

# Efforts made by INEGI to measure the Digital Economy: A first approach for calculating the Gross Value Added of E-commerce in Mexico

**2013 – 2016, Base 2013**

*UNSD High Level Seminar on The Digital Economy: A Policy and Statistical Perspective*

*Beijing, China. November 15-17, 2018*



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# Introduction<sup>1</sup>

The age of digitalization and the Internet have changed the way households, businesses, and governments interact through local and cross-border transactions.

New stage of globalization

Modify nature, patterns and participants in an international context of trade in goods and services.

1: According to the OECD, WPTGS (2017): STD/CSSP/WPTGS(2017)3



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# Introduction

Devices and objects connected to the Internet promote a large-scale convergence between ICT and the economy.

ICT Information and Communication Technologies



Internet of things (IoT).- Objects that connect through the internet with other objects



Statistical Challenge of the **digital economy**

Measure the contribution in the GDP by the use of ICT, through their evolution or with the emergence of digital businesses, the expansion of **e-commerce** and financial services.



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# Objective

Make available to users information that allows them to know the evolution of the gross value added of **e-commerce** from the year 2013.

Series from the year 2013,  
base 2013

Millions of pesos at current  
prices and prices of 2013

Wholesale trade, retail trade  
and other services

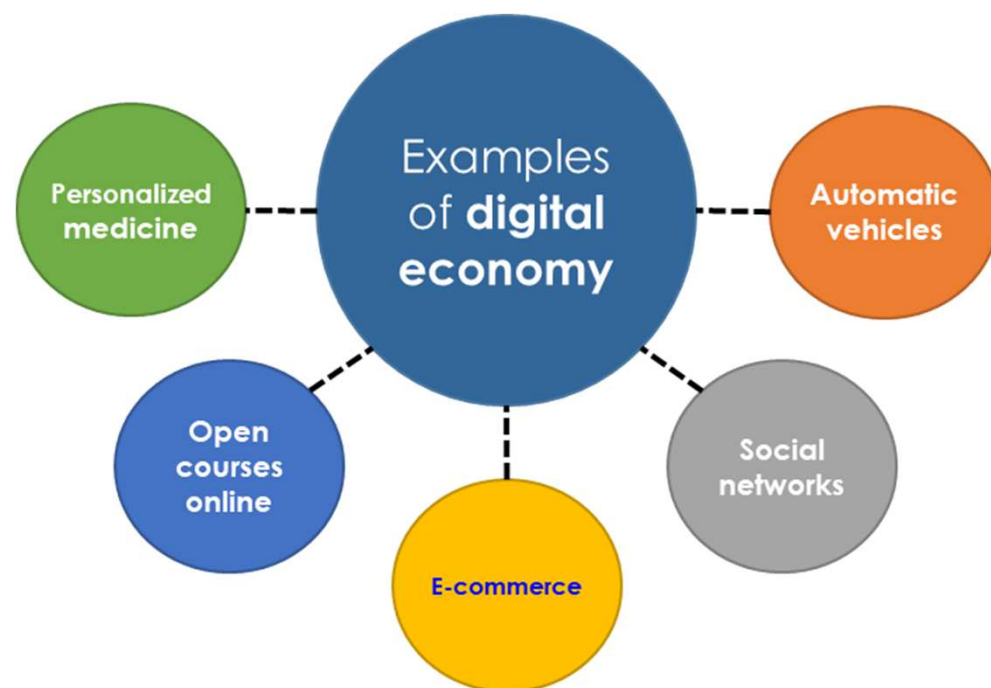


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# Gross Value Added of E-commerce

The SNA of Mexico reflects changes in the global context of economic measurements.

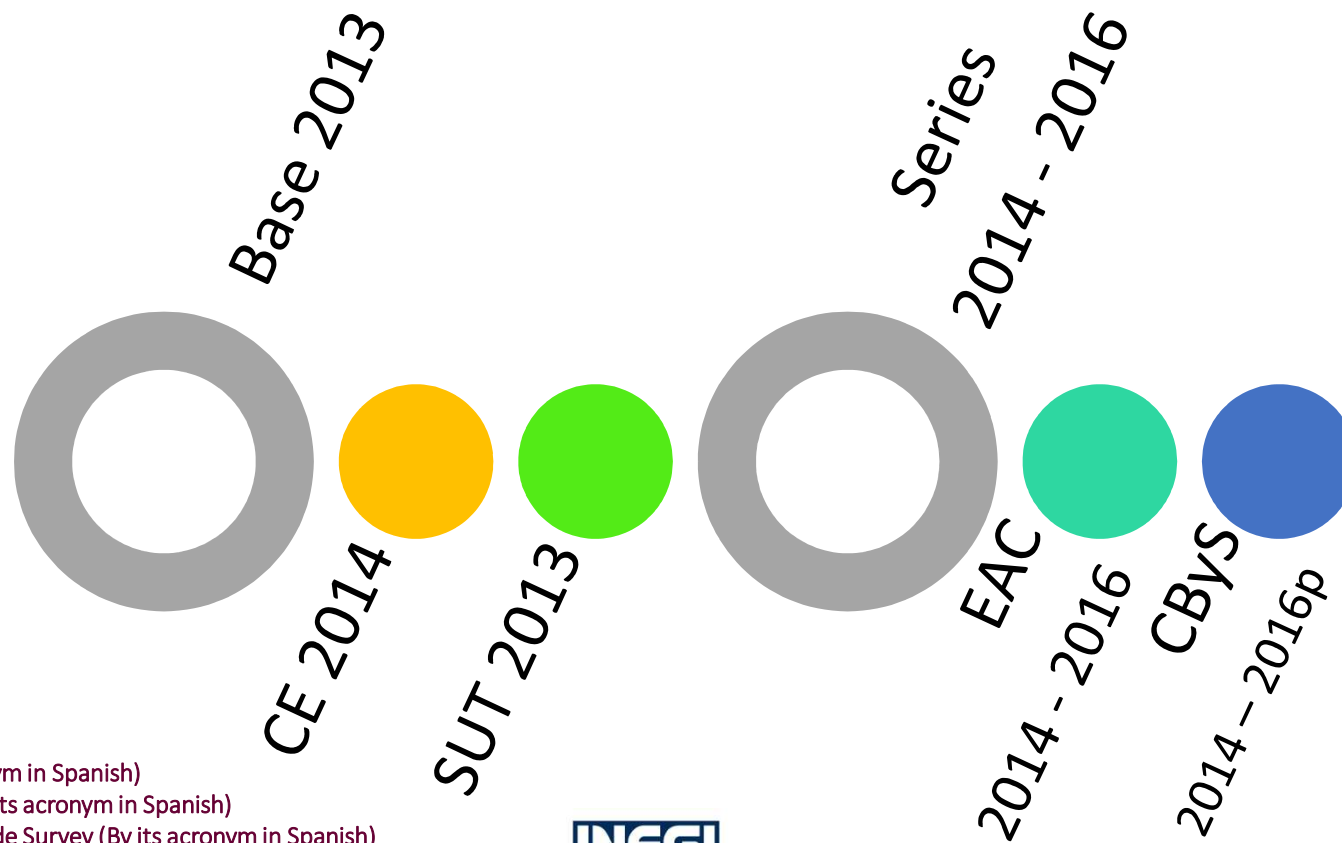
As a first approach to the measurement of the **digital economy**, an estimate was made to quantify the gross value added of **e-commerce**.





# Gross Value Added of E-commerce

## Sources



SUT Supply and Use Tables

CE Economic Censuses (By its acronym in Spanish)

CBYS Goods and Services Account (By its acronym in Spanish)

EAC Annual Wholesale and Retail Trade Survey (By its acronym in Spanish)

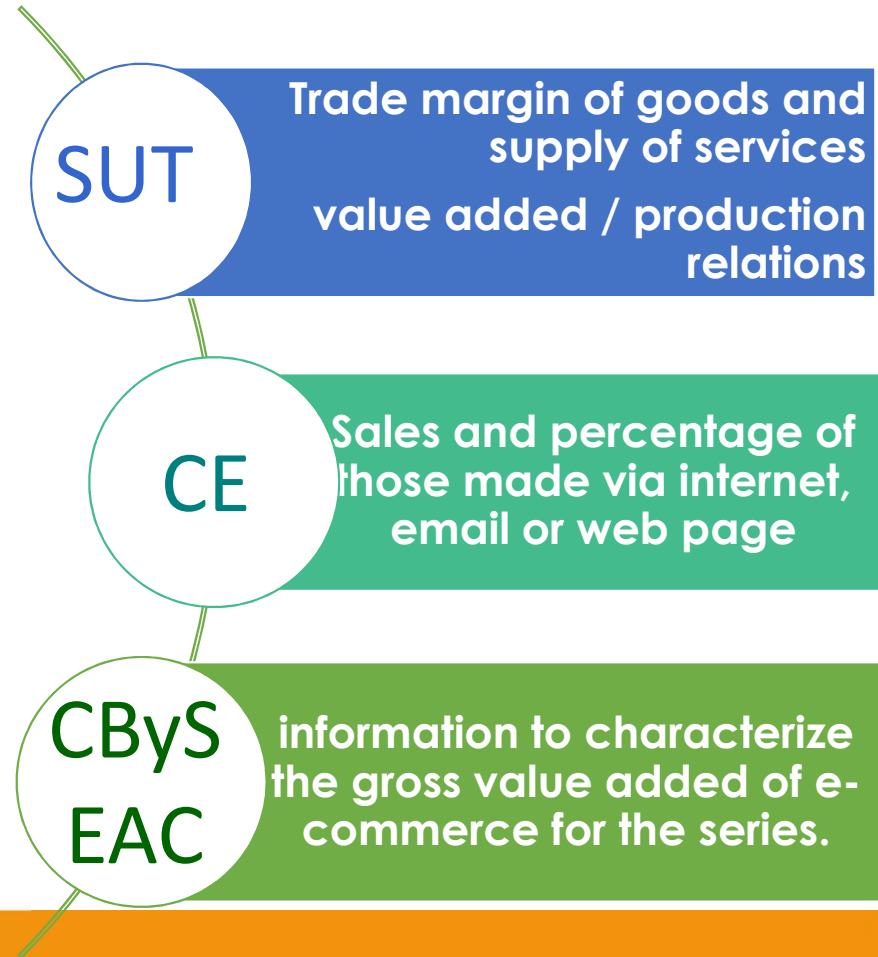


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# Gross Value Added of E-commerce

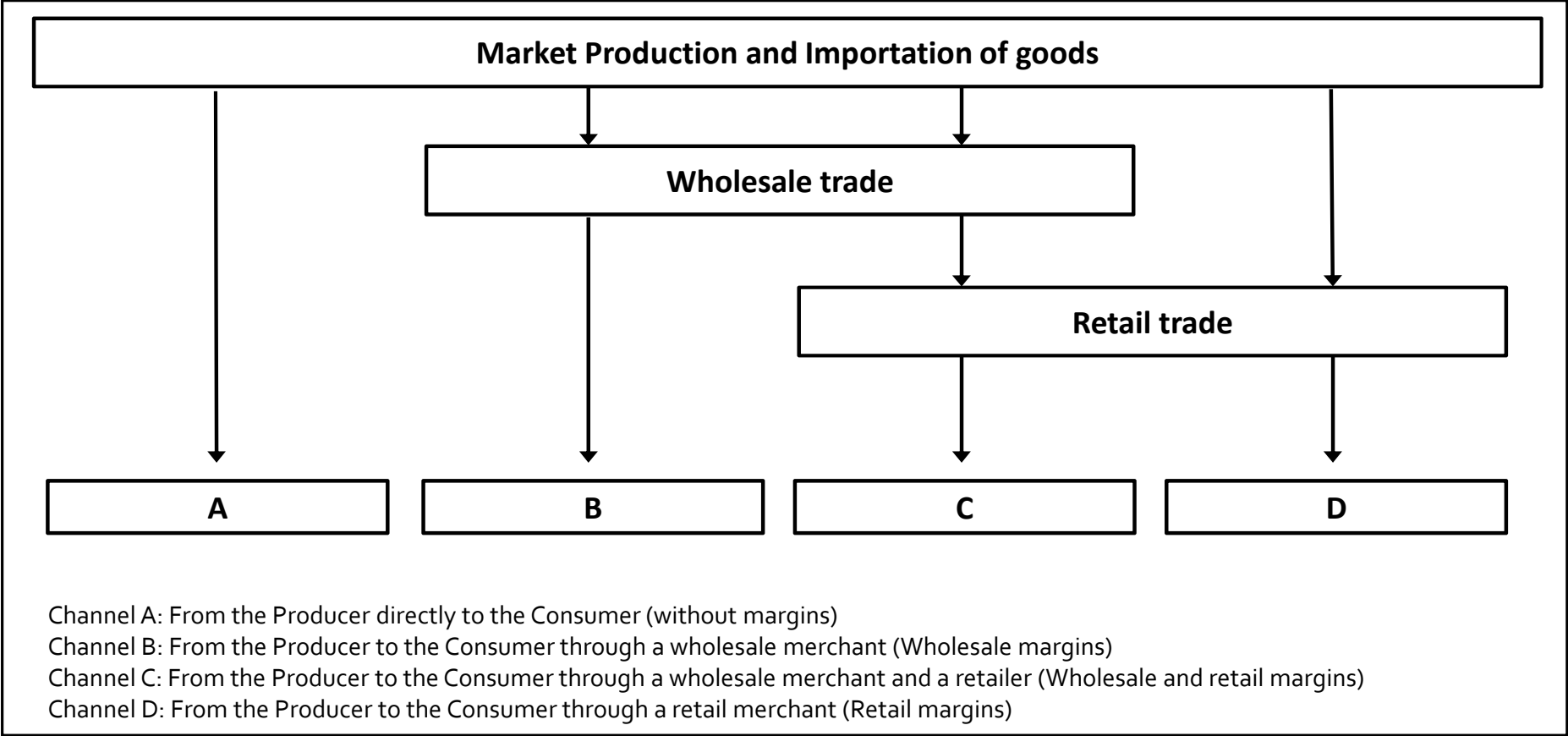
The measurement of the gross value added of **e-commerce** was made under a **SUPPLY** approach related to the wholesale, retail and other services commercialization. Total use is implicit since the SUT are balanced.

SUT Supply and Use Tables  
CE Economic Censuses (By its acronym in Spanish)  
CByS Goods and Services Account (By its acronym in Spanish)  
EAC Annual Wholesale and Retail Trade Survey (By its acronym in Spanish)

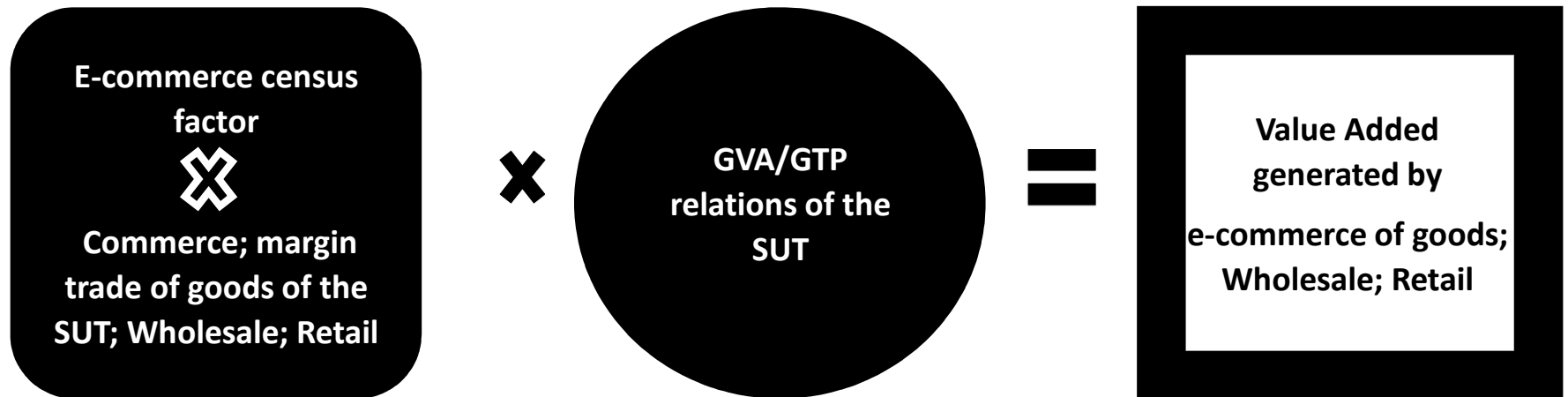




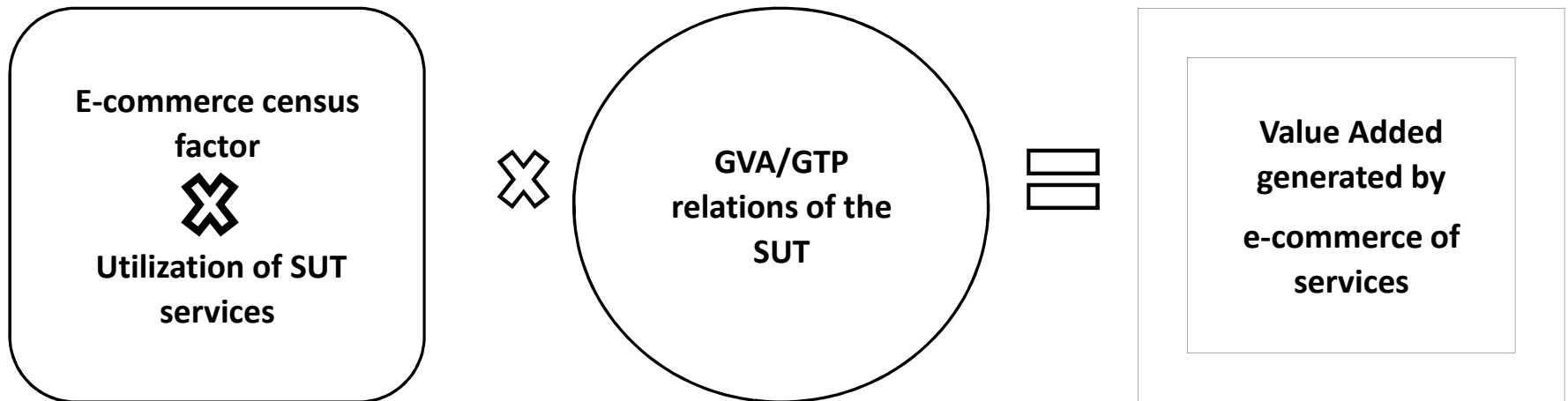
# Diagram of sales channels



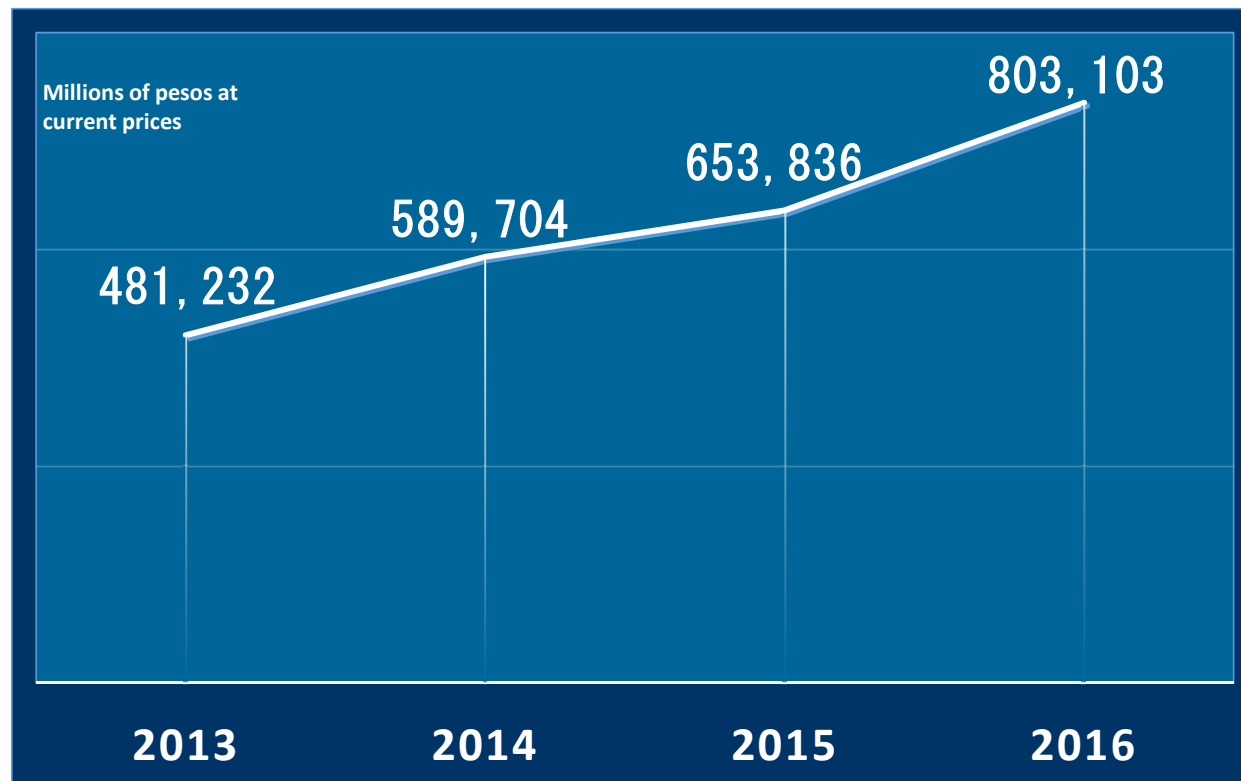
# Gross Value Added of E-commerce



## Calculation

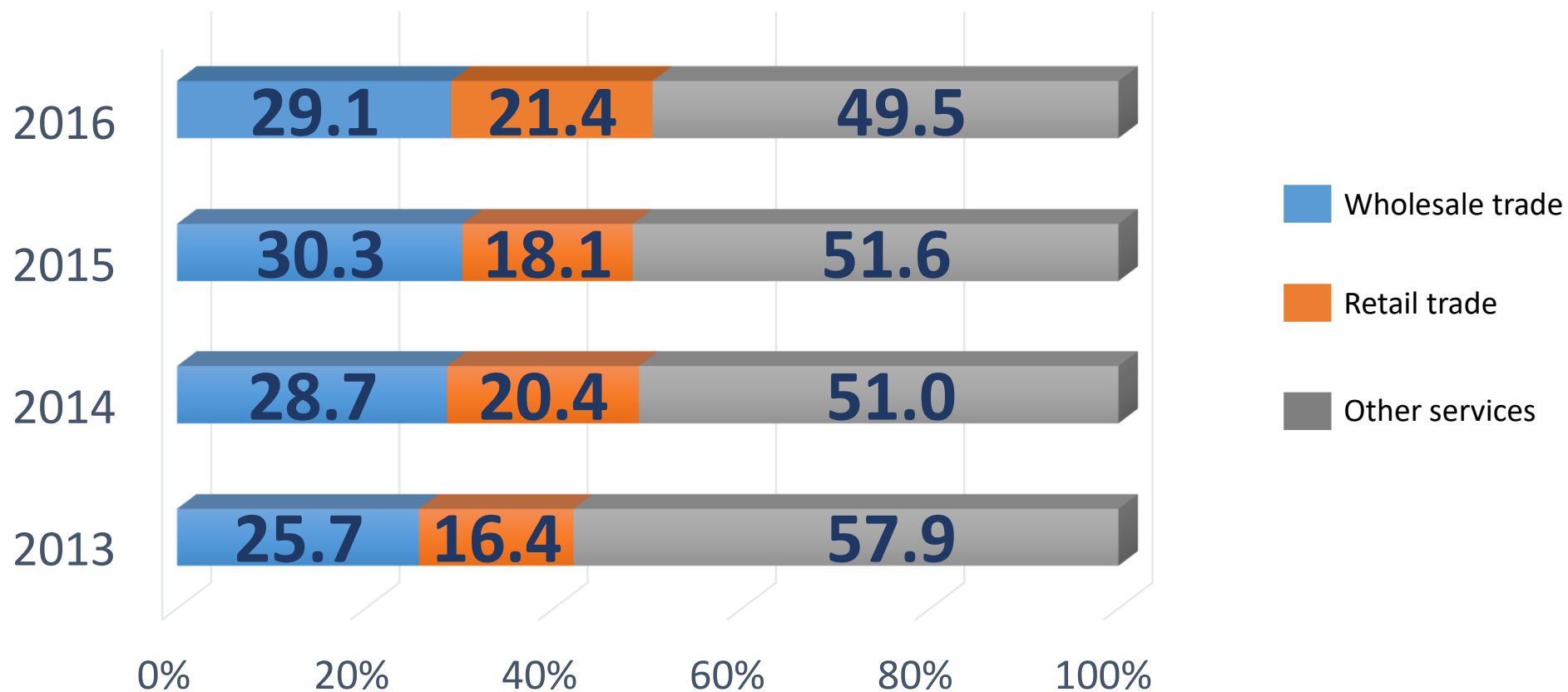


# Gross Value Added of E-commerce



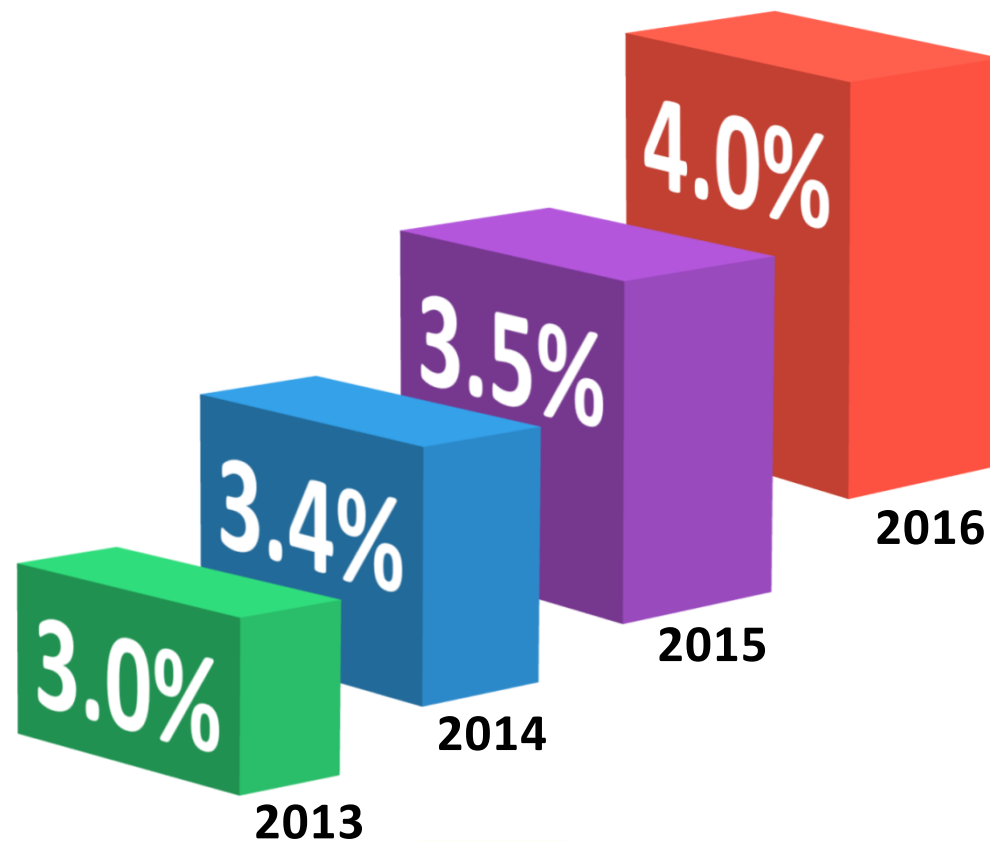
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# Gross Value Added of E-commerce



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## Share of E-commerce in GDP



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# Dissemination

First release of these estimations: October 11, 2018.

Disseminated as official statistics.

INEGI carried out a presentation with its key users, including the Internet Association of Mexico (AIMX).

The estimations and the methodology are available (Spanish) for all users: <http://www.beta.inegi.org.mx/programas/vabcoel/2018/>

The figures complement the demand view and estimations of the private sector by offering a supply approach.



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## Next Steps

INEGI is strengthening these calculations through specific improvements in the basic statistics collecting more details on the digital economy.

In this sense, the Economic Censuses 2019 will have new information concerning the online sales and purchases breaking-down by:

- ✓ Website of the enterprise
- ✓ Through a web page from an intermediary
- ✓ Social networks
- ✓ E-mail
- ✓ Other informatics source



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## Next Steps

INEGI will keep the ongoing households and business surveys and they will be complemented with robust information from the Economic Censuses 2019. The current annual surveys collecting information on digital economy are:

- ✓ National Survey on the Availability and Use of the Information Technologies in Households (ENDUTIH)
- ✓ Annual Wholesale and Retail Trade Survey (EAC)

It has been planned:

- ✓ Releasing more details about the type of e-commerce
- ✓ Reconciling the supply and demand through the sales and purchases according to their economic activity
- ✓ Updating the estimations annually



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## Next Steps

Finally, INEGI is exploring, with the advice of the Central Bureau of Statistics of The Netherlands, the linkage between the Mexican SBR and the related domains of Mexican enterprises available in internet (.mx) with the aim to identify the businesses engaged in the digital economy, for constructing survey frames and producing basic statistics.



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**Thank you!**

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