

Appendix 5
Computer Services Questionnaire 2001

COMPUTER SERVICES 2001

CONFIDENTIAL



Phone replies/inquiries to:
 LoCall: 1890 313 414 or
 (021) 453 5000 or (01) 498 4000
 Ext. 5233
 Fax: (021) 453 5299
 Email: anserv@cs0.ie
 Website <http://www.cs0.ie>
 quoting Ref. No. on label



Please return to:

OWEN BLACKBURN

using the enclosed
 post free envelope

AMEND IF INCORRECT IN ANY RESPECT

Please complete this form in respect of all the activities for **Computer Services** within the State. The purpose of this inquiry is to provide estimates of the total trading activity in the major service sectors.

The information provided to this Office will be treated as **strictly confidential** in accordance with National and EU legislation. It will be used only for statistical purposes and not divulged to any other Government Department or body.

1. Please specify the main activity of the enterprise: _____

2. Accounting period: a) Calendar year b) Other period (Please specify) _____

Please state the currency that these figures are being reported in:

Currency: _____

3. Total Net Turnover: Amount: _____

3 (a) Total Net Turnover By Client

- 1) Enterprises: include public owned enterprises, sole proprietorships and companies with limited liability: _____ %
- 2) Public sector: include public administration, health and education excluding: public owned enterprises: _____ %
- 3) Households and non-profit institutions _____ %
- Total 100%

3 (b) Total Net Turnover by Client

- 1) Resident clients _____ %
- 2) Non-resident clients (i.e. export) _____ %
- Total 100%

3 (c) Share of Total Net Turnover From Your 3 biggest clients (please tick the relevant box):

☐ 0 - 24 % ☐ 25 - 49 % ☐ 50 - 74 % ☐ 75 - 100 %

4) Breakdown of Total Net Turnover by Products

4 (a) Hardware Consultancy Services Amount: _____

4 (b) Software and Other Computer Consultancy Services Amount: _____

- 1) Development and sale of shrink-wrapped packaged software (license) _____ %
- 2) Development and sale of standardised professional software (license) _____ %
- 3) Installation, modification of standardised professional software (consultancy based on own developed standardised software products) _____ %

- | | |
|--|---------|
| 4. Development and sale of customised software (consultancy based on customer demands incl. installation and modification of foreign standardised software products) | _____ % |
| 5. Other software and computer consultancy services | _____ % |
| Total "Software and other computer consultancy services" | 100 % |

4 (c) Other Computer Related Services

Amount:

- | | |
|---|---------|
| 1) Computer facilities management and data processing services | _____ % |
| 2) Database services (incl. on-line information provision) | _____ % |
| 3) Systems maintenance services | _____ % |
| 4) Computer hardware servicing, repair and maintenance of computing machinery and equipment | _____ % |
| Total "Other computer related services" | 100 % |

4 (d) Network and Telecommunication Services

Amount:

4 (e) IT-Related Training (only if provided separately from other computer services)

Amount:

4 (f) Leasing or Rental Services of Computing Machinery without Operator

Amount:

4 (g) Resale (Wholesale and Retail)

Amount:

- | | |
|---------------------------------|---------|
| 1) Software (not own developed) | _____ % |
| 2) Hardware and equipment | _____ % |
| 3) Other resale | _____ % |
| Total resale | 100 % |

4 (h) Business and Management Consultancy Services

Amount:

4 (i) Other Additional Products n.e.c.

Amount:

Please enter details of the sales (net turnover) of all other types of products that you provide (not covered by the previous product categories, for example manufacturing etc.)

Product Description	Amount: _____
Product Description	Amount: _____
Product Description	Amount: _____

Total Net Turnover (sum of items 4a, 4b 4i)

Amount:

5. Income from Intellectual Property Rights (Including: revenue from Patents, Trade Marks, Copyrights, Royalties etc.) (Excluding: Software Licenses)

Amount:

Please provide a contact name and phone number should any further information be required:

Name: _____ **Phone Number:** _____

Product descriptions

4(a) Hardware consultancy services:

Provision of advice and assistance on matters related to the management of businesses' and institutions' computer resources:

- assessing the computer needs of the organisation
- planning the organisation's acquisitions
- counselling the client on the procurement of hardware and software
- consultancy on system security
- Performing an audit on the computer-related operations of the organisation, etc.

4(b)(1) Development and sale of shrink-wrapped packaged software (license):

- Software packages being sold in large volume program boxes in data stores and department stores, for example MS Office

4(b)(2) Development and sale of standardised professional software (license):

- Professional software products for example in use of administration, material- and production control (CAD). The products are usually sold by the manufacturer himself or his agent. Examples are SAP, Oracle and XOR.

4(b)(3) Installation, modification of standardised professional software

(consultancy based on own developed standardised software products)

- Installation and modification of standardised professional software made by the supplier for the customer's desire.

4(b)(4) Development and sale of customised software:

1. Development (analysis, design and programming) of customised software
2. Adaptation of existing software

This category should include Internet programming and web-design, software related to network services and application software. The category should also include **sales of licenses** (for customised software). On the other hand, software bought for resale must be excluded.

4(b)(5) Other software and computer consultancy services:

(i) Provision of advice and assistance on matters related to computer software:

- conducting feasibility studies on the implementation of a system
- providing specifications for a database design
 - providing technical expertise for the integration of hardware and software
- providing guidance and assistance during the start-up phase of a new system
- providing specifications to secure a database and so on
- providing advice on proprietary software

(ii) Provision of computer-related professional services not elsewhere classified:

- development of service-level agreements services
- disaster recovery services (software)
- implementation planning services
- quality assurance planning and review services
- system implementation support services
- System quality assurance services
- System integration services

4(c)(1) Computer facilities management services and data processing services:

Provision of personnel to manage and operate client-owned (leased) computer facilities on an on-going basis whether these facilities are located on the client's or supplier's site. The incidental development of software may form an integral component of this service.

Processing of data supplied by the customer, tabulation, computation, etc., without

Any design of specific software

Leasing or rental services of machine time (CPU-time) on the data processing system

To third party, in time shared with other users

Capture of data (supplied by the customer) on tape, diskette or other medium or directly

<p>Into a data processing system</p> <p>Provision of data processing services not elsewhere classified</p> <p>Provision of tape diskette conversion and rectification services, input preparation Services and optical character recognition services</p>
<p>4(c)(2) Database services (including on-line information provision services):</p> <ul style="list-style-type: none"> - database services - provision of information on web-sites - provision of on-line data retrieval services from databases and other information, to all or a limited number of users - provision of on-line information by content providers <p>4(c)(3) Systems maintenance services:</p> <p>Provision of assistance to keep computer systems (software) in good working condition. The maintenance may be corrective or preventive and include services such as:</p> <ul style="list-style-type: none"> - testing to detect, locate and remove faults, - Improving existing programs, - Providing up-to-date user manuals
<p>4(c)(4) Computer hardware servicing, repair and maintenance of computing machinery and equipment:</p> <p>-Maintenance and repair services of computing machinery and equipment.</p>
<p>4(d) Network services and telecommunication services:</p> <ul style="list-style-type: none"> - This includes for instance Internet services providers.
<p>4(e) IT related training</p> <ul style="list-style-type: none"> - Only training provided as a separate product should be included.
<p>4(f) Leasing or rental services of computing machinery without operator</p> <ul style="list-style-type: none"> - This includes renting, hiring or leasing services concerning computing machinery and equipment <u>without operator</u> such as electronic data processors, central processing units, peripheral units and magnetic or optical readers. <p>This category does <u>not include</u> leasing or rental services concerning <i>software packages</i>, renting or hiring services concerning computers or computer related equipment <i>with operator</i> or management, leasing or rental services concerning <i>machine time</i>.</p>
<p>4(g) Resale (Wholesale and Retail):</p> <p>This should include all resale of software that is <u>not developed</u> by the enterprise. Sales of hardware (which is not developed by the enterprise) should also be included.</p>
<p>4(h) Business and management consultancy services</p> <ul style="list-style-type: none"> - General management consulting services (advisory, guidance and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organisation) - Financial management consulting services except corporate tax (advisory, guidance and operational assistance services concerning decision areas that are financial in nature) - Human resources management consulting services (advisory, guidance and operational assistance services concerning the human resources management of an organisation) - Other business and management consultancy services (marketing management consulting services, production management consulting services, public relations services, project management services other than for construction, arbitration and conciliation services etc.)

Appendix 6
Architectural, Engineering and Technical
Consultancy Services Questionnaire 2001

ARCHITECTURAL, ENGINEERING AND TECHNICAL CONSULTANCY SERVICES 2001

CONFIDENTIAL



Phone replies/inquiries to:
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Please return to:

OWEN BLACKBURN

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AMEND IF INCORRECT IN ANY RESPECT

Please complete this form in respect of all the activities for **Architectural, Engineering and Technical Consultancy Services** within the State. The purpose of this inquiry is to provide estimates of the total trading activity in the major service sectors.

The information provided to this Office will be treated as **strictly confidential** in accordance with National and EU legislation. It will be used only for statistical purposes and not divulged to any other Government Department or body.

1. Please specify the main activity of the enterprise: _____

2. Accounting period: a) Calendar Year b) Other Period (Please specify) _____

Please state the currency that these figures are being reported in:

Currency: _____

3. Total Net Turnover: Amount: _____

3 (a) Total Net Turnover by Client

- | | |
|--|-------------|
| 1) Enterprises: include public owned enterprises, sole proprietorships and companies with limited liability: | _____ % |
| 2) Public sector: include public administration, health and education excluding public owned enterprises: | _____ % |
| 3) Households and non-profit institutions | _____ % |
| Total | 100% |

3 (b) Total Net Turnover by Client

- | | |
|---------------------------------------|-------------|
| 1) Resident clients | _____ % |
| 2) Non-resident clients (i.e. export) | _____ % |
| Total | 100% |

3 (c) Share of Total Net Turnover from your 3 biggest clients (please tick the relevant box):

☐ 0 - 24 % ☐ 25 - 49 % ☐ 50 - 74 % ☐ 75 - 100 %

4) Breakdown of Total Net turnover by Products.

4 (a) Architectural services Amount: _____

- | | |
|--|--------------|
| 1) Advisory and pre-design architectural services | _____ % |
| 2) Architectural design services for building and other structures | _____ % |
| 3) Other architectural services | _____ % |
| Total "Architectural services" | 100 % |

4 (b) Engineering design services including integrated engineering services for turnkey projects (turnkey projects should be split up into the relevant categories of engineering design services)

- | | |
|--|---------|
| 1) Engineering design services for the construction of foundations and building structures | _____ % |
| 2) Engineering design services for mechanical and electrical installations for buildings | _____ % |
| 3) Engineering design services for the construction of civil engineering works | _____ % |
| 4) Engineering design services for industrial process and production | _____ % |
| 5) Engineering design services n.e.c. | _____ % |
| Total "Engineering design services" | 100 % |

4 (c) Urban planning services Amount: _____

4 (d) Project management services Amount: _____

4 (e) Other architectural and engineering services Amount: _____

4 (f) Construction Amount: _____

4 (g) Business and management consultancy services Amount: _____

4 (h) Computer services Amount: _____

- | | |
|---|---------|
| 1) Hardware consultancy services | _____ % |
| 2) Software and other computer consultancy services | _____ % |
| 3) Other computer related services | _____ % |
| Total "computer services" | 100% |

4 (i) Training services Amount: _____

Of which IT-related training services _____ %

4 (j) Other additional products n.e.c. Amount: _____

Please enter details of the sales (net turnover) of all other types of products that you provide (not covered by the previous product categories, for example market research or advertising services, resale services etc.)

Product Description	Amount: _____
Product Description	Amount: _____
Product Description	Amount: _____

Total Net Turnover (sum of items 4 (a) to 4 (j)) Amount: _____

Architectural, Engineering and Technical Consultancy Services

Reference Year 2001

Please complete the preceeding questions as accurately as possible. If some of your products overlap with several of the proposed product categories, we invite you to provide a qualified estimate of the percentage breakdown belonging to each of the relevant categories. Your answers are more usable for us, if you estimate the breakdown, even if the results are not perfect than if you allocate complex products to the main category.

Product Descriptions

4 (a) Architectural services

- Advisory and pre-design architectural services (assistance, advisory and recommendation services concerning architectural and related matters;
- Services such as undertaking preliminary studies addressing issues such as site philosophy, intent of development, climatic and environmental concerns, occupancy requirements, cost constraints, site selection analysis, design and construction scheduling;

Any other issues affecting the nature of the design construction of a project

- Architectural design services for buildings and other structures (schematic design services which consist in determining, with the client, the essential character of the project, defining intent, space requirements, budget limitations and time scheduling)

Preparation of sketches including floor plans, site plans and exterior views;

Design development services, which consist in a more precise illustration of the design concept interns of the siting plan, form, material to be used, structural, mechanical and electrical systems and probable construction costs;

- Final design services which consists of drawings and written specifications sufficiently detailed for tender submission and construction, and of expert advice to the client at the time of calling for and accepting tenders)
- Other architectural services (preparation of promotional material and presentations preparation of as-built drawings)

4 (b) Integrated engineering services for turnkey projects

- Fully integrated engineering services for the construction of all kinds of turnkey projects, such as transportation infrastructures, water supply and sanitation works, manufacturing facilities and other construction works
- Planning and pre-investment studies
- Preliminary and final design, including all necessary structural, mechanical and electrical design services
- Cost estimation, construction scheduling, tender specifications
- Inspection and acceptance of contract work, as well as technical services
- Any other engineering services provided to the client that form part of an integrated package of services for a turnkey project

4 (b) (1) Engineering design services for the construction of foundations and building structures

- Structural engineering design services for the load-bearing framework of residential and commercial, industrial and institutional buildings
- Drawing-up of preliminary drafts, project development
- Specification of plans of execution or exact specifications on behalf of the contracting authority for the construction of buildings

4 (b) (2) Engineering design services for mechanical and electrical installations for buildings

-Mechanical and electrical engineering design services for:

Power system, lighting system, fire alarm system, communication system and other electrical installations for all types of buildings

Heating, ventilating, air conditioning, refrigeration and other mechanical installations for all types of buildings

4 (b) (3) Engineering design services for the construction of civil engineering works

- Engineering design services for the construction of civil engineering works, such as: bridges and viaducts, dams, catchment basins, retaining walls, irrigation systems, flood control works tunnels, highways and streets, including interchanges and related works locks, canals, wharves and harbour works
- Water supply and sanitation works, such as water distribution systems, water, sewage industrial and solid waste treatment plants and other civil engineering projects

- Drawing-up of preliminary drafts, project development, specification of plans of execution or exact specifications on behalf of the contracting authority for the construction of civil engineering works

4 (b) (4) Engineering design services for industrial process and production

- Engineering design services for production processes, procedures and facilities
 - Drawing-up of preliminary drafts, project development, specification of plans of execution or exact specifications on behalf of the contracting authority for the construction of industrial process and production

4 (b) (5) Engineering design services not elsewhere classified

- Other speciality engineering design services:
 Acoustical and vibration engineering design
 Traffic control systems design
 Prototype development and detailed engineering design for new products
 Any other speciality engineering design services

4 (e) Other architectural and engineering services

- Plans and drawings for architectural, engineering, etc. purposes
 - Technical advisory and consultative services:
 Assistance, advisory and recommendation services concerning engineering matters
 Undertaking preparatory technical feasibility studies and project impact studies
 Advisory and consultative engineering services prior to the drawing-up of a project
 Feasibility studies, studies of environmental impact, economic assessment of a project, etc.
 Technical advice concerning existing installations or when disputes occur
 Appraisal services for the structural, mechanical and electrical installations
 Expert testimony in litigation cases
 Other scientific consultative services, not elsewhere classified
 - Urban planning and landscape architectural services
 - Project management services related to constructions and civil engineering works
 - Geotechnical engineering services providing engineers and architects with necessary subsurface information for the design of various projects
 - Ground water engineering services, including ground water resources assessment
 - Contamination studies and quality management
 - Corrosion engineering services
 - Failure investigations
 - Other services that require the expertise of engineers
 - Engineering-related scientific and technical services:
 Geological, geophysical and other technical consulting services
 Subsurface surveying services
 Surface surveying services
 Map making services

4 (g) Business and management consultancy services

- General management consulting services (advisory, guidance and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organisation)
 - Financial management consulting services except corporate tax (advisory, guidance and operational assistance services concerning decision areas that are financial in nature)
 - Human resources management consulting services (advisory, guidance and operational assistance services concerning the human resources management of an organisation)
 - Other business and management consultancy services (marketing management consulting services, production management consulting services, public relations services, project management services other than for construction, arbitration and conciliation services etc.)

4 (h) Computer services

- Hardware consultancy services (provision of advice and assistance on matters related to the management of businesses' and institutions' computer resources)
 - Software and other computer consultancy services (development and sale of packaged software, development and sale of customised software, other software and computer consultancy services)
 - Other computer related services (computer facilities management services and data processing services, database services, systems maintenance services, computer hardware servicing, repair and maintenance of computing machinery and equipment)

Appendix 7
Accounting, Book-keeping and Auditing
Services; Tax Consultancy Services & Business
and Management Consultancy Services
Questionnaire 2001

165
**ACCOUNTING, BOOK-KEEPING AND AUDITING SERVICES; TAX CONSULTANCY SERVICES
& BUSINESS AND MANAGEMENT CONSULTANCY SERVICES 2001**

CONFIDENTIAL



Phone replies/inquiries
to:
LoCall: 1890 313 414
or
(021) 453 5000 or (01)
498 4000
Ext. 5233

Please return to:

OWEN BLACKBURN

AMEND IF INCORRECT IN ANY RESPECT

Please complete this form in respect of all the activities for Accounting, Book-keeping and Auditing Services; Tax Consultancy Services & Business and Management Consultancy Services within the State. The purpose of this inquiry is to provide estimates of the total trading activity in the major service sectors. The information provided to this Office will be treated as strictly confidential in accordance with National and EU legislation. It will be used only for statistical purposes and not divulged to any other Government Department or body.

1. Please specify the main activity of the enterprise: _____

2. Accounting period: a) Calendar Year b) Other Period (Please specify) _____

Please state the currency that these figures are being reported in:

Currency: _____

3. Total Net Turnover: **Amount:** _____

3 (a) Total Net Turnover by Client

- | | |
|--|---------|
| 1) Enterprises: include public owned enterprises, sole proprietorships and companies with limited liability: | _____ % |
| 2) Public sector: include public administration, health and education excluding public owned enterprises: | _____ % |
| 3) Households and non-profit institutions | _____ % |
| Total | 100% |

3 (b) Total Net Turnover by client

- | | |
|---------------------------------------|---------|
| 1) Resident clients | _____ % |
| 2) Non-resident clients (i.e. export) | _____ % |
| Total | 100% |

3 (c) Share of Total Net Turnover from your 3 biggest clients (please tick the relevant box):

☐ 0 - 24 % ☐ 25 - 49 % ☐ 50 - 74 % ☐ 75 - 100 %

4) Breakdown of Total Net Turnover by Products

4 (a) Accounting, book-keeping and auditing services; tax consultancy services: **Amount:** _____

- | | |
|--|---------|
| 1) Auditing services | _____ % |
| 2) Accounting and book-keeping services, except tax returns | _____ % |
| 3) Tax consultancy services, including tax returns | _____ % |
| Total "Accounting, book-keeping and auditing services; tax consultancy services" | 100% |

4 (b) Business and management consultancy services

Amount:

- | | |
|---|---------|
| 1) Business organisation consultancy services | _____ % |
| 2) Strategic consultancy services, including mergers and acquisitions | _____ % |
| 3) Financial management consulting services | _____ % |
| 4) Human resources management consulting services | _____ % |
| 5) Other business and management consultancy services | _____ % |
| Total "Business and management consultancy services" | 100% |

4 (c) Computer services

Amount:

- | | |
|---|---------|
| 1) Hardware consultancy services | _____ % |
| 2) Software and other computer consultancy services | _____ % |
| 3) Other computer related services | _____ % |
| Total “computer services” | 100% |

4 (d) Training services

Amount: _____

Of which IT-related training services %

4 (e) Other additional products n.e.c.

Amount:

Please enter details of the sales (net turnover) of all other types of products that you provide (not covered by the previous product categories, for example market research or advertising services, resale services etc.)

Product Description	Amount: _____
Product Description	Amount: _____
Product Description	Amount: _____

Total Net Turnover (sum of items 4 (a) to 4 (e))

Amount:

Accounting, Book-Keeping and Auditing Services; Tax Consultancy Services & Business and Management Consultancy Services

Reference Year 2001

Please complete the preceding questions as accurately as possible. If some of your products overlap with several of the proposed product categories, we invite you to provide a qualified estimate of the percentage breakdown belonging to each of the relevant categories. Your answers are more usable for us, if you estimate the breakdown, even if the results are not perfect than if you allocate complex products to the main category.

Product Descriptions

4 (a) Accounting, book-keeping and auditing services; tax consultancy services

- Financial auditing services (examination services of accounting records and other supporting evidence of an organisation for the purpose of expressing an opinion as to whether the financial statements of the organisation present fairly its position as at a given date and the results of its operations for the period on that date, in accordance with generally accepted accounting principles)
- Accounting review services (reviewing services of annual and interim financial statements and other accounting information. The scope of a review is less than that of an audit and the level of assurance provided is thus lower)
- Compilation services of financial statements (compilation services of financial statements from information provided by the client. No assurance regarding the accuracy of the resulting statements is provided, preparation services of business tax returns, when provided as a package together with the preparation of financial statements for a single fee)
- Other accounting services (other accounting services such as attestations, valuations, preparation services of pro forma statements, etc.)
- Book-keeping services, except tax returns (book-keeping services consisting in classifying and recording business transactions in terms of money or some unit of measurement in the books of account)
- Tax consultancy services (advice to companies and private individuals for the purpose of minimising taxes)
- Drawing-up and defending of financial statements or documents in response to requests from the tax authorities
- Services consisting in assisting enterprises in tax planning and control, and preparing all documentation required by law

4 (b) Business and management consultancy services

- General management consulting services (advisory, guidance and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organisation)
- Financial management consulting services except corporate tax (advisory, guidance and operational assistance services concerning decision areas that are financial in nature)
- Human resources management consulting services (advisory, guidance and operational assistance services concerning the human resources management of an organisation)
- Other business and management consultancy services (marketing management consulting services, production management consulting services, public relations services, project management services other than for construction, arbitration and conciliation services etc.)

4 (c) Computer services

- Hardware consultancy services (provision of advice and assistance on matters related to the management of businesses' and institutions' computer resources)
- Software and other computer consultancy services (development and sale of packaged software, development and sale of customised software, other software and computer consultancy services)
- Other computer related services (computer facilities management services and data processing services, database services, systems maintenance services, computer hardware servicing, repair and maintenance of computing machinery and equipment)

Appendix 8
Market Research and Public Opinion Polling
Services Questionnaire 2001

MARKET RESEARCH AND PUBLIC OPINION POLLING SERVICES 2001

CONFIDENTIAL



Please return to:

OWEN BLACKBURN

Phone replies/inquiries
to:
LoCall: 1890 313 414
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AMEND IF INCORRECT IN ANY RESPECT

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2. Accounting period: a) Calendar Year b) Other Period (Please specify) _____

Please state the currency that these figures are being reported in: Currency: _____

3. Total Net Turnover: Amount: _____

3(a) Total Net Turnover by Client

- 1) Enterprises: include public owned enterprises, sole proprietorships and companies with limited liability: _____ %
- 2) Public sector: include public administration, health and education excluding: public owned enterprises: _____ %
- 3) Households and non-profit institutions _____ %
- Total 100%

3(b) Total Net Turnover by Client

- 1) Resident clients _____ %
- 2) Non-resident clients (i.e. export) _____ %
- Total 100%

3(c) Share of Total Net Turnover from your 3 biggest clients (please tick the relevant box):

☐ 0 - 24 % ☐ 25 - 49 % ☐ 50 - 74 % ☐ 75 - 100 %

4) Breakdown of Total Net Turnover by Products

4(a) Market Research Services Amount: _____

- 1) Qualitative surveys _____ %
- 2) Quantitative ad-hoc surveys _____ %
- 3) Quantitative continuous/regular surveys _____ %
- Total "Market research" 100%

4 (b) Public Opinion Polling Services**Amount:** _____**4 (c) Advertising Services****Amount:** _____**4 (d) Business and Management Consultancy Services****Amount:** _____**4 (e) Computer Services****Amount:** _____

- | | |
|---|---------|
| 1) Hardware consultancy services | _____ % |
| 2) Software and other computer consultancy services | _____ % |
| 3) Other computer related services | _____ % |
| Total computer services | 100% |

4 (f) Training Services**Amount:** _____

Of which IT-related training services _____ %

4 (g) Other additional products n.e.c.**Amount:** _____

Please enter details of the sales (net turnover) of all other types of products that you provide (not covered by the previous product categories, for example market research or advertising services, resale services etc.)

Product Description	Amount: _____
Product Description	Amount: _____
Product description	Amount: _____

Total Net Turnover (sum of items 4 (a) to 4 (g))**Amount:** _____

Market Research and Public Opinion Polling Services

Reference Year 2001

Please complete the preceding questions as accurately as possible. If some of your products overlap with several of the proposed product categories, we invite you to provide a qualified estimate of the percentage breakdown belonging to each of the relevant categories. Your answers are more usable for us, if you estimate the breakdown, even if the results are not perfect than if you allocate complex products to the main category.

Product descriptions

4 (a) Market Research

- market research and similar services (market analysis, analysis of competition and behaviour of consumers, use of research monographs, statistics, econometric models, surveys, etc.)

4 (b) Public Opinion Polling Services

- Investigation services designed to secure information on public opinions regarding social, economic, political and other issues

4 (c) Advertising Services

- Services of media buying agencies,
- Media representation services,
- Services of full service advertising agencies (service that integrates the several phases of an advertising campaign, from planning and creation, until the placement of the advertisement in the media, taking care of all the customers' advertising matters)
- Service of direct advertising in which there is an immediate and personalised contact, at distance, with certain public by mail, telephone, or any other way, with the intention of accomplishing a sale, or to transmit an advertising message
- Advertising design.

4 (d) Business and Management Consultancy Services

- general management consulting services (advisory, guidance and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organisation)
- financial management consulting services except corporate tax (advisory, guidance and operational assistance services concerning decision areas that are financial in nature)
- human resources management consulting services (advisory, guidance and operational assistance services concerning the human resources management of an organisation)
- other business and management consultancy services (marketing management consulting services, production management consulting services, public relations services, project management services other than for construction, arbitration and conciliation services etc.)

4 (e) Computer Services

- Hardware consultancy services (provision of advice and assistance on matters related to the management of businesses' and institutions' computer resources)
- Software and other computer consultancy services (development and sale of packaged software, development and sale of customised software, other software and computer consultancy services)
- Other computer related services (computer facilities management services and data processing services, database services, systems maintenance services, computer hardware servicing, repair and maintenance of computing machinery and equipment)

Appendix 9
Advertising Services Questionnaire 2001

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Please return to:

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1. Please specify the main activity of the enterprise: _____

2. Accounting period: a) Calendar Year b) Other Period (Please specify) _____

Please state the currency that these figures are being reported in: **Currency:** _____

3. Total Net Turnover: **Amount:** _____

3 (a) Total Net Turnover by Client

- 1) Enterprises: include public owned enterprises, sole proprietorships and companies with limited liability: _____ %
- 2) Public sector: include public administration, health and education excluding: public owned enterprises: _____ %
- 3) Households and Non-Profit Institutions _____ %
- Total 100%

3 (b) Total Net Turnover by Client

- 1) Resident clients _____ %
- 2) Non-resident clients (i.e. export) _____ %
- Total 100%

3 (c) Share of Total Net Turnover from your 3 biggest clients (please tick the relevant box):

☐ 0 - 24 % ☐ 25 - 49 % ☐ 50 - 74 % ☐ 75 - 100 %

4) Breakdown of Total Net Turnover by Products

4 (a) Sale or Leasing of Advertising Space or Time **Amount:** _____

4 (b) Planning, Creating and Placement Services of Advertising **Amount:** _____

- 1) Full service advertising _____ %
- 2) Direct marketing _____ %
- 3) Advertising design _____ %
- Total "Planning, creating and placement services of advertising" 100%

4 (c) Other Advertising Related Services**Amount:** _____

- 1) Photography services related to advertising _____ %
- 2) Production of films for advertising _____ %
- 3) Public relations services _____ %
- 4) Compiling and selling list services _____ %
- 5) Other advertising related services n.e.c. _____ %
- Total "Other advertising related services" 100%

4 (d) Market Research Services**Amount:** _____**4 (e) Business and Management Consultancy Services****Amount:** _____**4 (f) Computer Services****Amount:** _____

- 1) Hardware consultancy services _____ %
- 2) Software and other computer consultancy services _____ %
- 3) Other computer related services _____ %
- Total "Computer services" 100%

4 (g) Training services**Amount:** _____

Of which IT-related training services _____ %

4 (h) Other additional products n.e.c.**Amount:** _____

Please enter details of the sales (net turnover) of all other types of products that you provide (not covered by the previous product categories, for example market research or advertising services, resale services etc.)

Product Description	Amount: _____
Product Description	Amount: _____
Product Description	Amount: _____

Total Net Turnover (sum of items 4 (a) to 4 (h))**Amount:** _____

Advertising Services

Reference Year 2001

Please complete the preceeding questions as accurately as possible. If some of your products overlap with several of the proposed product categories, we invite you to provide a qualified estimate of the percentage breakdown belonging to each of the relevant categories. Your answers are more usable for us, if you estimate the breakdown, even if the results are not perfect than if you allocate complex products to the main category.

Product Descriptions

4 (a) Sale or leasing of advertising space or time

- Services of media buying agencies (service consisting essentially of buying advertising space or time, in large amounts, in order to obtain from the Media more advantageous conditions, and to resell it to the users (advertisers or agencies))
- Media representation services (service of representation of Media, in selling or leasing advertising space or time. It includes the services of the advertisement salesman on commissions and publicity recruiters and also the sales of space sale by concessionaires).

4 (b) Planning, creating and placement services of advertising

- Services of full service advertising agencies (service that integrates the several phases of an advertising campaign, from planning and creation, until the placement of the advertisement in the media, taking care of all the customers' advertising matters) and (Service of direct advertising in which there is an immediate and personalised contact, at distance, with certain public by mail, telephone, or any other way, with the intention of accomplishing a sale, or to transmit an advertising message)
- Advertising design (this includes the services of graphic, interiors and industrial design with an advertising objective. It also includes, when rendered in an integrated way and altogether with design, the execution of advertising material in posters, awnings, and vinyl, in vehicles and other supports.)

4 (c) Other advertising services

- Photography services related to advertising (photographing of industrial products, fashion clothes, machinery, persons, brochures and catalogues etc.)

4 (d) Market Research and similar services (market analysis, analysis of competition and behaviour of consumers, use of research monographs, statistics, econometric models, surveys, etc.)

- Production of film for advertising.
- Public relations services (advisory, guidance and operational assistance services concerning methods to improve the image and relations of an organisation or individual with the general public, government, voters, shareholders and others).

4 (e) Business and management consultancy services

- General management consulting services (advisory, guidance and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organisation)
- Financial management consulting services except corporate tax (advisory, guidance and operational assistance services concerning decision areas that are financial in nature)
- Human resources management consulting services (advisory, guidance and operational assistance services concerning the human resources management of an organisation)
- Other business and management consultancy services (marketing management consulting services, production management consulting services, public relations services, project management services other than for construction, arbitration and conciliation services etc.)

4 (f) Computer services

- Hardware consultancy services (provision of advice and assistance on matters related to the management of businesses' and institutions' computer resources)
- Software and other computer consultancy services (development and sale of packaged software, development and sale of customised software, other software and computer consultancy services)
- Other computer related services (computer facilities management services and data processing services, database services, systems maintenance services, computer hardware servicing, repair and maintenance of computing machinery and equipment)