

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	1	X				Audiovisual works protected by copyright	<p>Copyrighted audiovisual works produced without contract for outright sale (i.e., with all-attendant property rights).</p> <p>Includes:</p> <ul style="list-style-type: none"> • works produced for sale that are implicitly or explicitly protected by copyright. • productions intended for commercial theaters, television, or the home video market. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of only some intellectual property rights for audiovisual works through sale is in products under 3, Licensing of rights to use audiovisual works protected by copyright, according to the type of rights licensed. • audiovisual works produced under contract for others are in product 2, Production services for audiovisual works protected by copyright. • audiovisual works produced for own account. • audiovisual works previously sold, licensed, or used on own-account. • original audiovisual works sold with conventional end-use licenses. 	512110 711510
51211-2	1.1				X	Motion picture films protected by copyright	<p>Copyrighted feature films and short films produced without contract for outright sale (i.e., with all-attendant property rights).</p> <p>Includes:</p> <ul style="list-style-type: none"> • motion picture films produced for sale that are implicitly or explicitly protected by copyright. • productions intended for commercial theaters, drive-in theaters, open air theaters, etc. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of only some intellectual property rights for motion picture films through sale is in products under 3, Licensing of rights to use audiovisual works protected by copyright, according to the type of rights licensed. • motion picture films produced under contract for others are in product 2.1, Production services for motion picture films protected by copyright. • motion picture films produced for own account. • motion picture films previously sold, licensed, or used on own-account. • original motion picture films sold with conventional end-use licenses. 	512110 711510

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51211-2	1.2		X			Feature films protected by copyright	<p>Copyrighted feature films produced without contract for outright sale (i.e., with all-attendant property rights).</p> <p>Includes:</p> <ul style="list-style-type: none"> • feature films produced for sale that are implicitly or explicitly protected by copyright. • productions intended for commercial theaters, drive-in theaters, open air theaters, etc. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of only some intellectual property rights for feature films through sale is in products 3.1.1 and 3.2.1 (depending on the type of rights licensed). • feature films produced under contract for others are in product 2.2. • motion picture films produced for own account. • motion picture films previously sold, licensed, or used on own-account. • original motion picture films sold with conventional end-use licenses. 	512110 711510
51211-2	1.3		X		X	Programming for television protected by copyright	<p>Copyrighted television programs produced without contract for outright sale (i.e., with all-attendant property rights).</p> <p>Includes:</p> <ul style="list-style-type: none"> • television programs produced for sale that are implicitly or explicitly protected by copyright. • productions intended for television, such as documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of only some intellectual property rights for television programs through sale is in products under 3, Licensing of rights to use audiovisual works protected by copyright, according to the type of rights licensed. • television programs produced under contract for others are in product 2.3, Production services for television programs protected by copyright. • television programs produced for own account. • television programs previously sold, licensed, or used on own-account. • original television programs sold with conventional end-use licenses. 	512110 711510

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			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	1.8				X	Other audiovisual works protected by copyright	<p>Other copyrighted audiovisual works produced without contract for outright sale (i.e., with all-attendant property rights).</p> <p>Includes:</p> <ul style="list-style-type: none"> • other audiovisual works produced for sale that are implicitly or explicitly protected by copyright. • audiovisual works for training and instruction, public relations, promotional campaigns, public service messages, educational, corporate, religious, tourist, exercise videos, band videos, music videos, Internet videos, etc. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of only some intellectual property rights for other audiovisual works through sale is in products under 3, Licensing of rights to use audiovisual works protected by copyright, according to the type of rights licensed. • other audiovisual works produced under contract for others are in products under 2.9, Production services for other audiovisual works protected by copyright. • other audiovisual works produced for own account. • other audiovisual works previously sold, licensed, or used on own-account. • originals of other audiovisual works sold with conventional end-use licenses. 	512110 711510
51211-2	1.9		X			Other audiovisual works protected by copyright	<p>Other copyrighted audiovisual works produced without contract for outright sale (i.e., with all-attendant property rights).</p> <p>Includes:</p> <ul style="list-style-type: none"> • other audiovisual works produced for sale that are implicitly or explicitly protected by copyright. • corporate/industry videos, music videos, educational videos, videos for government, short films, documentaries not intended for theatrical or television release, etc. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of only some intellectual property rights for other audiovisual works through sale is in products 3.1.8 and 3.9 (depending on the type of rights licensed); • other audiovisual works produced under contract for others are in products under 2.4, 2.5, 2.6, 2.7, 2.8, and 2.99. 	512110 711510

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			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	2	X				Production services for audiovisual works protected by copyright	<p>Contract production of audiovisual works that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright (e.g., motion picture films, television programs, music videos, and commercials, etc.). The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> • all production aspects of an entire or piece of an audiovisual work. <p>Excludes:</p> <ul style="list-style-type: none"> • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works. 	512110
51211-2	2.1			X	X	Production services for motion picture films protected by copyright	<p>Contract production of feature films, short films, etc. that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes</p> <ul style="list-style-type: none"> • all production aspects of an entire or piece of an audiovisual work. <p>Excludes:</p> <ul style="list-style-type: none"> • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works. 	512110
51211-2	2.2		X			Contract production of copyrighted feature films	<p>Feature films protected by copyright, provided under contract to others. The contracts will specify the type of payment received. Contracts may also specify the disposition of any intellectual property rights associated with the work.</p> <p>Includes:</p> <ul style="list-style-type: none"> • productions intended for theatrical, television and other release. <p>Excludes:</p> <ul style="list-style-type: none"> • production support services for audiovisual works are in product 4.8. 	512110

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51211-2	2.2.1		X			Contract production of copyrighted feature films for theatrical release	Feature films protected by copyright, provided under contract to others. The contracts will specify the type of payment received. Contracts may also specify the disposition of any intellectual property rights associated with the work. Includes • productions intended for theatrical release. Excludes: • production support services for audiovisual works are in product 4.8.	512110
51211-2	2.2.2		X			Contract production of copyrighted feature films for television release	Feature films protected by copyright, provided under contract to others. The contracts will specify the type of payment received. Contracts may also specify the disposition of any intellectual property rights associated with the work. Includes: • productions intended for television release. Excludes: • production support services for audiovisual works are in product 4.8.	512110
51211-2	2.2.9		X			Contract production of copyrighted feature films for other, except theatrical and television release	Feature films protected by copyright, provided under contract to others. The contracts will specify the type of payment received. Contracts may also specify the disposition of any intellectual property rights associated with the work. Includes: • productions intended for other release, except theatrical and television. Excludes: • production support services for audiovisual works are in product 4.8.	512110
51211-2	2.3		X	X	X	Production services for television programs protected by copyright	Contract production of television programming that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Includes: • all production aspects of an entire or piece of an audiovisual work. Excludes: • contract production of commercials and promotional spots for television is in product 2.4, Production services for commercials protected by copyright. • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works.	512110

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51211-2	2.4		X		X	Production services for commercials protected by copyright	<p>Contract production of live action or animated commercials, for viewing on television or in movie theaters, that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> • all production aspects of an entire or piece of an audiovisual work. • contract production of direct response commercials and infomercials. • contract production of promotional spots for television. <p>Excludes:</p> <ul style="list-style-type: none"> • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works. 	512110
51211-2	2.4.1			X		Production services for commercials, excluding infomercials, protected by copyright	<p>Contract production of live action or animated commercials, for viewing on television or in movie theaters, that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • direct response commercials and infomercials are in product 2.4.2, Production services for infomercials protected by copyright. • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works. 	512110
51211-2	2.4.2			X		Production services for infomercials protected by copyright	<p>Contract production of programming that promotes direct sales of products on television and may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. Length of infomercials is usually similar to regular programs, i.e., occupying a time-slot of 30 minutes or longer. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> • direct response commercials which occupy a time slot usually between 30 seconds and two minutes. <p>Excludes:</p> <ul style="list-style-type: none"> • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works. 	512110

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51211-2	2.4.3			X		Production services promotional spots for television protected by copyright	Contract production of programming that advertises new television programs, publicizes the movement of a program to a different time-slot or cross-advertises a program on another channel or program, and may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. Such promotional spots are usually similar in length to regular commercials, i.e., less than two minutes. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Excludes: • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works.	512110
51211-2	2.5		X	X	X	Production services for company/corporate videos protected by copyright	Contract production of videos for companies and corporations that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. Includes: • company introduction, promotional, meeting, employee training, and motivational videos, etc. Excludes: • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works.	512110
51211-2	2.6		X	X	X	Production services for music videos protected by copyright	Contract production of music videos, incorporating one or several musical themes, that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Excludes: • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works.	512110
51211-2	2.7		X			Production services for educational videos protected by copyright	Educational videos protected by copyright, provided under contract to others. The contracts will specify the type of payment received. Contracts may also specify the disposition of any intellectual property rights associated with the work. Excludes: • production support services for audiovisual works are in product 4.8.	512110

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51211-2	2.8		X			Production services for videos for government protected by copyright	Videos for government boards, agencies, departments or crown corporations protected by copyright, provided under contract to others. The contracts will specify the type of payment received. Contracts may also specify the disposition of any intellectual property rights associated with the work. Excludes: • production support services for audiovisual works are in product 4.8.	512110
51211-2	2.9			X	X	Production services for other audiovisual works protected by copyright	Contract production of other audiovisual works that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Include: • audiovisual works for training and instruction, public relations, promotional campaigns, public service messages, educational, corporate, religious, tourist, exercise videos, band videos, music videos, Internet videos, etc. Excludes: • production support services for audiovisual works are in product 4.8, Production support services for audiovisual works.	512110
51211-2	2.99		X			Contract production of other copyrighted audiovisual works	Other audiovisual works protected by copyright, provided under contract to others. Includes corporate/industry videos, music videos, educational videos, videos for government, etc. The contracts will specify the type of payment received. Contracts may also specify the disposition of any intellectual property rights associated with the work. Includes: • short films, documentaries not intended for theatrical or television release, etc. Excludes: • production support services for audiovisual works are in product 4.8.	512110

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51211-2	3					Licensing of rights to use audiovisual works protected by copyright	<p>Granting permission to use audiovisual works that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>Includes:</p> <ul style="list-style-type: none"> licensing the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent audiovisual works for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language or territory. temporary transfers of rights through licensing. permanent transfers of individual rights through sale. licensing contracts known as "revenue-sharing" agreements. licensing to use works in syndication. licensing to use copyrighted audiovisual works from a video library. licensing to distribute domestic live action or animated audiovisual works to domestic markets in film, video, digital media, and other formats. licensing to use videographics media that may serve as a media source for final use in an audiovisual work (film, video, digital media, etc.), usually in documentaries. <p>Excludes:</p> <ul style="list-style-type: none"> permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright. licensing bundled with sound editing and design services for audiovisual works. acting as an agent to acquire a music license on behalf of a client sold as a separate service. <p>Includes product 1.6.1 on 515 & 5175 list and product 2.2.2 on 519 list.</p>	512110 512120 51219

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			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.1	X				Licensing of rights to distribute audiovisual works protected by copyright	<p>Granting permission to distribute audiovisual works that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to the motion picture theatre, television, and home video rental markets, or sub-license such rights to other distributors.</p> <p>This product is transacted between the producer and the distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> licensing to distribute domestic live action or animated audiovisual works to domestic and international commercial theater markets in film, video, digital media, and other formats. licensing to distribute feature films and direct-to-video feature films. temporary transfers of rights through licensing. permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> permanent transfer of rights granted through outright sale of motion pictures is in product 1.1, Motion picture films protected by copyright. 	512110
51211-2	3.1.1		X	X	X	Licensing of rights to distribute feature films protected by copyright	<p>Granting permission to distribute feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to the commercial theater (in-door, drive-in, and open-air, etc.) markets. Feature films are intended for viewing in commercial theaters first and then distributed to other markets, including television and home video.</p> <p>This product is transacted between the producer and the distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> licensing to distribute domestic live action or animated audiovisual works to domestic and international commercial theater markets in film, video, digital media, and other formats. licensing to distribute feature films and direct-to-video feature films. temporary transfers of rights through licensing. permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> permanent transfer of rights granted through outright sale of motion pictures is in product 1.1, Motion picture films protected by copyright. 	512111 512120

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51211-2	3.1.2			X	X	Licensing of rights to distribute short films protected by copyright	<p>Granting permission to distribute short films that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to the commercial theater (in-door, drive-in, and open-air, etc.) markets. Short films are intended for viewing in commercial theaters first and then distributed to other markets, including television and home video.</p> <p>This product is transacted between the producer and the distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing to distribute domestic live action or animated audiovisual works to domestic and international commercial theater markets in film, video, digital media, and other formats. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of motion pictures is in product 1.1, Motion picture films protected by copyright. 	512110 512120
51211-2	3.1.3		X		X	Licensing of rights to distribute television programming protected by copyright	<p>Granting permission to distribute television programming that is implicitly or explicitly protected by copyright owned or controlled by the licensor, to television markets.</p> <p>This product is transacted between the producer and the distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing to distribute domestic live action or animated audiovisual works to domestic and international television markets in film, video, digital media, and other formats. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. 	512110 512120

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51211-2	3.1.3.1			X		Licensing of domestic rights to distribute television programming protected by copyright	<p>Granting permission to distribute television programming that is implicitly or explicitly protected by copyright owned or controlled by the licensor, to domestic television markets.</p> <p>This product is transacted between the producer and the distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing to distribute domestic live action or animated audiovisual works to domestic television markets in film, video, digital media, and other formats. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • licensing for foreign distribution of domestic television programs is in product 3.1.3.2, Licensing of international rights to distribute television programming protected by copyright. • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. 	512110
51211-2	3.1.3.2			X		Licensing of international rights to distribute television programming protected by copyright	<p>Granting permission for the distribution of domestic television programming (situation comedies, documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, to foreign television markets.</p> <p>This product is transacted between the producer (or its sales agent) and the international distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing to distribute domestic live action or animated audiovisual works to foreign television markets in film, video, digital media, and other formats. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • licensing for domestic distribution of domestic television programs is in product 3.1.3.1, Licensing of domestic rights to distribute television programming protected by copyright. • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. 	512110 512120

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51211-2	3.1.8		X			Licensing of rights to distribute other audiovisual works	Licensing rights to distribute other audiovisual works. Includes: • licensing for short films, corporate/industry videos, music videos, educational videos, videos for governments, documentaries not intended for theatrical or television release, etc.	512110 512120
51211-2	3.1.9				X	Licensing of rights to distribute other audiovisual works protected by copyright	Granting permission to distribute audiovisual productions, except motion picture films and television programming, that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to the domestic and foreign commercial theater, television, and home video markets, etc. This product is transacted between the producer and the distributor. The distributor is frequently responsible for reproducing the audiovisual works. Includes: • licensing of audiovisual works for training and instruction, public relations, promotional campaigns, and public service messages. • licensing of educational, corporate, religious, tourist, and exercise videos, band videos, music videos, Internet videos, etc. • licensing to distribute domestic live action or animated audiovisual works, except motion picture films and television programming, to domestic and foreign markets in film, video, digital media, and other formats. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. Excludes: • permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright.	512110 512120

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51211-2	3.1.9.1			X		Licensing of domestic rights to distribute other audiovisual works protected by copyright	<p>Granting permission to distribute audiovisual productions that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to the domestic commercial theater, television, and home video markets, etc.</p> <p>This product is transacted between the producer and the distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing to distribute domestic live action or animated audiovisual works, except motion picture films and television programming, to domestic markets in film, video, digital media, and other formats. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright. • licensing for foreign distribution of other domestic audiovisual works is in product 3.1.9.2, Licensing of international rights to distribute other audiovisual works protected by copyright. 	512110

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51211-2	3.1.9.2			X		Licensing of international rights to distribute other audiovisual works protected by copyright	<p>Granting permission for the distribution of domestic audiovisual works, except motion picture films and television programming, that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to foreign markets.</p> <p>This product is transacted between the producer (or its sales agent) and the international distributor. The distributor is frequently responsible for reproducing the audiovisual works.</p> <p>Includes:</p> <ul style="list-style-type: none"> licensing to distribute domestic live action or animated audiovisual works, except motion picture films and television programming, to foreign markets in film, video, and digital media, etc. formats. <p>Excludes:</p> <ul style="list-style-type: none"> permanent transfer of rights granted through outright sale of other audiovisual works is in product 1.8, Other audiovisual works protected by copyright. licensing for domestic distribution of other domestic audiovisual works is in product 3.1.9.1, Licensing of domestic rights to distribute other audiovisual works protected by copyright. 	512110 512120

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2	X				Licensing of rights to exhibit, broadcast, or rent audiovisual works protected by copyright	<p>Granting permission to exhibit, broadcast, and rent audiovisual works that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>This product is transacted between the distributor and the exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • domestic licensing of live action or animated films, videos, digital media, etc. usually intended for theaters, television, home video rental market, etc. • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. <p>Includes product 1.6.1 on 515 & 5175 list and product 2.2.2 on 519 list.</p>	512110 512120 51219

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.1					Licensing of rights to exhibit, broadcast, or rent feature films protected by copyright	<p>Granting permission to exhibit, broadcast, and rent feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>This product is transacted between the distributor and the exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing of live action or animated films, videos, digital media, etc. usually intended for theaters, television, home video rental market, etc. • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120 51219

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.1.1				X	Licensing of rights to exhibit feature films protected by copyright	<p>Granting permission to exhibit live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor. Feature films are usually intended for screening in theaters first, followed by reproduction and distribution of the feature films through various other media.</p> <p>This product is transacted between the distributor and the exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • feature films intended for commercial theaters, drive-in theaters, and open air theaters, etc • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing for exhibition of short films is in product 3.2.2, Licensing of rights to exhibit, broadcast, or rent short films protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.1.2				X	Licensing of rights to broadcast feature films protected by copyright on television	<p>Granting permission to broadcast on television live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor. These films are usually intended for screening in theaters first, then reproduced and distributed to television networks, basic cable networks, premium cable networks, pay-per-view channels, and video-on-demand. Feature films included here are commercial free.</p> <p>This product is transacted between the distributor and the broadcaster.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Includes licensing deals with hotels on a flat sales basis as well as hotel pay-per-view. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.1.3				X	Licensing of rights to rent feature films to the home video rental market	<p>Granting permission to a video rental chain, etc. to rent for home exhibition copies of feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor. The feature films are usually screened in theaters first, then distributed via video cassettes, DVDs, etc. Includes rental of direct-to-video feature films.</p> <p>This product is transacted between the distributor and the video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.1.9				X	Licensing of rights to exhibit, broadcast, or rent feature films protected by copyright to markets, nec.	<p>Granting permission to exhibit, broadcast, or rent live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to markets not elsewhere classified. These films are usually intended for screening in theaters first, then reproduced and distributed to these other markets.</p> <p>This product is transacted between the distributor and the broadcaster, exhibitor, or rental entity.</p> <p>Includes:</p> <ul style="list-style-type: none"> • feature films distributed to the Internet, and feature films exhibited in film clubs, retirement communities, campus theaters, schools, libraries, airlines, military bases, hospitals, and other institutions. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.2				X	Licensing of rights to exhibit, broadcast, or rent short films protected by copyright	<p>Granting permission to exhibit, broadcast, or rent live action or animated short films that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>This product is transacted between the distributor and the exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing of made-for-TV short films is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
51211-2	3.2.3					Licensing of rights to broadcast or rent television programming protected by copyright	<p>Granting permission to broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, in the television or home video rental markets.</p> <p>This product is transacted between the distributor and television broadcasters (networks, stations, cable, and satellite, etc.) or video rental outlets.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120
51211-2	3.2.3.1				X	Licensing of rights to broadcast television programming protected by copyright (Television Program Rights)	<p>Granting permission to broadcast television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>This product is transacted between the distributor and television broadcasters (networks, stations, cable, and satellite, etc.).</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.3.2				X	Licensing of rights to rent television programming protected by copyright to the home video market	<p>Granting permission to rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, to the domestic home video rental market.</p> <p>This product is transacted between the distributor and home video rental stores.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120
51211-2	3.2.3.9				X	Licensing of rights to broadcast or rent television programming protected by copyright to markets, nec	<p>Granting permission to broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, to domestic markets, not elsewhere classified.</p> <p>Includes:</p> <ul style="list-style-type: none"> • broadcasting or renting television programming on or through the Internet. • licensing contracts known as "revenue-sharing" agreements. • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
51211-2	3.2.4				X	Licensing of rights to exhibit, broadcast, or rent other audiovisual works protected by copyright	Granting permission to exhibit, broadcast, or rent audiovisual works, other than motion picture films or television programming, that are implicitly or explicitly protected by copyright owned or controlled by the licensor. Includes: • exercise videos, travel videos, public service messages, training videos, etc. • licensing contracts known as "revenue-sharing" agreements. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. Excludes • permanent transfer of rights granted through outright sale of other audiovisual works is in product 1.8, Other audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works.	512110 512120 51219
51211-2	3.2.5		X			Licensing of rights to exhibit, televise, or rent feature films	Licensing rights to exhibit, broadcast, or rent a feature film. Includes: • licensing contracts known as "revenue-sharing" agreements. Excludes: • direct sales of videos, DVDs and other formats to wholesale, retail, and rental markets are in product 4.1.	512110 512120
51211-2	3.2.5.1		X			Licensing of rights to exhibit feature films	Licensing rights to exhibit a feature film to motion picture theatre (in-door, drive-in, open-air).	512110 512120
51211-2	3.2.5.2		X			Licensing of rights to televise feature films	Licensing rights to broadcast a feature film on pay-television, conventional television networks and stations, satellite television stations and digital stations.	512110 512120
51211-2	3.2.5.2.1		X			Licensing of rights to televise feature films, first window	Licensing rights to broadcast a feature film for the first time on pay-television, conventional television networks and stations, satellite television stations and digital stations.	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.5.2.2		X			Licensing of rights to televise feature films, other	Licensing rights to broadcast a feature film on pay-television, conventional television networks and stations, satellite television stations and digital stations, except first time showing. Includes: • syndication.	512110 512120
51211-2	3.2.5.3		X			Licensing of rights to rent feature films to the home video rental market	Licensing rights to rent a feature film to the home video rental market. Excludes: • direct sales of videos, DVDs and other formats to wholesale, retail, and rental markets are in product 4.1.	512110 512120
51211-2	3.2.5.9		X			Licensing of rights to exhibit, televise or rent feature films to other markets, nec.	Licensing rights to exhibit, broadcast or rent a feature film to other markets, not elsewhere classified. Includes: • feature films distributed to the Internet, and feature films exhibited in film clubs, retirement communities, campus theatres, schools, libraries, airlines, military bases, hospitals, and other institutions, etc.	512110 512120
51211-2	3.2.6		X			Licensing of rights to televise or rent television programs	Licensing rights to broadcast or rent a television program to the television or home video rental markets.	512110 512120
51211-2	3.2.6.1		X			Licensing of rights to televise television programs	Licensing rights to broadcast a television program on pay-television, conventional television networks and stations, satellite television stations and digital stations.	512110 512120
51211-2	3.2.6.1.1		X			Licensing of rights to televise television programs, first window	Licensing rights to broadcast a television program for the first time on pay-television, conventional television networks and stations, satellite television stations and digital stations.	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.6.1.2		X			Licensing of rights to broadcast television programming protected by copyright, except first-run	Licensing rights to broadcast a television program on pay-television, conventional television networks and stations, satellite television stations and digital stations, except first time showing. Includes: • syndication.	512110 512120
51211-2	3.2.6.2		X			Licensing of rights to rent television programs to the home video rental market	Licensing rights to rent a television program to the home video rental market. Excludes: • direct sales of videos, DVDs and other formats to wholesale, retail, and rental markets are in product 4.1.	512110 512120
51211-2	3.2.6.9		X			Licensing of rights to televise or rent television programs to other markets, nec.	Licensing rights to broadcast or rent a television program to other markets, not elsewhere classified. Includes: • broadcasting or renting television programs on or through the Internet. Excludes: • direct sales of videos, DVDs and other formats to wholesale, retail, and rental markets are in product 4.1.	512110 512120
51211-2	3.2.7		X			Licensing of rights to exhibit, televise, or rent other audiovisual works, nec.	Licensing rights to exhibit, broadcast, or rent an audiovisual work other than a feature film or television program to other markets. Includes: • short films, corporate/industry videos, music videos, educational videos, videos for government, documentaries not intended for theatrical or television release, etc. Excludes: • direct sales of videos, DVDs and other formats to wholesale, retail, and rental markets are in product 4.1.	512110 512120 51219

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
51211-2	3.2.11					Licensing of domestic rights to exhibit, broadcast, or rent feature films protected by copyright	<p>Granting permission to domestically exhibit, broadcast, and rent feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>This product is transacted between the distributor and the exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing of live action or animated films, videos, digital media, etc. usually intended for theaters, television, home video rental market, etc. • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • licensing for foreign exhibition, broadcast, or rent of domestic audiovisual works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120 51219

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.11.1			X		Licensing of domestic rights to exhibit feature films protected by copyright	<p>Granting permission to domestically exhibit live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor. Feature films are usually intended for screening in theaters first, followed by reproduction and distribution of the feature films through various other media.</p> <p>This product is transacted between the distributor and the exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • feature films intended for commercial theaters, drive-in theaters, and open air theaters, etc • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing for domestic exhibition of short films is in product 3.2.2, Licensing of domestic rights to exhibit, broadcast, or rent short films protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • licensing for foreign exhibition, broadcast, and rent of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.11.2					Licensing of domestic rights to broadcast feature films protected by copyright on television	<p>Granting permission to domestically broadcast on television live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor. These films are usually intended for screening in theaters first, then reproduced and distributed to television networks, basic cable networks, premium cable networks, pay-per-view channels, and video-on-demand. Feature films included here are commercial free.</p> <p>This product is transacted between the distributor and the broadcaster.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Includes licensing deals with hotels on a flat sales basis as well as hotel pay-per-view. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • licensing for foreign broadcast of domestic works is in product 3.2.21, licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.11.2.1			X		Licensing of domestic rights to broadcast feature films protected by copyright on pay-television (i.e. premium cable networks, pay-per-view)	<p>Granting permission to domestically broadcast on pay-television live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor. These films are usually intended for screening in theaters first, then reproduced and distributed to pay television such as premium cable networks, pay-per-view channels, and video-on-demand. Feature films included here are commercial free.</p> <p>This product is transacted between the distributor and the broadcaster.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Includes licensing deals with hotels on a flat sales basis as well as hotel pay-per-view. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • licensing for foreign broadcast of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.11.2.2			X		Licensing of domestic rights to broadcast feature films protected by copyright on television networks or basic cable networks	<p>Granting permission to broadcast live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor on domestic television networks or basic cable networks. These films are usually intended for screening in theaters first, then reproduced and distributed to television networks, stations, basic cable networks and stations. Feature films included here are interrupted by commercials.</p> <p>This product is transacted between the distributor and the broadcaster.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing of made-for-TV movies is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • licensing for foreign broadcast of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.11.3			X		Licensing of domestic rights to rent feature films to the home video rental market	<p>Granting permission to a video rental chain, etc. to domestically rent for home exhibition copies of feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor. The feature films are usually screened in theaters first, then distributed via video cassettes, DVDs, etc. Includes rental of direct-to-video feature films.</p> <p>This product is transacted between the distributor and the video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing for foreign rent of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.11.9			X		Licensing of domestic rights to exhibit, broadcast, or rent feature films protected by copyright to markets, nec.	<p>Granting permission to domestically exhibit, broadcast, or rent live action or animated feature films that are implicitly or explicitly protected by copyright owned or controlled by the licensor, to markets not elsewhere classified. These films are usually intended for screening in theaters first, then reproduced and distributed to these other markets.</p> <p>This product is transacted between the distributor and the broadcaster, exhibitor, or rental entity.</p> <p>Includes:</p> <ul style="list-style-type: none"> • feature films distributed to the Internet, and feature films exhibited in film clubs, retirement communities, campus theaters, schools, libraries, airlines, military bases, hospitals, and other institutions. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing for foreign broadcast of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. 	512110 512120

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.12			X		Licensing of domestic rights to exhibit, broadcast, or rent short films protected by copyright	<p>Granting permission to domestically exhibit, broadcast, or rent live action or animated short films that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>This product is transacted between the distributor and the exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of feature films is in product 1.1, Motion picture films protected by copyright. • licensing of made-for-TV short films is in product 3.2.3, Licensing of rights to broadcast or rent television programming protected by copyright. • licensing for foreign exhibition, broadcast, or rent of domestic works is in product 3.2.5, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.13					Licensing of domestic rights to broadcast or rent television programming protected by copyright	<p>Granting permission to broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, in the domestic television or home video rental markets.</p> <p>This product is transacted between the distributor and television broadcasters (networks, stations, cable, and satellite, etc.) or video rental outlets.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. • licensing for foreign broadcast, or rent of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

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			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.13.1			X		Licensing of domestic rights to broadcast television programming protected by copyright (Television Program Rights)	<p>Granting permission to broadcast television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, on domestic television.</p> <p>This product is transacted between the distributor and television broadcasters (networks, stations, cable, and satellite, etc.).</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. • licensing for foreign broadcast of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. 	512110 512120

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			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.13.2			X		Licensing of domestic rights to rent television programming protected by copyright to the home video market	<p>Granting permission to rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, to the domestic home video rental market.</p> <p>This product is transacted between the distributor and home video rental stores.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing contracts known as "revenue-sharing" agreements. • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. • licensing to rent domestic works in foreign markets is included in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	3.2.13.9			X		Licensing of domestic rights to broadcast or rent television programming protected by copyright to markets, nec	<p>Granting permission to broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.) that is implicitly or explicitly protected by copyright owned or controlled by the licensor, to domestic markets, not elsewhere classified.</p> <p>Includes:</p> <ul style="list-style-type: none"> • broadcasting or renting television programming on or through the Internet. • licensing contracts known as "revenue-sharing" agreements. • licensing of syndicated television programs. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of television programming is in product 1.2, Programming for television protected by copyright. • licensing for foreign broadcast or rent of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120

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1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
51211-2	3.2.19			X		Licensing of domestic rights to exhibit, broadcast, or rent other audiovisual works protected by copyright	<p>Granting permission to domestically exhibit, broadcast, or rent audiovisual works, other than motion picture films or television programming, that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>Includes:</p> <ul style="list-style-type: none"> • exercise videos, travel videos, public service messages, training videos, etc. • licensing contracts known as "revenue-sharing" agreements. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of other audiovisual works is in product 1.8, Other audiovisual works protected by copyright. • licensing for foreign exhibition, broadcast, or rent of domestic works is in product 3.2.21, Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. 	512110 512120 51219
51211-2	3.2.21			X		Licensing of international rights to exhibit, broadcast, or rent audiovisual works protected by copyright	<p>Granting permission to exhibit, broadcast, or rent domestic audiovisual works that are implicitly or explicitly protected by copyright owned or controlled by the licensor in foreign markets.</p> <p>This product is transacted between the domestic-based distributor and the foreign exhibitor, television network, television station, and video rental store, etc.</p> <p>Includes:</p> <ul style="list-style-type: none"> • foreign licensing of live action or animated domestic films, videos, and digital media, etc. usually intended for the theater, television, and home video markets, etc. • licensing contracts known as "revenue-sharing" agreements. • licensing to use syndicated works. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright. • copies of videos, DVDs and other formats produced for direct sale to wholesale, retail, and rental markets are in product 4.1, Copies of audiovisual works. <p>Includes part of product 1.6.1 on 515 & 5175 list.</p>	512110 512120

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
51211-2	3.9	X				Licensing of other rights to use audiovisual works protected by copyright, nec.	<p>Granting permission to use domestic audiovisual works that are implicitly or explicitly protected by copyright owned or controlled by the licensor, in a manner not elsewhere classified, e.g., licensing of rights to use concept of domestic audiovisual works protected by copyright in domestic or foreign audiovisual works that use different actors than the domestic original.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • licensing to distribute audiovisual works is in products under 3.1, Licensing of rights to distribute audiovisual works protected by copyright. • licensing to exhibit, broadcast, or rent audiovisual works is in products under 3.2, Licensing of rights to exhibit, broadcast, or rent audiovisual works protected by copyright. • permanent transfer of rights granted through outright sale of audiovisual works is in product 1, Audiovisual works protected by copyright. 	512110 512120 51219
51211-2	4					Related products	Other important products provided by establishments classified in NAICS 51211-2.	512110 512120 others
51211-2	4.1		X		X	Copies of audiovisual works	<p>Copies of audiovisual works produced for sale to the wholesale, retail, and rental markets.</p> <p>Includes:</p> <ul style="list-style-type: none"> • copies of own works and of works that you have a license to distribute. • copies provided by distributors for outright sale to home video marketers. <p>Excludes:</p> <ul style="list-style-type: none"> • copies provided by distributors to home video marketers under terms of licensing agreements are in products under 3.2, Licensing of rights to exhibit, broadcast, or rent audiovisual works protected by copyright. 	512110 512120 334612

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	4.2	X				Rental of equipment for motion picture and video production	Renting or leasing equipment for motion picture and video production. Includes • renting or leasing cameras, lighting, and sound recording equipment, etc. • delivery/pick-up, insurance (e.g., property, liability, warranty, and damage waiver), and maintenance and repair when bundled with the rental or lease agreement. Subset of product 1.9.2.2 on 5324 list.	512110 532490
51211-2	4.2.1			X		Rental of equipment for motion picture filming	Renting motion picture filming equipment by lessors to others. Includes dollies, cinematographic cameras (in formats of 16 and 35 mm), etc.	512110 532490
51211-2	4.2.2			X		Rental of equipment for video and digital media recording	Renting video and digital media recording equipment by lessors to others. Includes renting dollies, video cameras, digital video cameras, etc.	512110 532490
51211-2	4.2.3			X		Rental of lighting equipment	Renting lighting equipment by lessors to others. Includes reflectors, lighting kits, cables, etc.	512110 532490
51211-2	4.2.4			X		Rental of sound equipment	Renting sound equipment by lessors to others. Includes microphones, cables, etc.	512110 532490
51211-2	4.2.9			X		Rental of other equipment	Renting of other equipment auxiliary to motion picture and video production by lessors to others. Includes scaffolds, stairs, tables, etc.	512110 532490

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
51211-2	4.3					Rental of non-residential space in buildings or other facilities	Renting or leasing buildings, or space within buildings or other facilities, for non-residential uses such as office space, industrial space, retail stores, or food service. Includes: • renting or leasing sites on a "concession" basis for such purposes as selling merchandise or meals at entertainment and sports venues. • renting space for meetings, conventions, weddings, parties, and similar events. • providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides. • renting or leasing self-storage space. • renting or leasing engineering works and structures. Excludes: • renting and leasing land • providing a location for the display of advertising messages, such as on billboards or walls. • renting and leasing parking spaces. Same as product 1.3 on 531 list.	512110 512120 531120 531130
51211-2	4.3.1	X				Rental of motion picture and video production studios	Renting or leasing motion picture and video production facilities. Includes: • soundstages, property or space on the lot, etc. • related equipment and studio personnel bundled with studio rental. Subset of product 1.3.9 on 531 list.	512110 512120 531120
51211-2	4.3.9	X				Rental of non-residential space in buildings or other facilities, nec.	Renting or leasing buildings, or space within buildings or other facilities, for non-residential uses, not elsewhere classified. Includes: • renting or leasing engineering works and structures. Same as product 1.3.9 on 531 list.	512110 512120 531120 531130
51211-2	4.3.9.1			X		Rental of forum space	Renting or leasing of space that is closed and specially prepared for recording and/or filming.	512110 512120 531120

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51211-2	4.3.9.2			X		Rental of warehouse space	Renting or leasing space to store materials and equipment for filming and recording.	512110 512120 531120
51211-2	4.3.9.9			X		Rental of office and other space, nec.	Renting or leasing offices close to the place of shooting equipped with the necessary equipment (fax machines, telephones, computers, equipment, etc) for the administrative proceedings of productions. Also includes the rent of other auxiliary spaces in the audio-visual work creation.	512110 512120 531120
51211-2	4.4	X				Preproduction services for audiovisual works	Providing preparatory services for the production of audiovisual works. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows. Includes: • script editing, casting, location scouting, and consultation services, etc.	512110 515120 515210
51211-2	4.4.1			X		Script editing	A process whereby a script is reviewed and changed, based on input from various sources such as the director or producer.	512110 515120 515210
51211-2	4.4.2			X		Casting	The process of hiring actors to play the characters in a script.	512110 515120 515210
51211-2	4.4.3			X		Location scouting	Investigation of the suitable places to make a production according to space necessities, lighting and facilities.	512110 515120 515210

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51211-2	4.5	X				Postproduction services for audiovisual works	Providing computerized and electronic image and sound processing services for audiovisual works (film, video, digital media, etc.). Includes • editing, transfer, color correction, digital restoration, visual effects, animation, format conversion, compression and digital encoding, captioning, titling, and subtitling services. Excludes: • duplication of masters is in product 4.11.1, Duplication of masters of audiovisual works, except film. Same as product 1 on 51219 list.	512110 512190 512240
51211-2	4.6		X		X	Motion picture film laboratory services	Providing services that may include motion picture film processing, negative matching, color timing, printing (workprints, answer prints, intermediates, etc.), release printing, film cleaning, etc. Same as product 2 on 51219 list.	512110 512190

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51211-2	4.7		X		X	Sound editing and design services for audiovisual works	<p>Creating, adding, and recording the sound elements (dialogue, music, sounds, and silences) of an audiovisual work (film, video, digital media, etc.) for a soundtrack that synchronizes the audio with the visual portion of the work.</p> <p>Includes:</p> <ul style="list-style-type: none"> • orchestrating, recording, mixing, and integrating music and sound into the soundtrack of an audiovisual work. • recording of music that is timed to the sequence of an audiovisual work. • mixing and recording licensed and client-supplied music and sound for integration into the soundtrack of an audiovisual work. • integrating licensed and client-supplied music and sound into the soundtrack of an audiovisual work and synchronizing the sound elements with visual elements of the work. • licensing and/or agent services for licensing of music and sound bundled with mixing or integration services into an audiovisual work. <p>Excludes:</p> <ul style="list-style-type: none"> • contract production of copyrighted music for audiovisual works. <p>Same as product 1.4 on 51224, 9 list.</p>	512110 512190 512240 711510
51211-2	4.8	X				Support services for production of audiovisual works	<p>Providing technical and artistic support services during the production of an audiovisual work.</p> <p>Includes:</p> <ul style="list-style-type: none"> • production management, director, cameramen, grips, sound engineer, extras, and special effects services, etc. 	512110 515120 515210
51211-2	4.8.1			X		Production manager services for audiovisual works	<p>Providing administrative support such as ordering equipment, getting near-location accommodations for the cast and crew, etc.</p>	512110 515120 515210
51211-2	4.8.2			X		Director services for audiovisual works	<p>Artistic source behind the filming process. Communicates to actors the way that they should play a particular scene.</p>	512110 515120 515210

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51211-2	4.8.3			X		Assistant director services for audiovisual works	Activities include tracking the progress of filming versus the production schedule, preparing call sheets, etc.	512110 515120 515210
51211-2	4.8.4			X		Director of photography services for audiovisual works	Cinematographer who is ultimately responsible for the process of recording a scene in the manner desired by the director.	512110 515120 515210
51211-2	4.8.5			X		Assistant director of photography services for audiovisual works	Auxiliary activities for the accomplishment to the photography of a film such as: rewinding of the film, camera location, etc.	512110 515120 515210
51211-2	4.8.6			X		Art director services for audiovisual works	Oversees the artists and crafts people who build sets.	512110 515120 515210
51211-2	4.8.7			X		Sound designer services for audiovisual works	Responsible for designing and creating the audio component of audiovisual works.	512110 515120 515210
51211-2	4.8.8			X		Special effects services for audiovisual works	Provision of special effects used to create illusions in audiovisual works. Refers to effects produced on the set, as opposed to those created in postproduction which are visual effects.	512110 515120 515210
51211-2	4.9	X				Fulfillment services for audiovisual works	<p>Providing a bundled distribution service under contract to producers and distributors of audiovisual works. Generally includes storage, processing of orders (gathering and packing items ordered), shipping, billing and collecting payment for the order; and handling returns and exchanges.</p> <p>Includes:</p> <ul style="list-style-type: none"> • handling of returns and exchanges sold separately. <p>Excludes:</p> <ul style="list-style-type: none"> • marketing. <p>Subset of product 1.3 on 493 list.</p>	512120

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51211-2	4.10	X				Bundled fulfillment and duplication service for audiovisual works	<p>Providing a bundled fulfillment and large-run duplication service under contract to producers and distributors of audiovisual works. Under this product, the contractor assumes responsibility for generating copies of client's audiovisual works and generally performs the following distribution activities for the client: storage, processing of orders (gathering and packing items ordered), shipping, billing and collecting payment for the order, and handling returns and exchanges.</p> <p>Excludes: • marketing.</p>	512120
51211-2	4.11					Duplication and copying (except large-run) services for audiovisual works, digital and video	<p>Creating limited high-quality reproductions of the master of an audiovisual work (video, digital media, etc.) and small-run reproductions of audiovisual works for a variety of uses. The reproductions may be produced in a variety of formats, including VHS, DVD, streaming video, etc.</p> <p>Excludes: • reproducing film for the purposes of distribution to exhibition houses is in product 4.6, Motion picture film laboratory services.</p> <p>Same as product 3 on 51219 list.</p>	512110 512190
51211-2	4.11.1	X				Duplication of masters of audiovisual works, except film	<p>Creating limited high-quality reproductions of the master of an audiovisual work (video, digital media, etc). Examples include edit masters, generic edit masters, high definition masters, component masters, sub-masters, clones (an exact copy of the digital master), etc. These masters can be with or without titles, etc. These copies can be sent to a broadcaster to air on television, or can be sent to a manufacturer to produce copies for mass duplication for further distribution.</p> <p>Excludes: • reproducing film for the purposes of distribution to exhibition houses are in product 4.6, Motion picture film laboratory services. • small-run reproductions of the master of a video, digital media, etc. (screening copies, approval copies, copies of special events, etc.) are in product 4.11.2, Small-run duplication services for audiovisual works, except film. • large-run reproductions intended for the retail or rental market are in product 4.12, Reproduction of audiovisual works, digital and video, for the retail and rental markets.</p> <p>Same as product 3.1 on 51219 list.</p>	512110 512190

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51211-2	4.11.2	X				Small-run duplication services for audiovisual works, except film	<p>Creating small-run reproductions of audiovisual works (video, digital media, etc) intended for audiovisual business use, such as screening copies and approval copies, as well as copies of special events, such as weddings, institutional videos, business videos, etc. The reproductions may be produced in a variety of formats, including VHS, DVD, streaming video, etc.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • limited high-quality reproductions of the master of a video, digital media, etc. (edit masters, high definition masters, clones, etc.) are in product 4.11.1, Duplication of masters for audiovisual works, except film. • reproducing film for the purposes of distribution to exhibition houses is in product 4.6, Motion picture film laboratory services. • large-run reproductions intended for the retail or rental market are in product 4.12, Reproduction of audiovisual works, digital and video, for the retail and rental markets. <p>Same as product 3.2 on 51219 list.</p>	512110 512190
51211-2	4.12	X				Reproduction of audiovisual works, digital and video, for the retail and rental markets	<p>Creating large-run reproductions of audiovisual works (video, digital media, etc.) under contract to others for distribution to the retail or rental market. The reproductions may be produced in a variety of formats, including VHS, DVD, etc.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • copying own works for sale to the wholesale, retail, and rental markets is in product 4.1, Copies of audiovisual works. • limited high-quality reproductions of the master of a video, digital media, etc. (edit masters, high definition masters, clones, etc.) are in product 4.11.1, Duplication of masters of audiovisual works, except film. • reproducing film for the purposes of distribution to exhibition houses is in product 4.6, Motion picture film laboratory services. • small-run reproductions of audiovisual works intended for audiovisual business use, such as screening copies and approval copies, as well as copies of special events, such as weddings, institutional videos, business videos, etc. are in product 4.11.2, Small-run duplication services for audiovisual works, except film. <p>Same as product 4.6 on 51219 list</p>	512110 512120 512190 334612
51211-2	4.99	X				Other related products	Other related products provided by establishments classified in NAICS 51211-2, including merchandise licensing, reselling services for merchandise, and distribution of national advertising time on television programs.	512110 512120 others

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	4.99.1			X	X	Merchandise licensing, domestic and international	Granting permission for the commercial use of trademarked property (names, symbols, and logos, etc.) that is implicitly or explicitly protected as industrial property owned or controlled by the licensor, on merchandise (such as T-shirts, hats, pens, mugs, toys, etc.) owned by other economic entities. Same as product 10.1 on 711 list.	512110 512120 511 711
51211-2	4.99.2				X	Reselling services for merchandise, retail	Retailing of merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes reselling of apparel, memorabilia, publications, prepackaged foods and beverages, and other merchandise. Also includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Same as product 15.1 on 711 list.	512110 512120 44 45
51211-2	4.99.2.1			X		Reselling services for packaged food and beverages, retail	Retailing of packaged food and beverages purchased on own account for resale or sold on a fee or commission basis for others. Includes sales from vending machines. Revenue for this product includes the gross margins, fees, and commissions earned on sales. Same as product 15.1.2 on 711 list.	512110 512120 515 5175
51211-2	4.99.2.9			X		Reselling services for other merchandise, retail	Retailing of other merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Reference product 15.1.9 on 711 list.	many
51211-2	4.99.3		X		X	Product placement advertising	Providing product promotion advertising wherein real commercial products are prominently displayed in media such as plays, film, television series, music videos, video games, and books.	512110 512120 515 5175

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	4.99.4			X	X	Licensing of rights to use musical works protected by copyright	<p>Granting permission to use a musical work that is implicitly or explicitly protected by copyright owned or controlled by the licensor. A musical work may be either the composition or a recorded performance of a composition.</p> <p>Includes:</p> <ul style="list-style-type: none"> licensing the right to broadcast, publish, reproduce, record, modify, incorporate, or distribute musical works for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language or territory. temporary transfers of rights through licensing. permanent transfer of individual rights through sale (e.g., only Mechanical Rights, Synchronization Rights, or Grand Rights). granting permission to use copyrighted music from a musical library. <p>Excludes:</p> <ul style="list-style-type: none"> phonorecords (in physical or electronic mediums) produced for sale under terms of a conventional-use license. licensing bundled with sound editing and design services for audiovisual works is in product 4.7 Sound editing and design services for audiovisual works. acting as an agent to acquire a music license on behalf of a client sold as a separate service. permanent transfers of all rights granted through outright sale of intellectual property. <p>Same as product 1 on 51221-3 list.</p>	512110 512120 512191 512210 512220 512230 512240 512290 711110 711120 711130 711190 711510 813110
51211-2	4.99.5			X	X	Production services for original music protected by copyright, except for audiovisual works	<p>Contract production services for the creation of original music for uses other than for audiovisual works. Includes music that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> creating, recording, and mixing services bundled into the contract. <p>Excludes:</p> <ul style="list-style-type: none"> production services for original music for audiovisual works. <p>Same as product 3.4.9 on 51224, 9 list.</p>	51211 512190 512240 711510

NAPCS Product List for NAICS 51211-2: Motion Picture and Video Production and Distribution

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51211-2	4.99.9	X				Other related products, nec.	Related products, not elsewhere classified.	512110 512120 others