

# MOTION PICTURE & VIDEO DISTRIBUTION INDUSTRY (NAICS 51212)

## INDUSTRY DEFINITION AND RELATED INDUSTRIES

**NAICS 51212: Motion Picture & Video Distribution** . This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, and exhibitors.

### Related Industries

- Motion Picture Theatres
- Motion Picture & Video Production
- CD/Tape/Record Production
- Postproduction video services

### U.S. Census Categories

NAICS 51212 – Motion Picture & Video Distribution is 62% comparable to  
SIC 7822 – Motion Picture & Video Distribution

### Sub-Industries

- Motion picture and tape distribution
- Film exchange services
- Film exchange, for television: motion picture
- Film exchange, motion picture
- Film rental services
- Film rental, for television: motion picture
- Film rental, motion picture
- Motion picture distribution
- Distribution, exclusive of production: motion picture
- Distribution, for television: motion picture
- Television and video tape distribution
- Television tape distribution
- Video tapes, recorded: wholesale