Task Team on Digitalization

Work to date and plans for future measurement

June 26th, 2025

Since we met last…

- Terms of reference document updated

- Call-out for renewed membership

- A number of new country delegates have joined the task team with appropriate expertise and interest to continue work forward

- Ongoing international collaboration on definition of e-commerce

- AI indicators concept note (nearly) finalized and timeline for work proposed

TT-Digitalization Workplan

Complement and build on current work to record current best practices from NSOs in terms of data sources and data collection methods and approaches for measuring e-commerce.

- Work of the UNCTAD TG on E-Commerce measurement
- Redevelopment of e-commerce definition and guidelines for interpretation

Development of new business statistics indicators to better measure utilisation of artificial intelligence (AI), automation and robotics technologies, and their contribution to firm performance.

HB1

- Task team concept note
- AI Measurement workshop held at OECD
- Country initiatives and best practices (Brazil presentation)

Statistics Canada   Statistique Canada

Canada

HB1   There seemed to be something weird going on with how this was originally copy-pasted. I reworded it but feel free to make further changes.
Bilodeau, Howard (StatCan), 2025-06-06T19:12:19.606

MU1 0   Thanks - it was an odd copy/paste that I meant to come back to
Uhrbach, Mark (StatCan), 2025-06-09T00:44:20.745

Development of business indicators to improve the measurement of AI

Stocktaking document outlining various definitions used, existing measurement practices and lessons learned

Concept note developed that outlines the business case for measurement, dimensions of collection, areas of measurement and next steps

Development of new business statistics indicators to better measure utilisation of artificial intelligence (AI), automation and robotics technologies, and their contribution to firm performance.

Concept note: Development of potential indicators

New Indicators must be:

- Relevant
- Reliable
- Representative
- Able to be collected by countries of varying levels of statistical infrastructure

Key areas for collection:

- Adoption of AI systems (e.g., types)
- Intensity of AI system use in the firm
- Process or physical automation within the firm
- AI system investment
- Skills related to AI systems and automation within the firm
- Firm-level impacts of AI system adoption

Proposed Deliverables and Key Considerations

Proposed Deliverables:

- Development of core AI indicators and associated metadata sheets following the template of the Second Volume of the Manual on Principal Indicators
- Development of potential AI model questionnaire module including core and optional indicators
- Agreement on measurement definition for testing
- Inclusion of best practices in UNSD Global Repository of Practices

Key Considerations:

- **Coordination with other related international initiatives** including the OECD's Working Party on Digital Economy, Measurement and Analysis (WPDEMA) and the SNA 2025 revision

Work going forward

- **End of October 2025:** Draft indicators

- **November 2025:** Draft module

- **December 2025:** Agreement on Final indicators and module

- **Winter 2025-26:** Potential piloting of module

Other activities

- Contributions to United Nations Global Repository

- Discussion of additional priorities with new delegates

Mark Uhrbach
Statistics Canada
Mark.Uhrbach@statcan.gc.ca

Links of note:

Task Group on Measuring E-commerce

https://unctad.org/topic/ecommerce-and-digital-
economy/measuring-ecommerce-digital-economy

Survey of Digital Technology and Internet Use

The Daily — Survey of Digital Technology and
Internet Use, 2023

Adoption of AI in Firms

The Adoption of Artificial Intelligence in Firms |
OECD