

# NAPCS Product List for NAICS 54192: Photographic Services

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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
54192	1					Professional photography services	<p>Creating photographic or video digital images. Photographic services may be carried out in a studio or at other locations.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• conventional chemistry-based photography services.</li> <li>• digital media photography services.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• providing news photographs and video recordings to newspapers, broadcasters or other media is in product 2.5, Contract photo journalism services.</li> <li>• licensing of copyrights associated with photographs or video recordings is in product 2.6, Licensing of rights to use stock photos.</li> <li>• licensing of rights to use movie clips.</li> </ul>	54192
54192	1.1					Portrait photography services	<p>Creating photographic or digital images of individuals or groups. Portrait photography may be carried out in a studio, or in locations such as school auditoriums, malls, or stores.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• conventional chemistry-based photography services.</li> <li>• digital media photography services.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• photography services for weddings and special events are in product 1.2, Wedding and special event photography services.</li> <li>• photography of individuals or groups for advertising, illustrations or other commercial uses are in product 1.3, Commercial photography services.</li> </ul>	54192

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54192	1.1.1	X				Personal and family portrait photography services	<p>Creating photographic or digital images of individuals or family groups, such as photographs of couples, children, and pets. These services may be done in the studio or in other settings such as stores and malls.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• conventional chemistry-based photography services.</li> <li>• digital media photography services.</li> <li>• 'glamour' portrait services.</li> <li>• photography services for models' portfolios.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• school portrait services are in product 1.1.2, School portrait photography services.</li> <li>• passport photography services are in product 1.1.3, Passport photography services.</li> <li>• wedding photography services are in product 1.2.1, Wedding photography services.</li> <li>• photography services for private events other than weddings are in product 1.2.2, Other private special event photography services.</li> </ul>	54192
54192	1.1.2	X				School portrait photography services	Creating photographic or digital images of individual students, or selected groups of students, for inclusion in school publications such as yearbooks. These services are usually done in the school, but can be done in the studio or in a third setting as well.	54192
54192	1.1.3	X				Passport photography services	Creating photographic or digital images of individuals for inclusion in a passport or other official identity card or document.	54192

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54192	1.2					Wedding and special event photography services	<p>Creating photographic or digital still images or video for live special events such as weddings, meetings, and conventions.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• providing news photographs and video recordings to newspapers, broadcasters or other media are in product 2.5, Contract photo journalism services.</li> </ul>	54192
54192	1.2.1					Wedding photography services	<p>Creating photographic or digital still images or video for weddings and related events such as rehearsal dinners and engagement parties.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• photography services purchased as a package that includes pre-event still images (such as studio portraits of the bride or bridal party) in addition to images of the event.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• studio portrait services purchased separately from wedding photography services are in product 1.1.1, Personal and family portrait photography services.</li> </ul>	54192
54192	1.2.1.1	X				Wedding still photography services	<p>Creating photographic or digital still images for weddings and related events such as rehearsal dinners and engagement parties.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• studio portrait services purchased separately from wedding photography services are in product 1.1.1, Personal and family portrait photography services.</li> </ul>	54192

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54192	1.2.1.2	X				Wedding video photography services	<p>Creating video images or a combination of video and still images for weddings and related events such as rehearsal dinners and engagement parties.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• providing a photographic package that includes still photographs and video recordings.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• studio portrait services purchased separately from wedding photography services are in product 1.1.1, Personal and family portrait photography services.</li> </ul>	54192
54192	1.2.1.2.1			X		Wedding still and video photography services	<p>Creating a combination of video and still images for weddings and related events such as rehearsal dinners and engagement parties.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• studio portrait services purchased separately from wedding photography services are in 1.1.1, Personal and family portrait photography services.</li> <li>• photography services for other private special events such as birthday parties, reunions, graduations, anniversaries, etc. are in 1.2.2, Other private special event photography services.</li> </ul>	54192

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54192	1.2.1.2.2			X		Wedding video-only photography services	<p>Creating video images for weddings and related events such as rehearsal dinners and engagement parties.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• studio portrait services purchased separately from wedding photography services are in 1.1.1, Personal and family portrait photography services;</li> <li>• creating a combination of video and still images for weddings and related events such as rehearsal dinners, engagement parties, etc. is in 1.2.1.2.1, Wedding still and video photography services.</li> </ul>	54192
54192	1.2.2	X				Other private special event photography services	<p>Creating photographic and digital or video images of birthday parties, reunions, graduations, anniversaries, and other special events.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• wedding photography services are in product 1.2.1, Wedding photography services.</li> </ul> <p>Includes product 3.8 on 483 list.</p>	54192
54192	1.2.2.1			X		Other private special event still photography services	Creating photographic and digital still images of birthday parties, graduations, reunions, anniversaries, and other private special events.	54192
54192	1.2.2.2			X		Other private special event still and video photography services	Creating a combination of video and still images of birthday parties, graduations, reunions, anniversaries, and other private special events.	54192

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54192	1.2.2.3			X		Other private special event video-only photography services	Creating video images of birthday parties, graduations, reunions, anniversaries, and other private special events, without also providing still photography services.	54192
54192	1.2.3	X				Convention and meeting photography services	Creating photographic and digital or video images for events such as conventions, meetings, trade shows, and other corporate or public special events.  Excludes: • providing news photographs and video recordings to newspapers, broadcasters or other media are in product 2.5, Contract photo journalism services.	54192
54192	1.2.3.1			X		Convention and meeting still photography services	Creating photographic and digital still images for events such as conventions, meetings, trade shows, and other corporate or public special events.  Excludes: • providing news photographs and video recordings to newspapers, broadcasters or other media is in product 2.5, Contract photo journalism services.	54192
54192	1.2.3.2			X		Convention and meeting still and video photography services	Creating a combination of video and still images for events such as conventions, meetings, trade shows, and other corporate or public special events.	54192

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54192	1.2.3.3			X		Convention and meeting video-only photography services	Creating video images for events such as conventions, meetings, trade shows, and other corporate or public special events, without also providing still photography services.	54192
54192	1.3	X				Commercial and industrial photography services	<p>Creating photographic or digital images for corporate and commercial or industrial uses, including advertising, marketing, public relations, and illustrative or instructional materials and publications.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• fashion photography;</li> <li>• medical photography;</li> <li>• architectural photography;</li> <li>• product photography.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• photography services for conventions, meetings and other corporate special events are in product 1.2.3, Convention and meeting photography services.</li> <li>• provision of news photographs and video recordings to newspapers, broadcasters or other media is in product 2.5, Contract photo journalism services.</li> <li>• photographic imaging services used for medical diagnosis.</li> </ul> <p>Includes product 2.3.9.8 on 48121 list.</p>	54192
54192	1.3.1				X	Advertising photography services	<p>Creating photographic or digital images for inclusion in a client's advertising material.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• fashion photography.</li> <li>• product photography.</li> </ul>	54192

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54192	1.3.9				X	Other commercial or industrial photography services	<p>Creating photographic or digital images for use by corporate and commercial clients</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• images created for use in publications such as annual reports, newsletters, press releases, etc.</li> <li>• images created for use as illustrations in instructional or educational materials and books, such as medical and architecture photography</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• photographic services for conventions, meetings and other corporate special events are in product 1.2.3, Convention and meeting photography services.</li> <li>• images created specifically for use in advertising are in product 1.3.1.</li> <li>• photographic imaging services used for medical diagnosis.</li> </ul>	54192
54192	2					Related products	Other important products provided by establishments classified in NAICS 54192.	541920 others
54192	2.1	X				Reselling services for merchandise, retail	<p>Retailing of merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes reselling of apparel, memorabilia, publications, prepackaged foods and beverages, and other merchandise. Also includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.</p> <p>Same as product 15.1 on 711 list.</p>	44-45 541920



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54192	2.1.1			X	X	Reselling services for cameras and other photographic equipment, retail	<p>Retailing of cameras and other photographic equipment (lenses, slashes, filters, etc.) purchased on own account for resale or sold on a fee or commission basis for others. Revenue for this product includes the gross margin, fees, and commissions earned on sales.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• photographic supplies (such as processing chemicals, print paper, etc.</li> </ul> <p>Subset of product 2 on 81292 list.</p>	443130 541920 81292
54192	2.1.2			X	X	Reselling services for film and other photographic supplies, retail	<p>Retailing of film and other general photographic supplies (such as processing chemicals, print paper, digital memory cards and sticks, etc.) purchased on own account for resale or sold on a fee or commission basis for others. Revenue for this product includes the gross margin, fees, and commissions earned on sales.</p> <p>Subset of product 2 on 81292 list.</p>	443130 541920 81292
54192	2.1.9			X	X	Reselling services for merchandise, except photographic equipment and supplies, retail	<p>Retailing of merchandise (except photographic equipment and supplies) purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.</p>	44-45 541920

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54192	2.2	X				Rental of photographic equipment	<p>Renting or leasing photographic equipment.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• delivery/pick-up, insurance (e.g., property, liability, warranty, and damage waiver), and maintenance and repair when bundled with the rental or lease agreement.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• providing finance/capital leases.</li> <li>• renting and leasing equipment with operator.</li> <li>• maintenance and repair services sold separately.</li> <li>• insurance (e.g., property, liability, warranty, and damage waiver) sold separately.</li> <li>• brokerage or agency services for insurance (e.g., property, liability, warranty, and damage waiver) sold separately.</li> <li>• delivery/pickup services sold separately.</li> </ul> <p>Subset of product 1.9.2.2 on 5324 list.</p>	541920 532210532490
54192	2.3	X				Maintenance and repair services for photographic equipment	<p>Providing maintenance and repair services, including installation of replacement parts, for photographic equipment.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• parts bundled with maintenance and repair services..</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• maintenance and repair services bundled with rental and leasing of photographic equipment are in product 2.2, Rental of photographic equipment.</li> <li>• retailing of parts for photographic equipment, sold separately, is in product 2.1.1, Reselling services for cameras and other photographic equipment, retail.</li> </ul> <p>Includes subset of products 1.4.9 and 1.9 on 8112 list.</p>	541920 811211

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54192	2.4	X				Photofinishing services	<p>Providing photo finishing services.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• developing negatives, printing photos, and other photo finishing for both film and digital photos.</li> <li>• services provided in retail locations or by processing laboratories.</li> <li>• services of agents who send film to laboratories.</li> </ul> <p>Same as product 1 on 81292 list.</p>	541920 812921 812922
54192	2.5	X				Contract photo journalism services	<p>Creating still and video images of news events for newspapers, broadcasters or other media.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• services of independent press photographers working on commission or under contract.</li> </ul> <p>Subset of product 8 on 711 list.</p>	711510
54192	2.6	X				Licensing of rights to use stock photos	<p>Licensing the rights to use, copy, or distribute any of the contents of a bank or gallery of photographic images owned or controlled by the licensor.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• licensing of photographs and video recordings by photographers to stock agencies</li> <li>• licensing of photographs and video recordings by photographers or stock agencies to end users.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• licensing the rights to use movie clips</li> </ul> <p>Same as product 3 on 519 list.</p>	541920 519190

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54192	2.9	X				Other related products	Other related services provided by establishments classified in NAICS 54192.	541920