The Information Media and Telecommunications Division includes units mainly engaged in:

- creating, enhancing and storing information products in media that allows for their dissemination;
- transmitting information products using analogue and digital signals (via electronic, wireless, optical and other means);
- and providing transmission services and/or operating the infrastructure to enable the transmission and storage of information and information products.

Information products are defined as those which are not necessarily tangible, and, unlike traditional goods, are not associated with a particular form. The value of the information products is embedded in their content rather than in the format in which they are distributed. For example, a movie can be screened at a cinema, telecast on television or copied to video for sale or rental. The division includes some activities that primarily create, enhance and disseminate information products, subject to copyright.

It is the intangible nature of the information products which determines their unique dissemination process, which may include via a broadcast, electronic means, or physical form. They do not usually require direct contact between the supplier/producer and the consumer, which distinguishes them from distribution activities included in the Wholesale Trade and Retail Trade Divisions.

Excluded from the division are units mainly engaged in:

- the mass storage or duplication of information products such as printing newspapers, CDs, DVDs, etc. (Manufacturing Division);
- purchasing and on-selling information products in their tangible form (Wholesale Trade and Retail Trade Divisions);
- providing specialised computer services such as programming and systems design services, graphic design services and advertising services, as well as gathering, tabulating and presenting marketing and opinion data (Professional, Scientific and Technical Services Division);
- providing a range of creative artistic activities such as the creation of an artistic original (e.g. a painting), or the provision of a live musical performance by a group or artist (Arts and Recreation Services Division); and
- units undertaking a range of activities such as directing, acting, writing and performing (Arts and Recreation Services Division).
541  NEWSPAPER, PERIODICAL, BOOK AND DIRECTORY PUBLISHING

5411 Newspaper Publishing
This class consists of units mainly engaged in publishing (creating and disseminating) newspapers. Included in this class are units whose main source of income is the sale of advertising space in their own newspapers.

Primary activities
- Newspaper publishing (except internet)

Exclusions/References
Units mainly engaged in
- printing newspapers without publishing are included in Class 1611 Printing;
- publishing newspapers exclusively on the internet are included in Class 5700 Internet Publishing and Broadcasting;
- selling advertising space other than in their own newspapers are included in Class 6940 Advertising Services;
- supplying the news media with information such as news, reports and pictures are included in Class 6020 Other Information Services;
- writing articles without publishing are included in Class 9002 Creative Artists, Musicians, Writers and Performers; and
- selling and preparing advertisements without publishing are included in Class 6940 Advertising Services.

5412 Magazine and Other Periodical Publishing
This class consists of units mainly engaged in publishing (creating and disseminating) magazines, journals and other periodicals. Included in this class are units whose main source of income is the sale of advertising space in their own periodicals.

Primary activities
- Comic book publishing (except internet)
- Journal (including trade journal) publishing (except internet)
- Magazine publishing (except internet)
- Newsletter publishing (except internet)
- Periodical publishing (except internet)
- Racing form publishing (except internet)
- Radio and television guide publishing (except internet)

Exclusions/References
Units mainly engaged in
- publishing magazines and other periodicals exclusively on the internet are included in Class 5700 Internet Publishing and Broadcasting;
- selling advertising space other than in their own periodicals are included in Class 6940 Advertising Services; and
- printing magazines and other periodicals without publishing are included in Class 1611 Printing.
**5413 Book Publishing**

This class consists of units mainly engaged in publishing (creating and disseminating) books including atlases, textbooks and travel guides.

*Primary activities*
- Atlas publishing (except internet)
- Book publishing (except internet)
- Encyclopaedia publishing (except internet)
- Technical manual publishing (except internet)
- Textbook publishing (except internet)
- Travel guide book publishing (except internet)

*Exclusions/References*

Units mainly engaged in
- publishing books exclusively on the internet are included in Class 5700 Internet Publishing and Broadcasting;
- publishing music books and sheet music are included in Class 5521 Music Publishing;
- printing books without publishing are included in Class 1611 Printing; and
- writing books without publishing are included in Class 9002 Creative Artists, Musicians, Writers and Performers.

**5414 Directory and Mailing List Publishing**

This class consists of units mainly engaged in publishing (creating and disseminating) directories, mailing lists and collections or compilations of fact such as mailing addresses and telephone directories.

*Primary activities*
- Address list publishing (except internet)
- Business directory publishing (except internet)
- Directory publishing (except internet)
- Mailing list publishing (except internet)
- Telephone directory publishing (except internet)

*Exclusions/References*

Units mainly engaged in
- publishing directories and mailing lists exclusively on the internet are included in Class 5700 Internet Publishing and Broadcasting;
- printing directories and mailing lists without publishing are included in Class 1611 Printing;
- operating web search portals (search engines) are included in Class 5910 Internet Service Providers and Web Search Portals; and
- publishing computer software are included in Class 5420 Software Publishing.

**5419 Other Publishing (except Software, Music and Internet)**

This class consists of units mainly engaged in other publishing (creating and disseminating) activities (except software, music and internet publishing) such as greeting card, postcard and art print publishing.

*Primary activities*
- Art print publishing (except internet)
**DIVISION J – INFORMATION MEDIA AND TELECOMMUNICATION**

**Subdivision 54 – Publishing (except Internet and Music Publishing)**

**Group Class Description**

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<td><strong>SOFTWARE PUBLISHING</strong></td>
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<td>5420 Software Publishing</td>
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This class consists of units mainly engaged in creating and disseminating ready-made (non-customised) computer software.

**Primary activities**

- Software publishing (non-customised)

**Exclusions/References**

Units mainly engaged in

- providing customised software design consulting services are included in Class 7000 Computer System Design and Related Services;
- the mass duplication of software are included in Class 1620 Reproduction of Recorded Media;
- wholesaling computer software are included in Class 3492 Computer and Computer Peripheral Wholesaling; and
- retailing computer software (except games) are included in Class 4222 Computer and Computer Peripheral Retailing.
Motion Picture and Video Distribution

This class consists of units mainly engaged in acquiring distribution rights and distributing motion pictures and videos. These products are distributed (through leasing and wholesale channels) to a range of exhibitors such as motion picture theatres and television stations using a variety of visual media such as film, video tape or DVD.

Primary activities
- Film distribution
- Motion picture and video distribution
- Motion picture leasing
- Motion picture library operation (stock footage)
- Television program distribution

Exclusions/References
Units mainly engaged in
- acquiring distribution rights and distributing motion pictures and videos are included in Class 5512 Motion Picture and Video Distribution;
- producing pre-recorded radio programming are included in Class 5522 Music and Other Sound Recording Activities;
- providing motion picture and video post-production services are included in Class 5514 Post-production Services and Other Motion Picture and Video Activities;
- the mass duplication of audio and visual media are included in Class 1620 Reproduction of Recorded Media;
- operating motion picture laboratories are included in Class 5514 Post-production Services and Other Motion Picture and Video Activities; and
- undertaking activities such as directing, acting and writing are included in the appropriate classes of Subdivision 90 Creative and Performing Arts Activities.

Motion Picture and Video Production

This class consists of units mainly engaged in producing motion pictures, videos and television programs or commercials. These productions are recorded and stored on a variety of analogue or digital visual media such as film, video tape or DVD.

Primary activities
- Motion picture production
- Television commercial production
- Television program production
- Video production

Exclusions/References
Units mainly engaged in
- acquiring distribution rights and distributing motion pictures and videos are included in Class 5512 Motion Picture and Video Distribution;
- producing pre-recorded radio programming are included in Class 5522 Music and Other Sound Recording Activities;
- providing motion picture and video post-production services are included in Class 5514 Post-production Services and Other Motion Picture and Video Activities;
- the mass duplication of audio and visual media are included in Class 1620 Reproduction of Recorded Media;
- operating motion picture laboratories are included in Class 5514 Post-production Services and Other Motion Picture and Video Activities; and
- undertaking activities such as directing, acting and writing are included in the appropriate classes of Subdivision 90 Creative and Performing Arts Activities.
Music Publishing

This class consists of units mainly engaged in acquiring and registering copyrights for musical compositions and promoting and authorising the use of these compositions in recordings.

Post-production Services and Other Motion Picture and Video Activities

This class consists of units mainly engaged in providing post-production services and other motion picture and video activities, including specialised motion picture or video post-production services such as editing, film/tape transfers, titling, subtitling, credits, closed captioning and computer-produced graphics, animation and special effects, as well as developing and processing motion picture film.

Primary activities
- Computer graphic, animation and special effect post-production service
- Developing and printing motion picture film
- Film or tape closed captioning
- Film or video transfer service
- Motion picture film reproducing
- Motion picture or video editing service
- Motion picture production, special effects
- Post-production facility, motion picture or video
- Post synchronisation sound dubbing
- Sound dubbing service, motion picture
- Subtitling of motion picture, film or video
- Teleproduction service
- Titling of motion picture film or video
- Video conversion service (between audio and visual media formats)

Exclusions/References

Units mainly engaged in providing post-production services for sound recordings are included in Class 5522 Music and Other Sound Recording Activities.

Music Publishing

This class consists of units mainly engaged in acquiring and registering copyrights for musical compositions and promoting and authorising the use of these compositions in recordings.
Music and Other Sound Recording Activities
This class consists of units mainly engaged in producing original (sound) master recordings such as tapes and CDs and releasing and distributing these sound recordings to wholesalers, retailers or directly to the public. Also included in this class are units engaged in operating sound recording studios and in the production of pre-recorded radio programs.

Primary activities
- Audio service (including for meetings and conferences)
- Producing pre-recorded radio programming
- Record distribution
- Record production
- Record production and distribution
- Sound recording post-production service
- Sound recording studio operation

Exclusions/References
Units mainly engaged in
- the mass duplication of audio and visual media are included in Class 1620 Reproduction of Recorded Media;
- acquiring and registering copyrights for musical compositions are included in Class 5521 Music Publishing;
- providing musical performances are included in Class 9001 Performing Arts Operation; and
- wholesaling pre-recorded audio media are included in Class 3739 Other Goods Wholesaling n.e.c.

Music Publishing continued
radio, television, motion pictures, live performances, print, or other media. Units in this class represent the interest of the composing unit, or other owners of musical compositions, to produce revenues from the use of such works, usually through licensing agreements. These units may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Also included in this class are units publishing sheet music (including in bound book form).

Primary activities
- Authorising use of copyrighted musical composition
- Music book publishing
- Music book (bound sheet music) publishing
- Music copyright buying and selling
- Music publishing
- Sheet music publishing
- Song publishing

Exclusions/References
Units mainly engaged in
- composing music are included in Class 9002 Creative Artists, Musicians, Writers and Performers; and
- printing sheet music without publishing are included in Class 1611 Printing.

5522
Music and Other Sound Recording Activities
This class consists of units mainly engaged in producing original (sound) master recordings such as tapes and CDs and releasing and distributing these sound recordings to wholesalers, retailers or directly to the public. Also included in this class are units engaged in operating sound recording studios and in the production of pre-recorded radio programs.

Primary activities
- Audio service (including for meetings and conferences)
- Producing pre-recorded radio programming
- Record distribution
- Record production
- Record production and distribution
- Sound recording post-production service
- Sound recording studio operation

Exclusions/References
Units mainly engaged in
- the mass duplication of audio and visual media are included in Class 1620 Reproduction of Recorded Media;
- acquiring and registering copyrights for musical compositions are included in Class 5521 Music Publishing;
- providing musical performances are included in Class 9001 Performing Arts Operation; and
- wholesaling pre-recorded audio media are included in Class 3739 Other Goods Wholesaling n.e.c.
DIVISION J – INFORMATION MEDIA AND TELECOMMUNICATIONS
Subdivision 56 – Broadcasting (except Internet)

561  RADIO BROADCASTING

5610  Radio Broadcasting
This class consists of units mainly engaged in broadcasting audio signals, using radio broadcasting studios and facilities, to transmit aerial programming.

Primary activities
- Radio broadcasting service
- Radio station operation
- Radio (including satellite radio) network operation

Exclusions/References
Units mainly engaged in
- broadcasting exclusively on the internet are included in Class 5700 Internet Publishing and Broadcasting; and
- producing pre-recorded radio programming are included in Class 5522 Music and Other Sound Recording Activities.

562  TELEVISION BROADCASTING

5621  Free-to-Air Television Broadcasting
This class consists of units mainly engaged in free-to-air television broadcasting of visual content, in the form of electronic images together with sound, through broadcasting studios and facilities. These units may also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs on a pre-determined schedule. Transmissions are made available without cost to the viewer.

Primary activities
- Free-to-air television service
- Television broadcasting network operation
- Television broadcasting station operation

Exclusions/References
Units mainly engaged in
- broadcasting television programs for pay or subscription television networks or stations are included in Class 5622 Cable and Other Subscription Broadcasting;
- broadcasting exclusively on the internet are included in Class 5700 Internet Publishing and Broadcasting;
- producing motion pictures, videos and television programs or commercials are included in Class 5511 Motion Picture and Video Production; and
- acquiring distribution rights and distributing motion pictures and videos are included in Class 5512 Motion Picture and Video Distribution.

5622  Cable and Other Subscription Broadcasting
This class consists of units mainly engaged in broadcasting television programs on a subscription or fee basis (such as subscription cable or satellite television broadcasting) to viewers.

Primary activities
- Cable broadcasting network operation
Cable and Other Subscription Broadcasting continued

- Cable broadcasting station operation
- Pay television, broadcasting network operation
- Pay television, broadcasting service
- Pay television, broadcasting station operation
- Satellite broadcasting network operation
- Satellite broadcasting station operation
- Subscription television broadcasting service

Exclusions/References

Units mainly engaged in

- free-to-air television broadcasting are included in Class 5621 Free-to-Air Television Broadcasting; and
- producing motion pictures, videos and television programs or commercials are included in Class 5511 Motion Picture and Video Production.
This class consists of units mainly engaged in publishing and/or broadcasting content on the internet. Units in this class provide textual, audio and/or video content of general or specific interest on the internet. These units do not provide traditional (non-internet) versions of the content they publish or broadcast.

Primary activities

- Internet art print publishing
- Internet atlas publishing
- Internet audio broadcasting
- Internet book publishing
- Internet directory publishing
- Internet encyclopaedia and dictionary publishing
- Internet greeting card publishing
- Internet journal publishing
- Internet magazine publishing
- Internet news publishing
- Internet periodical publishing
- Internet video broadcasting

Exclusions/References

Units mainly engaged in

- providing internet access and operating web search portals (search engines) are included in Class 5910 Internet Service Providers and Web Search Portals;
- providing internet streaming services are included in Class 5921 Data Processing and Web Hosting Services;
- publishing newspapers, periodicals, books and other information products using traditional methods (e.g. print) as well as the internet are included in the appropriate classes of Subdivision 54 Publishing (except Internet and Music Publishing) according to the type of product published; and
- operating units of stock brokerages, travel reservation systems, purchasing services, and similar activities using the internet rather than traditional methods are included in classes according to their primary activity.
580  TELECOMMUNICATIONS SERVICES

5801  Wired Telecommunications Network Operation
This class consists of units mainly engaged in operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound and video using wired telecommunications networks. Units operate fixed (wired) telecommunications infrastructure, but may also utilise other types of technologies in order to deliver services.

Primary activities
- International telephone network operation (wired)
- Local telephone network operation (wired)
- Long distance telephone network operation (wired)
- Telecommunications network operation (wired)

Exclusions/References
Units mainly engaged in
- operating and maintaining switching and transmission facilities that provide omni-directional or point-to-point communications via wireless telecommunication networks are included in Class 5802 Other Telecommunications Network Operation;
- reselling telecommunications without operating a network are included in Class 5809 Other Telecommunications Services;
- producing and broadcasting television programs for pay or subscription television networks or stations are included in Class 5622 Cable and Other Subscription Broadcasting;
- publishing telephone directories are included in Class 5414 Directory and Mailing List Publishing; and
- maintaining and installing telecommunications systems are included in Class 3109 Other Heavy and Civil Engineering Construction.

5802  Other Telecommunications Network Operation
This class consists of units mainly engaged in operating and maintaining switching and transmission facilities that provide omni-directional or point-to-point communications via wireless telecommunication networks. Transmission facilities may be based on a single technology or a combination of technologies, including communications via airwaves and through satellite systems.

Primary activities
- Mobile telecommunications network operation
- Satellite telecommunications network operation
- Wireless telecommunications network operation

Exclusions/References
Units mainly engaged in
- operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound and video using wired telecommunications networks are included in Class 5801 Wired Telecommunications Network Operation;
- reselling telecommunications without operating a network are included in Class 5809 Other Telecommunications Services;
Other Telecommunications Services

This class consists of units mainly engaged in providing a range of other telecommunications services such as paging services and other specialised telecommunications applications. Also included in this class are units of telecommunications resellers purchasing access and network capacity from telecommunication carriers.

Primary activities
- Paging service
- Satellite earth station operation
- Telecommunications reselling (including satellite systems)

Exclusions/References
Units mainly engaged in
- operating and maintaining transmission networks to provide point-to-point communications are included in Class 5801 Wired Telecommunications Network Operation;
- broadcasting television programs for cable systems are included in Class 5622 Cable and Other Subscription Broadcasting;
- maintaining and installing telecommunications systems are included in the appropriate classes of Division E Construction.
**Data Processing and Web Hosting Services**

This class consists of units mainly engaged in providing electronic data processing or hosting services. These units provide specialised hosting activities such as web hosting, streaming services or application hosting, provide application service provisioning, or provide general timesharing mainframe facilities to customers. These units provide complete processing and specialised reports from data supplied by customers or provide automated data processing and data entry services.

### Primary activities
- Application hosting
- Application service provision
- Audio and visual media streaming service
- Automated data processing service
- Computer input preparation service
- Computer time leasing or renting
- Computer time sharing service
- Data capture imaging service
- Data entry service (electronic)
- Data processing computer service

### Exclusions/References
- Units mainly engaged in publishing or broadcasting exclusively on the internet are included in Class 5700 Internet Publishing and Broadcasting;
- Providing web hosting services are included in Class 5921 Data Processing and Web Hosting Services;
- Internet and web design consulting services are included in Class 7000 Computer System Design and Related Services; and
- Operating units of stock brokerages, travel reservation systems, purchasing services, and similar activities using the internet rather than traditional methods are included in classes according to their primary activity.
**Data Processing and Web Hosting Services continued**

- Disk and diskette conversion and recertification service
- Electronic data processing service
- Microfiche or microfilm recording and imaging service
- Optical scanning service
- Web hosting

**Exclusions/References**

Units mainly engaged in

- providing word processing and related document preparation activities are included in Class 7292 Document Preparation Services;
- providing on-site management and operation of a customer’s data-processing facilities are included in Class 7000 Computer System Design and Related Services;
- gathering, tabulating and presenting marketing and opinion data are included in Class 6950 Market Research and Statistical Services;
- processing financial transactions such as credit card transaction are included in the appropriate classes of Division K Financial and Insurance Services; and
- providing payroll processing services are included in Class 7291 Office Administrative Services.

**5922 Electronic Information Storage Services**

This class consists of units mainly engaged in providing electronic information storage and retrieval services (except library services).

**Primary activities**

- Computer data storage and retrieval service (except library service)
- Electronic information storage and retrieval service (except library service)

**Exclusions/References**

Units mainly engaged in

- providing library or archive services are included in Class 6010 Libraries and Archives; and
- providing data processing or hosting services are included in Class 5921 Data Processing and Web Hosting Services.
601  LIBRARIES AND ARCHIVES

6010  Libraries and Archives
This class consists of units mainly engaged in providing library or archive services. The units maintain collections of documents (e.g. books, journals, newspaper and music) and facilitate the use of such documents (recorded information regardless of its physical form and characteristics). All or parts of these collections may be accessible electronically.

Primary activities
- Archive operation
- Film archive operation
- Lending library operation
- Library operation (except motion picture stock footage and distribution)
- Mobile library operation
- Motion picture film archive operation
- Music archive operation
- Reference library operation

Exclusions/References
Units mainly engaged in providing stock footage (via motion picture and video tape libraries) for use in the media and in advertising are included in Class 5512 Motion Picture and Video Distribution.

602  OTHER INFORMATION SERVICES

6020  Other Information Services
This class consists of units mainly engaged in providing other information services.

Primary activities
- News collection service
- Telephone-based recorded information service

Exclusions/References
Units mainly engaged in writing articles without publishing are included in Class 9002 Creative Artists, Musicians, Writers and Performers.