

BARNES *Reports*

**CD, Record & Tape Recording
Industry (NAICS 334612)**

- Market Reports
- Industry Trends
- Demographic Data

– 2008 edition

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CD, RECORD & TAPE RECORDING (NAICS 334612)

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USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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CD, RECORD & TAPE RECORDING (NAICS 334612)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 334612: CD, Record & Tape Recording

This U.S. industry comprises establishments primarily engaged in mass reproducing audio and video material on magnetic or optical media.

Examples of products mass reproduced by these establishments are audio compact discs, prerecorded audio and video cassettes, and laser discs.

Related Industries

- Music Publishing
- Sound Recording Studios
- CD, Record & Tape Stores

U.S. Census Categories

NAICS 334612: CD, Record & Tape Recording is almost comparable to SIC 3652– Prerecorded records & tapes and 13% of SIC 7819 Services allied to motion picture production

Sub-Industries

- Prerecorded records and tapes
- Compact laser discs, prerecorded
- Magnetic tape (audio): prerecorded
- Master records or tapes, preparation of
- Phonograph record blanks
- Phonograph records, prerecorded