

DZ.9 Incorporating Digital Intermediation Platforms into the System of National Accounts

Instructions

For each question, please provide the answer by clicking the relevant check box or by typing in the framed textboxes, which will automatically expand to fit the text.

Please note that the survey may reach one or more contacts in your agency; however, only one response is expected. A printable version of the questionnaire and the guidance note are available at the SNA Consultations webpage of the United Nations Statistics Division. If you have any questions, please contact: nicola.massarelli@ec.europa.eu and sna@un.org.

We look forward to and highly appreciate your collaboration.

Sincerely,
Digitalization Task Team

Please provide your information below:

Country _____
Institution/Organization _____
Name _____
Position/Title _____
Email _____

1A. Is this topic of relevance for your country?

- High relevance
- Medium relevance
- Low relevance
- Not relevant

1B. Please elaborate.

(End of Page 1)

Introduction

Digital Intermediary platforms (DIPs) and the product that they produce, intermediation services have significantly affected the traditional producer /consumer paradigm. By leveraging of the digitalisation of the economy, many new players have followed in the footsteps of the established giants such as Airbnb, UBER and Booking.com, increasing successful business models whereby they facilitate transactions between producers and consumers without having any financial stake in the product ultimately consumed.

Despite their omnipresence, product and industry classifications have not yet kept pace with how these businesses operate. Additionally, the prevalence of non-resident DIPs has forced national accountants to reflect on the recording of this extension of globalisation in the System of National Accounts.

Importantly, although the rise of DIPs have created multiple practical measurement challenges, there do not appear to be any major conceptual concerns that would require a change to the SNA. That said, due to the high user interest and potential misunderstanding regarding the value added that DIPs bring to the economy, this Guidance Note has been prepared to analyse the measurement challenges caused by DIPs. The Guidance note offers some recommendations that NSOs might follow in order to improve the measurement and visibility of DIPs' impact in the national accounts.

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2A. Do you agree that DIPs should be defined as those that:

- Charges an explicit fee for digitally facilitating an economic transaction between two independent parties, and
- Do not take economic ownership of the goods and services ultimately sold to the consumer.

- Yes
- No

This Question is Conditionally Hidden if: (2A = Yes)

2B. If no, please explain what changes are required to the proposed definition.

3A. Is the delineation of aggregates (output, GVA, employment, wages etc.) related to DIPs of policy interest in your country?

- Very
- Somewhat
- Not at all
- Cannot say

3B. Please elaborate.

4A. Do you believe that transactions involving DIPs should be recorded on a net basis?

- Yes
- No

4B. Please elaborate.

5A. Can you identify any conceptual challenge posed by DIPs that might cause concern for measurement within the National Accounts?

- Yes
- No

This Question is Conditionally Hidden if: (5A = No)

5B. If yes, please elaborate.

6A. Although the approved revised structure of ISIC classifies DIPs to the same division as the provider of the product they intermediate (but as a separate class), do you consider it useful that ISIC specifically provides guidance on which classes are to be included in an alternative aggregation, i.e., an “intermediation sector”, so that they might be combined for analytical purposes?

- Yes
- No

6B. Please elaborate.

7A. In view of the ongoing revision of the CPC classification, it is envisioned that the product produced by DIPs, the “digital intermediation service product” will be considered a separate product to the underlying good or service. Do you consider this separate intermediation service product:

- a same product regardless of the underlying good or service that is being purchased
- different products, with specific characteristics linked to the underlying good or service that is being purchased

7B. Please elaborate.

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8A. Are you currently able to identify DIPs within your business register?

- Yes
- No

This Question is Conditionally Hidden if: (8A = Yes)

8B. If no, are you making any plans to identify DIPs in the future?

9A. Would your institution be interested in participating in an experimental estimate exercise?

- Yes
- No

This Question is Conditionally Hidden if: (9A = No)

9B. If yes, what technical assistance, if any, would you need?

10. Do you have any other comments on this guidance note?

11. In order to maximize transparency, we would like to publish responses to global consultations.

Do you give consent that your response to this questionnaire can be published?

- Yes
- No

(End of Page 4)
