishers
15301	Sheet Music Publishers	Part of 45114: Musical Instrument and Supplies Stores
15302	Book Promoters, Distributors and Promoter/Distributors	Part of 41442: Book, Periodical and Newspaper Wholesaler-Distributors
15302.01	Book Promoters	Part of 41442: Book, Periodical and Newspaper Wholesaler-Distributors
15302.02	Book Distributors	Part of 41442: Book, Periodical and Newspaper Wholesaler-Distributors
15302.03	Book Promoter/Distributors	Part of 41442: Book, Periodical and Newspaper Wholesaler-Distributors
15303	Bookstores	45121: Book Stores and News Dealers
15304	Used Bookstores	Part of 45331: Used Merchandise Stores
15305	Organizers of Book Fairs and Events	Comprises: - part of 56192: Convention and Trade Show Organizers - part of 711322: Festivals without Facilities
15401	Educational and Training Institutions Related to the Field of Books	Comprises: - part of 61121: Community Colleges and C.E.G.E.Ps - part of 61131: Universities - part of 61151: Technical and Trade Schools

QCCACS 2004		NAICS <sup>1</sup> 2002
15910	Establishments Related to the Field of Books n.o.c.	
16201	Newspaper Publishers	51111: Newspaper Publishers
16201.01	Daily Newspaper Publishers	Part of 51111: Newspaper Publishers
16201.02	Publishers of Regional and Community Newspapers	Part of 51111: Newspaper Publishers
16201.03	Publishers of National Weekly Newspapers	Part of 51111: Newspaper Publishers
16202	Publishers of Printed Periodicals	51112: Periodical Publishers
16202.01	Publishers of Magazines and Journals	Part of 51112: Periodical Publishers
16202.02	Publishers of Cultural Periodicals	Part of 51112: Periodical Publishers
16203	Publishers of Virtual Periodicals	Part of 51611: Internet Publishing and Broadcasting
16301	Distributors of Periodicals	Part of 41442: Book, Periodical and Newspaper Wholesaler-Distributors
16302	Points of Sale - Periodicals	Part of 45121: Book Stores and News Dealers
16910	Establishments Related to the Field of Periodicals n.o.c.	
17101	Independent Sound Recording Directors	Part of 71151: Independent Artists, Writers and Performers
17102	Independent Music Arrangers	Part of 71151: Independent Artists, Writers and Performers
17201	Sound Recording Producers	Comprises: - 51221: Record Production - part of 51222: Integrated Record Production/Distribution
17202	Record Companies and Labels	Part of 51221: Record Production
17203	Sound Recording Studios	51224: Sound Recording Studios
17204	Sound Recording Pressing and Reproduction	Part of 33461: Manufacturing and Reproducing Magnetic and Optical Media
17205	Technical Sound Recording Services n.o.c.	Part of 51229: Other Sound Recording Industries
17301	Sound Recording Distributors	Comprises: - 41444: Sound Recording Wholesalers - part of 51222: Integrated Record Production/Distribution
17302	Record Stores	45122: Pre-recorded Tape, Compact Disc and Record Stores
17401	Sound Recording Educational and Training Institutions	Comprises: - part of 61121: Community Colleges and C.E.G.E.P.s - part of 61131: Universities - part of 61151: Technical and Trade Schools
17910	Sound Recording Establishments n.o.c.	
18101	Independent Designers and Directors of Cinematographic and Audiovisual Works	Part of 71151: Independent Artists, Writers and Performers
18102	Independent Artist Technicians and Artist Designers in Cinematography and Audiovisual	Part of 71151: Independent Artists, Writers and Performers

QCCACS 2004		NAICS <sup>1</sup> 2002
18201	Casting Agencies	Part of 56131: Employment Placement Agencies
18202	Independent Storyboard Artists	Part of 71151: Independent Artists, Writers and Performers
18203	Independent Technicians in Cinematography	Part of 71151: Independent Artists, Writers and Performers
18204	Film and Audiovisual Producers	51211: Motion Picture and Video Production
18205	Postproduction Studios and Other Services Related to the Production of Films and Television Programs	Comprises: - part of 51219: Post-Production and Other Motion Picture and Video Industries - part of 33461: Manufacturing and Reproducing Magnetic and Optical Media
18206	Dubbing Studios	Part of 51219: Post-Production and Other Motion Picture and Video Industries
18301	Distributors of Films and Television Programs	Part of 51212: Motion Picture and Video Distribution
18302	Videogram Distributors	41445: Video Cassette Wholesalers
18303	Retail Sale and Rental of Videograms	Comprises: - part of 45122: Pre-recorded Tape, Compact Disc and Record Stores - part of 53223: Video Tape and Disc Rental
18304	Movie Theatres	Part of 51213: Motion Picture and Video Exhibition
18305	Organizers of Cinematographic and Audiovisual Events	Part of 51213: Motion Picture and Video Exhibition
18401	Cinematography and Audiovisual Educational and Training Institutions	Comprises: - part of 61121: Community Colleges and C.E.G.E.P.s - part of 61131: Universities - part of 61151: Technical and Trade Schools - part of 61161: Fine Arts Schools
18910	Cinematography and Audiovisual Establishments n.o.c.	
19101	Independent Researchers in Radio and Television	Part of 71151: Independent Artists, Writers and Performers
19201	Independent Hosts in Radio and Television	Part of 71151: Independent Artists, Writers and Performers
19202	Radio Stations and Services	Part of 51511: Radio Broadcasting
19203	Radio Networks	Part of 51511: Radio Broadcasting
19204	Television Stations and Services	Part of 51512: Television Broadcasting
19205	Television Networks	Part of 51512: Television Broadcasting
19206	Specialty and Pay Television Services	Part of 51521: Pay and Specialty Television
19206.01	Specialty Television Services	Part of 51521: Pay and Specialty Television
19206.02	Pay Television Services	Part of 51521: Pay and Specialty Television
19207	Independent Technicians in Television	Part of 71151: Independent Artists, Writers and Performers
19301	Cable Distributors	Part of 51751: Cable and Other Program Distribution

QCCACS 2004		NAICS <sup>1</sup> 2002
19302	Satellite Broadcasting Distributors	Part of 51751: Cable and Other Program Distribution
19303	Microwave Broadcasting Distributors	Part of 51751: Cable and Other Program Distribution
19304	Other Broadcasting Distribution Establishments	Part of 51751: Cable and Other Program Distribution
19401	Radio and Television Educational and Training Institutions	Comprises: - part of 61121: Community Colleges and C.E.G.E.Ps - part of 61131: Universities - part of 61151: Technical and Trade Schools
19910	Radio and Television Establishments n.o.c.	
20101	Independent Designers and Script Writers in Multimedia	Part of 54151: Computer Systems Design and Related Services
20102	Independent Art Directors in Multimedia	Part of 54151: Computer Systems Design and Related Services
20103	Other Independent Creators in Multimedia	Part of 54151: Computer Systems Design and Related Services
20201	Multimedia Producers	Comprises: - part of 51121: Software Publishers - part of 54151: Computer Systems Design and Related Services
20202	Independent Project Managers in Multimedia	Part of 54151: Computer Systems Design and Related Services
20301	Distributors of Multimedia Products	Part of 41731: Computer, Computer Peripheral and Pre-Packaged Software Wholesaler-Distributors
20302	Retailers of Multimedia Products	Part of 44312: Computer and Software Stores
20303	Organizers of Multimedia Events	Part of 56192: Convention and Trade Show Organizers
20401	Multimedia Educational and Training Institutions	Comprises: - part of 61121: Community Colleges and C.E.G.E.Ps - part of 61131: Universities - part of 61142: Computer Training - part of 61151: Technical and Trade Schools
20910	Multimedia Establishments n.o.c.	
21101	Architectural Services	Part of 54131: Architectural Services
21102	Landscape Architectural Services	54132: Landscape Architectural Services
21103	Interior Design Services	54141: Interior Design Services
21104	Industrial Design Services	54142: Industrial Design Services
21105	Independent Fashion Designers	Comprises: - part of 3152: Cut and Sew Clothing Contracting - part of 54149: Other Specialized Design Services - part of 4481: Clothing Stores
21106	Multidisciplinary Design and Architectural Services	Comprises: - part of 54131: Architectural Services - part of 54141: Interior Design Services

QCCACS 2004		NAICS <sup>1</sup> 2002
21301	Organizers of Events Dedicated to Architecture and Design	Comprises: - part of 711322: Festivals without Facilities - part of 56192: Convention and Trade Show Organizers
21401	Educational and Training Institutions Dedicated to Architecture or Design	Comprises: - part of 61121: Community Colleges and C.E.G.E.P.s - part of 61131: Universities - part of 61151: Technical and Trade Schools - part of 61161: Fine Arts Schools
21910	Establishments Dedicated to Architecture and Design n.o.c.	
22101	Advertising Agencies and Services	Part of 54181: Advertising Agencies
22102	Public Relations Firms and Services	Part of 54182: Public Relations Services
22103	Integrated Communication Services	Comprises: - part of 54181: Advertising Agencies - part of 54182: Public Relations Services
22201	Media Representatives	54184: Media Representatives
22401	Educational and Training Institutions Dedicated to Advertising and Public Relations	Comprises: - part of 61121: Community Colleges and C.E.G.E.P.s - part of 61131: Universities
22910	Advertising and Public Relations Establishments n.o.c.	Comprises: - 54183: Media Buying Agencies - 54185: Display Advertising- part of 54186: Direct Mail Advertising - 541891: Specialty Advertising Distributors - part of 541899: All Other Services Related to Advertising
23901	Copyright Societies	Part of 71141: Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures
23902	Sectoral Councils and Organizations Dedicated to Representation	Part of 81399: Other Membership Organizations
23903	Labour Organizations, Corporations, and Professional Associations	Comprises: - part of 81392: Professional Organizations - part of 81393: Labour Organizations
23904	Organizations Dedicated to the Development or Advancement of Culture	Part of 81331: Social Advocacy Organizations
23905	Private Foundations	Part of 81321: Grant-Making and Giving Services
23910	Organizations Dedicated to Representation and Advancement n.o.c.	
24910	Federal Public Administration	Part of 91191: Other Federal Government Public Administration
24920	Québec Public Administration	Part of 91291: Other Provincial and Territorial Public Administration
24930	Municipal and Local Public Administration	Part of 91391: Other Local, Municipal and Regional Public Administration
24940	Aboriginal Public Administration	Part of 91411: Aboriginal Public Administration

QCCACS 2004		NAICS <sup>1</sup> 2002
24950	International Public Organizations and Other Extraterritorial Public Organizations	Part of 91911: International and Other Extra-Territorial Public Administration
90101	Writers/Composers/Performers	Part of 71151: Independent Artists, Writers and Performers
90102	Writer/Composers	Part of 71151: Independent Artists, Writers and Performers
90103	Performers	Part of 71151: Independent Artists, Writers and Performers
90103.01	Actors	Part of 71151: Independent Artists, Writers and Performers
90103.02	Singers	Part of 71113: Musical Groups and Artists
90103.03	Musicians	Part of 71113: Musical Groups and Artists
90103.04	Dancers	Part of 71151: Independent Artists, Writers and Performers
90103.05	Other Performers	Part of 71151: Independent Artists, Writers and Performers
90104	Independent Playwrights, Screen Writers, and Script Writers	Part of 71151: Independent Artists, Writers and Performers
90105	Composers	Part of 71151: Independent Artists, Writers and Performers
90106	Lyricists	Part of 71151: Independent Artists, Writers and Performers
90107	Authors of Books or Periodicals	Part of 71151: Independent Artists, Writers and Performers
90107.01	Writers	Part of 71151: Independent Artists, Writers and Performers
90107.02	Other Independent Authors of Books or Periodicals	Part of 71151: Independent Artists, Writers and Performers
90108	Independent Translators	Part of 54193: Translation and Interpretation Services
90109	Independent Journalists	Part of 71151: Independent Artists, Writers and Performers
90110	Independent Illustrators	Part of 54143: Graphic Design Services
90111	Independent Graphic Designers and Computer Graphics Designers	Part of 54143: Graphic Design Services
90112	Independent Photographers in Communication	Comprises: - part of 54192: Photographic Services - part of 71151: Independent Artists, Writers and Performers
90201	Music Publishers	51223: Music Publishers
90202	Artistic Agents	71141: Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures
90203	News Agencies	51911: News Syndicates
90301	Superstore Retailers - Cultural Products	Comprises: - part of 45121: Book Stores and News Dealers - part of 45122: Pre-recorded Tape, Compact Disc and Record Stores
90302	Multi-field Venues Dedicated to the Presentation of Cultural Events	Part of 71219: Other Heritage Institutions
90303	Organizers of Multi-field Cultural Events	Part of 711322: Festivals without Facilities

QCCACS 2004		NAICS <sup>1</sup> 2002
90304	Other Points of Sale - Cultural Products	Comprises: - part of 45211: Department Stores - part of 45291: Warehouse Clubs and Superstores
90305	Art Works, Art Objects, and Heritage Objects Auction Houses	Comprises: - part of 45331: Used Merchandise Stores - part of 45392: Art Dealers - part of 453999: All Other Miscellaneous Store Retailers (except Beer and Wine-Making Supplies Stores)
90306	Independent Curators	Part of 71219: Other Heritage Institutions
90910	Multi-field Establishments n.o.c.	



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NAICS 2002		QCCACS 2004
33461	Manufacturing and Reproducing Magnetic and Optical Media	Comprises: - 17204: Sound Recording Pressing and Reproduction - part of 18205: Postproduction Studios and Other Services Related to the Production of Films and Television Programs - other establishments not classified in QCCACS
41442	Book, Periodical and Newspaper Wholesaler-Distributors	Comprises: - 15302: Book Promoters, Distributors and Promoter/Distributors - 15302.01: Book Promoters - 15302.02: Book Distributors - 15303.03: Book Promoter/Distributors - other establishments not classified in QCCACS
41444	Sound Recording Wholesalers	17301: Sound Recording Distributors
41445	Video Cassette Wholesalers	18302: Videogram Distributors
45121	Book Stores and News Dealers	Comprises: - 15303: Libraries - part of 90301: Superstore Retailers - Cultural Products
45122	Pre-recorded Tape, Compact Disc and Record Stores	Comprises: - 17302: Record Stores - part of 90301: Superstore Retailers - Cultural Products
45392	Art Dealers	Comprises: - 11303.01: Contemporary Art Dealers - 11303.02: Art Dealers other than Contemporary Art Dealers - part of 90305: Art Works, Art Objects, and Heritage Objects Auction Houses
51111	Newspaper Publishers	Comprises: - 16201: Newspaper Publishers - 16201.01: Daily Newspaper Publishers - 16201.02: Publishers of Regional and Community Newspapers - 16201.03: Publishers of National Weekly Newspapers
51112	Periodical Publishers	Comprises: - 16202: Publishers of Printed Periodicals - 16202.01: Publishers of Magazines and Journals - 16202.02: Publishers of Cultural Periodicals - other establishments not classified in QCCACS
51113	Book Publishers	Comprises: - 15203: Government Publisher - 15204: School Publishers - 15205: General Literature Publishers - 15206: Scientific and Technical Publishers - other establishments not classified in QCCACS
51119	Other Publishers	Comprises: - 11201: Art Work Publishers - 11205: Art Work By-Products Publishers - other establishments not classified in QCCACS

NAICS 2002		QCCACS 2004
51121	Software Publishers	Comprises: - part of 20201: Multimedia Producers - part of 11204: Media Arts Production Facilities - other establishments not classified in QCCACS
51211	Motion Picture and Video Production	Comprises: - part of 11204: Media Arts Production Facilities - 18204: Film and Audiovisual Producers
51212	Motion Picture and Video Distribution	Comprises: - 18301: Distributors of Films and Television Programs
51213	Motion Picture and Video Exhibition	Comprises: - 18304: Movie Theatres - 18305: Organizers of Cinematographic and Audiovisual Events
51219	Post-Production and Other Motion Picture and Video Industries	Comprises: - 18205: Postproduction Studios and Other Services Related to the Production of Films and Television Programs - 18206: Dubbing Studios
51221	Record Production	Comprises: - 17202: Record Companies and Labels - part of 17201: Sound Recording Producers
51222	Integrated Record Production/ Distribution	Comprises: - part of 17201: Sound Recording Producers - part of 17301: Sound Recording Distributors
51223	Music Publishers	Comprises: - 90201: Music Publishers - 15202: Sheet Music Publishers
51224	Sound Recording Studios	17203: Sound Recording Studios
51229	Other Sound Recording Industries	Comprises: - 17205: Technical Sound Recording Services n.o.c. - 17910: Sound Recording Establishments n.o.c.
51511	Radio Broadcasting	Comprises: - 19202: Radio Stations and Services - 19203: Radio Networks
51512	Television Broadcasting	Comprises: - 19204: Television Stations and Services - 19205: Television Networks
51521	Pay and Specialty Television	Comprises: - 19206: Specialty and Pay Television Services - 19206.01: Specialty Television Services - 19206.02: Pay Television Services
51611	Internet Publishing and Broadcasting	Comprises: - 16203: Publishers of Virtual Periodicals - other establishments not classified in QCCACS

NAICS 2002		QCCACS 2004
51751	Cable and Other Program Distribution	Comprises: - 19301: Cable Distributors - 19302: Satellite Broadcasting Distributors - 19303: Microwave Broadcasting Distributors - 19304: Other Broadcasting Distribution Establishments
51911	News Syndicates	Part of 90203: News Agencies
519122	Archives	Comprises: - 13207.01: Archives Centres and Archival Services - Culture and Society - 13207.02: Archives Centres and Archival Services - Education and Research - 13207.03: Archives Centres and Archival Services - Religious Institutions - 13207.04: Archives Centres and Archival Services - Health and Social Services - 13207.05: Archives Centres and Archival Services - Government and Municipal Sector - 13207.06: Archives Centres and Archival Services - Finance, Economy and Labour
51919	All Other Information Services	Comprises: - part of 90203: News Agencies - other establishments not classified in QCCACS
54131	Architectural Services	Comprises: - 21101: Architectural Services - part of 21106: Multidisciplinary Design and Architectural Services - part of 13101: Establishments Providing Research and Development Services for Museum, Heritage, and Archival Products and Activities
54132	Landscape Architectural Services	21102: Landscape Architectural Services
54141	Interior Design Services	Comprises: - 21103: Interior Design Services - part of 21106: Multidisciplinary Design and Architectural Services - part of 13101: Establishments Providing Research and Development Services for Museum, Heritage, and Archival Products and Activities
54142	Industrial Design Services	21104: Industrial Design Services
54143	Graphic Design Services	Comprises: - 90111: Independent Graphic Designers and Computer Graphics Designers - part of 13101: Establishments Providing Research and Development Services for Museum, Heritage, and Archival Products and Activities - 90110: Independent Illustrators
54149	Other Specialized Design Services	Comprises: - part of 21105: Independent Fashion Designers-other establishments not classified in QCCACS

NAICS 2002		QCCACS 2004
54172	Research and Development in the Social Sciences and Humanities	Comprises: - part of 13101: Establishments Providing Research and Development Services for Museum, Heritage, and Archival Products and Activities - other establishments not classified in QCCACS
54192	Photographic Services	Comprises: - part of 90112: Independent Photographers in Communication - other establishments not classified in QCCACS
54193	Translation and Interpretation Services	Comprises: - 90108: Independent Translators - other establishments not classified in QCCACS
56192	Convention and Trade Show Organizers	Comprises: - part of 15305: Organizers of Book Fairs and Events - 20303: Organizers of Multimedia Events - part of 21301: Organizers of Events Dedicated to Architecture and Design - other establishments not classified in QCCACS
711111	Theatre (except Musical) Companies	Part of 12201: Producers of Live Entertainment Shows
711112	Musical Theatre and Opera Companies	Part of 12201: Producers of Live Entertainment Shows
71112	Dance Companies	Part of 12201: Producers of Live Entertainment Shows
71113	Musical Groups and Artists	Comprises: - 90103.02: Singers - 90103.03: Musicians - part of 12201: Producers of Live Entertainment Shows
71119	Other Performing Arts Companies	Part of 12201: Producers of Live Entertainment Shows
711311	Live Theatres and Other Presenters with Facilities	Comprises: - 12303: Lessors of Dedicated Performing Arts Venues - 12304: Lessors of Other Entertainment Venues - part of 12302.01: Presenters of Live Entertainment Shows - Regular Programme Schedule
711321	Performing Arts Promoters (Presenters) without Facilities	Comprises: - 12202: Technical Service Providers - Performing Arts - 12301: Booking Agencies - 12305: Ticketing Networks - part of 12302.01: Presenters of Live Entertainment Shows - Regular Programme Schedule

NAICS 2002	QCCACS 2004
711322 Festivals without Facilities	Comprises: <ul style="list-style-type: none"> <li>- 11304: Organizers of Visual Arts Events</li> <li>- 11307: Organizers of Fine Crafts Events</li> <li>- 11308: Organizers of Media Arts Events</li> <li>- part of 15305: Organizers of Book Fairs and Events</li> <li>- 90303: Organizers of Multi-field Cultural Events</li> <li>- 12302.02: Organizers of Performing Arts Festivals and Events</li> <li>- 13301: Event Producers - Heritage, Museum Institutions, and Archives</li> <li>- part of 21301: Organizers of Events Dedicated to Architecture and Design</li> <li>- other establishments not classified in QCCACS</li> </ul>
71141 Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures	Comprises: <ul style="list-style-type: none"> <li>- 11301: Artistic Agents and Consultants in Visual Arts, Fine Crafts, and Media Arts</li> <li>- 15201: Literary Agents</li> <li>- 90202: Artistic Agents</li> <li>- 23901: Copyright Societies</li> <li>- other establishments not classified in QCCACS</li> </ul>
71151 Independent Artists, Writers and Performers	Comprises: <ul style="list-style-type: none"> <li>- 11101: Visual Artists</li> <li>- 11103: Media Artists</li> <li>- 12101: Independent Stage Designers and Directors</li> <li>- 12102: Independent Choreographers</li> <li>- 13202.02: Conservators - Art and Heritage Objects</li> <li>- 17101: Independent Sound Recording Directors</li> <li>- 17102: Independent Music Arrangers</li> <li>- 18101: Independent Designers and Directors of Cinematographic and Audiovisual Works</li> <li>- 18102: Independent Artist Technicians and Artist Designers in Cinematography and Audiovisual</li> <li>- 18202: Independent Storyboard Artists</li> <li>- 18203: Independent Technicians in Cinematography</li> <li>- 19101: Independent Researchers in Radio and Television</li> <li>- 19201: Independent Hosts in Radio and Television</li> <li>- 19207: Independent Technicians in Television</li> <li>- 90101: Writers/Composers/Performers</li> <li>- 90102: Writer/Composers</li> <li>- 90103.01: Actors</li> <li>- 90103.04: Dancers</li> <li>- 90103.05: Other Performers</li> <li>- 90104: Independent Playwrights, Screen Writers, and Script Writers</li> <li>- 90105: Composers</li> <li>- 90106: Lyricists</li> <li>- 90107: Authors of Books or Periodicals</li> <li>- 90107.01: Writers</li> <li>- 90107.02: Other Independent Authors of Books or Periodicals</li> <li>- 90109: Independent Journalists</li> <li>- part of 90112: Independent Photographers in Communication</li> </ul>

NAICS 2002		QCCACS 2004
712111	Non-Commercial Art Museums and Galleries	Comprises: - 13203.01: Art Museums - 13205: Exhibition Centres - part of 13206: Profit-oriented Museum Institutions
712119	Museums (except Art Museums and Galleries)	Comprises: - 13203.02: History, Ethnology and Archaeology Museums - part of 13203.03: Natural and Environmental Sciences Museums - 13203.04: Science and Technology Museums - part of 13204.03: Science and Technology Interpretation Sites - part of 13206: Profit-oriented Museum Institutions
71212	Historic and Heritage Sites	Comprises: - 13204.01: History, Ethnology, and Archaeology Interpretation Sites - part of 13206: Profit-oriented Museum Institutions
71213	Zoos and Botanical Gardens	Comprises: - part of 13203.03: Natural and Environmental Sciences Museums - part of 13204.02: Natural and Environmental Sciences Interpretation Sites - part of 13206: Profit-oriented Museum Institutions
71219	Other Heritage Institutions	Comprises: - 11202.01: Artist-Run Centres Dedicated to Visual Arts Production - 11202.02: Other Visual Arts Production Facilities - 11302: Artist-Run Centres Dedicated to Visual Arts Dissemination - 13201.06: Heritage Agencies n.o.c. - 13910: Heritage, Museum Institutions and Archives Establishments n.o.c. - 90302: Multi-field Venues Dedicated to the Presentation of Cultural Events - 90306: Independent Curators - part of 11301: Artistic Agents and Consultants in Visual Arts, Fine Crafts, and Media Arts - part of 13202: Profit-oriented Heritage Establishments - part of 13204.02: Natural and Environmental Sciences Interpretation Sites - part of 13204.03: Science and Technology Interpretation Sites - part of 13205: Exhibition Centres - part of 13206: Profit-oriented Museum Institutions - other establishments not classified in QCCACS

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The *Québec Culture and Communications Activity Classification System* is the first of its kind in Québec. It lists all the types of creation, production, dissemination or training oriented establishments in the fields of culture and communications in Québec: visual arts, performing arts, heritage, the book industry, the film industry, TV broadcasting, and so forth.

This classification system was produced by the Observatoire de la culture et des communications du Québec (OCCQ) following consultation with cultural milieus. It provides a logical structure, a nomenclature and a set of definitions to be used when describing the entities on which the OCCQ produces statistics. All work done by the Observatoire is based on this classification and its vocabulary.

Although specifically designed as a framework for the statistical work of the OCCQ, the classification system contains a wealth of information of use to other parties. This is why the OCCQ chose to publish it. Cultural workers, artists, analysts, program managers, researchers and the general public can use it as a reference tool to find out, for example, what characterizes the economic activity of "artist centres", "dubbing studios" or "show presenters".



visual arts, fine crafts, museum institutions, archives, libraries, books, periodicals, sound recording, cinematography and audiovisual, radio and tele

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