

# **BARNES** *Reports*

## **U.S. Integrated Record Production & Distribution Industry (NAICS 51222)**

- Market Reports
- Industry Trends
- Demographic Data

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# INTEGRATED RECORD PRODUCTION & DISTRIBUTION (NAICS 51222)

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# INTEGRATED RECORD PRODUCTION & DISTRIBUTION (NAICS 51222)

## 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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# **INTEGRATED RECORD PRODUCTION & DISTRIBUTION (NAICS 51222)**

## **INDUSTRY DEFINITION AND RELATED INDUSTRIES**

**NAICS 51222: Integrated Record Production/Distribution.** This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these products to wholesalers, retailers, or directly to the public. Establishments in this industry produce master recordings themselves, or obtain reproduction and distribution rights to master recordings produced by record production companies or other integrated record companies.

### **Related Industries**

- Record, CD, Tape Production
- Music Publishing
- Sheet Music Publishing
- Sound Recording Studios

### **U.S. Census Categories**

NAICS 51222 – Integrated Record Production/Distribution is almost comparable to:  
1% of SIC 8999 – Integrated Record Production/Distribution

### **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