

NAPCS Product List for NAICS 51219: Post Production Services and Other Motion Picture and Video Industries

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51219	1					Postproduction services for audiovisual works	<p>Providing computerized and electronic image and sound processing services for audiovisual works (film, video, digital media, etc.).</p> <p>Includes</p> <ul style="list-style-type: none"> • editing, transfer, color correction, digital restoration, visual effects, animation, format conversion, compression and digital encoding, captioning, titling, and subtitling services. <p>Excludes:</p> <ul style="list-style-type: none"> • duplication of masters is in product 3.1, Duplication of masters of audiovisual works, except film. 	512190 512110 512240 711510
51219	1.1	X				Editing services for audiovisual works	Organizing and arranging the visual and audio aspects of an audiovisual work (film, video, digital media, etc.) by analyzing, evaluating, and selecting scenes in terms of story continuity and dramatic and entertainment value, using equipment such as viewers, projectors, and digital video editing devices and techniques. Process includes incorporating stock shots selected from film and video libraries into film or video.	512190 512110
51219	1.1.1			X	X	Linear editing services for audiovisual works	Organizing and arranging the visual and audio aspects of the final version of an audiovisual work (film, video, digital media, etc.), using a sequential editing process (as opposed to random access editing) that requires the sequential selection of the images contained in a tape or several tapes. Each image has to be found, cued and then recorded in sequence into the new tape. Process includes incorporating stock shots selected from film and video libraries into film or video.	512190 512110
51219	1.1.2			X	X	Nonlinear editing services for audiovisual works	Organizing and arranging the visual and audio aspects of the final version of an audiovisual work (film, video, digital media, etc.), using a computerized random access editing process (as opposed to a sequential editing process) where non-sequential segments can be found and cued anytime, making it possible for a sequence of edits to be previewed and assembled in real time in any order. Process includes incorporating stock shots selected from film and video libraries into film or video.	512190 512110

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51219	1.2	X				Transfers services	Transferring an audiovisual work (motion picture film, video, digital media, etc.) from one format to another with the purpose of adapting the production to a format selected for its presentation or preservation characteristics (e.g., creating backup masters or copies because the original is deteriorating). Includes: • transfer of film to tape, tape to film, digital media to film, digital media to tape, diapos to video, and photo to video, etc.	512190 512110
51219	1.3	X				Color correction services	Adding, modifying, or excluding color from an audiovisual work (film, video, or digital media, etc.) electronically, using digital techniques.	512190 512110
51219	1.4	X				Digital restoration services for audiovisual works	Removing scratches from audiovisual works (film, video, or digital media, etc.) by using digital techniques to get the film ready for the transfer process.	512190
51219	1.5	X				Visual effects services for audiovisual works	Introducing visual effects to audiovisual works (film, video, or digital media, etc.) by applying photographic or digital technology to the work after the principal photography or main shooting has occurred. Includes: • miniatures, optical and digital effects, matte paintings, double printing, fades, and vignetting, etc.	512190 512110
51219	1.6	X				Animation services for audiovisual works	Creating pictures, abstract designs, and similar original compositions using various techniques, including computerized animation or by sequences of drawings. Includes: • claymation (animation of personages and objects created with clay).	512190 512110
51219	1.7	X				Subtitling services for audiovisual works	Inserting text in the screen that translates the dialogues and titles of the original audiovisual work (film, video, or digital media, etc.) to the language of the country in which the films or video is exhibited.	512190 512110

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51219	1.8	X				Captioning services for audiovisual works	Adding text to an audiovisual work (film, video, or digital media, etc.), using a character generator or a captioning data generation system. Includes open captioning services that creates text always visible on screen, and closed captioning services that creates text made visible on screen at the option of the user.	512190 512110
51219	1.9	X				Titling services for audiovisual works	Adding typesetter and graphical elements that serve to identify and enhance the audiovisual work (film, video, or digital media, etc.) through texts, including beginning titles, credits, and words.	512190 512110
51219	1.10	X				DVD authoring services	Providing services required for finalizing a DVD, including menu creation and mastering.	512190
51219	1.99	X				Other postproduction services for audiovisual works	Other postproduction services for audiovisual works (film, video, digital media, etc.), including format conversion services, compression services, etc.	512190 512110
51219	1.99.1		X		X	Format conversion services for audiovisual works	Converting an audiovisual work (film, video, digital media, etc.) to a format differing spatially (pixel count, aspect ratio) and/or temporally (frame rate) from the original work.	512190 512110
51219	1.99.1.1				X	Screen ratio conversion services for audiovisual works	Converting an audiovisual work (film, video, digital media, etc.) to a different ratio of picture dimension.	512190 512110
51219	1.99.1.2				X	Standards conversion services for audiovisual works	Converting an audiovisual work (film, video, digital media, etc.) to a different standard for viewing, such as converting the North American standard (NTSC) to the European standard (PAL, SECAM). These conversions apply to video, television programming, etc.	512190 512110
51219	1.99.2		X		X	Compression and digital encoding services for audiovisual works	Using bit-rate reduction techniques to reduce the size of media for storage and for transmission (e.g., encoding using MPEG, JPEG, etc.) of an audiovisual work (film, video, digital media, etc.). This service also consists of recording digital information to CD-ROM format.	512190 512110

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51219	1.99.9		X		X	Other postproduction services for audiovisual works, nec	Other postproduction services for audiovisual works (film, video, digital media, etc.), not elsewhere classified.	512190
51219	2					Motion picture film laboratory services	Providing services that may include motion picture film processing, negative matching, color timing, printing (workprints, answer prints, intermediates, etc.), release printing, film cleaning, etc.	512190 512110
51219	2.1	X				Motion picture film processing services	Chemical processing (photographic development) of motion picture film.	512190
51219	2.2	X				Motion picture film printing services, except release printing	Printing motion picture film, including workprints, answer prints, intermediates, optical printing, etc. Includes duplication of film masters. Excludes: • reproducing film for the purposes of distribution to exhibition houses is included in product 2.6, Motion picture film release printing services.	512190
51219	2.3	X				Motion picture film negative matching services	Cutting, arranging, and patching of the motion picture film negative in a determined order so the negative exactly matches the final cut of the film.	512190
51219	2.4	X				Motion picture film color timing services	Correcting the color mix and contrast, from shot to shot, of the motion picture film exposure.	512190
51219	2.5	X				Motion picture film cleaning services	Eliminating particles, grease, etc., which stick to motion picture film, by means of high-frequency sound vibrations (ultrasonic), chemical, water, non-solvent cleaning, etc.	512190
51219	2.6	X				Motion picture film release printing services	Reproducing motion picture film for the purposes of distribution to exhibition houses.	512190

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51219	2.9	X				Other motion picture film laboratory services, nec.	Other laboratory services for motion picture film, not elsewhere classified.	512190
51219	3					Duplication and copying (except large-run) services for audiovisual works, digital and video	<p>Creating limited high-quality reproductions of the master of an audiovisual work (video, digital media, etc.) and small-run reproductions of audiovisual works for a variety of uses. The reproductions may be produced in a variety of formats, including VHS, DVD, streaming video, etc.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • reproducing film for the purposes of distribution to exhibition houses is in product 2.6, Motion picture film release printing services. 	512190 334612
51219	3.1	X				Duplication of masters of audiovisual works, except film	<p>Creating limited high-quality reproductions of the master of an audiovisual work (video, digital media, etc). Examples include edit masters, generic edit masters, high definition masters, component masters, sub-masters, clones (an exact copy of the digital master), etc. These masters can be with or without titles, etc. These copies can be sent to a broadcaster to air on television, or can be sent to a manufacturer to produce copies for mass duplication for further distribution.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • reproducing film for the purposes of distribution to exhibition houses is in product 2.6, Motion picture film release printing services. • small-run reproductions of the master of a video, digital media, etc. (screening copies, approval copies, copies of special events, etc.) are in product 3.2, Small-run duplication services for audiovisual works, except film. • large-run reproductions intended for the retail or rental market are in product 4.6, Reproduction of audiovisual works, digital and video, for the retail and rental markets. 	512190 512110

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51219	3.2	X				Small-run duplication services for audiovisual works, except film	<p>Creating small-run reproductions of audiovisual works (video, digital media, etc) intended for audiovisual business use, such as screening copies and approval copies, as well as copies of special events, such as weddings, institutional videos, business videos, etc. The reproductions may be produced in a variety of formats, including VHS, DVD, streaming video, etc.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • limited high-quality reproductions of the master of a video, digital media, etc. (edit masters, high definition masters, clones, etc.) are in product 3.1, Duplication of masters for audiovisual works, except film. • reproducing film for the purposes of distribution to exhibition houses is in product 2.6, Motion picture film release printing services. • large-run reproductions intended for the retail or rental market are in product 4.6, Reproduction of audiovisual works, digital and video, for the retail and rental markets. 	512190
51219	4					Related products	<p>Other important products provided by establishments classified in NAICS 51219.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing of copyrighted music, contract creation and recording of original music, reproduction of audiovisual works, digital and video, for the retail and rental markets, and reseling services for merchandise, etc. 	512190 others

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51219	4.1	X				Licensing of rights to use musical works protected by copyright	<p>Granting permission to use a musical work that is implicitly or explicitly protected by copyright owned or controlled by the licensor. A musical work may be either the composition or a recorded performance of a composition.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing the right to broadcast, publish, reproduce, record, modify, incorporate, or distribute musical works for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language or territory. • temporary transfers of rights through licensing. • permanent transfer of individual rights through sale (e.g., only Mechanical Rights, Synchronization Rights, or Grand Rights). • granting permission to use copyrighted music from a musical library. <p>Excludes:</p> <ul style="list-style-type: none"> • phonorecords (in physical or electronic mediums) produced for sale under terms of a conventional-use license. • licensing bundled with sound editing and design services for audiovisual works is in products under 1.10, Sound editing and design services for audiovisual works. • acting as an agent to acquire a music license on behalf of a client sold as a separate service is in pro • permanent transfers of all rights granted through outright sale of intellectual property. <p>Same as product 1 on 51221-3 list.</p>	512190 512210 512220 512230 512240 711130 711510

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51219	4.2	X				Licensing of rights to use audiovisual works protected by copyright	<p>Granting permission to use audiovisual works that are implicitly or explicitly protected by copyright owned or controlled by the licensor.</p> <p>Includes:</p> <ul style="list-style-type: none"> • licensing the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent audiovisual works for an agreed period of time, manner, and place, such as the right to reproduce or adapt to another format, medium, language or territory. • temporary transfers of rights through licensing. • permanent transfers of individual rights through sale. • licensing contracts known as "revenue-sharing" agreements. • licensing to use works in syndication. • licensing to use copyrighted audiovisual works from a video library. • licensing to distribute domestic live action or animated audiovisual works to domestic markets in film, video, digital media, and other formats. • licensing to use videographics media that may serve as a media source for final use in an audiovisual work (film, video, digital media, etc.), usually in documentaries. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of audiovisual works. • licensing bundled with sound editing and design services for audiovisual works is in products under 4 • acting as an agent to acquire a music license on behalf of a client sold as a separate service is in pro <p>Same as product 3 on 51211-2 list.</p>	512190 512110
51219	4.3					Production services for original music protected by copyright	<p>Contract production services for the creation of original music for audiovisual and non-audiovisual works that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Same as product 3.4 on 51224, 9 list.</p>	512190 512110 512240 711510

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51219	4.3.1	X				<p>Production services for original music protected by copyright for audiovisual works</p>	<p>Contract production services for the creation of original music for audiovisual works that can be implicitly or explicitly protected by copyright. The music may be either background or foreground music. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> • composing, recording, mixing, and mastering of original music that is timed to the sequence of and suitable for integration into an audiovisual work (film, video, digital media, etc.). • jingles for commercials. • integration services when bundled with this product. • recording done directly to the audiovisual work. <p>Excludes:</p> <ul style="list-style-type: none"> • production services for original music for uses other than audiovisual works are in product 4.3.9, Production services for original music protected by copyright, except for audiovisual works. • integration and synchronization services sold separately are in product 4.5.4, Sound integration and synchronization services for audiovisual works. <p>Same as product 3.4.1 on 51224, 9 list.</p>	<p>512190 512110 512240 711510</p>
51219	4.3.9	X				<p>Production services for original music protected by copyright, except for audiovisual works</p>	<p>Contract production services for the creation of original music for uses other than for audiovisual works. Includes music that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract.</p> <p>Includes:</p> <ul style="list-style-type: none"> • creating, recording, and mixing services bundled into the contract. <p>Excludes:</p> <ul style="list-style-type: none"> • production services for original music for audiovisual works are in product 4.3.1, Production services for original music protected by copyright for audiovisual works. <p>Same as product 3.4.9 on 51224, 9 list.</p>	<p>512190 512210 512220 512240</p>

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51219	4.4	X				Script translation services for audiovisual works	Translating the script of an original audiovisual work (film, video, digital media, etc.) from one language to another so that it doesn't affect message of the original work. Subset of product 1.1.9 on 54193 list.	512190 541930
51219	4.5	X				Sound editing and design services for audiovisual works	Creating, adding, and recording the sound elements (dialogue, music, sounds, and silences) of an audiovisual work (film, video, digital media, etc.) for a soundtrack that synchronizes the audio with the visual portion of the work. Includes: <ul style="list-style-type: none"> • orchestrating, recording, mixing, and integrating music and sound into the soundtrack of an audiovisual work. • recording of music that is timed to the sequence of an audiovisual work. • mixing and recording licensed and client-supplied music and sound for integration into the soundtrack of an audiovisual work. • integrating licensed and client-supplied music and sound into the soundtrack of an audiovisual work and synchronizing the sound elements with visual elements of the work. • licensing and/or agent services for licensing of music and sound bundled with mixing or integration services. Excludes: <ul style="list-style-type: none"> • contract production of copyrighted music for audiovisual works is in product 4.3.9, Production services for original music protected by copyright for audiovisual works. Same as product 1.4 on 51224, 9 list.	512190 512110 512240 711510

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51219	4.5.1			X	X	Orchestration services for audiovisual works, except original music design services	<p>Arranging and recording of music timed to the sequence of an audiovisual work (film, video, digital media, etc.). The music may be either background or foreground music. May include mixing and/or mastering of the recording to render it suitable for integration into the audiovisual work.</p> <p>Includes:</p> <ul style="list-style-type: none"> • orchestration and recording of licensed music and any licensing services provided to obtain use of such music. • orchestration and recording of original music composed by the client. • integration services when bundled with this product. • recording done directly to the audiovisual work. <p>Excludes:</p> <ul style="list-style-type: none"> • contract production of copyrighted music for audiovisual works is in product 4.3.1, Production services for original music protected by copyright for audiovisual works. • integration and synchronization services sold separately are in product 4.5.5, Sound integration and synchronization services for audiovisual works. <p>Same as product 1.4.1 on 51224, 9 list.</p>	512190 512110 512240 711510
51219	4.5.2			X	X	Foley stage sound design services for audiovisual works	<p>Creating, recording and incorporating live sounds into an audiovisual work (film, video, digital media, etc.). Foley sounds can be any number of sound effects, used to either suggest a particular action that is not shown in the audiovisual work, or to enhance the normal sound of images in the motion picture.</p> <p>Includes:</p> <ul style="list-style-type: none"> • footsteps, doors closing, bird calls, heavy breathing, short gasps, etc. • integration services when bundled with this product. • recording done directly to the audiovisual work. <p>Same as product 1.4.2 on 51224, 9 list.</p>	512190 512110 512240

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51219	4.5.3			X	X	Additional dialogue recording (ADR) services for audiovisual works	<p>Recording of dialogue for an audiovisual work (film, video, digital media, etc.), using the original actors, or voice-doubles for the original actors, as part of the initial production process. This process corrects speaking errors not caught in the original production process, improves the existing dialogue recording, or replaces dialogue that was corrupted by outside noises (such as a passing jet, etc.).</p> <p>Includes:</p> <ul style="list-style-type: none"> • integration services when bundled with this product. • recording done directly to the audiovisual work. <p>Same as product 1.4.3 on 51224, 9 list.</p>	512190 512110 512240
51219	4.5.4			X	X	Foreign language dubbing services for audiovisual works	<p>Creating a foreign language dialogue soundtrack for an audiovisual work (film, video, digital media, etc.), so that the words of the new version correspond to the lip movements and actions of the actors in the original work.</p> <p>Includes:</p> <ul style="list-style-type: none"> • integration services when bundled with this product. • recording done directly to the audiovisual work. <p>Same as product 1.4.4 on 51224, 9 list.</p>	512190 512110 512240

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51219	4.5.5			X	X	Sound integration and synchronization services for audiovisual works	<p>Integrating music and sounds into an audiovisual work (film, video, digital media, etc.) and synchronizing the sound elements to coincide with the image of the work.</p> <p>Includes:</p> <ul style="list-style-type: none"> • integrating original, licensed, music library, and client-supplied music and sound into the soundtrack of an audiovisual work. • licensing and/or agent services for music and sound bundled with integration and synchronization services. <p>Excludes:</p> <ul style="list-style-type: none"> • integration and synchronization services bundled with other sound editing and design products. • contract production of copyrighted music for audiovisual works is in product 4.3.1, Production services for original music protected by copyright for audiovisual works. • orchestrating, recording, mixing, and integrating music into a soundtrack for an audio visual is in product 4.5.1, Orchestration services for audiovisual works, except original music design services. <p>Same as product 1.4.5 on 51224, 9 list.</p>	512190 512110 512240 711510
51219	4.5.9			X	X	Sound services for audiovisual works, nec.	<p>Sound services, not elsewhere classified, rendered to the producers of an audiovisual work (film, video, digital media, etc.).</p> <p>Same as product 1.4.9 on 51224, 9 list.</p>	512190 512110 512240

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51219	4.6	X				Reproduction of audiovisual works, digital and video, for the retail and rental markets	<p>Creating large-run reproductions of audiovisual works (video, digital media, etc.) under contract to others for distribution to the retail or rental market. The reproductions may be produced in a variety of formats, including VHS, DVD, etc.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • copying own works for sale to the wholesale, retail, and rental markets. • limited high-quality reproductions of the master of a video, digital media, etc. (edit masters, high definition masters, clones, etc.) are in product 3.1, Duplication of masters of audiovisual works, except film. • reproducing film for the purposes of distribution to exhibition houses is included in product 2.6, Motion picture film release printing services. • small-run reproductions of audiovisual works intended for audiovisual business use, such as screening copies and approval copies, as well as copies of special events, such as weddings, institutional videos, business videos, etc. are in product 3.2, Small-run duplication services for audiovisual works, except film. 	512190 512110 512120 334612
51219	4.7	X				Rental of equipment for postproduction services for audiovisual works	<p>Renting or leasing postproduction equipment such as editing systems.</p> <p>Includes:</p> <ul style="list-style-type: none"> • delivery/pick-up, insurance (e.g., property, liability, warranty, and damage waiver), and maintenance and repair when bundled with the rental or lease agreement. <p>Subset of product 1.9.2.2 on 5324 list.</p>	512190 532490
51219	4.9	X				Other related products	<p>Other related products provided by establishments classified in NAICS 51219.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Reselling services for merchandise, etc. • Acting as agent for client to acquire a music license when this service is not bundled with another service. <p>Excludes:</p> <ul style="list-style-type: none"> • Acting as agent for client to acquire a music license when this service is bundled with another service is in products under 4.5, Sound editing and design services for audiovisual works. 	512190 others