

International Seminar on ICT Statistics

**Statistics on IT Use and
Electronic Commerce**

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National IT Industry Promotion Agency
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1. Statistical Survey on e-Business and IT Use

2. The E-Commerce Survey

Survey on IT Use Overview (1)

Survey Title

- Statistical Survey on e-Business and IT Use

Purpose of Survey

- To construct knowledge base for national information and communication technology by gathering systematic and time-series data for the usage status of information technology by business
- To provide background data for the establishment of government policies
- To provide current trend of e-business and IT use for the establishment of management plans by enterprises

History

- Sep. 2001 : Approved for the Statistical Survey on E-Business
- 2001 : The first survey with 2,000 samples
- 2003 : Sample size increased to 4,000 samples
- 2006 : Sample size increased to 5,500 samples
- 2008 : Survey titled revised as the Statistical Survey on E-Business and IT Use
- 2009 : Publicized IT Use Index

Survey on IT Use Overview (2)

Sampling Method

- 5,500 samples stratified by employee size and industry classification targeting all industry and all companies with more than 10 employees

Contents

- IT adoption and use by enterprise, economic impacts, maturity stage, success and failure factors

Category

- Survey framework is categorized by 7 domains
- Environment, Performance, Process, Leadership, Acceptiveness, Governance and Resource

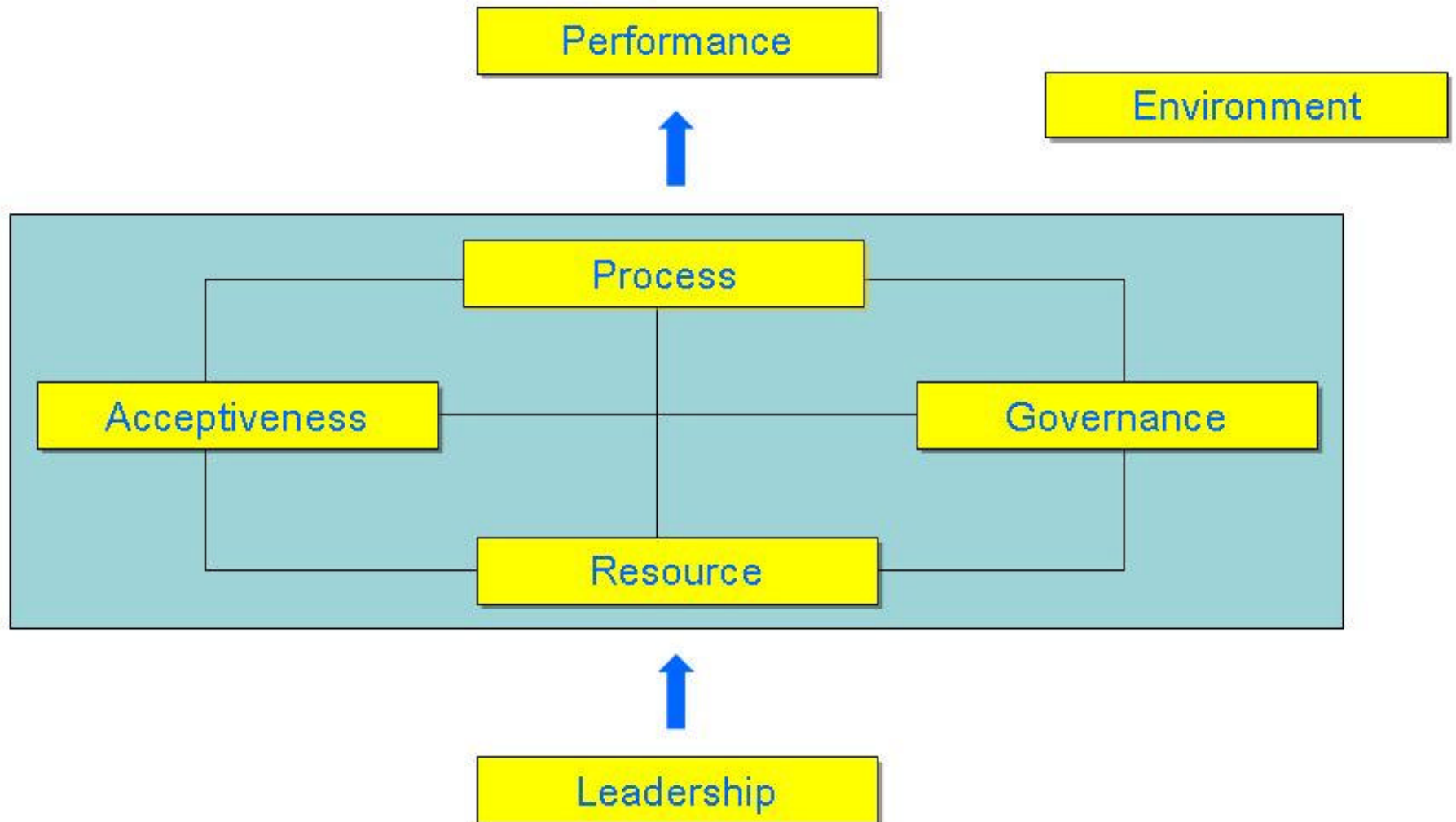
Announcement period

- Annually

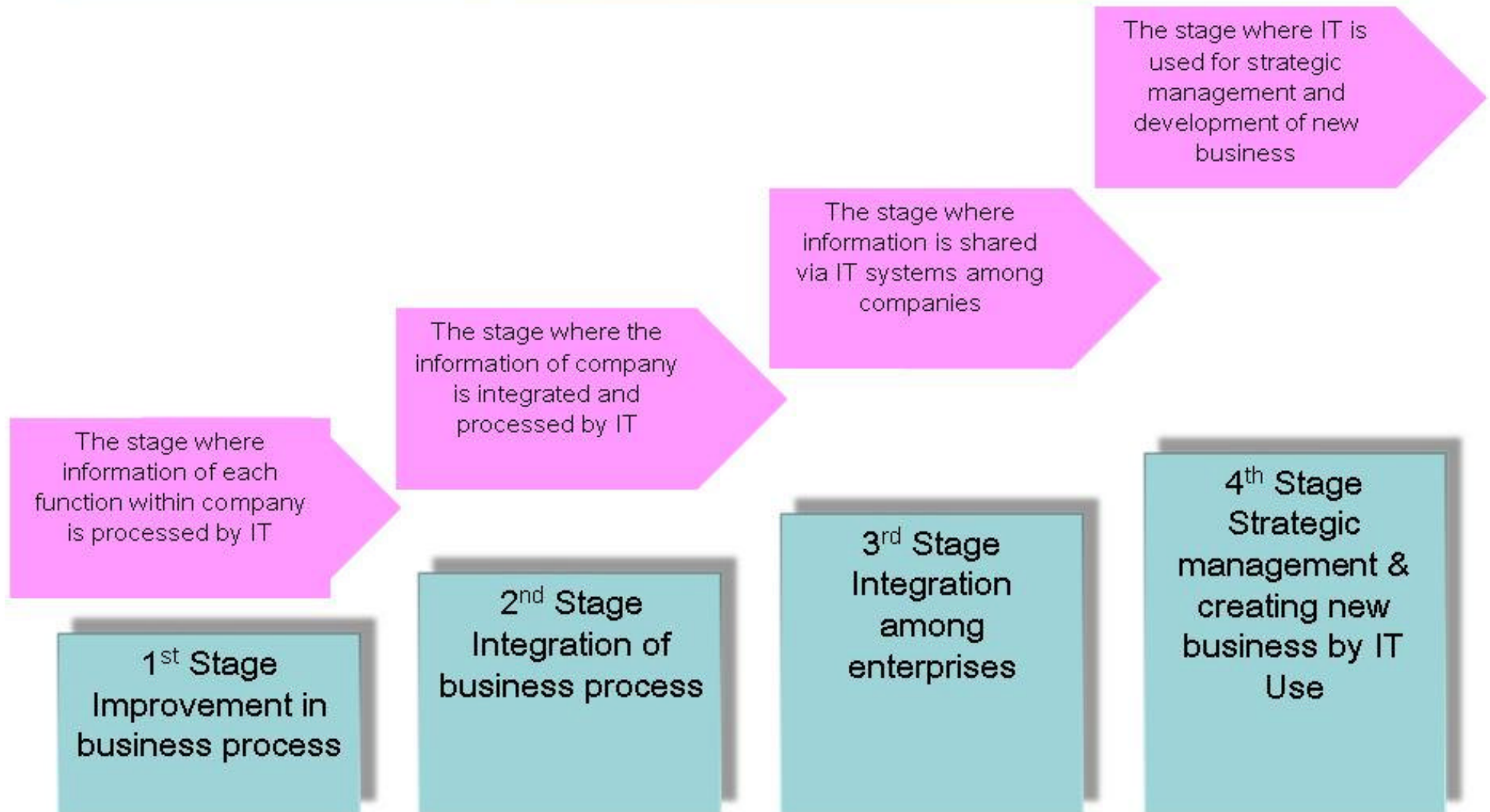
Announcement method

- Publicized by survey report and press release every year
- Publicized on the Internet, KOSIS (www.kosis.kr) and ITSTAT (www.itstat.go.kr)

IT Use Index Evaluation Framework

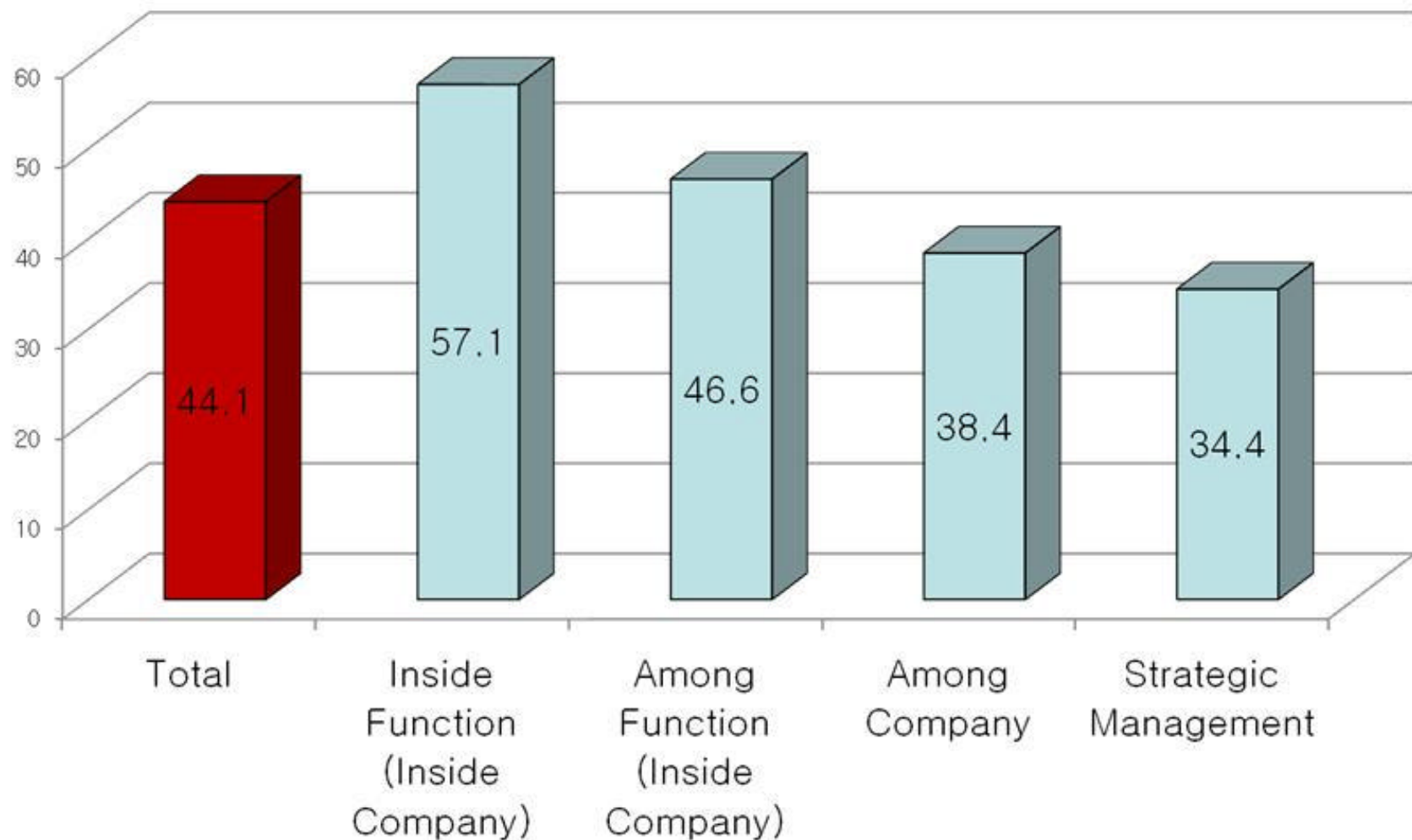


Maturity Model of IT Use Index



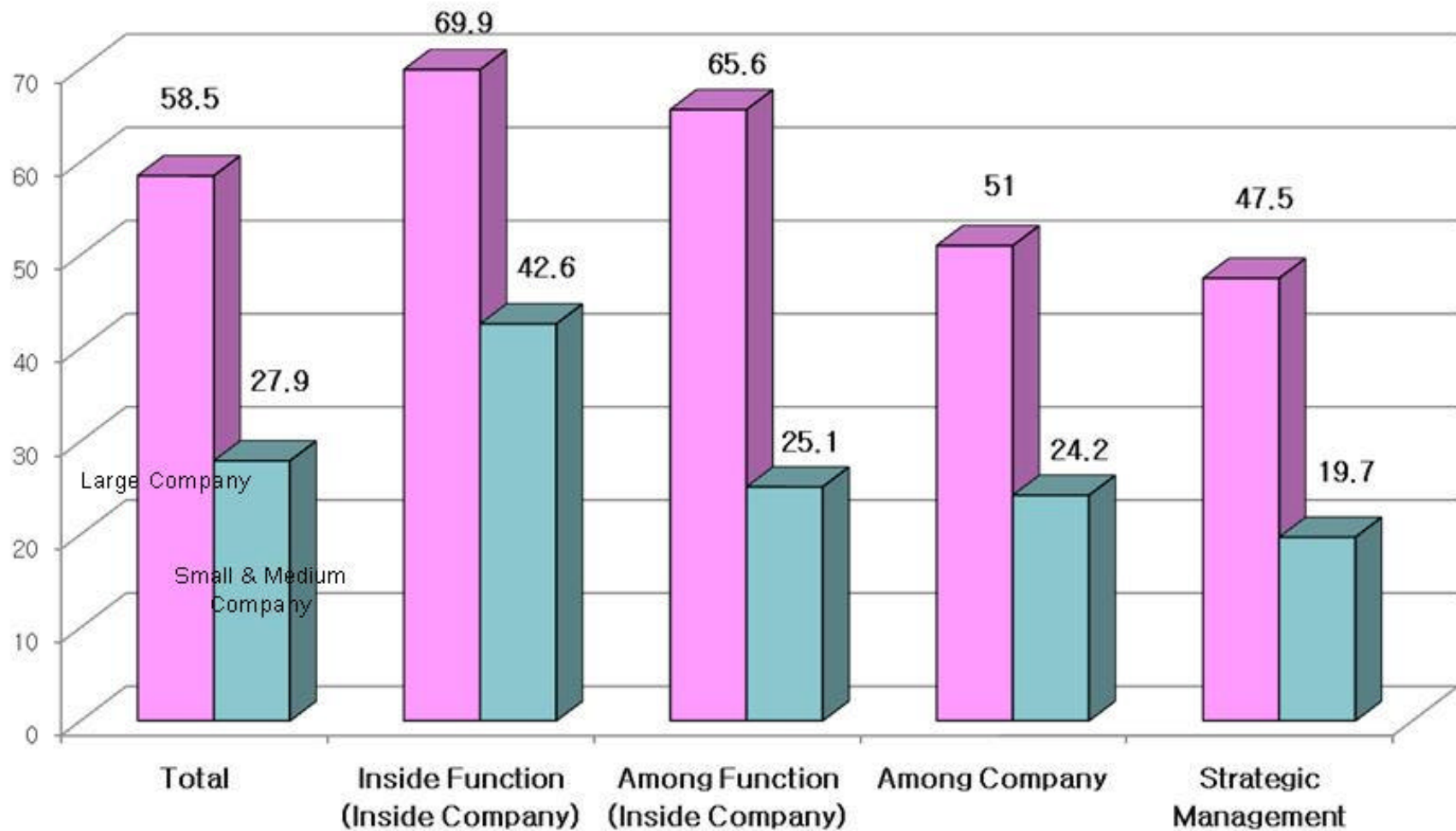
Survey on IT Use (2009) Result (1)

<IT Use Index for each business task area>



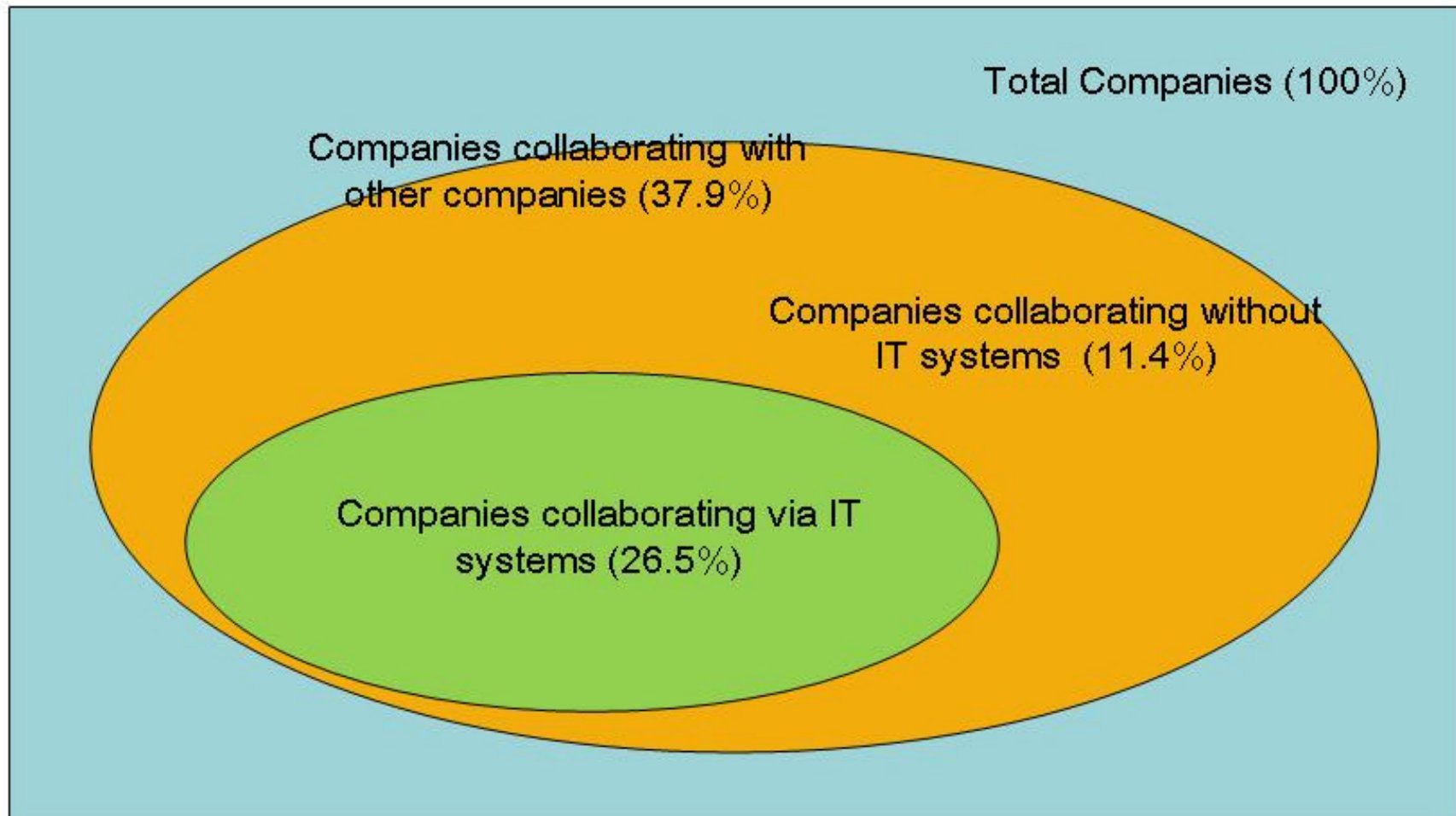
Survey on IT Use (2009) Result (2)

<IT Use Index by company size>



Survey on IT Use (2009) Result (3)

<The rate of collaboration with other company>



2. e-Commerce Statistics

E-Commerce Statistics Overview (1)

Publication Title

- Report on the E-Commerce Survey

Type of statistics

- Designated and surveyed statistics

Purpose

- To grasp the E-commerce trends by measuring the size and infrastructure of B2B E-commerce transaction
- To provide data for the establishment of government policies and management plans by enterprises by understanding E-commerce trends

History

- 2001 : The first survey
- Apr. 2001 : Approved for the E-Commerce Enterprises Survey
- Jun. 2001 : Completed the development of the E-Commerce Enterprises Survey
- After Sep. 2001 : Released data by quarter and completed the development of the E-Commerce Survey between the government and businesses

E-Commerce Statistics Overview (2)

Announcement method

- Publicized every quarter after tabulating data by type of customers (B2B, B2G and B2C)
- Publicized on the Internet (in Korean and English), news releases and KOSIS (www.kosis.kr)

Announcement period

- Quarterly

Definition of e-commerce

- Transaction of goods or services conducted by computer network systems
- Transaction must be done through e-commerce systems in at least one process among bid, contract, and order

Definition by OECD

- An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders.
- The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online.

Survey Method

Sample

- 1,400 Enterprises transacting on e-commerce systems
- Listed Company (KOSPI, KOSDAQ), Public Company, Unlisted Company and Other Company involved in e-commerce
- Intermediary cybermall usually involved in B2B (except finance, household, foreign company)
- 3 Public Agencies (Public Procurement Service, Defense Acquisition Program Administration, Korea Post) transacting on e-commerce systems
- Central Government, Local Government, and other public agency

Questionnaire

- Questionnaire (1) : B2B (Seller and Buyer)
- Questionnaire (2) : B2B (Intermediary E-Marketplace)
- Questionnaire (3) : B2G

Method

- Survey based on direct visit to enterprise by 250 survey personnel
- Survey based partially on communication medium such as CASI(Internet survey), E-mail, Telephone or Fax
- Respondents themselves mark their own questionnaires

Systems

- Headquarter at National Statistical Office
- 5 Local Statistical Office
- 1,400 Survey Samples

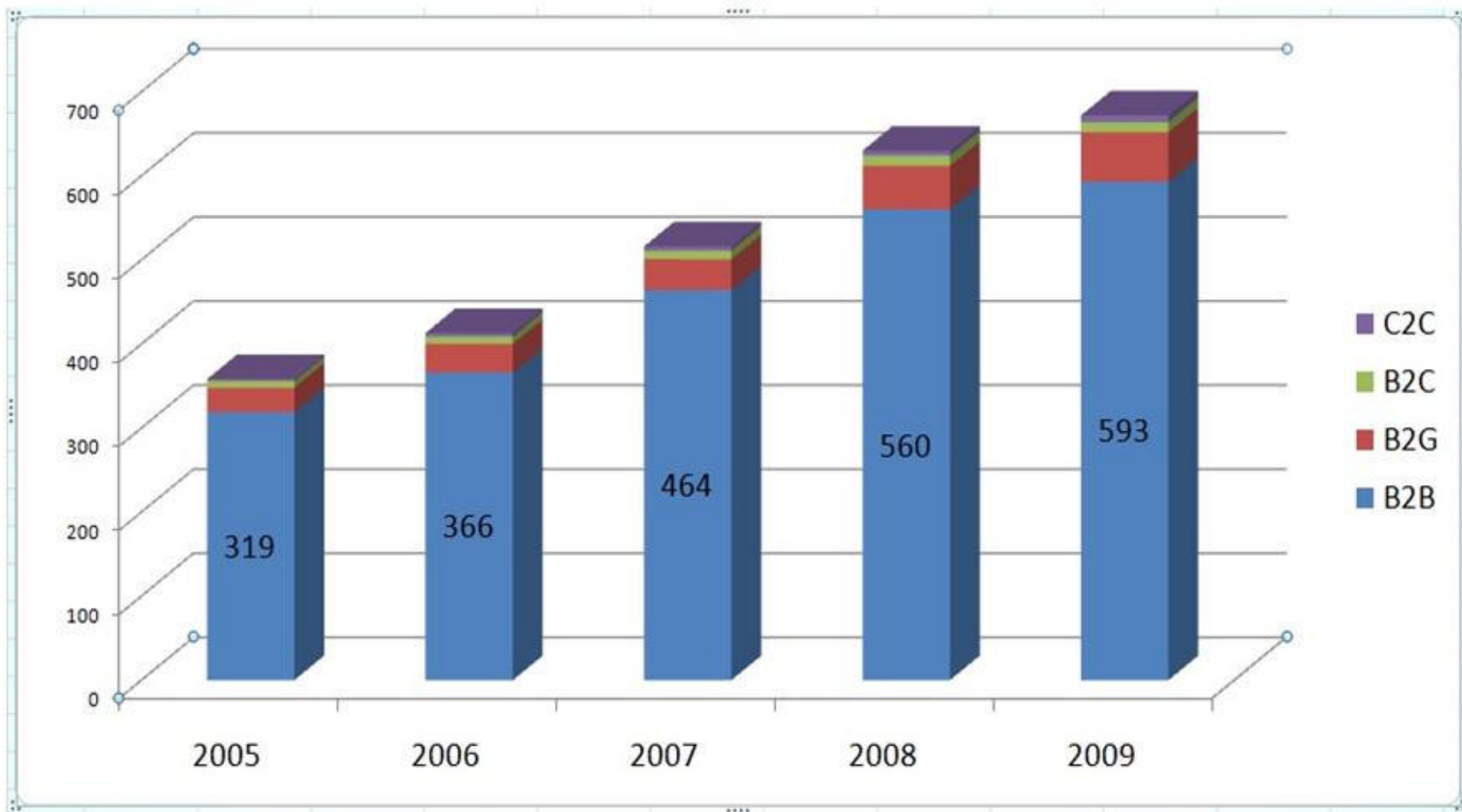
E-Commerce Transaction (2005-9)

	2005		2006		2007		2008		2009		2010
	Value	%	Value	%	Value	%	Value	%	Value	%	1Q
Total	358	100.0	414	100.0	517	100.0	630	100.0	672	100.0	183
B2B	319	89.1	366	88.5	464	89.9	560	89.9	593	88.2	164
B2G	29	8.1	34	8.3	37	7.1	52	7.1	59	8.8	13
B2C	8	2.2	9	2.2	10	2.0	12	2.0	12	1.8	4
C2C	2	0.6	4	0.9	5	1.0	6	1.0	8	1.2	2

(Unit : Trillion Won)

* 1US\$=approximately 1,200 Won (2010.7)

E-Commerce Transaction (2005-9)



(Unit : Trillion Won)

* 1US\$=approximately 1,200 Won (2009.10)

B2B E-Commerce by Domination Type

Classification	2008		2009		Year-on-year	
	Value	Compo-sition	Value	Compo-sition	Change	Percent change
Total	560,255	100.0	592,965	100.0	32,710	5.8
Buyer-driven type	381,003	68.0	393,970	66.4	12,967	3.4
Supplier-driven type	146,947	26.2	161,546	27.3	14,599	9.9
Intermediary-driven type	32,304	5.8	37,450	6.3	5,146	15.9

(Unit : Billion Won)

* 1US\$=approximately 1,200 Won (2010.7)

B2G E-Commerce Transactions

Classification	2008		2009		Year-on-year	
	Value	Compo-sition	Value	Compo-sition	Change	Percent change
Total	52,266	100.0	59,456	100.0	7,190	13.8
Purchase of goods and services	30,306	58.0	31,024	52.2	718	2.4
Construction contract	21,960	42.0	28,432	47.8	6,472	29.5

(Unit : Billion Won)

* 1US\$=approximately 1,200 Won (2010.7)

Cyber Shopping Trend

Classification	2008		2009		Year-on-year	
	Value	Compo-sition	Value	Compo-sition	Change	Percent change
Total	18,146	100.0	20,643	100.0	2,497	13.7
B2C	11,359	62.6	12,045	58.3	686	6.0
C2C and others	6,786	37.4	8,597	41.7	1,811	26.7

(Unit : Billion Won)

* 1US\$=approximately 1,200 Won (2010.7)

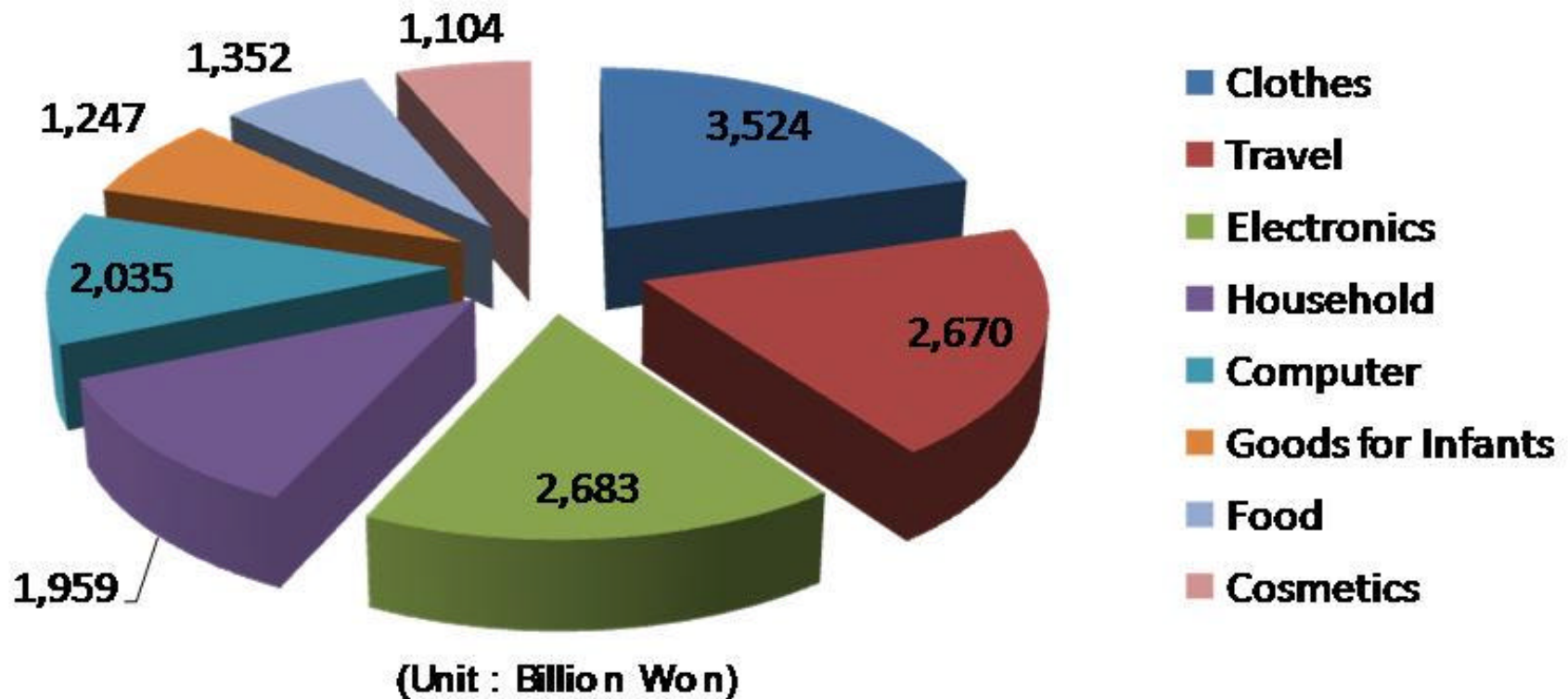
Transactions by Group of Commodities

Classification	2008		2009		Year-on-year	
	Value	Compo-sition	Value	Compo-sition	Change	Percent change
Total	18,146	100.0	20,643	100.0	2,497	13.7
Clothes	2,996	16.5	3,524	17.1	528	17.6
Electronics	2,466	13.6	2,683	13.0	217	8.8
Travel	2,857	15.7	2,670	12.9	-187	-6.5
Computer	1,636	9.0	2,035	9.9	399	24.4
Household Goods	1,710	9.4	1,959	9.5	249	14.6
Food	1,009	5.6	1,352	6.6	343	34.0
Goods for Infants	1,027	5.7	1,247	6.0	220	21.4

(Unit : Billion Won)

* 1US\$=approximately 1,200 Won (2010.7)

Cybershopping Transaction (2009)



* 1US\$=approximately 1,200 Won (2010.7)

If you have more questions, you
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Thank you

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