CIERA™ 2025e | Creative Industries Economic Results Assessment™

Value Chains Mapped to North American Industry Classification System

Source: CIERA™ 2025e NAICS and IOIC Code Mapping (in-scope codes only)

Book Publishing

Creation — Write, Edit, Illustrate

- 711513 Independent writers and authors · Multi-Creative
- 711411 Agents and managers for artists, entertainers and other public figures · Multi-Creative

Production — Design + Manufacture

- 513130 Book publishers
- 323119 Other printing · Multi-Creative
- 323120 Support activities for printing · Multi-Creative
- 512240 Sound recording studios · Music

Sales + Distribution — Market

- 414420 Book, periodical and newspaper merchant wholesalers · Multi-Creative
- 419120 Wholesale trade agents and brokers · Multi-Creative
- 459210 Book retailers and news dealers · Multi-Creative

Interactive Digital Media

Development — Proof of Concept, Narrative Design

- 541515 Video game design and development services
- 711513 Independent writers and authors · Multi-Creative
- 711512 Independent actors, comedians and performers · Multi-Creative

Production — Build, Test, Iterate

- 541515 Video game design and development services
- 512240 Sound recording studios · Music
- 512190 Post-production and other motion picture and video industries · Motion Picture

Sales, Distribution, Delivery, Analytics — Market, Consumer Experience

- 513212 Video game publishers
- 516212 Media streaming distribution services · Multi-Creative
- 533110 Lessors of non-financial intangible assets (except copyrighted works) · Multi-Creative

Magazine Publishing

Creation — Write, Edit, Illustrate

- 711513 Independent writers and authors · Multi-Creative

Production — Design, Manufacture

- 513120 Periodical publishers
- 323119 Other printing · Multi-Creative
- 323120 Support activities for printing · Multi-Creative

Sales + Distribution — Market

- 414420 Book, periodical and newspaper merchant wholesalers · Multi-Creative
- 419120 Wholesale trade agents and brokers · Multi-Creative
- 459210 Book retailers and news dealers · Multi-Creative
- 516212 Media streaming distribution services · Multi-Creative
- 533110 Lessors of non-financial intangible assets (except copyrighted works) · Multi-Creative

Music + Sound Recording

Creation/Performance — Compose, Perform

- 711130 Musical groups and artists
- 711112 Musical theatre and opera companies
- 512230 Music publishers

Production — Record, Mix, Master

- 512240 Sound recording studios
- 512250 Record production and distribution
- 512290 Other sound recording industries

Distribution — Market, Promote, Sell

- 711311 Live theatres and other performing arts presenters with facilities
- 414440 Sound recording merchant wholesalers
- 459140 Musical instrument and supplies retailers
- 711322 Festivals without facilities · Multi-Creative
- 711411 Agents and managers for artists, entertainers and other public figures · Multi-Creative
- 449214 Audio and video recording retailers · Multi-Creative
- 516212 Media streaming distribution services · Multi-Creative
- 533110 Lessors of non-financial intangible assets (except copyrighted works) · Multi-Creative

Motion Picture

Creation — Content Creation

- 711513 Independent writers and authors · Multi-Creative
- 711512 Independent actors, comedians and performers · Multi-Creative

Production — Principal Photography + Post Production

- 512110 Motion picture and video production
- 512190 Post-production and other motion picture and video industries
- 512240 Sound recording studios · Music

Distribution — Direct Market + Spin-off

- 512120 Motion picture and video distribution
- 512130 Motion picture and video exhibition
- 516120 Television broadcasting stations
- 516211 Pay and specialty television
- 414450 Video recording merchant wholesalers
- 516212 Media streaming distribution services · Multi-Creative
- 449214 Audio and video recording retailers · Multi-Creative
- 419120 Wholesale trade agents and brokers · Multi-Creative
- 533110 Lessors of non-financial intangible assets (except copyrighted works) · Multi-Creative

Multi-Creative Industry Services

Creation — Write, Edit, Illustrate

- 711513 Independent writers and authors
- 711512 Independent actors, comedians and performers
- 711411 Agents and managers for artists, entertainers and other public figures

Production — Design, Manufacture

- 323119 Other printing
- 323120 Support activities for printing

Sales, Distribution — Market

- 414420 Book, periodical and newspaper merchant wholesalers
- 419120 Wholesale trade agents and brokers
- 449214 Audio and video recording retailers
- 459210 Book retailers and news dealers
- 516212 Media streaming distribution services
- 711322 Festivals without facilities
- 533110 Lessors of non-financial intangible assets (except copyrighted works)

Legend

- NAICS 2022 code attributed to this creative industry
- Shared code attributed to another industry / Multi-Creative Industry Services (tagged)