

Comments/Suggestions for Statistical Commission 49th Session

New York, 6-9 March 2018

4(h) Items for information: digital trade and e-commerce statistics

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4/12	<p>As already mentioned, the systematic data collection on what part of international trade can be considered 'digital', and on the breakdown of digital trade by the products or services, partner countries and institutional sectors (business, consumers, government) involved, has yet to be developed. However, many countries have already started measuring at least some parts of the different components that characterise digital trade, as evident from the OECD-IMF inventory in 2017 to which more than 70 countries responded (see OECD-IMF, 2017), as well as from the informal expert meeting on Measuring Digital Trade that TFITS convened for the first time in October 2017.</p>	<p>Should emphasis more awareness on data collection from the demand side approach. Most users of digital services, cannot separate the value of digital services from physical goods that they buy.</p> <p>To capture statistics of digital activities, online surveys with anonym netizens as the respondents should be highlighted to better understand the dynamics of digital transactions as well as profiles of digital transaction actors.</p> <p>Approach to big over-the-top companies is a must to capture big signals in the digital world. Information in the form of website hits, traffic and crowd preference are valuable from the perspective of socio economic statistics.</p>